

## 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 2011 – 30 SEPTEMBER 2012

## Introduction

As Chairperson it is again a privilege to introduce the Annual Report of the General Service Board which shows sustained and productive activity.

The continuing proactive enthusiasm and hard work of the Alcoholic and Non Alcoholic Trustees continues. The four non Alcoholic Trustees support and represent us at a public level at the annual public information events held at Westminster, Holyrood and the Welsh Parliament and with Twelfth Step Facilitation programs being developed by the National Health Service.

A Probation and Criminal Justice Services seminar was held in York.

The Board is supported by the staff of the General Service Office based in York and the two satellite offices in Glasgow and London.

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 and Intergroup Treasurers and especially the members themselves, contributions have been maintained at a level which will enable future planning by the Board of Trustees with regard to our Primary Purpose, which is to help those who desire assistance with their problem with alcohol and to work with the general public and the professional community.

A new DVD of the book *Alcoholics Anonymous*, using British Sign Language for the profoundly deaf with an alcohol problem, has been completed and a similar DVD of the book *Twelve Steps and Twelve Traditions* is at the planning stage.

November 2012 was designated as Alcoholics Anonymous Awareness month which was aimed at raising the general awareness of the Fellowship nationally and within local communities.

This year the Board of Trustees has continued to support financially and through participation, AA structures in Europe, Sub Saharan South Africa and has participated this year in the World Service Meeting held in Rye Brooke, New York.

*Sheila Davis*

Chairperson of the Board  
October 2012

## **GSB PERSONNEL**

The following trustees retired from the Board this year:

Nick Raymond  
John Stone  
James Tominey

The following trustees were appointed to the Board:

Tom Burke  
Joe Henry  
Geoff Hopkinson  
Tom Sturley  
Tom Turney  
Donnie Vass

## Report of the Trustees

The primary purpose of Alcoholics Anonymous (AA) is to pass the message of recovery from alcoholism to those who seek help, making that information available to professionals, the media and the public. The General Service Board (GSB) works to ensure that AA's message is transmitted.

Our Tradition of Self Support underpinned by the Alcoholics Anonymous (Dispositions) Act of 1986 ensures that AA is supported solely through the voluntary contributions of members and therefore AA does not fundraise. Due to the encouragement of Treasurers throughout the structure of AA, the charity has been able to achieve a good level of financial stability and therefore undertake initiatives that the Fellowship of AA has requested.

Although the economic environment has been challenging the Board has been able to maintain and develop projects including production of material for use by the deaf community and revise and produce literature for the benefit of the Fellowship of Alcoholics Anonymous.

Each trustee takes responsibility for a particular area of work within the Board's activities, all of which are geared towards raising awareness of all that Alcoholics Anonymous can offer those who seek help. These areas include 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, attending conferences and exhibitions and by developing projects for each professional body.

Three parliamentary events took place at Westminster in May, Edinburgh in October and Cardiff in November and were well organized and attracted a wide range of guests from the professional community, many of whom will be friends of AA and advocates for us going forward. A feasibility study is presently underway with our colleagues in Continental Europe Region to arrange a similar presentation at the European Parliament in Brussels.

The central recommendation from the Alcoholics Anonymous Conference 2012 held in April was the launch of a national awareness campaign and this translated into Alcoholics Anonymous Awareness Month (which took place in November 2012). A variety of Public Information initiatives across Great Britain by Groups, Intergroups, Regions and the GSB have provided a focus on our work and availability, stressing our aim to be anonymous but not invisible.

2012 has seen significant progress in the development of links with the National Treatment Agency through conference call meetings with GSB Trustees. A Health Liaison Seminar is planned to be held in York in March 2013 to encourage and inform AA Health Liaison Officers to develop ways to more effectively carry AA's message of recovery from alcoholism.

The Health Subcommittee continues to monitor government alcohol policy and is keen to maximise AA opportunities to make presentations and participate at conferences to carry AA's message and network with other agencies in contact with suffering alcoholics.

