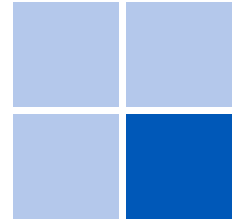


Quarterly Report from GSO



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.

Third 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, August 4, 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 its Composition, Scope and Procedures and noted suggested editorial corrections and updates to the Composition, Scope and Procedures, presented by the Archives Director. The committee will review a draft of the suggested changes to the Composition, Scope and Procedures at their November 2025 meeting.

The committee reviewed the 2025 Conference Committee on Archives report.

The committee received an update regarding proposed revisions to the Archives Workbook, including proposed changes submitted by an Area. The committee will review the draft workbook at their next meeting in November 2025.

The committee reviewed a progress report of Phase 2 and Phase 3 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. Phase 3 of this AV project involves content migration of digitized audio recordings from optical discs to digital files for preservation and access. The Archives staff is concurrently assessing proposals from audio engineers to undertake this task. The Archives Director will

continue to update the committee at each quarterly meeting on the status of this project, as well as include a cost estimate of Phase 3 in the Archives preliminary 2026 budget for discussion at their November 2025 meeting.

The committee discussed an Advisory Action passed by the 75th General Service Conference that states, "The General Service Board classify all AAWS and AA Grapevine literature written prior to 1971 as Recovery, Service, or Archival/Historical; review existing policies and consider proposing additional policies as appropriate for updating each classification, and that a progress report be provided to the 2026 General Service Conference." Several considerations expressed by the committee included the following key points:

- The shared understanding between the General Service Conference and the boards on the complexity and work involved.
- Recognizing the impact on all literature going forward
- A precursor to further discussion involves a planned approach that might include, for example, clearly defining terms such as "Recovery," "Service," and "Archival/Historical," and resolving other details prior to executing this Advisory Action.

A report on the committee's discussion will be forwarded to the Report and Charter Ad Hoc Committee of the General Service Board.

Cooperation with the Professional Community (CPC)

The trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee (TCPC/T-A) affirmed the 2025 Conference Advisory Action to purchase a LinkedIn Premium Business plan on a trial basis for one year and looks forward to a progress report at the November meeting.

The committee continued to review the three videos

for professionals available on aa.org and how the office might produce new content without discarding the current Conference-approved videos. The committee requested the office continue to explore ways to move forward with updated videos.

Corrections

The committee discussed in the Staff Secretary's report that the Corrections desk is being contacted regularly by those who are incarcerated and are seeking help from A.A. through various digital communications platforms such as: JPay, Edovo, Securus, GTL Ingram, CoreSource, OverDrive, and Smart Communications.

The committee discussed ways to maximize communication and cooperation utilizing new technological advances and encouraged the Staff Secretary to report back on this new method of communication. The committee looks forward to a progress report on these efforts at the November 2025 meeting.

The committee reviewed a presentation on the printing and mailing process of the *Sharing from Behind the Walls* newsletter, and due to the high production and printing cost of the printed format, agreed to discontinue third-party printing and distribution of the newsletter.

The committee also discussed the usefulness and effectiveness of the *Sharing from Behind the Walls* newsletter and noted that the printed newsletter continues to be an effective resource for many incarcerated individuals. The Corrections desk will continue to produce physical versions in return letters to incarcerated members while making digital versions available to service committees through aa.org, activity updates and triannual distribution.

Finance

GSO Financial Results

The committee reviewed the unaudited financial results for the five months ended May 31, 2025. Total operating revenue is \$8,116,067, which is about 3% less than the year-to-date (YTD) budget of \$8,381,747. Total operating expenses before depreciation are \$7,470,100, which is about 7% less than the YTD budget of \$7,995,815. Operating surplus before depreciation is \$645,967 compared to a YTD budgeted surplus of \$385,931. Literature accounts receivable is \$878,026, of which 42.4% is current, 18.5% is less than 60 days past due, and 39.1% is more than 60 days past due. The reserve fund is at 6.40

months of 2025 budgeted GSO, Grapevine, and La Viña operating expenses.

Cash increased \$4.268M compared to last year due to robust literature sales in January and February, and cash receipts from International Convention (IC) registration and souvenir book sales. The International Convention has a separate budget and profit and loss statement, but the funds received to date are recorded on our Balance Sheet in accordance with generally accepted accounting principles (GAAP). This is not additional revenue for the General Service Board or AAWS. There will be associated expenses. A detailed budget and P&L for the 2025 IC is the responsibility of the convention management vendor, Talley Management Group, with AAWS Board oversight. Reporting on these financials is separate and ongoing and includes a full accounting of Convention income and expenses. However, funds collected to date are our assets and must be included on our Balance Sheet as such.

Accounts receivable, including the receivable from Grapevine, increased \$569K from the previous year due to increased literature sales. As is usual with increased sales, literature receivables more than 60 days past due increased \$172K from the prior year. Prepaid expense increased by \$1.858M due to International Convention expenditures. Prepaid expenses associated with the Convention will be moved from prepaid expense to the Convention income statement as expenses in July 2025.

Accounts payable and accrued expenses decreased \$134K from the prior year due to more timely payment of invoices. Deferred Revenue increased by \$5.623M due to International Convention registration and souvenir book receipts. Deferred Revenue associated with the Convention will be moved from deferred revenue to the Convention income statement as revenue in July 2025.

