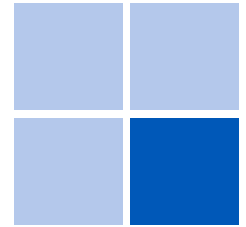


Quarterly Report from GSO



Activities of the General Service Board Including A.A. World Services, Inc., AA Grapevine, Inc.

This is a confidential bulletin, for use only within A.A.

First Quarter, 2025

General Service Board Meeting

The General Service Board of Alcoholics Anonymous, Inc., held its quarterly meeting at the Westin New York Hotel at Times Square on Monday, February 3, 2025. Scott H., Chair of the General Service Board, presided. All committees met during the weekend. Highlights of committee reports appear below:

Archives

The committee reviewed a progress report of Phase 2 of the Archives Audiovisual Preservation Project. Phase 2, initiated in January 2025, involves appraising and inventorying analog recordings of audiovisual materials (not digitized) and capturing data points such as media type, condition of the material, title, final recommendations and other relevant information. Phase 2 is anticipated to be completed within three years. The committee suggested that future progress reports include data on items marked for removal from the collection, number of items identified for future digitization, and number of damaged items discovered. The Archives Director will continue to update the committee at each quarterly meeting on the status of Phase 2, incorporating the suggestions discussed.

The committee discussed the GSO Archives *Sound and Moving Image Policies and Procedures*, which was last reviewed in 2016. The discussion included alignment of the current policy with current procedures and practices in the Archives field, in accordance with the U.S. Copyright Law practice of not distributing copies of films discontinued by the General Service Conference and other ideas. The committee requested that the Archives Director codify the considerations expressed and bring a report back to their August 2025 meeting.

Cooperation with the Professional Community (CPC)

The AAWS Publishing Department presented a draft of the outward-facing pamphlet for mental health professionals with the working title *Alcoholics Anonymous: Information for Mental Health Professionals*, which rose from

a 2021 General Service Conference advisory action. The committee suggested changes to be implemented into the draft by the Publishing Department and agreed to forward the revised draft to the 2025 Conference Committee on CPC.

The staff secretary provided an update on how we inform professionals in the fields of neurodivergent and unhoused alcoholics. The trustees' CPC/T-A committee requested that the topics be separated into two items moving forward to provide more clarity on how both the Fellowship is carrying the message to neurodivergent and unhoused alcoholics, and how local trusted servants are informing professionals and future professionals. The committee looks forward to an update at the August 2025 meeting.

Corrections

The committee reviewed a report reflecting January 2025 data analytics from the tablet vendor Edovo and recognized the value of the analytics in assessing engagement at correctional facilities using Edovo tablets. The committee then agreed to forward the report to the 2025 Conference Committee on Corrections and proceeded to review a report on a corrections survey distributed by the General Service Office's Corrections assignment. The committee noted the usefulness of gathering current information and shared experience on service within correctional facilities and agreed to forward the corrections survey report to the 2025 Conference Committee on Corrections.

Finance

GSO Financial Results

The committee reviewed the GSO preliminary unaudited financial statements for the year ended December 31, 2024. These statements were prepared before all 2024 transactions had been recorded. However, the data reported here reflects the final unaudited financial statements after all transactions were recorded. Audited 2024 financial statements will be provided to delegates at the

75th General Service Conference. As always, the audit may result in changes to the financial information.

For the year ended December 31, 2024, total operating revenue is \$19,682,054 which is about 0.1% greater than the budget of \$19,656,360. Total operating expenses before depreciation are \$18,686,132, which is about 0.6% less than the budget of \$18,800,214. Operating surplus before depreciation is \$995,922 compared to a budgeted surplus of \$856,146.

Gross literature sales for 2024 are \$14,452,563 (14% less than budget). This is \$2,364,782 lower than the budgeted amount of \$16,817,345. Last year's price increase may have influenced this year's sales as service entities may have stocked up last year before the price change.

Cost of goods sold for 2024 is \$6,579,565 (22% less than budget), making the Literature Gross Margin \$7,644,499 (only 10% less than budget). Gross margin is \$848,261 lower than the budgeted amount of \$8,492,760.

Contributions for 2024 are \$11,252,155 (7% greater than budget). This is \$752,155 more than the budgeted amount of \$10,500,000. Contributions received in 2024 surpassed the previous annual record of \$10,841,419 set in 2023.

GSO 2025 Budget

The 2025 budget projects operating revenue of \$20,523,275, operating expenses before depreciation of \$19,481,130, and GSB support of La Viña of \$455,626 for an operating surplus before depreciation and after La Viña of \$586,519.

Gross Literature Sales are budgeted at \$16,000,000. The increase from 2024 reflects anticipated sales of *Plain Language Big Book: A Tool for Reading Alcoholics Anonymous*. Contributions are budgeted at \$11,000,000, which is about \$250,000 less than the amount received in 2024.

The Capital budget includes an office renovation costing approximately \$2,000,000. This will allow the GSO to consolidate its space on one floor.

The Trustees' Finance and Budgetary Committee recommended that the General Service Board approve the 2025 AAWS/GSB Budget with Contributions Revenue of \$11,000,000, Gross Margin on Literature Sales of \$8,750,000, Operating Expenses of \$19,495,342, Support for La Viña of \$455,626, and a net income before depreciation of \$1,027,933.

Reserve Fund

As of December 31, 2024, the Reserve Fund Assets totaled \$12,454,738 consisting of cash and certificates of deposit. Less the liability for unfulfilled Grapevine subscriptions of \$540,000, the Reserve Fund Balance was \$11,914,738, which is 6.47 months of operating expenses.

The goal range is coverage of 9 to 12 months.

The Reserve Fund report was accepted by the committee.

