

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 2009 – 30 SEPTEMBER 2010

Introduction

In introducing our Annual report for 2009/2010 I am struck in many ways by the uniqueness of our organisation. Our principal purpose as individual members is to maintain our personal sobriety and to carry the message of recovery from alcoholism to those still suffering. The objectives of the General Service Board of Alcoholics Anonymous G.B Ltd are principally directed at supporting the Fellowship of Alcoholics Anonymous in this role. Our organisation is wholly self supporting and does not seek or accept contributions from any outside source. In the light of the economic climate the Boards focus has been very much on consolidation. Contributions from the fellowship remained static. Investment income from our prudent reserve remained lower in comparison to previous years. On the other hand our investment assets retained value. The Board in conjunction with the Administration was successful in reducing costs over the financial year. As a result of these efforts financially the organisation showed a small surplus for the year.

In this respect it was important that the fundamental objectives of the Charity in carrying the message of recovery to the still suffering alcoholic were maintained. A new web site was commissioned and went live in the year. This site provides access to information for professionals dealing with alcoholism and access to information and help for those in need.

Our public relations policy is one of attraction rather than promotion. We were represented at a number of relevant Conference /Trade Seminars throughout the year. AA works in cooperation without affiliation with professionals and other sectors in the community affected by alcoholism. The Board's role is very much one of informing interested parties of what we do, and often of what we do not do Successful presentations were made to MP's and professionals in each of our 3 National Parliaments during the year.

The Board will continue to actively support carrying the message of recovery both to individuals and to the professional sector over the next 12 months. Financially our objectives will continue to exercise prudence on expenditure whilst ensuring we continue to carry the Message of Recovery to those who suffer from this illness.

Dave Carroll

Chairman of the Board
October 2010

GSB PERSONNEL

The following trustees retired from the Board this year:

Mari Francis
Nohaid Ilyas
Vince Overton
Jim Smith

The following trustees were appointed to the Board:

Winnie Currie
Del Hayes
Brian Ladbrooke
William MacDonald

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 2010.

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.

The General Service Board consists of 21 members, each taking responsibility for a particular area of work, sometimes more if required. Each trustee is committed to provide the services, support and guidance to the Fellowship of Alcoholics Anonymous and to raising awareness amongst the public and in the professional community. Working together as the General Service Board they act as the administrative support for the Fellowship, without impinging upon the autonomy of the AA Groups. The Groups served by the General Service Board number approximately 4600 in England, Scotland, Wales and English speaking Continental Europe.

This administration is channelled through the General Service Office in York which is the registered office and the two satellite offices, the Northern Service Office in Glasgow and the Southern Service Office in London.

The trustees are active guardians of the Twelve Traditions of Alcoholics Anonymous and are responsible for the investment and use of AA's resources.

Once again the strategic planning of the Board has been done in the harsh light of the economic situation. This year has been one where the contributions from members, which funds the administration of the General Service Board, have not grown and this has meant that costs needed to be cut without affecting the services to the Groups and allowing primary purpose work to go on. Cost cutting exercises have been introduced and 2009/10 has seen the measures brought in over the last two years continue, with for example a number of face to face meetings of the General Service Board Sub Committees being replaced by conference calling. The Offices too have continued to implement the savings that had been introduced over past years.

It is important to the General Service Board and to AA as a whole that the message of AA – that of recovery from alcoholism – remains available to all who want it and the work of the Board has ensured this once again. The new AA website went live during the past year with a completely new look and still gives professionals an opportunity to communicate directly with AA. It has proved to be a valuable tool for those wanting information on Alcoholics Anonymous and for those wanting help. Trustees are planning to make best use of the website by developing pages within the main site and for specific areas of work.

The telephone helpline for Alcoholics Anonymous (0845 769 7555) continues to be a first line contact point for those seeking help and part of the remit of the trustee for

Telephones is to work closely with the service provider to achieve best value and level of service. Close liaison is maintained with the local AA telephone areas throughout the country and call volumes are monitored. Future plans include a telephone census in 2011 for AA, and to ensure that the helpline number is listed in directories.

Once again a major project of the Public Information sub committee of the Board was the organization of AA presentations at Westminster, the Scottish Parliament and the Welsh Assembly. New avenues were opened up, important contacts with the judiciary and other alcohol agencies made and direct communication with professionals at the heart of our government continued to be nurtured.