Contributions were 7% less than budget and gross literature sales were 5% greater than budget. However, literature gross margin was 2% less than budget. Overall, operating expenses before depreciation were below budget. The expense categories at or below budget are salaries, payroll taxes, professional fees, facility and equipment, and travel and meetings.

As of June 4, 2025, operating cash on hand was \$1.123M versus accounts payable of \$970K resulting in a short-term surplus of \$153K. This surplus cash will be applied to hotel deposits for the 2026 General Service Conference and World Service Meeting.

GSO 2025 Budget

Operating expenses before depreciation are \$19,146,151, a 1.8% decrease from the \$19,495,343 operating expense in the original budget adopted in January. The expense decrease is due to salary savings from vacant positions and savings in the Conference and Finance department budgets. Operating revenue is projected at \$20,283,275, unchanged from the original budget. The operating surplus before depreciation is \$1,137,124 which is \$681,498 after \$455,626 La Viña support.

Both the reforecast and original budgets assume that salary expense will be offset by a recoupment of the budgeted International Convention overhead of \$552,165. For this recoupment to occur, the Convention must at least break even. While the Convention profit and loss is not expected to be finalized until September, the estimated bottom line is close to break even.

The trustees Finance and Budgetary Committee recommended to the General Service Board to approve the GSB/AAWS reforecast budget.

Reserve Fund

As of June 30, 2025, the Reserve Fund Assets totaled \$12.481 million consisting of cash and certificates of deposit. Less the liability for unfulfilled Grapevine subscriptions of \$540K, the Reserve Fund Balance was \$11.941 million.

Based on the expense budgets for GSO, Grapevine and La Viña, the reserve fund balance is equal to 6.42 months of operating expenses. The goal range is coverage of 9 to 12 months. Note that the calculation is influenced equally by the size of the Reserve Fund balance and the level of GSO, Grapevine and La Viña expenses.

Grapevine Financial Results

The total number of Grapevine subscriptions is lower than this time last year and below budget by 2,397. There continues to be growth in digital and app subscriptions and reduced print magazine subscriptions. Year to Date subscription income is below budget by \$32,084. Subscription costs are below budget by \$86,453. Gross Margin on Subscriptions is over budget by \$54,369.

Content income is below budget by \$82,706. Grapevine book sales have been slow for the first 6 months of the year. Content Cost of Goods Sold is over budget and higher than last year. In previous years, a vendor who fulfills both magazine and books had most expenses

charged to subscription COGS. This is being properly allocated between subscriptions and content for 2025.

Gross Margin for Content Income is \$130,587 below budget and \$60K lower than last year. Total Gross Margin is under budget by \$76,218.

Grapevine Expenses in total are over budget by \$23,494. This is \$254,595 lower than last year at this time. The Net Deficit for Grapevine is \$141,195 through June 20, which is \$99,713 over budget. However, this is a \$246K improvement from last year.

Subscription numbers for La Viña continue to do well. Total subscriptions are over budget by 152 and 1,203 higher than last year.

However, the subscription income continues to lag for the print magazine. The ongoing app issue has been addressed and the La Viña earnings per copy should now average approximately \$2.50 going forward. We are now addressing how gift certificates and subscriptions are recorded. La Viña subscription revenue is under budget by \$6,716.

Cost of Goods Sold for subscriptions is over budget by \$622 but Gross Margin is under budget by \$6,094. La Viña content is under budget by \$3,601 and \$2,500 of the year-to-date profit of the Souvenir Journal has been allocated to La Viña. Direct costs are slightly under budget and gross margin is under budget \$2,852.

Total Gross Margin is under budget by \$8,946. La Viña expenses are under budget by almost \$11K and \$16K lower than last year. Overall, La Viña is under budget by \$1,885 and the bottom line improved by \$54,338 over last year.

On the Grapevine/La Viña balance sheet, the cash position is \$202K lower than last year. Revenue is down and we have made significant inventory purchases during the first half of 2025. Accounts Payable and the Intercompany due AAWS have increased \$235K.

Grapevine and La Viña 2025 Reforecast Budget

The Reforecast Grapevine circulation average is projected to be 58,134 which is 5,364 lower than the 2025 Budget. Our Circulation Consultant expects that print subscriptions will continue to decrease for the remainder of the year. Print subscriptions are down 7% in the first half of 2025. With the number of subscriptions up for renewal for the rest of 2025, this trend is expected to continue.

There is growth in Grapevine digital formats and there was a nice boost in app subscriptions during the Convention. The print magazine subscriptions are down

and projected to continue to decrease throughout 2025. The 2025 Budget had Total Subscription Income as \$2,185,812. This was reduced to \$1,990,117 for the reforecast.

On the positive side, direct costs to produce Grapevine subscription items are down in 2025. This is a combination of reduced print numbers and allocating certain fulfillment and postage expenses to our content products. Additionally, a "Warehousing" line has been created in 2025, to track this cost separately. We expect Subscription Gross Margin to be about \$33K higher than the 2025 Budget and \$247K higher than 2024.

