

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 2013 – 30 SEPTEMBER 2014

Introduction

It is my privilege as Chairperson to introduce the Annual Report of the General Service Board which shows our continued Primary Purpose activity, of carrying the message to the still suffering alcoholic and co-operating with the professional community.

There is a fantastic amount of Primary Purpose work being carried out by our Alcoholic and Non Alcoholic Trustees, who make up a very committed, enthusiastic, hard working board, which is fully supported by the General Secretary and the staff of the General Service Office in York and the satellite offices in London and Glasgow.

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

The Young People's project continues at pace, A Message for Young People animation video has been approved by the Board and is near completion.

Public Information continue to run events at Westminster, Holyrood and the Welsh Assembly. Our Non Alcoholic Trustees represent us at a public level, co-operating with the professional community. We have had a presence at over 19 professional conferences and exhibitions in the past year.

Alcoholics Anonymous does not accept outside funding. Financially being self supporting we rely on our members contributions, sales of our AA literature and investments to fulfill our primary purpose of carrying the message of recovery. With continuing prudence, the efforts of the Regional, Intergroup Treasurers and our members' contributions, the Board will continue to plan regarding our Primary Purpose: helping those who want assistance with their alcohol problem and co-operating with the professional community.

This year the Board of Trustees have continued to support both financially and through its participation, AA structures in Europe and the World Service Meeting held in Warsaw, Poland.

William MacDonald

Chairman of the Board
October 2014

GSB PERSONNEL

The following trustees retired from the Board this year:

David Ator
Penny Allier
Winnie Currie
Sheila Davis
Del Hayes
Brian Ladbrooke

The following trustees were appointed to the Board:

Chris Daly
Roger Edgington
James Kay
Alexander MacVarish
Charles Rennie
Helen Sharman

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 of Alcoholics Anonymous Great Britain works to support the Fellowship of Alcoholics Anonymous and to raise awareness of AA's message of recovery.

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. The charity has been able to achieve a stable financial position and has been able to undertake initiatives that the Fellowship of AA has requested. The economic climate has been improving since last year and gains in our investments have enabled the maintenance and development of projects.

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 AA can offer those who seek help. 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.

The Literature Sub-committee have introduced the following pieces of literature, 2 new posters, revised *Twelve Concepts Illustrated* and *The AA Group* for the benefit of the Fellowship of AA and a new pamphlet for agnostic and atheist members has been prepared for approval at Conference 2015.

The Health Sub-committee continues our co-operation with Public Health England's Mutual Aid Facilitation as it rolls out across England. Health Liaison Officers are giving talks to local treatment providers and commissioners about our Fellowship and how to access it. We also have had a presence at some twenty professional conferences up and down the country this year. Slides are available to assist with presentations to Health and Social care staff.

The changes taking place in the Probation Services in England and Wales are well documented, and the obvious concerns are acknowledged, but for AA members the job of suggesting that we can be treated as one of the options for recovery continues.

Contact with professional bodies was maintained via attendance at conferences such as the Ministry of Justice's "Transforming Rehabilitation" and "Modernising Justice" and also the Probation Institute's Northern Conference.

Throughout the Fellowship in Great Britain contact with aspects of the probation system such as police, courts and approved premises i.e. bail hostels, is continuing. Liaison with prison's pre release courses takes place to ensure that probationers and probation staff are aware of when and where AA can be found. In parts of England this is via cooperation with the new 'Gateway' process.

In many parts of the country the process of self-reporting as proof of attendance at AA by a probationer to a supervising officer continues. This is a secure and well tried system and does not compromise anonymity.

The Employment discipline is growing from strength to strength with much positive enthusiasm enabling AA to pass our message of recovery to employers, employees and unions.

The Public Information Sub-committee arranged the placement of an article in The Guardian within the supplements section on Saturday 4th January, 2014. It was circulated around London, the South East, East Anglia and the South Midlands, these areas having the highest concentration of Guardian readers in the country. It featured an updated version of the open letter from the Non-Alcoholic Board Trustees originally sent out to the national press on 14th October 2013. It also contained two members' stories, male and female and the AA 'winter' park bench poster, the AA logo and contact information.

On deciding the way forward in carrying the message within the media, as recommended by Committee 2 at Conference 2013, a national media strategy was suggested by the Public Information Sub-committee and approved by the General Service Board. Using the press as the preferred medium, a slightly updated version of the Guardian article was submitted and the newspaper campaign is ongoing.

AA attended a conference organised for abstinence-based recovery organisations to pass on our experience.

Many Regions and Intergroups are organising public meetings to coincide with Alcohol Awareness Month with many groups planning to make all meetings 'open' in November.