Committee 3 at Conference 2011 recommended going forward with the translation the Big Book\* and Twelve Steps and Twelve Traditions into British Sign Language for the benefit of profoundly deaf members. The launch of the BSL Big Book at Conference 2012 was warmly received and the DVD set is available from the General Service Office (GSO). It is hoped that production of the BSL Twelve Steps and Twelve Traditions will commence early in 2013.

A British spoken word edition of the Twelve Steps and Twelve Traditions is nearing completion.

A new pamphlet 'Co-operation between Alcoholics Anonymous, Probation Services and Criminal Justice Services' was approved at Conference 2012 and will assist our work in that field. A seminar was held in June 2012 which involved AA members from the Regions and Intergroups who work in Probation/Criminal Justice Services Liaison. The recommendations that were made by the attendees will be addressed and implemented by the Probation/Criminal Justice Services Subcommittee.

AA currently holds meetings in 108 Prisons out of 145 in England, Wales and Scotland. We continue to co-operate with the prison authorities to maintain our presence. The biggest breakthrough this year has been our success is re-establishing contact with the National Offender Management Service department within the Ministry of Justice. They have set up a 12 person work group called VCSE (Voluntary, Community & Social Enterprise) and RCSG (Recovery Champions Steering Group) to which we have been invited. The first meeting of this new work group is planned for early in January 2013.

The Literature sub-committee have completed the reconfiguration of the Service Handbook, which will go to Conference for approval in April 2013. Several pieces of literature have been introduced by the Literature sub-committee, which will assist in our ongoing work.

The Telephone Subcommittee still expect an announcement of Ofcom changes which may affect our National Helpline Number by the end of February 2013 and in the meantime are monitoring the published minutes of the Focus Group within Ofcom who are working on this topic. We have a sub-committee meeting scheduled for March 2013 at which we should be able to finalise a proposal for Conference in April 2013.

The annual Archives Network meeting was well attended with some twenty AA archivists from all over the country. Reports on all on-going projects and presentations on progress from several parts of the country were given. The group also visited the Borthwick Institute where our original documents are stored after being digitized. This proved to be a fascinating experience. Our regional and Intergroup archivists went away well satisfied with their meeting, motivated and enthusiastic.

Our internal magazines *Share* and *Roundabout* continue to be published monthly, they both contain articles from members of AA reflecting their experience, strength and hope and provide a printed meeting between meetings.

AA's Website [alcoholics-anonymous.org.uk](http://alcoholics-anonymous.org.uk) is increasingly the means by which newcomers get in touch with AA and some attend their first meeting simply as a result of using the meeting finder. It also now contains information about the GSB Subcommittees and information for prospective liaison officers is now available in the Member's file storage area of website.

Trustees attended the World Service Meeting in New York - an opportunity to share experience and assist each other in developing Alcoholics Anonymous worldwide.

Alcoholics Anonymous Great Britain also hosts the European Service Centre and is well prepared for the European Service Meeting to be held in Frankfurt in October 2013.

The purpose behind all of AA's activities - to carry the AA message of recovery from alcoholism - continues irrespective of financial and other concerns. Our principle of anonymity is of vital importance to us and especially to a newcomer to the Fellowship as it offers the assurance that personal confidences remain just that. Trustees have worked tirelessly over the last year to ensure that the message of recovery is available and to therefore keep Alcoholics Anonymous 'Anonymous but not invisible'.

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

## Financial Statement

Budgetary controls and ongoing reviews of expenditure continue without hindering the business of the General Service Board in achieving the primary purpose of Alcoholics Anonymous.