Content revenue has been under budget throughout 2025, and the reforecast is reducing the annual revenue to \$1,127,512, which is more than \$150K lower than the 2025 budget.

As mentioned above and during 2025, there was an imbalance of fulfillment and postage expenses charged to subscriptions in past years. This has been corrected in 2025; however, this one-time adjustment creates a budget overage in direct costs for Content. Additionally, the shipping costs for the International Convention Journal were higher than expected. The reforecast increased the Content Direct Cost to \$395K, which is \$77K higher than the 2025 Budget. Content Gross Margin is expected to \$732K, which is \$231K lower than the 2025 Budget.

Overall Gross Margin for Grapevine is projected to be \$1,809,187. This is about \$198K lower than the 2025 Budget but \$155,475 higher than 2024 Gross Margin. Grapevine expenses are now projected to be \$56K higher than budget. This is a combination of website costs, salary allocation, audit fees, fulfillment and office expenses.

La Viña circulation increased a robust 17% during 2024. The 2025 Budget projected that La Viña circulation to increase an additional 13% in 2025 to 8,538. For the first 6 months of 2025, print subscriptions have been higher than budget while the other formats have been below budget. This is expected to continue but the overall reforecast circulation is projected to be close to the original budget.

While the circulation for La Viña print copies has been doing very well, the earnings per copy have been under budget. This is causing the 2025 subscription income to be under budget. We continue to work with the fulfillment vendor to research this situation. La Viña subscription income for the 2025 Budget was \$161K. The refore-

cast is reducing this to \$141K. Overall, La Viña Gross Margin on Subscriptions is reforecast to be \$42,593 which is nearly \$30K lower than the budget.

La Viña's 2025 Budget expected \$155K Gross Margin for Content Revenue. Sales are strong in 2025 and with the release of a new book, sales strength should continue. The reforecast is reducing Content Revenue from \$217K to \$182K. However, the reforecast number of \$182K is much higher than 2024 Content Revenue of \$138K. Cost of Goods for Content will be slightly lower than the budget — in line with lower sales. Overall, the reforecast is reducing Gross Margin for La Viña by \$60,900 — from a 2025 Budget of \$227,763 to \$166,863.

La Viña expenses are reforecast to be about \$23K lower than the 2025 Budget. This is mostly due to the salary allocation of Circulation and Business of which more is allocated to Grapevine. The reforecast bottom line increases the La Viña cost of service \$43,687.

The Trustees Finance and Budgetary Committee recommended to the General Service Board to approve the 2025 Grapevine/LaViña budget reforecast.

Conference Committee Actions/Recommendations

The committee reviewed the 2025 Conference Committee on Finance report. The secretary provided an update on the Advisory Actions and Committee Considerations. The committee noted that follow-through on all actionable items is taking place.

Reserve Fund Drawdown

The Committee discussed the details and rationale behind a proposed \$2.1 million Reserve Fund drawdown to support the GSO office retrofit and a proposed \$350,000 drawdown for Grapevine operations for a total proposed drawdown of \$2.45 million.

The committee emphasized the need for clear, consistent messaging, including FAQs or talking points to explain the purpose of the Reserve Fund, the necessity and impact of the retrofit, and the rebuilding of the Reserve Fund over time as finances allow. The committee also emphasized messaging about the importance of self-support and ongoing contributions.

The Reserve Fund is currently at \$11,941,173 (\$12,481,173 less \$540,000 Grapevine subscription liability) with 6.42 months' coverage of operating expenses. The proposed Reserve Fund drawdown would bring the balance to \$9,491,173 with 5.10 months coverage of operating expenses.

The Trustees Finance and Budgetary Committee recommended to the General Service Board a Reserve Fund drawdown of up to \$2,100,000 for the GSO retrofit and a drawdown of \$350,000 for Grapevine operations.

AAWS Self-Support Subcommittee

The subcommittee finalized and approved a year-end letter thanking recurring contributing members and highlighting how their funds were used. The two versions include a postscript about U.S. tax deductibility. Canadian members are acknowledged, and standardized tax language was added.

The subcommittee noted the Self-Support Packet was only accessible through phone or local offices and recommended making the free Self-Support Packet downloadable to improve accessibility. This recommendation was approved at the June AAWS Board meeting.

The subcommittee was focused on raising awareness about recurring contributions and requested that the General Service Office create cards with QR codes linking to the contribution page. The QR code was distributed at the AAWS booth at the 2025 International Convention and at regional events. Tracking data is pending; the AAWS Controller will provide baseline contribution numbers and updates at the October meeting.

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

General Service Conference

Conference Inventory Implementation Committee

The committee received an update from the committee chairperson, on the 2025 Advisory Action:

“A Conference Inventory Implementation Committee with a composition similar to the makeup of the General Service Conference (delegates, trustees, nontrustee directors, and staff members from the General Service Office and AA Grapevine) be established by the General Service Board to identify and implement actionable items, based on the inventory report back sessions held at the 2025 General Service Conference. The committee requested that an implementation committee report be brought back to the 2026 General Service Conference.”

The committee noted that the implementation committee will collaborate with the Improvements subcommittee to update the Conference Week schedule.

The committee also noted that the participating Conference Members were selected using a random

number generator by the committee chair, Conference Coordinator, and incoming Conference Coordinator (observing).