Grapevine Financial Results

The Committee reviewed the unaudited year-end results for the period ending December 31, 2024. Final 2024 Grapevine total circulation is 8% higher than the prior year. Subscription Income is below the 2024 Reforecast by approximately 5.8% (\$121,542). Direct cost for subscriptions is over the Reforecast by \$19,577, but less than 2023 direct costs.

Grapevine average circulation in 2024 is now over 59,000 per month (all formats) which is an 8.4% increase over the 2023 average circulation of 54,569. Grapevine has experienced the largest subscription growth with the app and with the online version of the magazine. Print magazine subs declined slightly during 2024, and Complete subs remained constant.

Overall, Gross Margin for Grapevine subscriptions is under 2024 Reforecast by \$141k but did increase \$254k over the prior year. GV Content income had an excellent year — sales increased nearly 16% over last year. Gross Margin was very close to Reforecast and \$140k higher than last year. Overall, Gross Margin total is \$1,621,212, which is \$144,052 below the Reforecast and \$394k higher than 2023.

Grapevine is negotiating a significant credit from its fulfillment vendor, which will reduce 2024 expenses when finalized. However, the amount is unknown and not yet reflected in the financial statements. Grapevine expenses are currently \$8,652 over the Reforecast. Recent actions resulting in additional savings include: a 20% reduction in staffing, reducing some vendors, looking closely at inventory, reducing staff and board member travel, and terms negotiation with printers. Grapevine's bottom line is a deficit of \$807,850 which is a \$135k greater deficit than the Reforecast.

La Viña Financial Results

La Viña is operated by the Grapevine as a service to the Fellowship. Subscriptions increased 1,100 (17%) in 2024 but are 377 below the 2024 Reforecast. Subscription income is \$8,908 below the Reforecast. Content revenue for La Viña continues to perform well with income totaling \$138k and Gross Margin for Content related income exceeded the Reforecast by \$3,990.

La Viña expenses are \$16k under budget. La Viña's cost of operations is \$565,449, which is \$4,274 higher than the Reforecast.

The Grapevine and La Viña financial report were accepted by the committee.

Grapevine and La Viña 2025 Budget

Grapevine will be developing a new 5-year plan now that they have more experience with the app. The Grapevine growth strategy is to build revenue and look for ways to increase subscriptions rather than cutting costs or raising prices.

The average sub count in the 2025 budget is now 63,497, an increase of 4,497 from 2024. Grapevine is developing strong marketing campaigns to increase app subscriptions, especially toward the 30K members who have downloaded the app but have not yet subscribed. We also expect to see growth during the International Convention. Overall, 2025 Subscription revenue is projected to be \$2,185,812 for 2025, Gross Margin on subscriptions is projected to be \$1,043,606 in 2025. Grapevine expects a deficit of \$134,862.

La Viña circulation increased an incredible 17% during 2024. In the 2025 budget La Viña subscriptions are increased by 1,046 (all formats) from 7,492 to 8,538. This is expected to generate an additional \$51,305 in subscription revenue. Content Income is an important revenue source for La Viña. Historically, it is significantly larger than subscription income. With additional offerings in 2025, Content Income is expected to be almost \$217,000 with a gross margin of \$155,417, an increase of \$58k.

La Viña will have a deficit of \$455,626 to be supported by the General Service Board.

Grapevine and La Viña Cash Flow

Grapevine is requesting a \$150,000 reserve fund draw to help cover upcoming expenses for the printing of books for the International Convention, the special edition of *Emotional Sobriety* and other projects. *Emotional Sobriety* will be hardcover with an insert of Bill's original article about emotional sobriety. April is its target publication date.

Two books will be published specifically for International Convention: *Language of the Heart Journal* in three languages (in the same book), and a special edition of *Language of the Heart*. Grapevine is also starting a new line of greeting cards that will be sold at the Convention.

The 2025 AAWS, Grapevine and La Viña budgets were accepted by the committee.

The Trustees' Finance and Budgetary Committee recommended that the General Service Board approve the 2025 Grapevine (excluding La Viña) budget with Gross Margin on Literature and Subscription sales of \$2,007,353, operating expenses of \$2,151,215, and expected interest on unearned subscription receipts invested in the Reserve Fund of \$9,000, resulting in a net budgeted deficit of \$134,862.

The Trustees' Finance and Budgetary Committee rec-

ommended that the General Service Board approve the 2025 La Viña Budget consisting of Gross Margin on Literature and Subscription sales of \$227,763, expenses of \$683,388, and support from the General Service Board, per Advisory Action, in the amount of \$455,626.

The Trustees' Finance and Budgetary Committee recommended to the General Service Board a \$150,000 draw down from the Reserve fund for the Grapevine to increase inventory for seasonal and International Convention publications.

AAWS Report on Self-Support

The subcommittee asked the GSO Chief Financial Officer to investigate a mechanism to accept Canadian dollars and report back at the next subcommittee meeting.

Changes in our bank's lockbox operations require a change to the placement of member information on contribution envelopes. The subcommittee suggested a tear-off option. However, the printer indicated that a full-page insert would be less expensive to produce. The subcommittee expressed concerns about the functionality of the insert and requested a quote for the tear-off option.

The subcommittee noted that the revised F-203 Seventh Tradition Fact Sheet was completed and will be distributed upon completed translation.

The Self-Support Subcommittee report was accepted by the committee.

Finance Strategy Subcommittee

A Human Resources shared services agreement has been approved by the AAWS and Grapevine boards during this board weekend and will go into effect during 2025.

The Finance Strategy Subcommittee report was accepted by the committee.

General Service Conference

The committee agreed to forward the print and shipping estimate for the 2025 Comprehensive Inventory report to the 2025 Conference Committee on Agenda.

