

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 2014 – 30 SEPTEMBER 2015

Introduction

It is again 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.

An Armed Services Seminar and a Prison Service Seminar were held in York, which was well attended by very enthusiastic AA members who continue to carry the message to the Armed Services and the Prison Services.

Our new free National Helpline telephone number 0800 917 7650 went live this year.

Public Information will 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 18 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.

Our financial position is stable at this time, thus enabling us to reduce the cost of some of our literature.

The five yearly membership survey of AAGB has been carried out, and the results will be made available to the Fellowship in the New Year.

This year the Board of Trustees have continued to support both financially and through its participation, AA structures in Europe, the European Service Meeting held in York this year, the Sub-Saharan Africa Service Meeting held in Johannesburg this year, and the World Service Meeting to be held in New York next year. A contribution was sent to the World Literature Fund.

William Macdonald

Chairman of the Board
October 2015

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 continues 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 we have continued 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 Archives sub-committee are currently engaged with the ongoing research for the production of the 'Service History of AA in Great Britain'. We are at present without a Fellowship Archivist, and short of three sub-committee members. A staff member at GSO has a caretaking responsibility for the archives and has been of real benefit in the absence of a Fellowship Archivist.

The Literature sub-committee has produced several new pieces of work in response to Conference 2015 recommendations for approval at Conference 2016: Welcoming a Newcomer to the Group guide, Violence and Personal Conduct pamphlet, Prison and Alcohol pamphlet, a redrafted pamphlet for agnostic and atheist members together with their stories, LGBT booklet of member's experiences in AA.

The Health discipline continues to liaise with the recovery community, service providers and commissioners at both regional and national levels. Attendance at the Mutual Aid Reference Group within Public Health England continues and we have provided descriptions of our Fellowship for use in their mutual aid documents. Our latest venture is that of offering demonstration AA meetings to professional training events and conferences, both in Great Britain and mainland Europe.

The Probation discipline has been coping with the upheaval of the Probation services in England and Wales, changes to which were finalised in June. Those areas that had a good working relationship with the probation trusts have been able to transfer these relationships to the new organisations. Due to the difficulties in developing contacts in some areas attention was focussed on Courts and Police. North Wales Police in particular are looking at closer working with us. In Scotland, liaison with Social Services schemes has continued and we have contacts with the judiciary headquarters. Throughout Great Britain there has been an increased awareness by the authorities of our self certification of attendance at AA meetings i.e. our "CHIT" system.

The Prisons sub-committee continues to facilitate an easier pathway through the security clearance procedures. We now have an AA presence in 104 prisons out of a total of 143. The sub-committee have completed the new pamphlet "Alcoholism in Prison" which is being presented at Conference 2016.

The Employment discipline is going well with a steady increase in the number of liaison officers. In an eventful year our liaison officers have been working hard making contact with employers from all walks of life, carrying AA's message of recovery. We were invited to speak at the Northern Convention, and the Midlands Forum in Birmingham. Both were well received. We held a very successful Regional Liaison Officers Forum in June. Overall, the outlook is positive.

The Public Information discipline's main area of focus was the sending out of press releases during the Fellowship's 80th Anniversary and the change of the National Telephone number to 0800 917 7650. Some of the national and regional newspapers picked up on these. At the end of 2014 and beginning of 2015 articles were placed in national newspapers. We continue to support the three parliamentary AA presentation events, Westminster, Holyrood and the Senedd.

The Armed Services sub-committee have recruited 6 new members and our first full meeting will take place in Feb 2016. At present we are updating the Armed Services section on the website, and continue to maintain the Armed Services 12 step list. We have made contact with the Norfolk Health-Watch Veterans Project and working with them to provide support in that area. We have placed adverts in various publications that directly impact on service personnel leaving the forces. We are continuing to gain access to service bases and establishing meeting with the camp area. We are attempting to contact various high profile charities who are dealing with service personnel suffering from PTSD to offer assistance the alcohol problems which often accompany this disorder.

The Telephone sub-committee carried out Conference decision to change our national telephone number from a 0845 to a 0800 non geographic number. These numbers will run in tandem until the calls to the 0845 decrease considerably. Contracts for both these numbers have been agreed and signed on behalf of GSO. GSO will now assume responsibility for the costs incurred by these national numbers. The initial teething problems relating to the re-routing calls from mobile telephones have been largely resolved. The Regional Telephone Liaison Officer's meeting was well attended. The vote to produce a quarterly Newsletter for the Telephone Service was unanimous. There was considerable enthusiasm for a seminar which is to be held in August 2016. The Telephone sub-committee has welcomed two new members.

The Electronic Communications sub-committee manages AA's website, www.alcoholics-anonymous.org.uk, which continues to attract an increasing number of users. Many of our regions and intergroups have set up their own micro-sites within our structure. 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 urgently require a steady and continuous stream of articles.

