

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 2010 – 30 SEPTEMBER 2011

Introduction

As Chairperson it is a privilege to introduce the Annual Report of the General Service Board which in the main shows a busy and productive year.

The proactive enthusiasm and hard work of the Alcoholic and Non Alcoholic Trustees continues. At present there are four non alcoholic trustees, three of whom joined the Board this year, they bring balance to the Board, serve on sub committees and at a public level. The Board is also well supported by the staff of the General Service Office based in York and the two satellite offices in Glasgow and London.

Financially the year began with concerns about the ongoing, national financial climate. Alcoholics Anonymous does not accept outside funding and relies upon contributions from its membership and sales of AA literature. With continuing prudence, the efforts of the Regional Treasurers and especially the members themselves, contributions have increased, giving the Board the opportunity to plan with regard to our Primary Purpose, which is to help those who wish help with their problem with alcohol and to work with the general public and the professional community.

A new DVD using British Sign Language for the profoundly deaf with alcohol problems is near completion. Parliamentary events held annually in Westminster, Holyrood and the Welsh Assembly facilitate meeting the professional community. A public information seminar took place in York to raise awareness of AA to coincide with the National Alcohol Awareness week.

This year the Board of Trustees has continued to support financially and by its participation, AA structures in Europe and Sub Saharan South Africa and has participated in and supported World and European Service meetings.

Sheila Davis

Chairperson of the Board
October 2011

GSB PERSONNEL

The following trustees retired from the Board this year:

David Carroll
Jerry Chilvers
Dave Davies
Louise Foxcroft
Anne McDade
Carol Titley
Geoff Thornton

The following trustees were appointed to the Board:

Jonathan Chick
William Innes
Robert Muir
Paul Myles
Martin Weegmann

Report of the Trustees

The primary purpose of Alcoholics Anonymous is that of passing the message of recovery from alcoholism – to professionals, to the public and most importantly to those who seek help. The General Service Board has once again played a part in ensuring that this message is still being transmitted.

Despite the challenging economic environment the Board has maintained and developed the projects initiated in the previous year and, at the request of the General Service Conference, have committed to produce material for the deaf community and to produce internal literature for the benefit of members.

One of the Traditions of Alcoholics Anonymous is that the Fellowship is self supporting through the contributions of members, AA does not fund raise or accept outside contributions, and this year has seen a reaffirmation of this Tradition within the service structure. The Regional Treasurers alerted the members to the need to sustain the economic stability of AA and because of the response the Board has been able to undertake the projects that the Fellowship of AA requested.

The English, Scottish and Welsh Parliaments were once again the venue for presentations by members of the Board and of the Fellowship and served to raise awareness at a national level. Trustees have attended professional events throughout Great Britain in the areas of health, the judiciary, employment and professional bodies.

Central to AA activities is the influence that individual members, Groups, Intergroups and Regions have on the local area and to this end the Board held a Public Information Seminar to discuss what the service structure could do on this front. Local projects were encouraged, using AA literature to spread the AA message and experience and ideas were exchanged. A Finance Seminar with a similar structure to the one held for Public Information was also arranged by the Board to discuss and amplify the principle of self support and of course to share experience. Both seminars were well received by those taking part and it was agreed that the shared ideas would provide material for AA members working in the public information area of the service structure.

Each trustee takes responsibility for a particular area of work within the Board activities, all of which are geared towards raising awareness of all that Alcoholics Anonymous can offer to those who seek help. These areas are the Armed Services, Health, Prisons, Probation (Criminal Justice in Scotland), and Public Information. The trustees stay abreast of developments and co-operate with the authorities in these professional areas by communicating on a regular basis, by attending conferences and exhibitions and by developing projects for each particular professional body.

Regular AA displays have been given at Armed Services bases throughout Great Britain as well as presentations to associated organisations. During Armed Forces Week AA participated in many exhibitions nationwide and provided information and literature. Contact has been maintained with organisations offering non-military support to service people and plans are being made to contact the tri-services in advance of the National Armed Forces day in 2012.

One of the objectives of the trustee and sub committee responsible for maintaining contact with health professionals is that of making presentations at health conferences and an AA presence was to be found at exhibitions, including the Nursing in Practice events around the country. Contact is maintained with all areas of the Health Service and the General Service Board has, in the past year, appointed two trustees with expertise in that area.

The judiciary continues to be an important area of co-operation for our trustees with responsibility for Prisons and Probation/Criminal Justice Service and the two trustees maintain regular contact with the National Offender Management Service Department within the Ministry of Justice. In the area of Probation/Criminal Justice Service an AA pamphlet for professionals working in this area has been produced and is expected to be available in early 2012. The vetting procedure for AA members attending AA meetings in prisons has been considered and, as always in AA, efforts are made to comply with all necessary conditions that the authorities require.