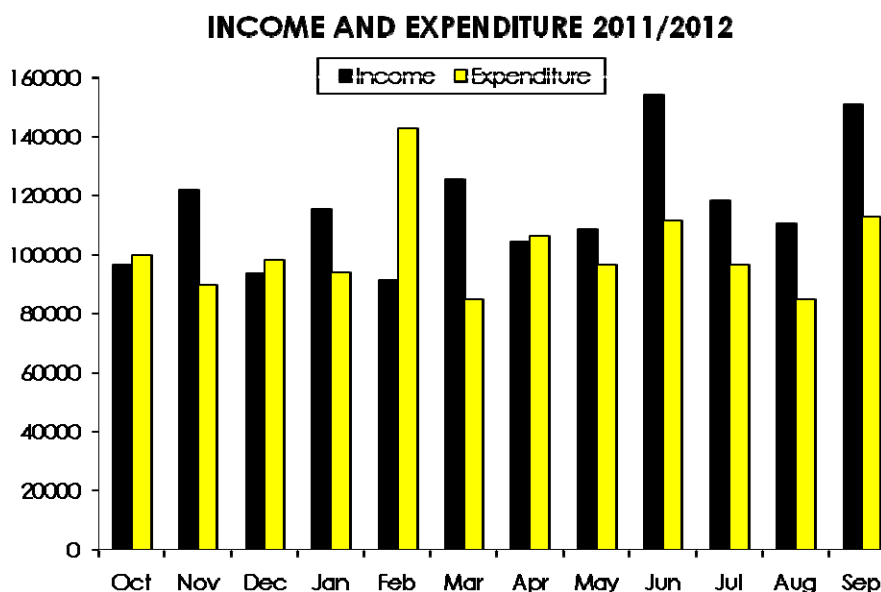
The General Service Office and the two satellite offices in Glasgow and London continue to operate efficiently and provide services to members, professionals and those seeking help.

Contributions have fluctuated month to month but overall are down on last year whilst remaining higher than 2009/10. Literature sales are also slightly down.

Expenditure for the year includes new and ongoing initiatives. The first stage of the British Sign Language DVD project at a cost of £14,096 has been completed whilst maintaining a surplus. The work of developing and maintaining the website has continued. A programme of Trustee training, public events, seminars and forums have taken place during the year. There has also been a series of meetings with professionals and visits to support AA in other countries.

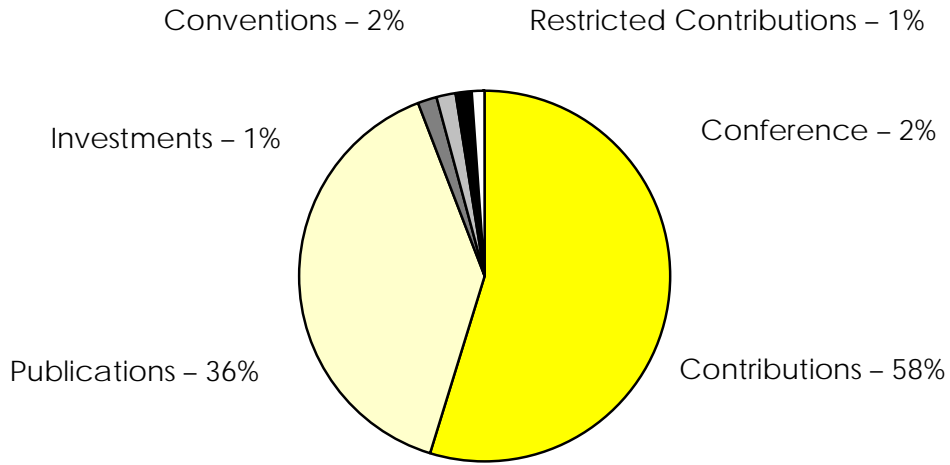
The overall picture is positive. The Board keeps members informed about the financial position of the Fellowship and the implications for our primary purpose. Throughout the year the Board has maintained internal services to the Fellowship and continued the work of passing our message of recovery from alcoholism to professionals, the public and those who need help.

The final accounts show a surplus before movement on investments of £183,883 with our reserves standing at £1,908,601.