The Armed Services Sub-committee held a Regional Liaison Officer's meeting in February and an Armed Services Seminar is to be held in 2015. Armed Forces Day was held in Stirling in June and AA was represented with a display of AA literature with many enquiries received concerning our Fellowship. Presentations have been made to London Armed Forces Network in April and to the Veterans Council who are happy to recommend AA to their clients. The Army Welfare Service (nationally) gave the go ahead to link up with AA and have included AA in their training programme. Army HIVES (an information network available to members of the Services Community) are linked with AA.

The National Telephone Sub-committee can report that a substantial decrease - 50% - has been negotiated for the entry of our national number in the BT Phone Book. This will prove to be a considerable saving to the Fellowship. The committee is also preparing information to distribute to the Fellowship, via Regional Telephone Liaison Officers, regarding the future of the National Telephone number. This will enable Conference April 2015 to make an informed decision based on the feedback received. A proposal will be prepared for April 2015.

The Electronic Communications Sub-committee manages AA's website, www.alcoholics-anonymous.org.uk, which continues to attract a large number of users. Many of our regions and intergroups have set up their own micro-sites within our structure. As they have transferred information from the old sites, which were closed down, all the remaining old sites will be switched off in December 2014. Existing members of AA use the site to discover information about meeting-places and times, to be told about what is happening in our various branches of service, and to buy AA-related material, particularly literature, through our on-line shop. Many newcomers first

get in touch with AA through this site. Many of them who have further questions will use the email helpline, help@alcoholics-anonymous.org.uk, where our Online Response Team will answer their queries.

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.

The General Service Board's Young People's Project continues with its aims to attract young people with alcohol problems into recovery in AA, engage them in the unity of the Fellowship and encourage them into service through the AA service structure. The young team members have progressed a number of initiatives with General Service Board liaison and support, completing two new posters and an animation video titled '*Alcohol and Me, A Message for Young People*'. A job description for the role of Young People's Liaison Officer has been drafted and is incorporated in a question for Conference 2015. Other work in progress includes development of suggested content for a Young People's area on our website and preparations for a national Young People's Convention next year.

Alcoholics Anonymous Great Britain also hosts the European Service Centre and held a successful European Service Meeting in Frankfurt in October 2013. The next meeting will be held in York in 2015.

The ongoing purpose behind all of AA's activities, to carry the AA message of recovery from alcoholism, continues.

Our principle of personal 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'.

Financial Statement

Procedures to ensure robust budgetary controls and ongoing reviews of expenditure have been developed further during the year to ensure good practice and the best use of funds to support the business of the General Service Board in achieving the primary purpose of Alcoholics Anonymous.

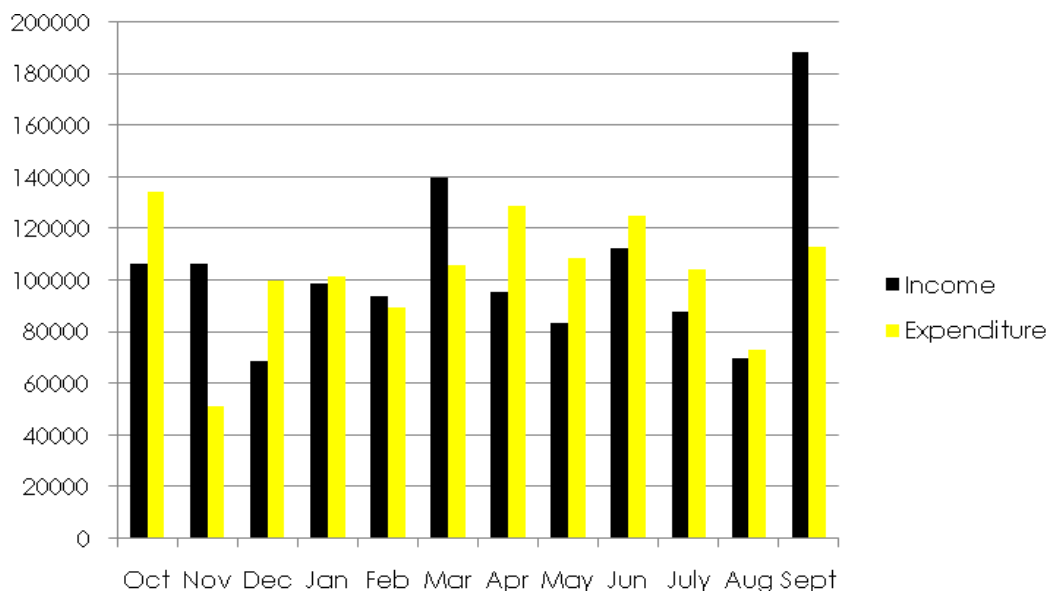
The General Service Office and the two satellite offices in Glasgow and London continue to operate efficiently and provide services to members, professionals and those seeking help.