The committee received a verbal update from the General Manager on the site selection for the 77th and 78th General Service Conference, noting the following dates: April 11 – 17 for the 2027 GSC and April 23 – 29 for the 2028 GSC.

The committee reviewed and discussed the proposal for simpler methods to simplify the workload of conference committees and agreed to forward the report "Changes to Simplify Workload and Suggestions for Future Conferences" to balance committee workloads to the 2025 Conference Committee on Policy and Admissions. The committee expressed their gratitude for

the work of the Equitable Distribution of Workload (EDW) subcommittee.

The committee discussed the video conference GSC Sharing sessions for Conference Members and other pre-conference meetings held by video conference. The committee noted they have introduced some ambiguity to the roles and responsibilities of temporary replacement Delegates and sitting Area Delegates who cannot attend the Conference Week. The committee felt that guidelines on the roles and responsibilities of temporary replacement delegates and sitting delegates would be useful. The committee agreed to forward a request to develop guidelines for the roles and responsibilities of temporary replacement delegates to the 2025 Conference Committee on Policy and Admissions.

The committee continued their discussion around how individual A.A. members access information related to the Conference process, such as the proposed agenda items (PAIs), workshop, presentations topics, and Conference themes. The committee noted the contact information to Service Areas and the Conference assignment is available to individual A.A. members on the PAI Information page on aa.org.

The committee discussed communication about the changes to the How the Conference Operates (HTCO) noting the 2024 Committee Consideration on reinforcing the mechanics of the Conference. The committee asked the co—chairs of the General Service Conference to communicate those changes in a memo to Conference members.

General Sharing Session

The topic of the Winter Quarterly General Sharing Session was “A.A.’s Primary Purpose.” Cathi C., East Central Regional Trustee, and Andie Moss, Class A Trustee, presented, and David S., General Service Trustee, moderated. David began the session by reading a selection of texts on the topic:

- **Tradition 5:** *“Each group has but one primary purpose — to carry its message to the alcoholic who still suffers.”*
- **A.A. Preamble:** *“Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.”*
- **Vision statement for the General Service Board:** *“We provide clear and effective leadership to the Fellowship; we are directly responsible and responsive to the Fellowship through the General Service Conference. We are concerned with all matters affecting the Fellowships’ primary purpose of carrying the A.A. message to the still-suffering alcoholic.”*

Cathi began her presentation by framing some initial thoughts on the topic of A.A.’s primary purpose: “What more could we do?” “Are our literature and communications effective?” “Are we effectively working with the pro-

fessional community?” She noted that our membership does not reflect the pervasiveness of the disease of alcoholism across all demographics of our society. We are a small fraction of the total number of alcoholics in the United States and Canada.

Our surveys tell us that even as the face of alcoholism changes over time, the face of our membership has not... much. Could we do a better job of learning who is not in our rooms? Could we investigate why they aren’t in our rooms, not just in terms of access to meetings and information, but also regarding other barriers — attitudes, opinions, preconceptions — that cause some to stay away? Could we learn from organizations that interact with the still-suffering alcoholics that we may not be aware of?

Cathi added “Is our literature effective? How do we know? Are sales a measure of an effective message?” It is important to consider the words we use, the reading level, tone and tenor of what we say, and how effectively we address the concerns of the suffering alcoholic. That effectiveness should meet the suffering alcoholic where there are, with clarity, context, coherence and completeness. Our measure of success is whether they come away with a glimmer of hope for recovery and an assurance that they are welcome to join us. Have we asked?

Cathi further suggested that we might benefit from an overall discussion of how we deliver the message of A.A. Additionally, do our actions reflect our joy of living, and is that reflected in our literature?

Andie presented and spoke of her professional experience as well as her experience as a class A trustee. “While Bill W. warns those of us who are friends of A.A. not to promote that the miracles of A.A. and the program are solutions to world peace, I don’t believe anyone could serve A.A. and not be attracted to the power of the program.”

She noted how the tools of the program also support this Singleness of Purpose. For example, “I’ve seen the Fellowship struggle in meetings to uphold the principle and practice of group conscience. That struggle has impacted me as I observed outcomes that initially seemed out of reach.” She expressed how she was also impacted by The Responsibility Statement and the powerful commitment we make to manifest our singleness of purpose.

In preparation for this presentation, Andie noted that she had looked at the U.S. membership surveys going back to 1992. She stated how it strongly suggests that the demographic of the current member serving has not changed much throughout the years. From 1992 to the present there has been little change in overall membership demographics.

She reflected on how important singleness of purpose has been, to carrying the message to the suffering alcoholic. It is “so clear, so beautiful, and our history shows, has saved countless lives and enriched thousands. Hope is our call to action.”

In this sense, “We know what to do. We have the tools, we have the survey data from the Fellowship, and we are called to serve with love, understanding and, in our current environment, perhaps a greater dose of personal courage. It is the practice of personal courage and rigorous honesty that will strengthen trust in one another and bind us to our common goal. And this means that we can choose to be hope based rather than fear based: ‘Love and tolerance of others is our code.’ ”

After the presentations, David S. invited sharing on the topic from those in attendance, including the Conference committee chairs of the General Service Conference who attended the General Service Board weekend as observers.

A Conference committee chair reflected on the fact that for thirty years the membership has been stagnant, but people are dying of alcoholism. He shared how members come to him, and say, “Well, we’ve got all these other self—help programs now.” He notes, “Well, that doesn’t answer why the number of people dying from alcoholism is skyrocketing.” When we recast the words of Bill W., like we did in the *Plain Language Big Book*, there was an uproar. We don’t like controversy, whether it’s at the public level, or in our private meeting rooms. Alcoholics in this fellowship shy away from it, as if from a flame. So, we need to figure out a way to restamp that message of controversy, because it’s ok to talk about things within these meetings. We need to figure out a new strategy.

