

THE PREAMBLE

Alcoholics Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism.

The only requirement for membership is a desire to stop drinking.

There are no dues or fees for AA membership; we are self-supporting through our own contributions.

AA is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy, neither endorses nor opposes any causes.

Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.

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Annual Report of the General Service Board of Alcoholics Anonymous (Great Britain) Limited - 1 OCTOBER 2008 – 30 SEPTEMBER 2009

Introduction

The General Service Board worked throughout the year with enthusiasm and application, in what was a difficult period in some respects. The fundamental role of the Board is to support the Fellowship in its stated primary purpose to carry a message of recovery to those that may have a problem with alcohol.

The global economic climate clearly had an impact. Alcoholics Anonymous is a self supporting organisation through its own contribution. We do not accept contributions from outside sources. Our investment income was greatly reduced. However, on a positive note, due to prudent management, the asset value of our investment portfolio was maintained.

In the light of constrained income the Board made a number of pragmatic decisions on expenditure. Absolute priority was given to the core area of carrying the message of recovery. The redesign and implementation of an updated web facility was approved and is in hand. Internal seminars, a hugely useful tool in internal communication within the Fellowship were either postponed or delayed in the short term. Administrative expenditure was minimised. A considerable number of Board Sub Committee meetings were convened through conference calling as opposed to meeting in York.

AA works in cooperation, without affiliation with professional and other sectors of the community concerned those with alcohol problems. The Board's role is very much one of informing interested parties of what we do, and often of what we do not do. In this year the Board continued the work of previous years in our dealings with the different professional sectors.

The Board will over the next 12 months continue to seek opportunities to support the carrying of the message of recovery both to individuals and the professional sector. The Board will continue to act with prudence financially, prioritising expenditure as appropriate.

Dave Carroll

Chairman of the Board
October 2009

GSB PERSONNEL

The following trustees retired from the Board this year:

Ralph Arundel
Roger Booth
Andy Cudden
Polly Maund-Powell
Ann Slocombe

The following trustees were appointed to the Board:

John Abraham
Nohaid Ilyas
Ash Kahn
Geoff Thornton
Tim Wallace-Murphy
Phil Withecombe

Report of the Trustees

The Trustees of the General Service Board of Alcoholics Anonymous (Great Britain) who are also directors for the purposes of the Companies Act, submit their Annual Report and financial statements for the year ended 30 September 2009.

The General Service Board is a charitable company limited by guarantee and is governed by its Memorandum and Articles of Association. The objects of the charity are to serve the fellowship of Alcoholics Anonymous in its work of assisting alcoholics to achieve sobriety, to publish and distribute books and pamphlets relating to alcoholism and to explain the work of AA to the general public.

Within the Preamble of Alcoholics Anonymous is detailed the primary purpose of those who are members of Alcoholics Anonymous either individually or collectively when they come together in a Group committee or a Board and within the Traditions of AA is the blueprint for the activities and conduct of any such individual or committee etc. The General Service Board trustees are the custodians of the Twelve Traditions and are charged with ensuring that the general public is informed of the message of recovery and that their collective responsibility for the prudent use and investment of AA's resources is carefully considered. The Board provide the administrative support for the fellowship in Great Britain (and English speaking Continental Europe) through the registered office (the General Service Office) which is situated in York and its two satellite offices, the Northern Service Office situated in Glasgow and the Southern Service Office which is in London.

Relocation of the Southern Service Office, which was planned for October 2009 has had to be postponed due to a decision by the landlord not to go ahead with redevelopment of the site at that time. This has been rescheduled for mid-2010.

From an inauspicious beginning to the year – due to the economic climate – the General Service Board has enthusiastically faced the difficult economic times with vigour and innovation to ensure that the primary purpose of the GSB continued in the usual strong manner throughout the year.

The GSB has sought to implement true prudence without detracting from the primary purpose of AA and this has inevitably had an effect on internal projects. Seminars, quite recently introduced as a means of improving and developing internal communications have not been implemented this year. It is the intention of the GSB that these events will be reinstated as the economic picture improves.

The present financial climate has led to the introduction of measures designed to mitigate the effects of the downturn and the GSB calendar of meetings has been reduced, with the introduction of conference calling and this, alongside prudence in the three administrative offices has led to positive steps being taken.

The good news from the GSB is that the primary purpose of informing about the programme of recovery from alcoholism has continued unabated.