Proposed Agenda Item Grid

The committee previewed a quarterly grid in response to the 2025 Advisory Action that on a quarterly basis, the General Service Office provides a grid of proposed agenda items and their disposition status. The committee suggested adding quotations to all motions to draw attention to the fact that the motions are reported out exactly as submitted.

Consider requests to attend the 76th GSC as an observer

The committee discussed a request for a representative from a general service structure outside of the U.S./Canada structure to attend the 2026 GSC as an observer. The committee recommended to the General Service Board that the request for a trustee member of the Ireland General Service Board of Alcoholics Anonymous be approved to attend the 2026 U.S./Canada General Service Conference as an observer.

International

The Trustees' International Committee highlighted the committee responsibilities on suggesting policies and actions that result in carrying the message to alcoholics outside the U.S. and Canada and reviewed and accepted the AAWS Licensing and Translation report requesting that the Licensing and Translation department provide an expanded version of the June 2025 Languages Worldwide. The committee also received a report from the trustees-at-large and International desk Staff Member on their participation at the 50th Anniversary of A.A. in Japan Convention-Tokyo, Japan and the 8th General Service Conference, Stara Zagora, Bulgaria, in March and June of 2025. The committee also reviewed the invitation to attend the East African A.A. Convention, Kisumu City, Kenya, in November 2025.

International Convention/Regional Forums

International Convention

The committee received and asked questions about the third quarter summary and financial report forwarded by AAWS and produced by the Talley Management Group (TMG), including information on final vendor invoices and wrap-up activities for the 2025 IC. The committee looks forward to a final report being brought back to the November 2025 meeting.

A committee member is assigned the work of writing a well-thought-out statement or declaration on the Group Conscience/Service including the reasons for wanting to introduce it at the 2030 IC. The full committee requests a draft declaration or progress report be brought back to the November 2025 meeting.

The chair appointed a subcommittee to begin exploration regarding the inclusion of sovereign states to the Flag Ceremony at the International Convention, including reaching out to gather sharing from indigenous populations. The committee also suggested including a question in any post-Convention to survey helping to gain an understanding of total numbers we might be considering adding to a Flag Ceremony. The committee looks forward to a progress report being brought back to the November 2025 meeting.

Regional Forums (RF)

The committee discussed the 2025 reforecast budget (1.0), specifically focusing on language interpretation. Two notable changes included adding the cost of the AI interpretation tool, and a significant decrease in the estimated sign language budget as there is not an expressed need for sign language interpretation at the first two Regional Forums.

The committee reviewed the 2026 Board/Staff Assignment Schedule as presented.

Literature

The trustees' Literature Committee formed a subcommittee to address an Advisory Action from the 75th General Service Conference to "begin a study to explore the needs of Spanish-speaking members for tools to access the Big Book. This study will include identifying specific needs within the Spanish-speaking community to determine whether a plain language translation of the Big Book is an appropriate tool or if other accessible materials would be more effective to support Spanish-speaking members who face barriers related to literacy or comprehension."

Nominating

Two new Literature Committee Appointed Committee Members (ACMs) were approved to begin project work in August to develop pamphlets on the transgender alcoholic and on the Asian and Asian American alcoholic.

Four subcommittees were constituted to work on harmony and effectiveness, preparing for future board va-

cancies, nominating procedures, and trustee emeriti guidelines.

Public Information

Our Primary Purpose, the GSO podcast

The committee reviewed the GSO podcast *Our Primary Purpose* first and second quarter 2025 reports.

The committee also discussed Public Information Committee Considerations related to the podcast. The committee discussed the suggestion to develop a plan for French and Spanish podcasts and agreed that while this suggestion is of significant spiritual value, the additional resources, staffing, potential advisory committees, and thoughtful planning are not available at this time. Noting that the current GSO podcast *Our Primary Purpose* (available in English) is still in its infancy, more learning is needed in order to prepare for future language podcasts.

The committee also noted that future consideration of podcasts or other media content in Spanish and French would be well served by thoughtful collaboration and exploration of needs and preferences of the members who speak those languages.

Creation of new Public Service Announcements

The committee discussed an Advisory Action from the 75th General Service Conference "that three videos produced by the General Service Board of Alcoholics Anonymous Australia ('Are you risking your job?' 'Are you a danger to your family?' 'Cham-pain') be adapted by AAWS for use on media platforms in the U.S. and Canada."

The committee recommends that in keeping with the "Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or its Affiliates" that three videos produced by the General Service Board of Alcoholics Anonymous Australia ("Are you risking your job?" "Are you a danger to your family?" "Cham-pain") be adapted by AAWS for use on media platforms in the U.S. and Canada, that the General Service Board affirm that the three videos are consistent with the A.A. tradition of attraction rather than promotion, and that the use of actors in these videos does not in fact or in appearance place personalities before principles.

The committee also requested that the Communication Services Department ensure that appropriate dis-

claimer language and bumpers be added to the videos.

The committee also suggested that the Communication Service Department make note of the suggestion that the Australian video “Cham-pain” be posted only to the English-language version of aa.org website.

The committee discussed two committee considerations: suggested developing a plan for new video content, and that careful consideration be given to ensuring new content appropriately reflects an awareness of, and respect for, the cultural and linguistic differences that exist among Canadian French-speaking members, Spanish-speaking members and those whose primary language is English.