He also noted that 15% of the American population are immigrants, but from his perspective “none of them are here today. They are not well represented in General Service. While we say, ‘Don’t do something for us without us,’ but the ‘us’ aren’t showing up sometimes. How do we reach them? We’re very proactive with our messages, the work that’s been put into the apps, the podcast; we are forward thinking. That’s good, we are making good progress reaching new media and a new generation. But we do not see results. They just aren’t coming in.” What committee do we have for the still—suffering alcoholic? Who’s manning that table? We need to look at the scientific documentation that is in the public arena. Bill said explicitly that we are going to have to talk about these issues.

A GSO staff member shared how he was touched by the sharing and that what came to mind is the current work that was done on the pamphlet for the mental

health professional. “We asked professionals in and out of the Fellowship about their perspectives. It was quite eye—opening.” An inquiry from a member of a CPC committee came in recently; they asked us, “Have we considered a new Doctor’s Opinion based on the Cochrane report?” It is important to remember that as a collective, we are all involved in answering the questions that affect our Fellowship.

Another GSO staff member shared, “Just from my own experience, that type of questioning, and the spirit of service where we carry a message versus crusade a message, is the reason I was able to get an opportunity to be sober at 15 in the 80s.” She reflected on receiving a call from a professional in a hospital in New York. All the people in her community were from Bali, and they did not read very well. So, they were looking for people who could verbally carry the message in their language.

“What we have in our principles is the ability to pause and look at our own mistakes as a turning point in our inventory process. It allows me to see my own blind spots, not as a judgment but as a goal to strive for. Being a mother has taught me how to think about how to approach my daughter and how to speak to her in a way she will meaningfully absorb, and that has enriched my experience in A.A. and reached out intentionally.

“The final sharing came from a Conference committee chair who reflected on how this topic particularly makes him think about how we share our experience, strength and hope, and how that can inspire us to action.

“The committee chair spoke of the responsibility that delegates have for sharing the information about the tools, resources, and the activities of the Conference with them. He endeavors to do so in a way that hopefully inspires the members of his Area to go back to their groups and share that enthusiasm and, enthusiasm with all the members that come in.”

How we interact with the new person who comes in off the street is important. He talked about how he had the experience of being brought through the Big Book. He then had the opportunity of sponsoring a guy who dropped out of school in the seventh grade, who couldn’t read. It was a slow and painstaking process, and as he got sober, learned how to read better as a result.

The committee chair added that at an assembly, there was a member who gave of herself tirelessly in service to the Area, and part of her story is she is now making amends in a prison up the road. She wrote a letter to the Area, which he shared:

“I’m Heather and I’m an alcoholic, currently incarcerated at Bledsoe County Correctional Complex. I know some of you through service at the Area level that I am extremely grateful to have been able to participate in before coming here. Those

of you who I don't know, I can't wait to meet you when my sentence is completed. All the work that is done from the group level to the Area is gravely important — I was drawn to treatment and corrections as you can imagine and in turn have stayed closely connected to Tyler and what is happening in Corrections. He sends me the minutes to each assembly because he knows how much I geek out on all of it. Now it keeps me connected to you in a way that I can never explain, it is saving my life here. There are no A.A. meetings in here, no literature available, so the things that I am sent from members, from the Chattanooga Central Office and family, I am passing along to the women in here who are hungry and begging for any connection to recovery.

"Most recently I was sent a copy of the Plain Language Big Book. I know that the version I have is before the revisions that need to be made, but as A.A. has taught me, I just think of it as progress, not perfection. My job here is tutoring in the GED class so I am able to share firsthand experience about the education and reading abilities in here. Out of 300 women in here, about 100 have their high school diploma or GED, maybe 20 have an education past high school and the rest have not graduated high school. Out of those 180, about half don't have a reading level above the 8th grade and half of those left are below a 4th grade reading level. I work hard in that class to help as many women as possible get through their studying and passing their test so that another spot can open for a woman to get her education.

"With all of that being said, we have a pretty consistent group of 30 women who show up every Wednesday to our Hope Group. It's a group that was formed for some kind of recovery in here. We read A.A. and NA literature and it's facilitated by a counselor here. The Grapevines I have received, the pamphlets and the one Big Book I have, are read by all the women. When I showed them the Plain Language tool for the Big Book, their eyes lit up. These women don't have an A.A. meeting, but what they do have is literature that isn't intimidating. They have a book that carries the message to a suffering alcoholic, a book they can read and understand while they wait for a meeting and a sponsor in here. Just as my connection to all of you is saving my life in here, that book is saving these women's lives. I was so incredibly lucky that God decided I was going to get sober, find a sponsor and have a home group for over 3 years before I was incarcerated. I was able to go through the 12 Steps, have a spiritual experience and take other women through the Steps. Now, He has decided I'm needed in here, with limited resources and challenges around every corner. What A.A. has taught me, though, is that I can do very hard things, and I don't do them alone.

"This is the hardest thing I've ever done. Getting sober was my old hardest thing — now I am so grateful that I got to do that before this. It is a struggle every single day. I am around more drugs and alcohol in here than I had been for 3½ years

before coming in here. I make a decision every day that I am going to stay sober one more day. I have experienced firsthand being the only Big Book women have seen, and now I can help them not only see but also understand what it is saying. Thank you all for your continued service."

International

Since the last report, the international desk has received communications from professionals seeking help to carry the message of A.A. in Liberia and Mozambique. In Mozambique, a medical doctor with access to the largest correctional facility in Maputo was looking for local A.A. members to conduct A.A. meetings inside the facility, either in person or virtually. Since Portuguese is the most widely spoken language in Mozambique, I reached out to the Portugal GSO and connected the doctor with the chair of the Board in Portugal. It turns out there are two A.A. members in Maputo, and one of them frequently travels to Portugal.