Contributions have fluctuated month to month but overall are down on last year. However, literature sales are up.

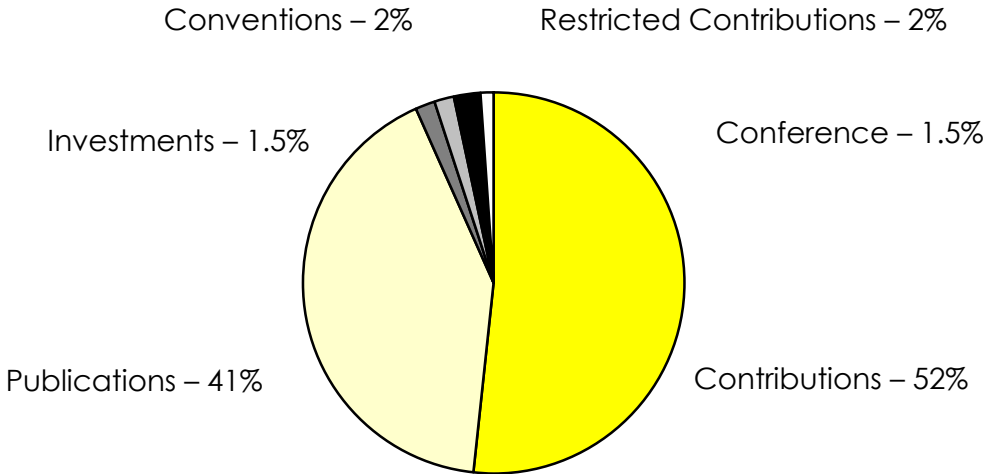
Expenditure for the year included new and ongoing initiatives. Work on the Young Persons video was started, and our website underwent technical enhancements. AA paid for stands at nineteen conferences/exhibitions between January and September 2014. An awareness raising campaign in national newspapers was trialled in the 'Guardian' in January and new initiatives in Health Liaison were established through cooperation with Public Health England. The 75th Anniversary Big Book proved a very popular piece of literature, the vast majority of the 500 being sold within six months. AA (GB) continued to support the worldwide Fellowship through funding initiatives and attendance at the World Service Meeting in Poland.

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 £22,353 with our reserves standing at £2,162,374.



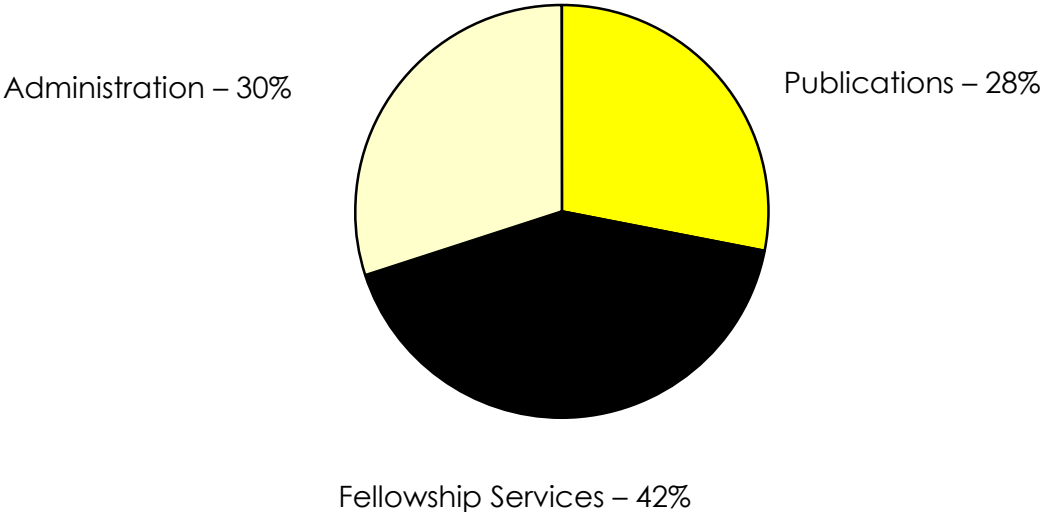
WHERE THE MONEY COMES FROM (ALL FUNDS) 2013/14



Contributions	Publications	Investments	Conventions	Conference	Restricted Funds
£659,368	£527,408	£22,511	£24,661	£19,774	£29,115