Acknowledging the complexity of creating multimedia content that works across multiple languages and with different ages and audiences, the chair appointed a subcommittee to develop a plan for creating new video content. The subcommittee will include David S.(chair), Clinton M., Joyce S. and Teresa J. (ex-officio), with support from the staff secretary.

The scope of the subcommittee is to develop a plan for developing new short video content that can be shared on AAWS platforms, on social media and as public service announcements (PSAs). The plan for new videos should address how to incorporate respect for linguistic and cultural differences. The subcommittee scope will also include a review of efforts to create a process for regular reviews of PSAs in Spanish and French.

Membership Survey

The committee discussed the Advisory Action of the 75th General Service Conference, “that the trustees’ Public Information Committee develop a plan for a 2026 A.A. Membership Survey utilizing random sampling methodology.” The committee agreed that given the large volume of work required to fulfill this Advisory Action, that two subcommittees would be required.

The chair appointed Dawn Klug (chair), Cheryl S., Joyce S. and Teresa J. (ex-officio) with support from the staff secretary to serve on a Membership Survey Content subcommittee. The scope of the subcommittee is to evaluate questions and survey layout used in the 2022 Membership Survey and make suggestions for changes to the questionnaire for a 2026 Membership Survey.

The chair appointed Jennifer B. (chair), Tom Iverson, David S. and Teresa J. (ex-officio), with support from the staff secretary to serve on the Membership Survey

Methodology Subcommittee. The scope of the Membership Survey Methodology Subcommittee is to focus on sampling methodology; selection of groups/meetings; consideration of gender differences in meeting attendance or group preferences.

Revision to Understanding Anonymity

The committee discussed the Advisory Action of the 75th General Service Conference, “that the pamphlet ‘Understanding Anonymity’ (P-47) be revised to address anonymity and social media.”

The chair appointed Cheryl S. (chair), Clinton M., Dawn Klug, and Teresa J. (ex-officio) with support from the staff secretary to serve on an “Understanding Anonymity” revision subcommittee. The scope of the subcommittee is to review the pamphlet and other A.A. publications related to anonymity and social media and to make suggestions for how the pamphlet “Understanding Anonymity” might best be revised to address these concerns.

Treatment and Accessibilities

Military Veteran Interview Project: The committee approved the next candidates for interviews proposed by the appointed committee members working on the project. The military landing page, aa.org/military, is now easily accessible under the “I am” category on aa.org

A revision of the service piece “Accessibility Checklist for Meetings and Groups” (SMF-208) with added suggestions for addressing mental and physical accessibility barriers is in progress and will be available soon on aa.org.

A.A. World Services

Overview

Since the last report to the General Service Board (GSB), which last met in February, the A.A. World Services (AAWS) Corporate Board has met nine times:

- » March 6, 2025 AAWS Strategic Planning
- » March 7, 2025 AAWS Board Meeting
- » March 31, 2025 AAWS Interim Board Meeting
- » April 21, 2025 AAWS Special Meeting
- » May 3, 2025 AAWS Annual Board Meeting
- » June 12, 2025 AAWS Director Orientation, Strategic Planning and Executive Session
- » June 13, 2025 AAWS Board Meeting
- » July 25, 2025 AAWS Finance Committee with full board participation
- » July 31, 2025 AAWS Board Meeting and Executive Session

Some highlights from our July meeting

The Nominating Committee is in the process of finding a nontrustee director to join the AAWS Board next year. At present, the résumés for 47 applicants are being reviewed.

The Finance Committee reviewed the reforecasted budget and forwarded it to the trustees' Finance Committee.

The Publishing Committee recommended the Commemorative First Edition Big Book reprint, B-0, be priced at \$2.00 to allow the existing stock to be sold and lower the cost of warehousing the books. In addition, the committee recommended that the audiobook format of the *Plain Language Big Book* be produced at a cost of no greater than \$20,000.

The board also discussed the need for an ad hoc committee to be formed to plan an AAWS booth at the 2030 International Convention. And lastly, the board discussed future AAWS participation at events such as the International Conference of Young People in Alcoholics Anonymous (ICYPAA).

Board Committees

Recommendations forwarded by AAWS committees and approved by the AAWS Board at the July 31, 2025, meeting:

Internal Audit Committee (IAC)

- The IAC recommended that the AAWS Board accept the Semi-Annual IP Copyrights, Trademarks, and Domain Names Summary.
- The IAC recommended that the AAWS Board approve the AAWS BCP Plan.
- The IAC recommended that the AAWS Board approve to correct Article XII of the AAWS Bylaws, which currently references 715-a of the N-PCL to instead reference Section 715-b of the N-PCL, as the AAWS Board agreed it was a typographical error.

Nominating Committee

- There were no recommendations to the AAWS Board.

Finance Committee

- The AAWS Finance Committee recommended to the AAWS Board to approve budget re-forecast 1.1 and forward it to the Trustees Finance & Budgetary Committee.
- The AAWS Finance Committee recommended to the AAWS Board that the self-support packet remain

available for online ordering and that management report any limits to the quantities available for order to the AAWS Finance Committee.