The desk has been very busy following up on work from the 28th World Service Meeting (WSM) held in October 2024 here in Times Square. The WSM Tile in Onboard has been updated for the WSM delegates and their GSOs to include the 28th WSM committee reports, country highlights, zonal meeting reports, presentations both in English and Spanish.

The date for the 29th World Service Meeting is October 4–8, 2026, and the theme is "Guided by All 36 Principles."

International Convention/Regional Forums

International Convention

The committee reviewed and discussed proposed plans for "watch party" viewings of the 2025 IC Virtual Program Session Track. The General Service Board approved that a tiered pricing registration option be added for Groups and Informal Gathering Watch Parties. Watch party coordinators would register and pay a 2025 IC Virtual Program Session Track registration fee based on a tiered number of watch party attendees as follows:

- 6 – 20 attendees = \$200.00
- 21 – 30 attendees = \$300.00
- 31 – 40 attendees = \$400.00
- 41 – 50 attendees = \$500.00

The committee discussed providing a "Carry the Message Tool" to those who are unable to attend because of incarceration or a lockdown inpatient treatment setting. The service committee chair would pay one \$35 registration fee to attend the Virtual Program Session Track and work out the viewing details with the management of each facility. The General Service Board approved that

local service committees be offered the opportunity to host a 2025 IC Virtual Program Session Track watch party inside an institution or facility. The service committee chair would pay one \$35 registration fee to attend the Virtual Program Session Track and work out the viewing details with the management of each facility.

Regional Forums (RF)

The RF Coordinator reported on the research of the cost of a “live-stream broadcast only” option at Regional Forums. This option will enable members who cannot attend the Forum in person to listen to the presentations given in the Main Ballroom throughout the Forum weekend. The estimated cost for an AV provider is \$5,000.00.

The committee recommended to the General Service Board that a one-year pilot for a “live-stream broadcast only” option be made available at the 2025 Regional Forums.

Note: The committee will review feedback received from all participants and discuss this at the January 2026 Board Meeting.

The committee reviewed a report from the Regional Forums Coordinator on the interpretation services offered at forums. The report shared that research began with the company *Wordly*, noting that the committee was considering using this platform at the 2025 International Convention. *Wordly* provides AI-powered translation for attendees at in-person, virtual, hybrid, and webinar events. After thorough discussion, the committee unanimously supported the RF Coordinator moving forward with the implementation process of using this platform for Regional Forums.

Literature

The trustees’ Literature Committee agreed to forward draft revisions of the pamphlets “Questions and Answers on Sponsorship” and “A.A. for the Native North American” (retitled “Indigenous People in A.A.”) and a draft of the Twelve Concepts animated video to the 2025 Conference Committee on Literature.

The trustees’ Literature Committee reviewed and forwarded progress reports to the 2025 Conference Committee on Literature for ongoing projects, such as the development of a Fifth Edition *Alcoholics Anonymous* and a Fourth Edition of the book *Alcohólicos Anónimos* -Spanish.

The Publishing Department reported on January 30, 2025, that 129,766 copies of the *Plain Language Big Book: A Tool for Reading Alcoholics Anonymous* had been sold, leaving a stock-on-hand of 41,857 copies. A third printing has been placed for an additional 50,000 copies.

The General Service Board of A.A. Great Britain requested licensing rights for the reproduction and distri-

bution of the *Plain Language Big Book*, in print format. The Publishing Committee recommended that the AAWS Board approve this request; the licensing request was approved by the AAWS Board.

Nominating

The subcommittee on Grievances about GSB actions was asked to draft a procedure for receiving and addressing censure and reorganization proposals, informed by research on A.A. history and reference to recent experience and with alignment to the GSB Bylaws, Conference Charter, 12 Concepts and 12 Traditions. The committee reviewed and discussed the subcommittee report and proposal for the implementation of a “Harmony and Effectiveness Session” at the General Service Conference as a three-year pilot project, and proposed censure procedures. The committee made the following recommendations to the General Service Board:

The committee recommended that the General Service Board forward to the 2025 Conference Committee on Agenda the “Harmony and Effectiveness Proposal” accompanied by the subcommittee report.

The committee recommended that the General Service Board forward to the 2025 Conference Committee on Trustees the proposed “Censure Processes” accompanied by the subcommittee report.

The committee recommended that the General Service Board accept censure motions after the Proposed Agenda Item (PAI) deadline, as detailed in the Censure Processes document.

The subcommittee on trustee emeriti was asked to continue the work of the previous subcommittee (recommended in January 2024) to develop guidelines for trustee emeriti, noting that a report or draft recommendations might be informed by A.A. history, recent research into trustee emeriti, and efforts to begin development of a broad GSB group conscience on trustee emeriti. The committee accepted the report and made the following recommendation to the General Service Board.

The committee recommended to the General Service Board the adoption of the “Role Description of Trustee Emeriti” guidelines.

Public Information

Membership Survey: The committee discussed the final report of the Membership Survey Working Group, which included the following suggestions:

- That future membership surveys retain the data collection methodology based on a random sampling of groups;
- That the Membership Survey be conducted at five-year intervals, rather than three;

- That future membership survey planners consider the Fellowship as the primary audience for the survey results;
- That it should be a priority to communicate with Area Delegates about the Membership Survey data collection process.

The committee agreed to forward to the 2025 Conference Committee on Public Information the Final Report of the Membership Survey Working Group, the Final Report on the 2023 Membership Survey Convenience Sample Pilot and the report “Comparison of Membership Survey Data from 2011 to 2022.”