Each member of the General Service Board is a trustee of the charity and a director of the company and is obliged to undergo an Introduction to the Board before they are ratified by Conference. They are then allocated to a 'discipline' and undertake to develop the strategy to take the discipline forward.

Armed Services, Electronic Communications, Employment, Health, Public Information, Prisons, Probation (Social Services in Scotland) and Telephones are the areas in which the trustees are tasked to raise awareness in the minds of the public and professionals of the AA message and they do this using a variety of methods.

Prisons and Probation Trustees continue to meet with the National Offender Management Service at the Ministry of Justice in London on a quarterly basis and it is positive news to have professionals with such a constructive view of AA at this level. These meetings are attended by members of the Probation Service and the trustees and provide an excellent opportunity to make contact and exchange ideas with the judiciary on how AA can best help those in prison or are involved in the probation process. AA was also asked to provide an information stall at a Manchester event and both the Prisons and Probation trustees attended the national launch of an alcohol strategy at that event.

During 2008/9 several pieces of literature have been introduced by the Literature sub committee, including a reversible poster "You don't have to live here" which was distributed in a national AA initiative by local groups. The committee also updated a pack of literature for inmates of prisons "Inside Stories" to include two new stories from female ex-inmates, and produced a wallet sized card specifically for use in police suites which also serves for general use by AA members.

In the area of Armed Service the internal structure of AA has been boosted by the introduction of Armed Services Liaison Officers at Intergroups and Regions and the service commitment has continued through the presence of AA stands at Armed Services establishments along with presentations from AA members.

Many public events have been undertaken by the trustees and in particular the trustee for Public Information has overseen events at Westminster, the Welsh Assembly and the Scottish Parliament. Each of these events, to which professionals are invited, gave Alcoholics Anonymous the opportunity to widen its scope of presentations.

While the use of the media by AA is necessarily prescribed by our Tradition of anonymity, opportunities have been taken to advise television programme makers on the programme of recovery.

Our Telephone national helpline continues to provide a direct service to those seeking help, ensuring that the number appears prominently in a variety of directories and is available to many agencies. Anyone who rings the national helpline number seeking help to deal with their drinking is put in touch with AA members locally and encouraged to attend AA meetings, a true life line.

Contact has been made with the Health and Safety Executive with a view to a presentation to staff at the national headquarters. The Federation of Small Businesses has also been contacted and it may be that an AA presentation can be made at their annual conference. There have been articles in company and trade union magazines as well as presentations to employers and stands at employment and trade union exhibitions.

In the internal areas of AA – our magazines Share and Roundabout, and the newsletter AA Service News, the AA Archives and the Literature Committee – trustees ensure that the work done by the teams support the primary purpose of the fellowship.

A new website for Alcoholics Anonymous has been commissioned and is at present being designed and constructed. Our website has always given professionals an opportunity to communicate directly with AA and this service will be enhanced with the launch of the new website in early 2010. The statistics attached to the website show that this is an area which generates much interest from outside the fellowship. At the planning stage is the intention to build on the idea of harmonising the web services and the telephone helpline to provide a consummate communications service.

Knowing the importance of keeping a record of our origins, AA has produced a DVD showing our history in Great Britain and this has been well received by the fellowship.

Primary Care Trusts have invited speakers from AA to attend doctor/nurse seminars and this has been the result of local activity where AA members have communicated directly with PCT training managers.

Internal communication is supported by AA Service News with contributions by AA members throughout the country, with the emphasis on the service structure of AA and how best to ensure that AA's message of recovery continues to be passed on. It is a forum for the exchange of ideas, providing a publication which accurately reflects the wide range of activity that is being done by the fellowship of AA and plays a large part in encouraging AA members to participate in helping to carry the message of recovery to the still suffering alcoholic.

Both internal magazines, Share (England & Wales) and Roundabout (Scotland) have experienced a levelling out of subscriptions from members and the trustees working with the editorial teams have taken positive steps to renew interest in the publications. The magazines have experienced hurdles this year in that both at some point during the year had to replace the Editor but each editorial team has risen to the occasion and production has continued.

Over the past year the General Service Board has strengthened its commitment to support the fellowship of AA overseas, giving of time and experience by a variety of means. GSB Great Britain, on behalf of the fellowship, supports the Sub Sahara Africa Service Meeting, held biennially which brings together AA members in Africa to share experience and support the emerging structures. In 2009 twelve African countries attended the meeting which was held in Johannesburg, South Africa, where the next, in 2011, will also be held.