- The AAWS Finance Committee recommended to the AAWS Board that the International Literature Fund activity report ending June 30, 2025, 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 June 30, 2025, be forwarded to the trustees' International Committee.
- The AAWS Finance Committee recommended to the AAWS Board to forward the financial statements of the 2025 International Convention to the trustees' Finance and Budgetary Committee.

Publishing Committee

- The AAWS Publishing Committee recommended to the AAWS Board to move forward with the production of an audiobook format of the *Plain Language Big Book* at an estimated expense of \$20,000.
- The AAWS Publishing Committee recommended to the AAWS Board to set a new permanent price of the commemorative first edition Big Book reprint, B-0, at \$2.

Communication and Language Services Committee

- The AAWS Communications and Language Services Committee recommended to the AAWS Board that the social media policy be adopted and forwarded to the trustees' Committee on Public Information.
- The AAWS Communications and Language Services Committee recommended to the AAWS Board that the 2025 first and second quarter LinkedIn reports be forwarded by AAWS to the trustees' Committee on Cooperation with the Professional Community.
- The AAWS Communications and Language Services Committee recommended to the AAWS Board that the 2025 first and second 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.

Services & Technology Committee

- There were no recommendations to the AAWS Board.

AA Grapevine

Overview

Since the 75th General Service Conference, the AA Grapevine Board of Directors met for an orientation and

planning meeting on June 21 and at the quarterly board meeting on July 31, 2025.

Management Report

INTERNATIONAL CONVENTION SALES	
Books:	
• Journal	4,633 units (500 onsite)
• Language of the Heart English	687 units
• Language of the Heart French	18 units
• Language of the Heart Spanish	190 units
• Total Books revenue:	\$85,654
SUBSCRIPTIONS (FROM CONVENTION REGISTRATION)	
• Grapevine Print	367
• Grapevine Digital	178
• Grapevine Complete	113
• Grapevine Subscription revenue:	\$25,058
• La Viña Print	33
• La Viña Digital	18
• La Viña Complete	17
• La Viña Subscription revenue:	\$1,235

Apps

Since July 1, 2025, with help from our work at the International Convention, we’ve added 723 active app subscribers. Compare that to June 2025 where we added 120. The week of the Convention we added 422, the following week 158, and the next week 105 (in May and June we averaged 33 per week). We now have 138 international subscribers.

Total Subscriptions (print, digital, apps)

- Grapevine: 58,634, compared to budget 61,031
- La Viña: 8,360, compared to budget 8,208

Grapevine & La Viña Apps

- Total Grapevine in-app subscriptions: 6,876
- Total Grapevine subscribers with app magazine access: 16,469, or 28% of subscriptions
- Total LV in-app subscriptions: 430
- Total LV subscribers with app magazine access: 671, or 8%

MOBILE APP PAYMENTS			
	Google	Apple	Total Payments
2023	\$9,169	—	\$9,169
2024	\$24,770	\$175,071	\$ 199,841
2025	\$15,319	\$ 7,834	\$113,153
Lifetime Total Payments			\$ 322,163

App Income from Apple and Google to date

Digital Media

- Podcast: 1,208,606 downloads to date, averaging 24.3K per month.
- Instagram: Grapevine has 14,821 followers, up 369 since June. La Viña has 2,191 followers, up 134 since June.
- YouTube: 390 videos, up 7 since June; 16,000 subscribers, up 400 since June; 264,288 total views.

Updates

Retrofit: Construction begins on August 11. All GSO employees, including Grapevine, will be working remotely starting that date and then for 10 to 12 weeks. Grapevine will return to a space with four workstations, and we will work mostly remote.

Expense reduction: We’ve started several cost-cutting measures for the remainder of the year, such as fewer promotional mailings, cutting back on supplemental fulfillment of the magazines, cutting back on the print run for Grapevine magazine, delaying some reprints for books with less demand. Our rent will be reduced from approximately \$50K per year to \$15K per year beginning September 15, 2025.

Treasurer’s/Finance and Budget Committee Report

Gail P., Treasurer, and Donna C., Controller, presented the report with assistance of Publisher Chris C. In the last year, Donna has done a complete overhaul of the finance reports. With the assistance of the finance committee, there were reviews of March through May reports and some corrections made due to input error in the budget figures provided (no changes to the actuals). Moving forward, a new reporting program called Reach will allow for less manual work and so prevent input errors.

Draw from reserve fund: The Grapevine Finance and Budget Committee recommended that the Grapevine Board request a draw for the General Service Board reserve fund of \$350,000. AA Grapevine is in a very difficult cash situation right now. Both book sales and subscriptions are down from budget and from 2024. Even with several cost-saving measures, without the draw, the Grapevine budget reforecast and cash flow forecast show that negative cash balances would begin in August and continue for the remainder of the year. The Grapevine Board voted unanimously to make the request to the General Service Board.