Comprehensive Media Plan: The committee discussed the 2025 Comprehensive Media Plan, and heard a verbal report outlining the revisions that had been made by the Comprehensive Media Plan subcommittee.

The committee also noted that while many of the 2024 Additional Committee Considerations related to the Comprehensive Media Plan had included useful suggestions, not all of them could be incorporated into the 2025 CMP at this time. The committee suggested that the staff secretary add a note detailing this discussion to the cover sheet for the Comprehensive Media Plan being submitted as background for the 2025 Conference Committee on Public Information.

The committee agreed to forward to the 2025 Conference Committee on Public Information the 2025 Comprehensive Media Plan.

Report on Tracking and Distribution of Public Service Announcements (PSAs): The committee discussed the most recent report from external vendor Connect360, documenting the work done to distribute video Public Services Announcements to broadcast stations in the United States and Canada and tracks the value of those broadcasts, as requested by the Advisory Action of the 2024 General Service Conference. The committee agreed to forward to the 2025 Conference Committee on Public Information the October 2024 Connect360 Distribution Report.

Working group on Analytics Reporting: The committee received a verbal report on the progress to date on development of an analytics dashboard.

The committee reviewed a report that was created for the 2025 Conference Committee on Public Information and agreed that similar reporting would be useful for the trustees’ Public Information Committee in the future. The committee appreciated the executive summary, the year over year data and glossary, and noted that this format would be useful for quarterly reports to the trustees’ Public Information Committee but requested more emphasis on the “Successes and Milestones” section of the report.

Progress report on survey on communications with Young People: The committee discussed the report on the survey of Area Delegates regarding communications with Young People. The committee agreed to forward a revised version of the report with summarized comments to the 2025 Conference Committee on Public Information.

Young People’s Video Project: The committee accepted the report on the Young People’s Video project and expressed appreciation for the ongoing work, especially efforts to create videos in French and Spanish. The committee reviewed previous discussions by the trustees’ Public Information Committee about the 2024 Additional Committee Considerations related to Young People videos from the Conference Committee on Public Information. The committee looks forward to a progress report at the August 2025 meeting.

Treatment and Accessibilities

Military Veteran Interview Project: Two interviews with French-speaking Canadian military members are now available on aa.org/military. There is a large pool of candidates for veteran interviews, and the call for volunteers remains open until early Fall 2025. The goal is to record 20–25 interviews to add to aa.org/military and the AAWS YouTube page.

The free flyer “Making the A.A. Message Accessible” (F-107) has been updated to include shared experience from neurodivergent A.A. members. There has also been an update of the flyer’s format and font for readability. This will be available on aa.org once it’s been translated.

AA World Services

Overview

Since its November 2024 meeting, the A.A. World Services (AAWS) Corporate Board has met five times:

- » November 12, 2024 (AAWS Finance Committee, with the full AAWS Board in attendance)
- » December 12, 2024 (AAWS Strategic Planning)
- » December 13, 2024 (AAWS Board meeting)
- » January 27, 2025 (Interim Trustees Finance Committee)
- » January 30, 2025 (AAWS Board meeting)

Note: This list does not include meetings of committees, subcommittees or ad hoc committees

Strategic Planning

The AAWS Board met for five hours on Thursday, December 12, in a strategic planning session to focus on two priority areas. The first was on 3-year Financial Projections and the second was on the Technology Communication Services Committee (TCS) Restructuring.

As you know the financial planning for AAWS is both influenced and directed by needs and decisions of the General Service Conference and the General Service Board. While we cannot plan for all variables, we did consider some possibilities and outlined what may be needed to address needs and opportunities. Financial projections focused on planning for revenue and expenses over the next three years, emphasizing the need for effective financial management and ongoing focus on the reserve fund. We will have a document to attach to the next Quarterly Financial Report. We discussed conducting annual reviews of literature pricing, taking care to align pricing strategies with the Fellowship's needs and ensuring appropriate notice to Intergroups and Central Offices. We noted the importance of advancing discussions to the conference level, engaging with the General Service Board, and potentially utilizing regional forums for discussion as well as being critical steps to ensure openness, consistency, and participation in financial communication. All these efforts aim to support maintaining accountability and fostering a broader understanding of financial stewardship within A.A.

We also discussed the potential restructuring of the TCS committee; this study began in a subcommittee in 2022. We initially considered whether the *S* (services) of TCS is getting sufficient time and attention. As is often the case, what we set out to study and what we ended up learning evolved along the way. The result was that we determined to realign the TCS committee and discontinue the interim language services committee, effective after the 75th General Service Conference (GSC) when our AAWS committees are reconstituted. This will result in Communications and Language Services in one committee and Services and Technology in another. In our discussions it was felt that the tight connection between technology and our services should be emphasized, and we recognized the need for continued close alignment between communications and language services. Workload is always a concern, as is effectiveness. We anticipate these pairings to improve our effectiveness, resulting in a better managed workload.

Services Summary

We received an update from Staff on the revisions to the service material "Safety and A.A.: Our Common Welfare."

A Staff committee has been working on this since after the 73rd GSC when the Conference Committee on Corrections made the following Consideration:

"The committee discussed the 2021 and 2022 versions of the service piece 'Safety and A.A.: Our Common Welfare' and concluded that the service piece is a necessary and useful tool for A.A. groups. The committee suggested revisions to be considered for inclusion in the next printing of the service piece."

A lengthy process of reviewing the suggestions from the Conference Corrections Committee and compiling shared experience has taken place. The AAWS Board saw an initial draft at our December meeting, requested some further review, and received a revised draft at our January meeting.