The trustee with responsibility for Public Information led a team this year which concentrated on encouraging local projects, in particular planning for the national Alcohol Awareness Week. The project will concentrate on making the **Big Book*** available to the public and professionals alike and having exhibition stands at local libraries. The three parliamentary events were particularly successful this year with attendance for all three being increased and a growing interest being shown by the professionals on how AA can be of help to other agencies. Twice a year a professional newsletter is produced and a regular PI News is published for the internal service structure where local members can share experience of their work in the public information field.

Exhibitions and conferences in the field of Employment have played a part in raising awareness of Alcoholics Anonymous. Local events have been attended by AA including those run by local councils, Human Resources conferences, Investors in People and local NHS events. National events have also been a part of the strategy with conferences organised by Health and Wellbeing and the Chartered Institute of Personnel and Development being included in the planning for 2012. Presentations have been given to companies and Job Centres throughout GB and this will continue as part of the trustee's forward planning.

Information on the activities of the trustees and of the Fellowship as a whole is published in the internal newsletter **AA Service News** which contains articles which share experience of how the message of recovery from alcoholism can be passed on.

The website has also developed into an important tool for sharing experience internally but the greatest steps forward have been seen in the increase in the number of first-time callers to our website. Overall the number of visitors to our website has greatly increased. New material continues to be added, in particular to the Professionals Area, and this is an area that will continue to grow. Development of the website is continuous and AA members can look forward to email facilities being available, including forums where AA service experience can be shared between members.

AA's national helpline number is operated by AA members and the trustee with responsibility for this particular discipline maintains contact with the provider of the service and along with the sub committee plans the development and improvement of what is a life-line for those who seek help from Alcoholics Anonymous.

Each year the General Service Conference of AA recommends initiatives to help the Fellowship fulfil the primary purpose of AA – to carry the message of recovery – and an area of high importance is AA Literature. Work has been ongoing throughout the year on a pamphlet for professionals working in the Probation/Criminal Justice Service field and this will be presented for approval to Conference 2012. Internal guidance in the form of a pamphlet addressing social networking, a chart showing the structure of AA in Great Britain and a reworking of the Service Handbook for members have been part of the remit of the sub committee and will be presented to Conference 2012.

Our internal magazines **Share** and **Roundabout** continue to be published. Both contain articles from members of AA which primarily reflect experience, strength and hope and both give members an opportunity to share with others in between meetings of Alcoholics Anonymous.

The Trustee for Archives leads a team of archivists from throughout the service structure and works closely with the National Archivist to keep safe the history of Alcoholics Anonymous in Great Britain and English speaking Europe. Many historical documents have been catalogued and digitalised with original documents being housed in the Borthwick Institute attached to the University of York for permanent safe keeping.

The General Service Board supported three internal forums, two in Scotland and one in the south of England during the year and they served to increase the understanding of the service structure of AA and how best to ensure that the message of recovery is at the forefront of all AA activity.

Trustees represented Great Britain at the World Service Meeting of Alcoholics Anonymous in Mexico, a platform for sharing experience with other countries where AA is found. As part of the commitment to supporting other countries where AA is emerging, the Sub Sahara Service Meeting was sponsored by Great Britain in a joint initiative with USA/Canada. Both the above Service Meetings are biennial but the work goes on between meetings. The General Service Board also supports an initiative in the Polish AA service structure with involvement at their annual Conference. Here trustees share experience of service in AA with representatives from Eastern European countries where the AA structures are just emerging.

The innovation of conference calling being used instead of some face to face meetings proved to be successful in the last financial year and this practice will continue.

In all the activities of the past year and during what was a difficult financial period, sight has not been lost of the purpose behind those activities. For members the principle of personal anonymity is very important, especially when a newcomer to the Fellowship. The objective of the trustees is to ensure that the message of recovery is available and that Alcoholics Anonymous is '**....anonymous but not invisible**'.

* The book '*Alcoholics Anonymous*' is known affectionately as '*The Big Book*'

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.