GRAPEVINE — June YTD Financial Report

CIRCULATION	June 2025 Actual YTD	June 2025 Budget YTD	Variance June Actual vs. June Budget YTD	June 2024 Actual YTD	Variance June 2025 vs June 2024
GV Magazine Circulation	42,165	43,488	(1,323)	45,943	(3,778)
GV Complete	5,471	5,533	(62)	5,492	(21)
GV Online	4,027	2,385	(258)	2,790	1,237
GV App	6,876	7,725	(849)	4,808	2,068
Total Circulation	58,539	61,031	(2,492)	59,032	(495)
FINANCIAL ACTIVITY					
Gross Margin on Subs/App Cross	539,361	484,992	54,369	486,560	52,801
Gross Margin-Books and other items	322,331	452,919	(130,588)	382,972	(60,641)
Gross Margin	861,692	937,911	(76,219)	869,532	(7,840)
EXPENSES					
Editorial	239,638	234,880	4,758	343,987	(104,349)
Circulation and Business	715,548	710,183	5,365	849,406	(133,858)
General and Administrative	151,914	138,543	13,371	168,302	(16,388)
Total Expenses	1,107,100	1,083,606	23,494	1,361,695	(254,595)
Reserve Fund Interest	4,500	4,500	-	4,800	(300)
NET INCOME (Loss)	(\$240,908)	(\$141,195)	(\$99,713)	(\$487,363)	\$246,455

LA VIÑA — June YTD Financial Report

CIRCULATION	June 2025 Actual YTD	June 2025 Budget YTD	Variance June Actual vs. June Budget YTD	June 2024 Actual YTD	Variance June 2025 vs June 2024
LV Magazine Circulation	7,689	7,570	119	6,782	907
LV Complete	158	196	(38)	107	51
LV Online	83	88	(5)	53	30
LV App	430	354	76	215	215
Total Circulation	8,360	8,208	152	7,157	1,203
FINANCIAL ACTIVITY					
Gross Margin on Subs/App Cross	19,484	25,578	(6,094)	5,239	14,245
Gross Margin-Books and other items	61,120	64,125	(2,852)	39,554	21,566
Gross Margin	80,604	89,703	(8,946)	44,793	35,811
EXPENSES					
Editorial	142,048	147,759	(5,711)	157,312	(15,264)
Circulation and Business	152,982	151,136	1,846	156,772	(3,790)
General and Administrative	36,228	43,347	(7,119)	33,619	2,609
Total Expenses	331,258	342,242	(10,984)	347,703	(16,445)
GSB Contribution	250,654	252,539	(1,885)	302,910	(54,338)
NET INCOME (Loss)	-	-	-	-	-

GRAPEVINE — Reforecast

CIRCULATION	2025 Reforecast	2025 Budget	Variance 2025 Reforecast & 2025 Budget YTD	2024 Actual	Variance 2025 Reforecast & 2024 Actual
GV Magazine Circulation	41,455	44,488	(3,033)	45,048	(3,593)
GV Complete	5,573	5,633	(60)	5,422	151
GV Online	3,868	4,410	(542)	3,149	719
GV App	7,238	8,967	(1,729)	5,571	1,667
Total Circulation	58,134	63,498	(5,364)	59,289	(1,056)
FINANCIAL ACTIVITY					
Gross Margin on Subs/App Cross	1,076,886	1,043,606	32,280	829,581	247,305
Gross Margin-Books and other items	732,301	963,747	(231,446)	824,131	(91,830)
Gross Margin	1,809,187	2,007,353	(198,166)	1,653,712	155,475
EXPENSES					
Editorial	485,558	468,665	16,893	647,598	(162,040)
Circulation and Business	1,409,910	1,405,467	4,443	1,552,323	(142,413)
General and Administrative	311,971	277,083	34,888	321,016	(9,045)
Total Expenses	2,207,439	2,151,215	6,224	2,520,937	(313,498)
Reserve Fund Interest	9,000	9,000	-	15,493	(6,439)
NET INCOME (Loss)	(\$389,252)	(\$134,862)	(\$254,390)	(\$851,732)	462,480

LA VIÑA — Reforecast

CIRCULATION	2025 Reforecast	2025 Budget	Variance 2025 Reforecast & 2025 Budget YTD	2024 Actual	Variance 2025 Reforecast & 2024 Actual
LV Magazine Circulation	7,789	7,683	106	7,006	783
LV Complete	189	200	(11)	131	58
LV Online	88	92	(4)	80	8
LV App	479	563	(84)	275	204
Total Circulation	8,545	8,538	7	7,492	1,053
FINANCIAL ACTIVITY					
Gross Margin on Subs/App Cross	42,593	72,346	(29,753)	10,643	31,950
Gross Margin-Books and other items	124,270	155,417	(31,147)	100,781	23,489
Gross Margin	166,863	227,763	(60,900)	111,424	55,439
EXPENSES					
Editorial	294,747	295,517	(770)	304,742	(9,995)
Circulation and Business	287,693	301,181	(13,488)	300,818	(13,125)
General and Administrative	77,738	86,691	(8,953)	77,803	(65)
Total Expenses	660,176	683,389	(23,211)	683,363	(23,187)
GSB Contribution	493,313	455,626	37,689	571,939	(78,626)
NET INCOME (Loss)	-	-	-	-	-