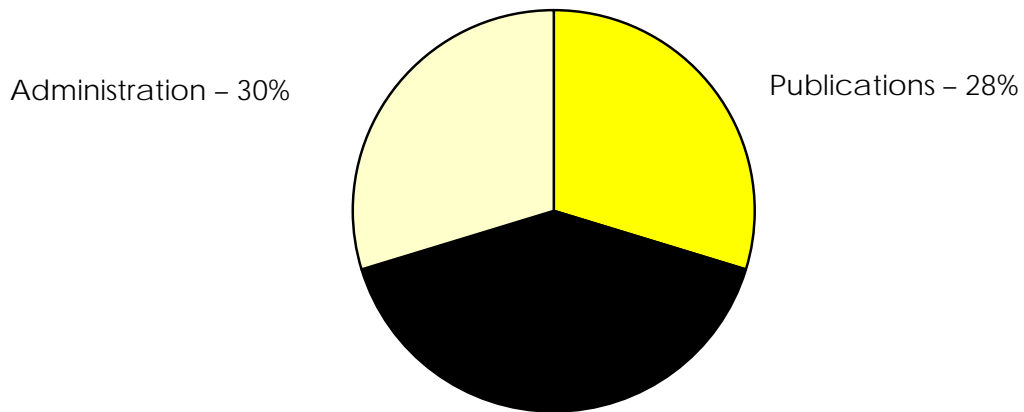
**WHERE THE MONEY COMES FROM (ALL FUNDS) 2011/12**



Contributions	Publications	Investments	Conventions	Conference	Restricted Funds
£823,847	£504,858	£19,683	£30,424	£21,093	£19,785

Total Income all Funds - £1,419,690

**WHERE THE MONEY GOES (ALL FUNDS) 2011/12**



Publications	Fellowship Services	Administration
£338,570	£521,639	£375,598

Total Expenditure all Funds - £1,235,807

**FINANCIAL STATEMENT FOR PERIOD ENDED 30TH SEPTEMBER 2012  
BALANCE SHEET**

	Unrestricted funds £	Restricted funds £	2012 Total funds £	2011 Total funds £
<b>FIXED ASSETS</b>				
Tangible assets	4,509	-	4,509	4,848
Investments	757,660	-	757,660	584,411
	<hr/>			
	762,169	-	762,169	589,259
<b>CURRENT ASSETS</b>				
Stocks	129,504	-	129,504	87,375
Debtors: amounts falling due within one year	72,847	-	72,847	61,992
Investments	457,812	-	457,812	549,135
Cash at bank	488,083	84,234	572,317	440,217
	<hr/>			
	1,148,246	84,234	1,232,480	1,138,719
<b>CREDITORS</b>				
Amounts falling due within one year	(86,048)	-	(86,048)	(69,908)
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<b>NET CURRENT ASSETS</b>	1,062,198	84,234	1,146,432	1,068,811
	<hr/>			
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	1,824,367	84,234	1,908,601	1,658,070
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<b>NET ASSETS</b>	1,824,367	84,234	1,908,601	1,658,070
	<hr/>			
<b>FUNDS</b>				
Unrestricted funds			1,824,367	1,570,259
Restricted funds			84,234	87,811
			<hr/>	
			1,908,601	1,658,070
			<hr/>	

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

**STATEMENT OF FINANCIAL ACTIVITIES  
(INCORPORATING INCOME & EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 30 SEPTEMBER 2012**