In Europe the European Service Meeting is organised by the European Service Centre which is part of the General Service Office remit on behalf of the GSB. This meeting is also held biennially and supports the structures of AA throughout Europe.

Trustees have attended conferences in Poland, Belgium, Romania and Ukraine supporting the structure of AA in those countries and passing on experience of the structure in Great Britain.

In a difficult year on the financial front the General Service Board has responded positively. Measures aimed at minimising the impact of the financial downturn have been introduced and will continue to feature in the immediate future. The work of the General Service Board will continue; the message of recovery from alcoholism will be available to those that seek it. The profile of AA has been kept high at the public level. This also will continue.

Financial Statement

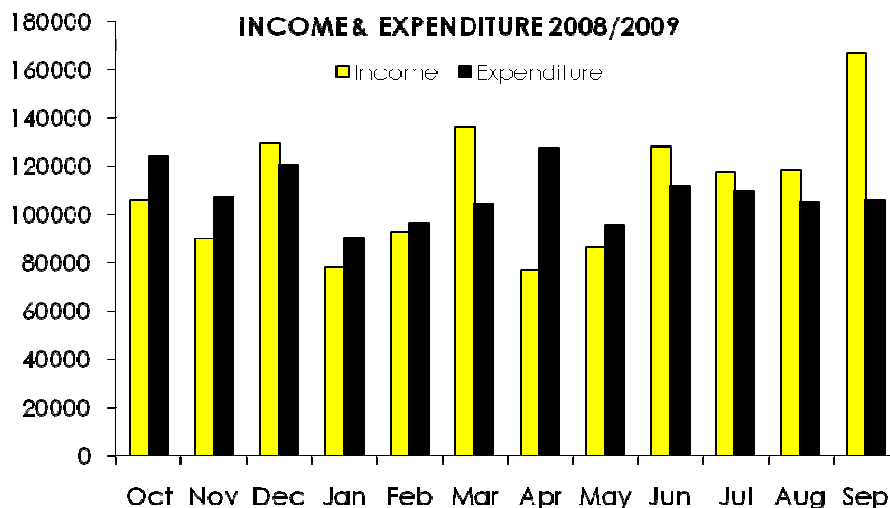
Budgetary controls and constant reviews of all expenditure were highlighted in the Financial Review of the last financial year and continue to be implemented. This has not hindered the business of the General Service Board in achieving the primary purpose of our Fellowship. The audited accounts have been prepared under the provisions of 'Accounting and Reporting by Charities: Statement of Recommended Practice (revised 2005).

Despite the current economic climate contributions from the Fellowship have risen by just over £20,000. Publication sales, at £533,494, show a reduction on last year of just over £15,000 with the cost of production decreasing by £23,352, as more of our literature is now published in Great Britain.

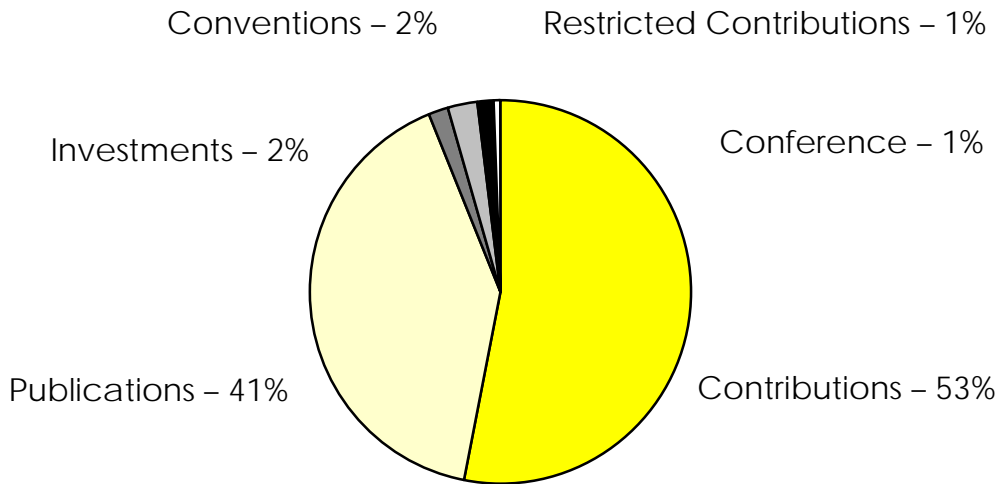
Through stringent controls decreases in expenditure on travel and trustee expenses can be seen in the final accounts as can reductions in the expenditure on the telephone bill for the Service Offices and public announcements. Increases are shown in the expenditure on the new website, the AA archives history project which involved the production of a DVD and professional charges – in a year of changes in Charities law. Investments have performed better than expected in the present economic climate and although the interest figure shows a loss of £20,851 this result is lower than was forecast earlier in the year.

