Northeast Regional Alcoholics Anonymous Service Assembly

Rich P.
Northeast Regional Trustee

February 22-24, 2019
Tradition Five

“Each group has but one primary purpose—to carry its message to the alcoholic who still suffers.”

“SHOE MAKER, stick to thy last!” …better do one thing supremely well than many badly. That is the central theme of this Tradition. Around it our Society gathers in unity.
GSB Trustees Committees

✓ Archives
  • Audit
  • Compensation
✓ Conference (Chair)
  • Corrections
  • CPC/Treatment and Accessibility
  • Finance & Budget

• General Sharing Session
• International
• International Convention/Regional Forums
• Literature
✓ Nominating
  • PI
Financial Highlights

WHERE WE LEFT OFF LAST YEAR..
Last Year’s Financial Overview

Contributions → flat
Operating expenses → increased 8%

2017
- Literature Sales: $13,898,550
- Literature Profits: $9,361,614
- Contributions: $8,409,452

Total Revenue: $17,771,383
Total Operating Expenses: $16,012,545
% contributions covering services: 82%

2018
- Literature Sales: $14,235,594
- Literature Profits: $9,452,615
- Contributions: $8,384,721

Total Revenue: $17,837,336
Total Operating Expenses: $17,382,733
% contributions covering services: 74%
Drivers of the 2018 percentage drop

✓ ERP system (Expense vs. pre-payment)
✓ World Service Meeting
✓ Pension and Health Plans for retired employees
✓ Additional Employees (French translation), staff training, Consultants for ERP, Communications, app, website
✓ Other…

History of Percent Contributions Supporting Carrying the Message

18 yr avg. 73%
2019

- Literature Sales - $15,000,000
- Literature Profits - $9,775,000
- Contributions - $8,384,721

Total Revenue $18,159,721
Total Operating Expenses $17,658,500

$501,221

In 2019 we expect to reach 73% of self support
Can we do better?

Increased literature sales due primarily to new book:

Our Great Responsibility (1951-1970)
How can we work in new ways?

[Image of a cartoon globe and a bunch of grapes labeled A.A. WORLD SERVICES and AA GRAPEVINE]
“Nothing matters more to AA's future welfare than the manner in which we use the colossus of modern communication. Used unselfishly and well, it can produce results surpassing our present imagination.”

Bill W.
Goal #2 G.S.B. Strategic Plan
The General Service Board and the Fellowship have improved relations with professionals.

Goal #3 G.S.B. Strategic Plan
Alcoholics Anonymous: Relevant and connected in today’s society.

Goal #5 G.S.B. Strategic Plan
Create new and revise current informational and educational material for professionals and professional associations.

Goal #6 G.S.B. Strategic Plan
Identify new places and audiences to bring the A.A. message of hope.

Goal #7 G.S.B. Strategic Plan
Increase A.A. visibility on contemporary technologies.
<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-on-one Interviews</td>
<td>83</td>
</tr>
<tr>
<td>Discussion Groups (27 Total Participants)</td>
<td>4</td>
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<tr>
<td>Communication Assets Reviewed</td>
<td>152</td>
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<tr>
<td>Survey Respondents in the U.S. and Canada</td>
<td>1,504</td>
</tr>
<tr>
<td>Field Observations</td>
<td>7</td>
</tr>
</tbody>
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Results Were Not Surprising...

- Most groups fall outside of the conference structure
- Our services from the office are not as effective as they could be
- Poor transfer of information to and from Delegates
- Barriers limiting ideas from the group to the conference
- AA has a good reputation outside but is not distinguishable from other clinical and “self-help” groups.
One Example...

Before

After
The APP is Finally Coming...

MEETING GUIDE
...And What About Video?
✓ Please get involved and bring your ideas to the conference process.

✓ Encourage others to get involved and support A.A.’s message of hope and recovery.

✓ Support those in service for trying new things (even when it fails).

✓ Local work is critical: for carrying the A.A. message.

✓ Finding solutions together, unity is critical “Our common welfare should come first.”
Other?

ASL BIG BOOK

NAVAJO BIG BOOK
Thank You

For Your Service and Support in A.A.