Share is unfortunately not receiving the support it needs from members at Group, Intergroup and Regional level. Positions on the sub-committee, which is the body that produces the magazines each month, are on a rotational basis and more volunteers are needed. "Ultimately, the Fellowship will decide the future of *Share Magazine*".

Roundabout is AA's magazine in Scotland. It continues to be published monthly by a team of AA members who work mostly from home, but who meet three or four times a year in Glasgow. It contains articles from members concerning their experiences, strengths and hopes. It also contains a pullout section containing topical information about changes to Group Meetings in Scotland, together with announcements about certain Service Meetings. This section is for internal use only - it is removed when magazines are passed on to members of the public. *Roundabout* is still self-supporting: sales exceed costs of production & distribution. This may not last much longer however. Over the last few years, sales have declined by an average of 6% each year.

The General Service Board's Young People's Project continues apace especially since the conference decision to incorporate the Young Peoples Liaison Officer into the Fellowship structure.

The four national conventions Northern, Scottish, Southern and Welsh continue to be well attended enjoyable events.

Alcoholics Anonymous Great Britain also hosts the European Service Centre and held a successful European Service Meeting in York in 2015, the next meeting will take place in York in 2017.

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 thereby keep Alcoholics Anonymous 'anonymous but not invisible'.

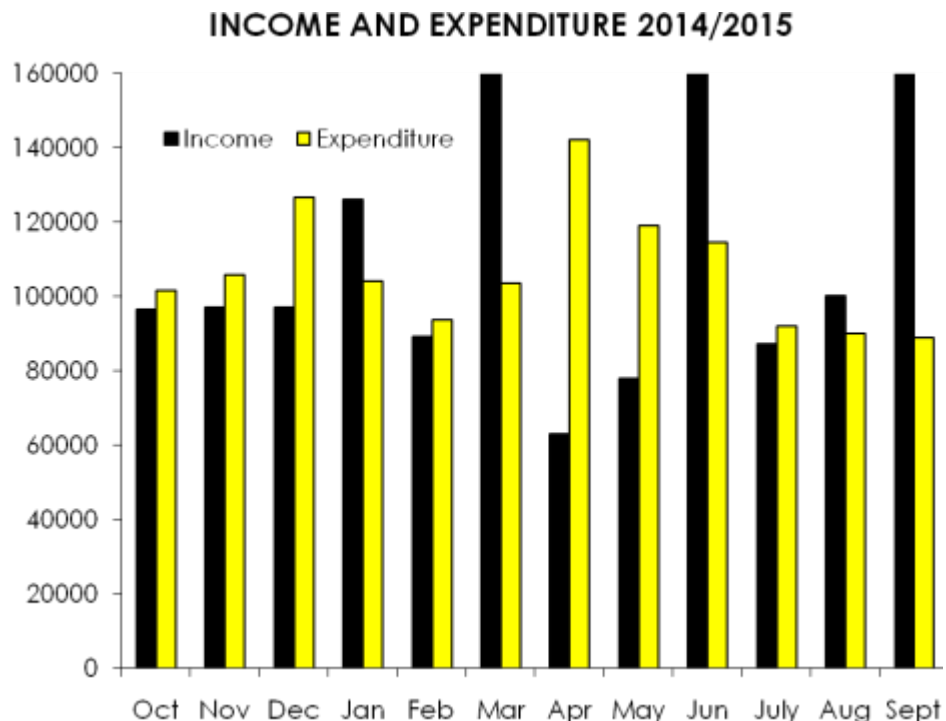
Financial Statement

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. The Board has new premises for the Southern Service Office in London which are fully operational.

Contributions have fluctuated month to month but overall are up on last year. Furthermore, literature sales are also up and therefore the overall financial situation is stable. Licenses were obtained from AAWS for the Board to publish Language of the Heart and Experience Strength and Hope in GB, thereby reducing their selling prices. The selling price of some other pieces of literature was also reduced. The 12 Traditions Personal Checklist was published for the first time, as well as The AA Starter Pack which is now available on CD.

Expenditure for the year includes new and ongoing initiatives. There has been a considerable increase in attendance at professional conferences and awareness raising events have been held at national and local levels. New initiatives to carry the AA message into places of work have been undertaken in several areas of AA service, where appropriate cooperating with private, Governmental and Local Authority structures. A national media campaign was also carried out in selected daily newspapers. In addition Conference approved a new Young Peoples poster for circulation.



A committee was formed to manage the 5 yearly internal Survey of AA in GB, which was carried out in liaison with an outside agency. Following the restructuring of GB's commercial telephone prefixes by Ofcom, AAGB changed its National Helpline number from an 0845 to an 0800 number. Existing stocks of literature will be amended accordingly.