Measures taken at the administrative level have had and will continue to have an impact and go some way to producing a bullish outlook for the coming year. The controls will continue for the coming financial year with continuous monitoring throughout. The immediate picture shows a deficit of £13,492 with our reserves standing at £1,231,766.

In the coming year presentations at parliamentary events in England, Scotland and Wales amongst many other forms of presentations to the public and professionals will continue. There is a commitment to relocate the Southern Service Office in 2010 along with completing the upgrade on the AA website. A fresh project, at the request of the General Service Conference, will see the GSB produce a history of the structure of AA in Great Britain – this is to be undertaken over the next few years.



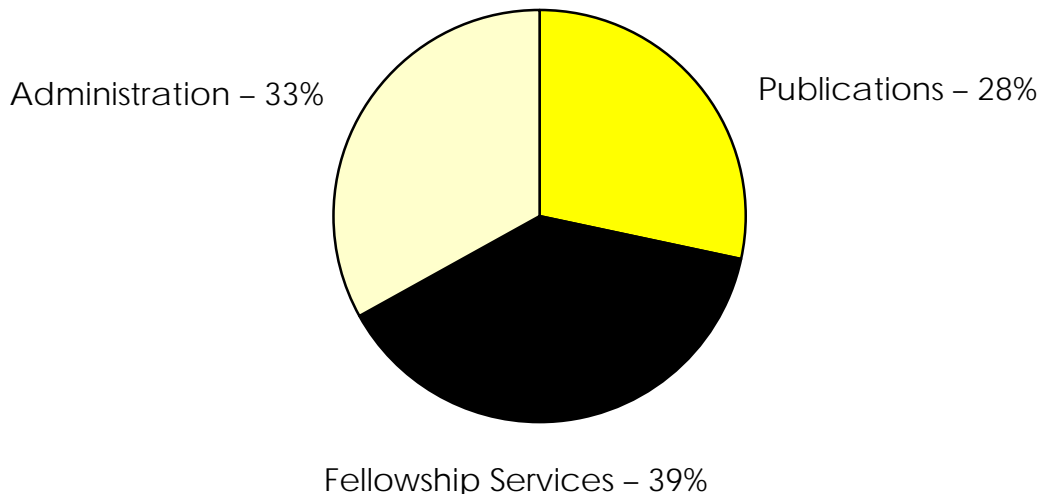
WHERE THE MONEY COMES FROM (ALL FUNDS) 2008/09



Contributions	Publications	Investments	Conventions	Conference	Restricted Funds
£713,421	£544,410	£25,845	£33,310	£17,694	£6,799