The AAWS Board understands both the need for this material and the difficulty with the subject matter, particularly where it addresses safety matters related to "Identification, Belonging and Participation in AA," noting that "alcoholism is a disease that is no respecter of varying abilities, sexual/gender/racial identities, ethnicities, religions, languages, neighborhoods, socioeconomic backgrounds or ages" and offers shared experience regarding these matters.

The AAWS Board offered feedback on the revised draft, requested further edits and requested that it be brought to the AAWS Board in March.

The Staff have expressed a significant need, along with some urgency, to facilitate their ability to respond to the calls and emails the General Service Office (GSO) is receiving.

Board Committees

The following recommendations were forwarded by AAWS Committees and approved by the AAWS Board at the January 30, 2025, meeting:

Internal Audit Committee

- The Internal Audit Committee recommended that the AAWS Board adopt the artificial intelligence usage policy.

The Internal Audit Committee recommended that the AAWS Board approve the Finance RACI.

Technology Communication Services Committee

- The TCS committee recommended to the AAWS Board that the Analytics Working Group Progress Report and Dashboard/Data Warehouse RFP Progress Report be forwarded by AAWS to the trustees' Committee on Public Information.
- The TCS committee recommended to the AAWS Board that following the 2025 General Service Conference the Technology/Communication/Services committee be split into two separate committees:
 1. Communication and Language Services Committee
 2. Services and Technology Committee
- The TCS committee recommended to the AAWS Board that the 2024 fourth quarter LinkedIn report be forwarded by AAWS to the trustees' Committee on Cooperation with the Professional Community.

- The TCS committee recommended to the AAWS Board that the 2024 fourth quarter reports on Website, Meeting Guide App, YouTube, Google Ads, Online Business Listings and Podcast be forwarded by AAWS to the trustees' Committee on Public Information.

Finance Committee

- The AAWS Finance Committee recommended to the AAWS Board that the 5.1 version of the 2025 Budget be approved and forwarded to the Trustees Finance and Budgetary Committee.
- The AAWS Finance Committee recommended to the AAWS Board that the International Literature Fund activity report ending December 31, 2024, be forwarded to the trustees' International Committee
- The AAWS Finance committee recommended to the AAWS Board that the World Service Meeting Fund activity report ending December 31, 2024, be forwarded to the trustees' International Committee

Publishing Committee

- The Publishing Committee recommended to the AAWS Board to move forward with a \$6 list price for all Committee workbooks as of May 1, 2025.*
 - The Publishing Committee recommended to the AAWS Board to move forward with a \$5 list price for the A.A. Service Manual 2024–2026 Edition as of May 1, 2025. *
 - The Publishing Committee recommended to the AAWS Board that licensing rights to the General Service Board of A.A. Great Britain be granted for the reproduction and distribution of the *Plain Language Big Book*, in print format.
- *Or 90 days from the day when Intergroups and Central Offices are notified.

AA Grapevine

Overview

Since the quarterly board meeting on November 1, 2024, the AA Grapevine Board of Directors met once for a board planning meeting on December 14, 2024, and again at the quarterly board meeting on January 30, 2025.

Management Report

The board was updated by the Publisher on the following:

Total Subscriptions (includes print, digital, apps)

- Grapevine: Ending 2024 with 59,189, up 8.5% from 2023, 54,569
- La Viña: Ending 2024 with 7,492, up 17% from 2023, 6,392

Grapevine & La Viña Apps

- Total GV in-app subscriptions at end of 2024: 5,571
- Total GV subscribers with app access at end of 2024: 14,142
- Total LV in-app subscriptions at end of 2024: 275
- Total LV subscribers with app access at end of 2024: 386
- App Subscription Income from the Apple Store and Google Play to date (16 months): \$222,776.93

Circulation Campaigns

- January 2025: Two year “best deal” save \$8 on two years, deployed 1/14, 1/21 and 1/28.
- February 2025: Add app for current print subscribers for \$10; for others save 20% on digital subscription (\$23.99) deploying 2/11, 2/18, 2/25.
- February 2025 push notices to non—subscribed app downloaders to try a subscription to get the full benefit of Grapevine, get first month for free.
- March 2025: Subscribe, get a free book (*Spiritual Awakenings*) deploying 3/4, 3/11, 3/18.
- Results of Nov/Dec 2024 Holiday Gift Offer: buy one sub, get a second at half price 1,469 orders, compared to 1,257 for same offer in 2023.

Book Publishing

- Online Book Store Q4, units sold equaled 17,465 compared to 13,815 in Q3 and compared to 22,940 in Q4 of 2023 (when we had free shipping and 20% off). In all of 2024 we sold 59,516 units for revenue of \$734,595.
- April: *Emotional Sobriety* special edition (1 & 2 in hard-bound edition) plus stand-alone copy of Bill's article on special stock.

International Convention Registration, Grapevine and La Viña Sales

Subscriptions:

- GV print: 267 units with revenue of \$9,690
- GV online: 122 units with revenue of \$3,659
- GV complete: 84 units with revenue of \$4,730
- LV print: 21 units with revenue of \$349
- LV online: 11 units with revenue of \$165
- LV complete: 11 units with revenue of \$269
- Souvenir: 3,462 units with revenue of \$51,935
- Total Grapevine, Inc. IC registration revenue as of 1/19/25 = \$70,797
- Language of the Heart Special IC Edition will be available at the convention

Digital Media

- *Podcast*: 1,051,228 downloads to date. We helped the AAWS podcast *Our Primary Purpose* with their launch,

running a spot prepared by Communications Department three times in January, and interviewing Misha Q. about the podcast in an episode that premiered the day before launch.

- *Instagram*: Grapevine has 13,402 followers, up 133 since December report. La Viña has 1,904 followers, up 36 since December report.
- *YouTube*: 351 videos up 19 since December; 14,800 subscribers, up 300; 251,094 views, up 7,008.