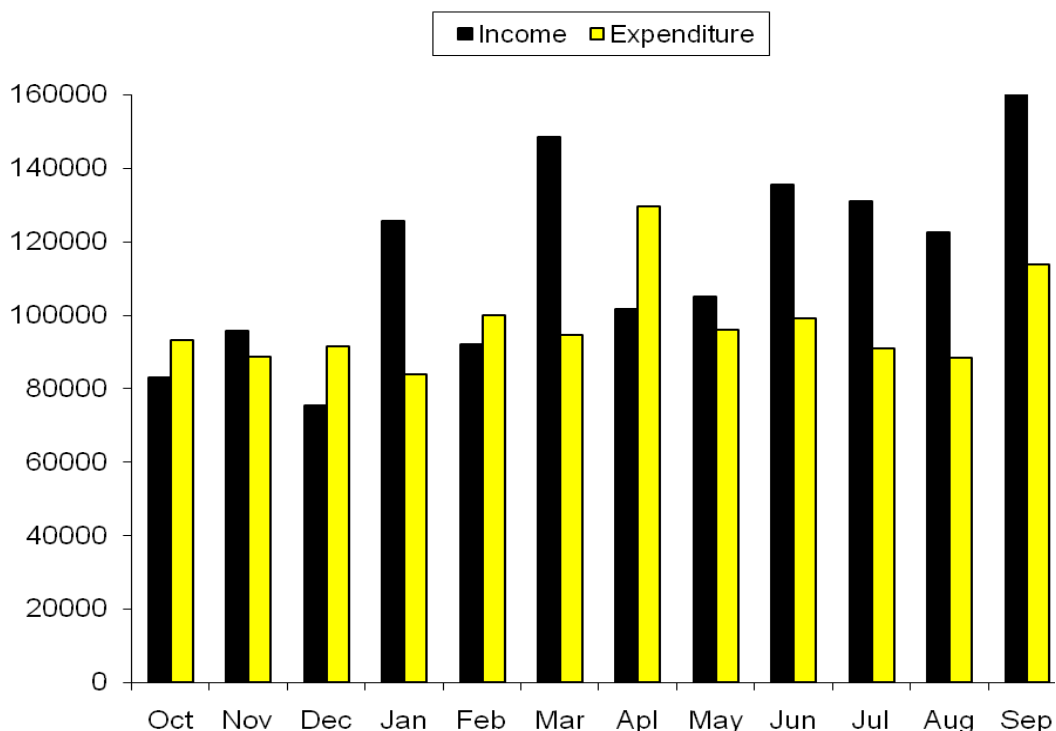
Contributions have significantly increased during the year. However, net publications are down and online sales have not yet increased substantially, and in the present economic climate, it is difficult to predict whether this trend will continue.

Expenditure continues to be constantly reviewed and to cut costs further we requested and were granted a license to print an AA book from Alcoholics Anonymous World Services. This was added to the list of books we already print under license and this will bring significant cost reductions over the next two years.

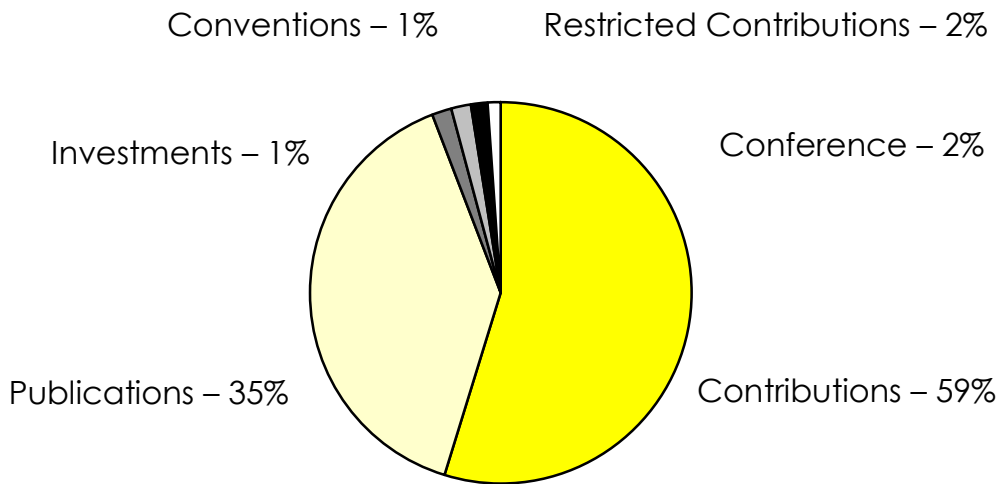
Again, core work has continued, fulfilling the commitment of the Fellowship to develop existing literature and the maintenance of good relationships with the professional world. Our publications; Share, Roundabout and A.A. Service News have continued throughout the year.

The final accounts show a surplus before movement on investments of £267,423 with our reserves standing at £1,658,070.