The results of a national survey held in 2010 will give a broad view of AA in Great Britain and English speaking Europe and these will be known in early 2011.

Local Groups were encouraged to display a new poster which had been developed by Public Information and a good number of these posters were distributed and on show. Plans for Public Information in 2010/11 include an increased effort to encourage Groups to become more involved locally, to communicate with local government agencies and to work with and in local establishments - e.g. libraries - to raise awareness of Alcoholics Anonymous. Several professional conferences have had an AA presence during the year covering several of the disciplines and as this is considered to be frontline primary purpose work it has gone ahead with few cuts.

This frontline exposure, by presentation or in the form of an exhibition stand at professional conferences has continued through this year and specific requests for presentations have been received, for example, from the Armed Services to have display stands at a series of Health Fairs and to carry out AA presentations to all three Armed Services.

AA has a tradition of co-operation rather than affiliation with outside organisations and over many years these relationships have brought about a closer understanding of AA by authorities and this is demonstrated in the establishment of AA meetings in prisons throughout the country and in the relationship that AA has with the judiciary. Regular meetings are held between the trustees responsible for Prisons and Probation (Criminal Justice in Scotland) and the authorities and a mutual respect and understanding has grown from this. It was reported this year that in 77% of prisons in England, Scotland and Wales AA meetings were being regularly held.

The trustee responsible for Probation (Criminal Justice in Scotland) has also been active in continuing to develop the existing relationship with the authorities and has attended events which have given the opportunity to pass the AA message to the senior practitioners in the judiciary. Presentations have also been made at parliamentary events on this subject. It is intended to produce an information pamphlet for professionals to explain this discipline and the role that AA can take. Probation/Criminal Justice and Prisons trustees work closely together and usually meet with the national bodies as a team.

Over the past year four issues of AA Service News have been produced by a small team. This publication is circulated to all Groups within the structure of AA in Great Britain and English speaking Continental Europe and carries news from all the

disciplines within the AA service structure as well as information on sub committees and news of our conference. The front cover of this internal publication was redesigned following a recommendation from Conference 2010.

Share and Roundabout, our magazines for members, continue to be published by the General Service Board. Members of the Fellowship are continuously encouraged to provide articles for these magazines and circulation remains steady.

Teams of AA members, supported by the General Service Board, have attended various exhibitions in the areas of health and employment which further developed AA's co-operation in professional fields. The conferences and exhibitions at which AA presented once again gave the Fellowship the opportunity to connect with employers and practitioners.

The trustee for literature led a team that produced a leaflet specifically for prisons, as well as developing internal guidelines and information for use within AA. Future plans include finalizing the reconfiguration of AA's Service Handbook, a work that has been ongoing over the last year or so, as well as updating existing guidelines and service information for members.

The new AA website has been available since late summer and in the planned development programme trustees are tasked with providing material on their particular area of responsibility. This development will continue, with constant monitoring, updating and improvements being part of the Board's remit.

At the request of the AA General Service Conference a book on the development of the AA service structure in Great Britain is in preparation and progress made will be reported back to the conference in 2011. When the registered office moved to new premises in 2007 a dedicated Archives Room was set up and this has proved to be popular with visitors to the office and has enhanced the atmosphere at the many service meetings held in York during the year. The appointment of a National Archivist to oversee the development of the AA Archives will ensure that this facility is safe for the future.

The General Service Board is custodian of two restricted funds which are available to further the cause of Alcoholics Anonymous throughout the rest of the world.

One such is the Development Fund which is used to support and encourage the sharing of the AA experience worldwide. The General Service Board of Great Britain is joint sponsor of the Sub Sahara Africa Service Meeting which meets every two years in South Africa. Delegates from southern African countries are sponsored to share on the developing AA structure in their countries and the next meeting will take place in June 2011.

Further sponsorship from this fund has meant that AA Poland has been able to bring together AA members from Eastern European countries to support and guide each other in developing their internal structures.

The registered office of the General Service Board is the European Service Centre and holds the European Service Meeting fund for the furtherance of experience

throughout Europe. Delegates meet biennially and the next meeting is scheduled for October 2011. This meeting is traditionally held in Frankfurt.