AAGB has supported the worldwide Fellowship, contributing to the World Literature Fund which translates books into various languages. Visits to the national Conferences of other countries continued, including the Sub-Saharan Conference. The Board also provided a 50% contribution to costs supporting attendance at the Polish Conference by delegates from developing European AA structures.

The overall picture is positive. The Board keeps members informed about the financial position of the Fellowship through different methods, outlining the implications for our primary purpose. Emphasis continues on training and development of Board members through internal systems and external programmes. Throughout the year the Board has maintained a variety of 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 trustees have established a policy whereby free reserves held by the charity should exceed 1.25 years expenditure.

The final accounts show a surplus before movement on investments of £79,339 with our reserves standing at £2,223,567.

GSB PERSONNEL

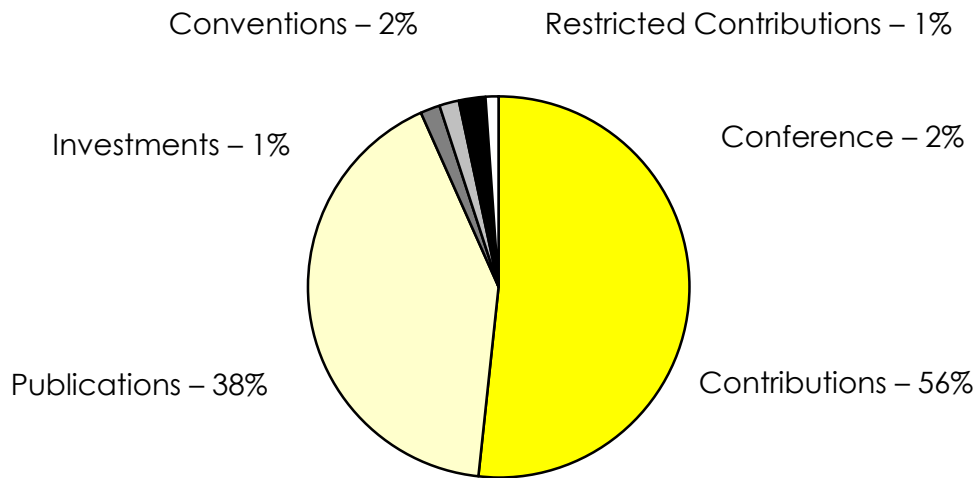
The following trustees retired from the Board this year:

Jonathan Chick
Chris Daly
Sarah Flowers
Robert Muir
Paul Myles
Philip Withecombe

The following trustees were appointed to the Board:

Sarah Flowers
Brian Jenkins
Nigel Patience

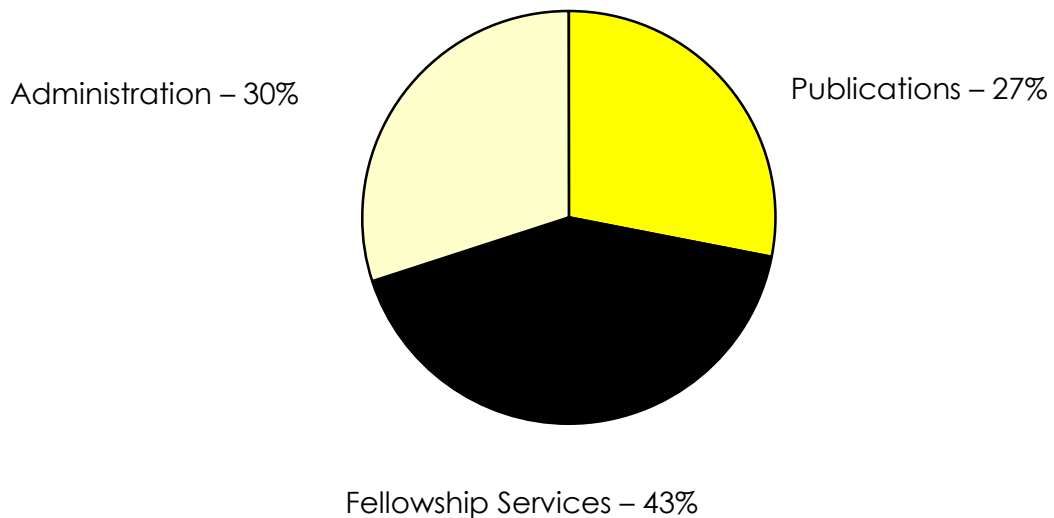
WHERE THE MONEY COMES FROM (ALL FUNDS) 2014/15



Contributions	Publications	Investments	Conventions	Conference	Restricted Funds
£771,582	£528,232	£9,850	£24,490	£21,120	£17,996