INCOME AND EXPENDITURE 2010/2011



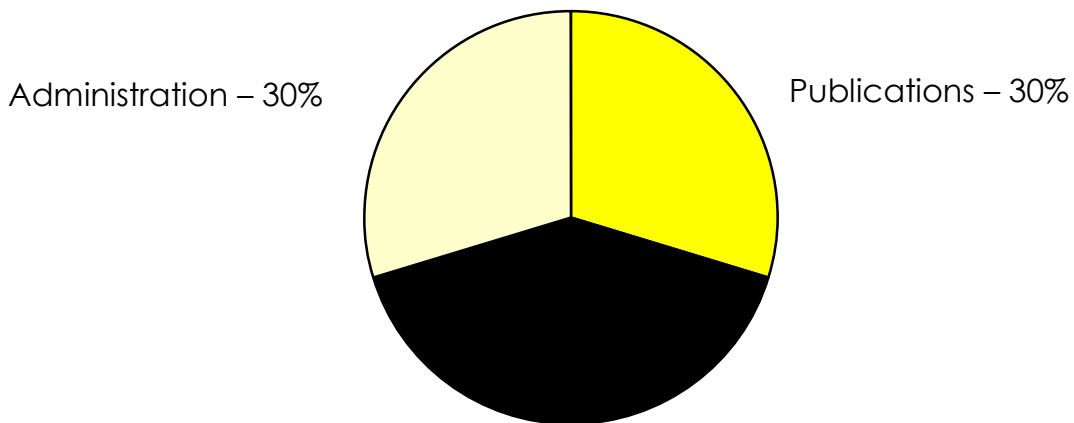
WHERE THE MONEY COMES FROM (ALL FUNDS) 2010/11



Contributions	Publications	Investments	Conventions	Conference	Restricted Funds
£850,830	£503,272	£13,849	£31,025	£17,832	£25,982

Total Income all Funds - £1,442,340

WHERE THE MONEY GOES (ALL FUNDS) 2010/11



Fellowship Services – 40%

Publications	Fellowship Services	Administration
£ 349,288	£479,671	£349,943

Total Expenditure all Funds - £1,178,902

**FINANCIAL STATEMENT FOR PERIOD ENDED 30TH SEPTEMBER 2011
INCOME & EXPENDITURE ACCOUNTS**

	2011	2010
UNRESTRICTED FUNDS		
Income		
Contributions	785,780	665,697
Gratitude Week	46,302	37,467
Covenants/Gift Aid	18,298	6,414
Conventions	31,025	23,650
Conference	17,832	16,753
Publications	503,272	509,631
Investment Income	13,849	21,571
	1,416,358	1,281,183
Expenditure		
Publications	(349,288)	(371,045)
Fellowship Services		
Administration Expenses	(818,068)	(860,955)
Surrender of Lease	-	(14,589)
Investment Management Fees	(5569)	(8,040)
Surplus/Deficit for the Financial Year	243,433	26,554
Realisation of Investments	23,990	37,667
Realised Surplus for the Financial Year	267,423	64,221
DEVELOPMENT FUND (RESTRICTED)		
Income		
Literature Sales	9336	9,680
Interest Receivable	0	0
		9,680
Expenditure	(7,887)	(10,655)
Surplus/Deficit	1449	(975)
EUROPEAN SERVICE MEETING FUND (RESTRICTED)		
Income		
European Contributions	16,618	4,995
Interest Receivable	28	32
	16,646	5,027
Expenditure	1910	(12,872)
Surplus /Deficit	18,556	(7,845)
*** Total Expenditure all funds	1,178,902	1,278,156

	2011	2010
Publications		
Staff Costs	45,829	44,570
Office Premises	31,964	33,694
Communications	57,943	63,042
General Expenses	18,117	26,630
Cost of Publication Sales	195,435	203,109
	<hr/> 349,288	<hr/> 371,045
Fellowship Services & Administration Expenses		
Staff Costs	412,459	401,134
Office Premises	111,500	116,249
Communications	89,712	96,130
General Expenses	152,746	215,356
Financial Expenses	32,792	44,451
Exceptional Expenditure	12,279	9,127
Legal & Professional	18,126	24,664
	<hr/> 829,614	<hr/> 907,111
Total Expenditure all funds	1,178,902	1,278,156

BALANCE SHEET

Assets

Tangible Assets	4848	7,538
Investments	701,731	697,975
Current Assets	1,013,845	805,684
	<hr/> 1,720,424	<hr/> 1,511,197
Less Liabilities	(62,354)	(117,027)
	<hr/> 1,658,070	<hr/> 1,394,170

Reserves

Unrestricted Funds:	1,570,259	1,325,855
Restricted Funds:		
Development Fund	20,909	20,027
European Service Meeting	66,902	48,288
	<hr/> 1,658,070	<hr/> 1,394,170

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
Jonathan Chick
Winnie Currie
Sheila Davis
Del Hayes
William Innes
Ashraf Kahn
Brian Ladbrooke
William MacDonald
Robert Muir
Paul Myles
Nick Raymond
John Stone
Jim Tominey
Tim Wallace-Murphy
Martin Weegmann
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

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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.