The worldwide experience of AA is shared at the World Service Meeting, again one that is held every two years, and the Board will be sending two delegates to attend this meeting to be held in October 2010 in Mexico.

The sharing of experience is an important part of all AA activities and the General Service Board makes it possible in many ways for this experience to be passed on. In Great Britain there are four national Conventions, open to all AA members, in North and South England, in Wales and Scotland. The board trustees give support and guidance to each of these conventions.

The year has not been an easy one with all trustees fully aware that true prudence in the present economic climate was essential to maintain the flow of services to the Fellowship and the ability to keep the public informed of AA and what it can do for those with a drink problem. The first priority was to continue to raise awareness of the Fellowship and this will remain so in the future.

Internal economies continue to be put into practice at each of the three service offices; each proposed new project is carefully considered, and it is acknowledged that further sacrifice will be necessary to allow the services to the fellowship to continue. There have been no internal seminars held during the year and sub committee meetings have been reduced with a resultant saving in costs. The Board's strategy is constantly reviewed and trustees are ever mindful that the profile of AA must remain in the public eye and that amongst our greatest allies in passing on the AA solution are the professionals. To this end the trustees' work continues.

Following a Conference recommendation the Board is researching materials for members of the Fellowship whose first language is British Sign language and a report is to be made to Conference 2011 on the findings.

There is no better way to describe Alcoholics Anonymous than to quote the preamble that is read at the beginning of the meetings of AA throughout the world.

"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 A.A. membership; we are self-supporting through our own contributions. A.A. is not allied with any sect, denomination, politics, organisation 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."

It is to keep this ethos safe that the General Service Board is formed as it is, and works as it does, with the same purpose as all members of AA – to help pass on the message of recovery from alcoholism as far and as wide as possible.

Financial Statement

Budgetary controls and constant reviews of all expenditure continue to be implemented this year and have not hindered the business of the General Service Board in achieving the primary purpose of Alcoholics Anonymous. The audited accounts have been prepared under the provisions of 'Accounting and Reporting by Charities; statement of Recommended Practice (revised 2005).

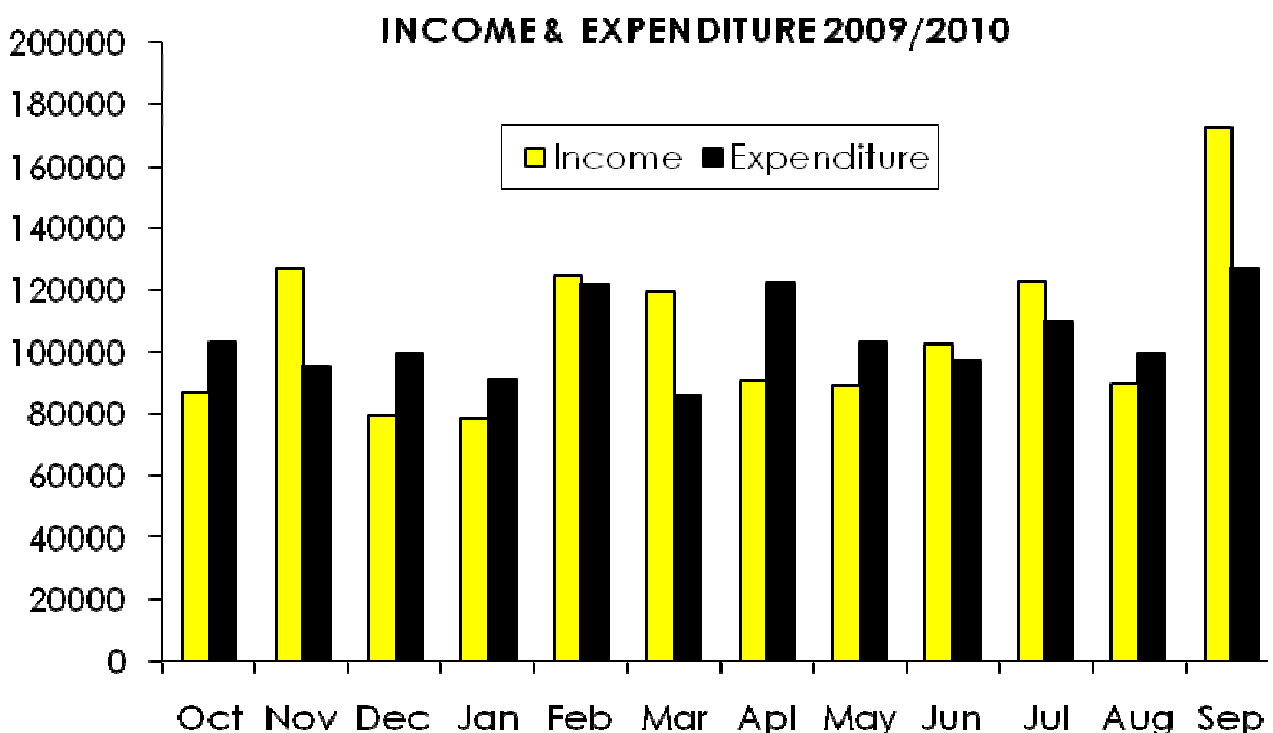
Taking into account the current economic climate, contributions from the Fellowship along with publication sales show a reduction on last year of just over £24k. We are hopeful that this will improve in the next financial year.