Total Income all Funds - £1,341,479

WHERE THE MONEY GOES (ALL FUNDS) 2008/09



Publications	Fellowship Services	Administration
£ 376,110	£513,240	£436,704

Total Expenditure all Funds - £1,326,054

FINANCIAL STATEMENT FOR PERIOD ENDED 30TH SEPTEMBER 2009

INCOME & EXPENDITURE ACCOUNTS

	2009	2008
UNRESTRICTED FUNDS		
Income		
Contributions	704,534	671,759
Covenants/Gift Aid	8,887	12,645
Conventions	33,310	25,264
Confrence	17,694	11,459
Publications	534,205	549,136
Investment Income	25,534	56,856
	<hr/> 1,324,164	<hr/> 1,327,119
Expenditure		
Publications	(376,110)	(401,919)
Fellowship Services		
Administration Expenses	(893,876)	(959,295)
Surrender of Lease	(21,864)	(33,814)
Investment Management Fees	(5,936)	(3,194)
	<hr/>	<hr/>
Surplus/Deficit for the Financial Year	26,378	(71,103)
Realisation of Investments	(39,870)	11,830
	<hr/>	<hr/>
Realised Surplus for the Financial Year	(13,492)	(59,273)
DEVELOPMENT FUND (RESTRICTED)		
Income		
Literature Sales	10,205	10,941
Interest Receivable	67	269
	<hr/> 10,272	<hr/> 11,210
Expenditure	(14,560)	(36)
	<hr/>	<hr/>
Surplus/Deficit	(4,288)	11,174
EUROPEAN SERVICE MEETING FUND (RESTRICTED)		
Income		
European Contributions	6,799	10,428
Interest Receivable	244	1,826
	<hr/> 7,043	<hr/> 12,254
Expenditure	<hr/> (13,708)	<hr/> (22,491)
Surplus /Deficit	<hr/> (6,665)	<hr/> (10,237)
	<hr/>	<hr/>
*** Total Expenditure all funds	<hr/> 1,326,054	<hr/> 1,420,749

	2009	2008
Publications		
Staff Costs	43,787	42,569
Office Premises	33,521	33,079
Communications	70,496	67,987
General Expenses	27,002	33,582
Cost of Publication Sales	201,304	224,701
	<u>376,110</u>	<u>401,918</u>
Fellowship Services & Administration Expenses		
Staff Costs	394,084	383,125
Office Premises	116,188	115,201
Communications	104,013	129,809
General Expenses	246,026	277,133
Financial Expenses	44,553	49,684
Exceptional Expenditure	10,905	29,433
Legal & Professional	34,175	34,446
	<u>949,944</u>	<u>1,018,831</u>
Total Expenditure all funds	<u>1,326,054</u>	<u>1,420,749</u>

BALANCE SHEET

Assets

Tangible Assets	34,820	68,315
Investments	593,638	516,353
Current Assets	843,049	879,479
	<u>1,471,507</u>	<u>1,464,147</u>
Less Liabilities	(121,073)	(149,568)
	<u>1,350,434</u>	<u>1,314,579</u>

Reserves

Unrestricted Funds:	1,273,299	1,226,491
Restricted Funds:		
Development Fund	21,005	25,293
European Service Meeting	56,130	62,795
	<u>1,350,434</u>	<u>1,314,579</u>

This information has the approval of the auditors and comprises extracts from the full accounts which have been audited by Clive Owen & Co and delivered to the Registrar of Companies. The auditor's opinion was unqualified. A copy of the complete audited accounts may be obtained on request from The General Service Office, PO Box 1 10 Toft Green, York, YO1 7NJ

Members of the General Service Board

John Abraham
Penny Allier
Martin Black
David Carroll
Jerry Chilvers
Dave Davies
Sheila Davis
Louise Foxcroft
Mari Francis
Nohaid Ilyas
Ashraf Kahn
Anne McDade
Vince Overton
Nick Raymond
John Stone
Geoff Thornton
Carol Titley
Jim Tominey
Jim Smith
Tim Wallace-Murphy
Phil Withecombe

Ann Napier General Secretary

Auditors

Clive Owen & Co
Oak Tree House
Harwood Road
Northfield Business Park
Upper Poppleton
York YO26 6QU

Bankers

HSBC Plc
13 Parliament Street
York
YO1 8XS

Solicitors

Dickinson Dees LLP
The Chocolate Works
Bishopthorpe Road
York
YO23 1DE

Investment Managers

Morgan Stanley & Co. International Ltd
20 Bank Street
Canary Wharf
London
E14 4AD

Registered Charity Nos: 226745 (England and Wales)
SCO38023 (Scotland)

The Twelve Traditions

1. Our common welfare should come first; personal recovery depends upon AA unity
2. For our group purpose there is but one ultimate authority – a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.
3. The only requirement for AA membership is a desire to stop drinking.
4. Each group should be autonomous except in matters affecting other groups or AA as a whole.
5. Each group has but one primary purpose – to carry its message to the alcoholic who still suffers.
6. An AA group ought never endorse, finance, or lend the AA name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.
7. Every AA group ought to be fully self-supporting, declining outside contributions
8. Alcoholics Anonymous should remain forever non-professional, but our service centres may employ special workers.
9. AA as such, ought never be organised; but we may create service boards or committees directly responsible to those they serve.
10. Alcoholics Anonymous has no opinion on outside issues; hence the AA name ought never to be drawn into public controversy.
11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films.
12. Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.