	Unrestricted funds £	Restricted funds £	2012 Total funds £	2011 Total funds £
<b>INCOMING RESOURCES</b>				
<b>Incoming resources from generated funds</b>				
Voluntary income	875,364	12,477	887,841	915,855
Activities for generating funds	504,858	7,280	512,138	512,945
Investment income	19,683	28	19,711	16,377
<b>Total incoming resources</b>	<b>1,399,905</b>	<b>19,785</b>	<b>1,419,690</b>	<b>1,445,177</b>
<b>RESOURCES EXPENDED</b>				
<b>Cost of generating funds</b>				
Cost of generating funds	177,958	-	177,958	197,088
Investment management costs	3,936	-	3,936	5,569
<b>Charitable activities</b>				
Charitable	608,168	59	608,227	545,077
<b>Governance costs</b>	<b>65,975</b>	<b>-</b>	<b>65,975</b>	<b>78,168</b>
<b>Other resources expended</b>	<b>356,408</b>	<b>23,303</b>	<b>379,711</b>	<b>351,852</b>
<b>Total resources expended</b>	<b>1,212,445</b>	<b>23,362</b>	<b>1,235,807</b>	<b>1,177,754</b>
<b>NET INCOMING/(OUTGOING) RESOURCES</b>	<b>187,460</b>	<b>(3,577)</b>	<b>183,883</b>	<b>267,423</b>
<b>Other recognised gains/losses</b>				
Gains/losses on investment assets	66,648	-	66,648	(3,523)
<b>Net movement in funds</b>	<b>254,108</b>	<b>(3,577)</b>	<b>250,531</b>	<b>263,900</b>
<b>RECONCILIATION OF FUNDS</b>				
<b>Total funds brought forward</b>	<b>1,570,259</b>	<b>87,811</b>	<b>1,658,070</b>	<b>1,394,170</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>1,824,367</b>	<b>84,234</b>	<b>1,908,601</b>	<b>1,658,070</b>

**CONTINUING OPERATIONS**

All incoming resources and resources expended arise from continuing activities.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2012

<b>VOLUNTARY INCOME</b>	<b>2012 £</b>	<b>2011 £</b>
Contributions	816,327	848,700
Covenants	19,997	18,298
Conventions	30,424	31,025
Conference	21,093	17,832
	<u>887,841</u>	<u>915,855</u>

<b>ACTIVITIES FOR GENERATING FUNDS</b>	<b>2012 £</b>	<b>2011 £</b>
Literature income	512,138	512,943
Literature expenses	177,958	197,086
Surplus over production costs	<u>334,180</u>	<u>315,857</u>

Literature is sold at a surplus to assist in support of the primary purpose

<b>INVESTMENT INCOME</b>	<b>2012 £</b>	<b>2011 £</b>
Fixed asset investment income	11,359	13,445
Deposit account interest	8,352	2,932
	<u>19,711</u>	<u>16,377</u>

<b>COSTS OF GENERATING VOLUNTARY INCOME</b>	<b>2012 £</b>	<b>2011 £</b>
Purchases of literature	<u>177,958</u>	<u>197,088</u>

<b>INVESTMENT MANAGEMENT COSTS</b>	<b>2012 £</b>	<b>2011 £</b>
Investment management fees	<u>3,936</u>	<u>5,569</u>

<b>RESOURCES EXPENDED</b>	<b>2012 £</b>	<b>2011 £</b>
Staff costs	467,166	458,288
Premises costs	163,754	128,869
Office expenses	121,504	122,282
Public information and publication costs	37,456	37,684
Conference costs	49,195	45,858
Website	14,157	9,100
British sign language	14,096	-
Irrecoverable VAT	39,617	33,383
Financial expenses	3,367	5,029
Investment expenses	468	3,211
Survey	-	3,179
General expenses	77,158	60,046
	<u>987,938</u>	<u>906,929</u>

Included are charitable resources expended of £319,853 (2011: £281,386) relating to charitable activities and £288,374 (2011: £263,691) relating to support costs.

<b>GOVERNANCE COSTS</b>	<b>2012 £</b>	<b>2011 £</b>
Trustees expenses	55,668	60,042
Professional fees	10,307	18,126
	<u>65,975</u>	<u>78,168</u>

## Members of the General Service Board

John Abraham  
Penny Allier  
Martin Black  
Tom Burke  
Jonathan Chick  
Sheila Davis  
Del Hayes  
Joe Henry  
Geoff Hopkinson  
Wullie Innes  
Ash Kahn  
Brian Ladbrooke  
William MacDonald  
Robert Muir  
Paul Myles  
Tom Sturley  
Tom Turney  
Donnie Vass  
Tim Wallace Murphy  
Martin Weegmann  
Phil Withecombe

Roger Booth          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.