A decrease in expenditure on travel and trustees expenses can be seen in the final accounts due mainly to the introduction of conference calling for some meetings. Two projects currently on the go are the New Website and the Survey, the results of which will be published next year. Our Investments have performed better than expected this year.

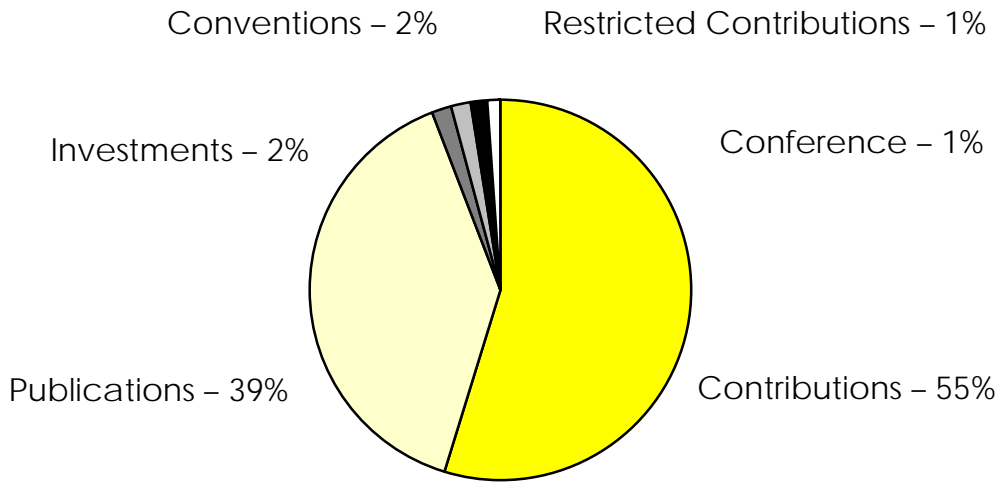
Core work has continued, fulfilling the commitment of the Fellowship to develop existing literature and the maintenance of good relationships with the professional world. Our publications; Share, Roundabout and AA Service News have continued throughout the year. Presentations at parliamentary events in England Scotland and Wales will continue again this year.

Controls taken at the administrative level will continue for the coming financial year with continuous monitoring throughout.

The final audited accounts show a surplus of £17,730 with our reserves standing at £1,350,434.



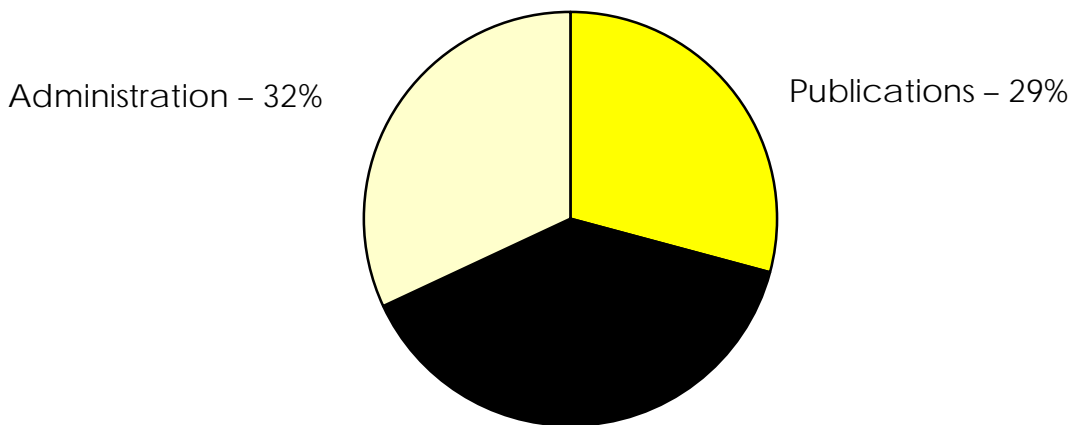
WHERE THE MONEY COMES FROM (ALL FUNDS) 2009/10