Total Income all Funds - £1,373,270

WHERE THE MONEY GOES (ALL FUNDS) 2014/15



Publications	Fellowship Services	Administration
£343,060	£552,733	£398,138

Total Expenditure all Funds - £1,293,931

FINANCIAL STATEMENT FOR PERIOD ENDED 30TH SEPTEMBER 2015
BALANCE SHEET

	Unrestricted funds £	Restricted funds £	2015 Total funds £	2014 Total funds £
FIXED ASSETS				
Tangible assets	3,246		3,246	2,032
Investments	936,731		936,731	824,450
	939,977		939,977	826,482
CURRENT ASSETS				
Stocks	139,638		139,638	118,221
Debtors: amounts falling due within one year	75,667		75,667	85,425
Investments	471,521	28,105	499,626	525,861
Cash at bank	579,648	64,939	644,587	694,165
	1,266,474	93,044	1,359,518	1,423,672
CREDITORS				
Amounts falling due with one year	(75,928)		(75,928)	(87,780)
NET CURRENT ASSETS	1,190,546	93,044	1,283,590	1,335,892
TOTAL ASSETS LESS CURRENT LIABILITIES	2,130,523	93,044	2,223,567	2,162,374
NET ASSETS	2,130,523	93,044	2,223,567	2,162,374
FUNDS				
Unrestricted funds			2,130,523	2,077,533
Restricted funds			93,044	84,841
			2,223,567	2,162,374

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 2015**

	Unrestricted funds £	Restricted funds £	2015 Total funds £	2014 Total funds £
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	817,191	5,982	823,173	721,852
Activities for generating funds	525,507	14,712	540,219	538,446
Investment income	9,850	28	9,878	22,539
Total incoming resources	1,352,548	20,722	1,373,270	1,282,837
RESOURCES EXPENDED				
Cost of generating funds				
Cost of generating funds	177,240	-	177,240	191,717
Investment management costs	5,687	-	5,687	6,054
Charitable activities				
Charitable	648,551	107	648,658	609,946
Governance costs	85,678	1,294	86,972	78,100
Other resources expended	364,256	11,118	375,374	374,667
Total resources expended	1,281,412	12,519	1,293,931	1,260,484
NET INCOMING/(OUTGOING) RESOURCES	71,136	8,203	79,339	22,353
Other recognised gains/losses				
Gains/losses on investment assets	(18,146)	-	(18,146)	43,706
Net movement in funds	52,990	8,203	61,193	66,059
RECONCILIATION OF FUNDS				
Total funds brought forward	2,077,533	84,841	2,162,374	2,096,315
TOTAL FUNDS CARRIED FORWARD	2,130,523	93,044	2,223,567	2,162,374

CONTINUING OPERATIONS

All incoming resources and resources expended arise from continuing activities.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2015

VOLUNTARY INCOME	2015 £	2014 £
Contributions	760,857	656,756
Covenants	16,706	20,661
Conventions	24,490	24,661
Conference	21,120	19,774
	823,173	721,852
	823,173	721,852

ACTIVITIES FOR GENERATING FUNDS	2015 £	2014 £
Literature income	540,219	538,446
Literature expenses	(177,240)	(191,717)
Gross profit on literature	362,979	346,729
	362,979	346,729

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

INVESTMENT INCOME	2015 £	2014 £
Fixed asset investment income	2,866	6,948
Deposit account interest	7,012	15,591
	9,878	22,539
	9,878	22,539

COSTS OF GENERATING VOLUNTARY INCOME	2015 £	2014 £
Purchases of literature	177,240	191,717
	177,240	191,717

INVESTMENT MANAGEMENT COSTS	2015 £	2013 £
Investment management fees	5,687	6,054
	5,687	6,054

CHARITABLE RESOURCES EXPENDED	2015 £	2014 £
Staff costs	212,288	220,575
Premises costs	95,648	91,836
Office expenses	116,323	95,619
Public information and publication costs	93,413	78,671
Conference costs	37,611	36,611
Website	5,900	3,265
British sign language	-	-
Young peoples project	3,000	7,000
Irrecoverable VAT	47,769	42,219
Financial expenses	3,207	2,602
Investment expenses		
General expenses	33,480	31,548
	648,658	609,946
	648,658	609,946

Included in charitable resources expended is £359,007 (2014: £331,372) relating to charitable activities and £289,651 (2014: £278,574) relating to support costs.

FELLOWSHIP SERVICES	2015 £	2014 £
Staff costs	229,978	238,958
Premises costs	75,788	72,072
Office expenses	28,805	22,377
General expenses	40,803	41,260
	375,374	374,667
	375,374	374,667

GOVERNANCE COSTS	2015 £	2014 £
Trustees expenses	71,370	59,082
Professional fees	15,602	19,018
	86,972	78,100
	86,972	78,100

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.