Updates

- Apps international release has begun. Mexico, Australia, India, United Kingdom all have apps available with about 160 downloads to date. European Union countries are a bit more complicated, and we are adjusting apps to fit regulations.
- *Renovations and remote work*: Keeping to current lease agreement that expires at end of 2025. Will renegotiate occupancy costs with smaller space starting in 2026.

Staff Highlights

- *Grapevine Editorial*: Jon W., Editor-in-Chief, presented his report. There is still a need for an EAB member for Eastern Canada and the middle of the country.
- *La Viña Editorial*: Paola M., La Viña Editor, presented her report. The board was presented with an example of the new La Viña Group Diary cover.

- *Production*: Jonathan S., Production Manager, presented his report. With reduced sales, Grapevine will decrease the print run of the pocket planner.
- *Licensing*: Kimberly L., Office Manager, presented a verbal report. The board approved the remaining 2023 requests. Kimberly joined AAWS in their monthly intellectual properties meeting. This will help the AA Grapevine with its licensing policy review.

Board Committee Activity

Finance report: The December 2024 Financial Report was given and, following a motion and second, the report was approved by the board. The 2025 Budget was presented. A motion to approve budget was seconded and approved. The Controller is looking into the Canadian Sales Tax refunds.

2025 Int'l Convention Ad hoc: Morgan B. presented her report. The AA Grapevine video is in the works. Workshop titles and content are being finalized. New products are on schedule. Volunteer efforts will be initiated using the Grapevine podcast, *Box 459* and email blasts.

Artificial Intelligence Ad hoc: Teddy B-W. presented his report. The policy spells out what technologies are approved for Grapevine, Inc. and what are not. GV Board members will read the report and background and discuss it at the March Grapevine Board meeting.

AA GRAPEVINE, INC. — Financial Report

CIRCULATION	December 2024 Actual YTD	December 2024 Reforecast YTD	Variance Actual vs Reforecast	December 2023 Actual YTD	Variance 2024 vs 2023
GV Magazine Circulation	45,048	46,000	(952)		
GV Complete	5,422	5,745	(323)		
GV Online	3,149	4,800	(1,651)		
GV App	5,571	7,900	(2,329)		
Total Circulation	59,189	66,445	(5,256)	54,569	4,620
FINANCIAL ACTIVITY					
Gross Margin on Subs/App Cross	829,581	970,700	(141,119)	575,467	254,114
Gross Margin-Books and other items	791,632	794,564	(2,932)	651,461	140,171
Gross Margin	1,621,212	1,765,264	(144,052)	1,226,928	394,285
EXPENSES					
Editorial	703,115	717,239	(14,124)	1,087,961	(384,846)
Circulation and Business	1,608,812	1,661,289	(2,477)	913,979	694,833
General and Administrative	126,735	118,786	(7,949)	88,894	37,841
Total Expenses	2,438,662	2,447,314	(8,652)	2,090,934	347,828
Reserve Fund Interest	9,600	9,600	0	6,760	2,840
Net Income (Loss)	(\$807,850)	(\$672,450)	(\$135,400)	(\$857,146)	\$49,296

LA VIÑA — Financial Report

CIRCULATION	December 2024 Actual YTD	December 2024 Reforecast YTD	Variance Actual vs Reforecast	December 2023 Actual YTD	Variance 2024 vs 2023
LV Magazine Circulation	7,006	7,300	(294)		
LV Complete	131	113	18		
LV Online	80	56	24		
LV App	275	400	(125)		
Total Circulation	7,492	7,869	(377)	6,392	1,100
FINANCIAL ACTIVITY					
Gross Margin on Subs/App Cross	11,568	36,171	(24,603)	30,372	(18,804)
Gross Margin-Books and other items	97,356	93,366	3,990	108,728	(11,371)
Gross Margin	108,925	129,537	(20,612)	139,100	(30,175)
EXPENSES					
Editorial	302,366	347,268	(44,902)	568,639	(266,272)
Circulation and Business	353,049	316,094	36,955	313,124	39,925
General and Administrative	18,959	27,350	(8,391)	13,086	5,872
Total Expenses	674,374	690,712	(16,338)	894,849	(220,475)
Contribution GSB	565,449	561,175	4,274	755,749	(190,300)
Net Income (Loss)	-	-	-	-	-

La Viña Ad hoc: AA Grapevine Publisher presented the report and, following a motion and second, the La Viña five—year plan developed by the ad hoc was approved by the board.

Strategic Planning: Class A Trustee Molly Oliver presented the report and recommended that we look at new publishing challenges with scenario planning. The Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis serves as a starting point to formulate action steps. Four action steps will be discussed at the next meeting.

Grapevine's 75th Conference Committee Delegate: We are very grateful to Liz W. for joining us and participating in our meeting.

New Business

A Human Resources shared services agreement was reviewed and discussed. Following a motion and second, the agreement was approved with suggested amendments.

Grapevine Board Actions

The Board took the following actions at its meeting on December 14, 2024:

- Approved the September 2024 Quarterly meeting minutes
- Approved the GV November 2024 Finance report
- Approved the LV November 2024 Finance report

The Board took the following actions at its Quarterly meeting on January 30, 2025:

- Approved the November 2024 minutes with amendments
- Approved the GV December 2024 Finance report
- Approved the LV December 2024 Finance report
- Approved the GV 2025 Budget
- Approved the LV 2025 Budget
- Approved the La Viña 5-year Plan with board edits
- Approved accepting the Human Resources Shared Services Agreement between A.A. Grapevine, Inc., A.A. World Services, Inc., with amendments from the Grapevine Board
- Approved Adjournment at 1:25 p.m. ET

For comments or questions write to:
Staff Coordinator, Box 459, Grand Central Station, New York, NY 10163