Contributions	Publications	Investments	Conventions	Conference	Restricted Funds
£709,578	£509,631	£21,571	£23,650	£16,753	£14,707

Total Income all Funds - £1,295,890

WHERE THE MONEY GOES (ALL FUNDS) 2009/10



Publications	Fellowship Services	Administration
£ 371,045	£498,840	£408,271

Total Expenditure all Funds - £1,278,156

**FINANCIAL STATEMENT FOR PERIOD ENDED 30TH SEPTEMBER 2010
INCOME & EXPENDITURE ACCOUNTS**

	2010	2009
UNRESTRICTED FUNDS		
Income		
Contributions	665,697	643,870
Gratitude Week	37,467	60,664
Covenants/Gift Aid	6,414	8,887
Conventions	23,650	33,310
Confrence	16,753	17,694
Publications	509,631	534,205
Investment Income	21,571	25,534
	1,281,183	1,324,164
Expenditure		
Publications	(371,045)	(376,110)
Fellowship Services		
Administration Expenses	(860,955)	(893,876)
Surrender of Lease	(14,589)	(21,864)
Investment Management Fees	(8,040)	(5,936)
Surplus/Deficit for the Financial Year	26,554	26,378
Realisation of Investments	37,667	(39,870)
Realised Surplus for the Financial Year	64,221	(13,492)
DEVELOPMENT FUND (RESTRICTED)		
Income		
Literature Sales	9,680	10,205
Interest Receivable	0	67
	9,680	10,272
Expenditure	(10,655)	(14,560)
Surplus/Deficit	(975)	(4,288)
EUROPEAN SERVICE MEETING FUND (RESTRICTED)		
Income		
European Contributions	4,995	6,799
Interest Receivable	32	244
	5,027	7,043
Expenditure	(12,872)	(13,708)
Surplus /Deficit	(7,845)	(6,665)
*** Total Expenditure all funds	1,278,156	1,326,054

	2010	2009
Publications		
Staff Costs	44,570	43,787
Office Premises	33,694	33,521
Communications	63,042	70,496
General Expenses	26,630	27,002
Cost of Publication Sales	203,109	201,304
	371,045	376,110
Fellowship Services & Administration Expenses		
Staff Costs	401,134	394,084
Office Premises	116,249	116,188
Communications	96,130	104,013
General Expenses	215,356	246,026
Financial Expenses	44,451	44,553
Exceptional Expenditure	9,127	10,905
Legal & Professional	24,664	34,175
	907,111	949,944
 Total Expenditure all funds	 1,278,156	 1,326,054

BALANCE SHEET

Assets

Tangible Assets	7,538	34,820
Investments	697,975	593,638
Current Assets	805,684	843,049
	1,511,197	1,471,507
Less Liabilities	(117,027)	(121,073)
	1,394,170	1,350,434

Reserves

Unrestricted Funds:	1,325,855	1,273,299
Restricted Funds:		
Development Fund	20,027	21,005
European Service Meeting	48,288	56,130
	1,394,170	1,350,434

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 auditors 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
Winnie Currie
Dave Davies
Sheila Davis
Del Hayes
Louise Foxcroft
Ashraf Kahn
Brian Ladbrooke
Anne McDade
William MacDonald
Nick Raymond
John Stone
Geoff Thornton
Carol Titley
Jim Tominey
Tim Wallace-Murphy
Phil Withecombe

Ann Napier General Secretary

Auditors

Clive Owen & Co
Oak Tree House
Harwood Road
Northfield Business Park
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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.