Total Income all Funds - £1,282,837

WHERE THE MONEY GOES (ALL FUNDS) 2013/14



Publications	Fellowship Services	Administration
£352,588	£529,438	£378,458

Total Expenditure all Funds - £1,260,484

FINANCIAL STATEMENT FOR PERIOD ENDED 30TH SEPTEMBER 2014
BALANCE SHEET

	Unrestricted funds £	Restricted funds £	2014 Total funds £	2013 Total funds £
FIXED ASSETS				
Tangible assets	2,032		2,032	4,125
Investments	824,450		824,450	795,630
	826,482		826,482	799,755
CURRENT ASSETS				
Stocks	118,221		118,221	86,325
Debtors: amounts falling due within one year	85,425		85,425	79,526
Investments	497,784		497,784	466,439
Cash at bank	637,401	84,841	722,242	730,964
	1,338,831	84,841	1,423,672	1,363,254
CREDITORS				
Amounts falling due with one year	(87,780)		(87,780)	(66,694)
NET CURRENT ASSETS	1,251,051	84,841	1,335,892	1,296,560
TOTAL ASSETS LESS CURRENT LIABILITIES	2,077,533	84,841	2,162,374	2,096,315
NET ASSETS	2,077,533	84,841	2,162,374	2,096,315
FUNDS				
Unrestricted funds			2,077,533	2,016,606
Restricted funds			84,841	79,709
			2,162,374	2,096,315

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 Toff Green, York, YO1 7NJ

**STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING INCOME & EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 SEPTEMBER 2014**

	Unrestricted funds £	Restricted funds £	2014 Total funds £	2013 Total funds £
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	703,804	18,048	721,852	846,709
Activities for generating funds	527,407	11,039	538,446	518,608
Investment income	22,511	28	22,539	9,787
Total incoming resources	1,253,722	29,115	1,282,837	1,375,104
RESOURCES EXPENDED				
Cost of generating funds				
Cost of generating funds	191,717		191,717	181,839
Investment management costs	6,054		6,054	3,867
Charitable activities				
Charitable	608,439	1,507	609,946	609,917
Governance costs				
	78,100		78,100	63,473
Other resources expended	352,191	22,476	374,667	369,022
Total resources expended	1,236,501	23,983	1,260,484	1,228,118
NET INCOMING/(OUTGOING) RESOURCES	17,221	5,132	22,353	146,986
Other recognised gains/losses				
Gains/losses on investment assets	43,706		43,706	40,728
Net movement in funds	60,927	5,132	66,059	187,714
RECONCILIATION OF FUNDS				
Total funds brought forward	2,016,606	79,709	2,096,315	1,908,601
TOTAL FUNDS CARRIED FORWARD	2,077,533	84,841	2,162,374	2,096,315

CONTINUING OPERATIONS

All incoming resources and resources expended arise from continuing activities.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2014

VOLUNTARY INCOME	2014 £	2013 £
Contributions	656,756	773,297
Covenants	20,661	20,785
Conventions	24,661	30,213
Conference	19,774	22,414
	721,852	846,709

ACTIVITIES FOR GENERATING FUNDS	2014 £	2013 £
Literature income	538,446	518,608
Literature expenses	191,717	181,839
Gross profit on literature	346,729	336,769

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

INVESTMENT INCOME	2014 £	2013 £
Fixed asset investment income	6,948	7,556
Deposit account interest	15,591	2,231
	22,539	9,787

COSTS OF GENERATING VOLUNTARY INCOME	2014 £	2013 £
Purchases of literature	191,717	181,839

INVESTMENT MANAGEMENT COSTS	2014 £	2013 £
Investment management fees	6,054	3,867

CHARITABLE RESOURCES EXPENDED	2014 £	2013 £
Staff costs	220,575	217,609
Premises costs	91,836	89,844
Office expenses	95,619	104,631
Public information and publication costs	78,671	60,900
Conference costs	36,611	35,521
Website	3,265	17,283
British sign language	-	8,730
Young peoples project	7,000	-
Irrecoverable VAT	42,219	40,618
Financial expenses	2,602	2,315
Investment expenses		22
General expenses	31,548	32,444
	609,946	609,917

Included in charitable resources expended is £331,372 (2013: £329,816) relating to charitable activities and £278,574(2013: £280,101) relating to support costs.

FELLOWSHIP SERVICES	2014 £	2013 £
Staff costs	238,958	235,744
Premises costs	72,072	70,092
Office expenses	22,377	22,705
General expenses	41,260	40,481
	374,667	369,022

GOVERNANCE COSTS	2014 £	2013 £
Trustees expenses	59,082	53,954
Professional fees	19,018	9,519
	78,100	63,473

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.