Staff Highlights

- *Grapevine Editorial*: Jon W., Editor-in-Chief. Books prepared for IC2025 were published on time, and a gratitude-themed book is set for release in Spring 2026. Podcast and news efforts are expanding to include trustee interviews and A.A. announcements.
- *La Viña Editorial*: Paola M., Editor of La Viña. She highlighted the release of two new publications: *Lo Mejor de La Viña II* (The Best of La Viña II) and the *La Viña Agenda del Grupo* (a group record book). The board expressed appreciation and offered positive feedback in response to the new releases.
- *Production*: Jonathan S., Manager. Highlights include a Convention Souvenir Journal, a commemorative hardcover of *The Language of the Heart*, and the new Spanish-language releases arriving by September. The AA Grapevine YouTube channel added ASL videos and new audio playlists.
- *Licensing*: Kimberly L., Office Manager. A 3-tier licensing fee structure was presented with an updated licensing agreement to include compliance enforcement and annual reporting. A digital tool was created to track usage and automate fee calculations. Final reviews and legal input are pending.
- *Digital Publishing*: Niurka M., Digital Publishing Manager. The app now reaches over 150 countries excluding EU member states due to work still underway to achieve EU privacy compliance regulations. Corresponding trilingual email blast planned for August for the official store launch of the new La Viña book, La Viña group agenda, greeting cards, and two special convention products.
- *Customer Service*: Sonia D., Customer Service Manager. There have been noticeable improvements with La Viña service. Collaboration with Darwin and internal teams continues to support a smoother transition to a new fulfillment system. Board members acknowledged the increase in gift certificate purchases after the General Service Conference.
- *Outreach Calendar*: Kimberly L., Office Manager. The 2026 calendar will be prepared by October. Board members discussed outreach to events that are not service-related. A board member made a suggestion to reach out to all the regional trustees with a letter for delegates.

Board Committee Activity

Nominating and Governance: Teddy B.-W., Chair. It was noted that there are no written procedures for Class A trustees. Communication of our progress for our non-trustee director will be discussed with the AAWS Nominating Committee.

Strategy & Innovation Planning: Nikki O., Chair. A formal agenda will be developed and distributed at least 30 days in advance of the meeting in September.

Five-Year Plan: Teresa J., Chair. Currently working with David S., reviewing past financial reports. A committee meeting will be scheduled.

2025 International Convention Ad hoc: Nikki O., Chair. Grapevine board members, former trustees and staff provided active, hands-on support throughout the convention. The Grapevine play was a major attraction, though limited venue capacity resulted in approximately 400 attendees being turned away from both performances. Grapevine held a writing workshop, and again we had to turn away a couple hundred people due to space limitations. The "Bringing Grapevine to Your Group" workshop was well attended. The two La Viña workshops had about 35 attendees each, and attendees expressed no major issues around customer service. Instead, most of the questions were about our monthly workshops, available literature, book sales and excitement for the upcoming new products. The podcast team interviewed dozens of members for future podcasts, and held a live podcast recorded in front of an audience of over 200. That's our 200th episode, and it posted on July 28, 2025. Chris C.'s presentation to the stadium audience on Saturday proved effective with hundreds of new app subscribers added in the weeks following the convention. The Convention fostered visibility for Grapevine and La Viña, reflecting strong interest and support from the Fellowship.

Artificial Intelligence Ad hoc: Chris C., Publisher, presented a list of approved AI tools that are utilized by the AA Grapevine. AI will not and has never been used to generate stories.

App Awareness Ad hoc Committee: Nikki O., Chair. Following the boost of app subscriptions after Founders Day and the International Convention, we discussed the importance of Grapevine and La Viña presentations at state, province, and local events. We also discussed using additional social media tools to attract members to

the apps. The board requested a social media policy be added to the planning meeting in September.

New Business

The AA Grapevine Board engaged in a detailed discussion of each Conference consideration the 75th GSC presented. The Conference Secretary will follow up with the Delegate Chair to gather additional information needed and will compile formal responses accordingly.

The AA Grapevine Board reviewed a delegate's email suggesting the Carry the Message program include Grapevine and La Viña books. The board agreed staff should explore its viability and the potential challenges of implementation. A formal response will be provided once the review is complete.

Australia's GSO inquired about placing AAWS and Grapevine literature on tablets for use in the prison system. We will bring this matter back to our Licensing team and continue discussions with AAWS Corrections Desk, IP team, and International Desk.

Policy reviews are underway for the Whistleblower, Travel & Expense, Acknowledgment of Policies, Code of Conduct, and Conflict of Interest documents. These policies need to be aligned more closely with AAWS standards. David S. and Teresa J. will continue working on the revisions.

The board began a discussion about offering increased quantity discounts for bulk sales of books and other items to stay competitive with online discount sites.

The board discussed the idea of phasing out print subscriptions outside of the United States and Canada. The board did not oppose more research into the possibility of implementing.

Grapevine Board Actions

The board took the following actions at its meeting on June 21, 2025:

- Approved the March minutes
- Approved the April Grapevine Treasure Report
- Approved the May Grapevine Treasurer Report
- Approved the April La Viña Treasurer Report
- Approved the May La Viña Treasurer Report
- Approved the recommended CSP revisions from the Nominating & Governance committee

The board took the following actions at its Quarterly meeting on July 31, 2025:

- Motion to approve May 1, 75th GSC Meeting Minutes
- Motion to approve May 3, Post-75th GSC Meeting Minutes
- Motion to approve revised Grapevine March financial
- Motion to approve revised Grapevine April financials
- Motion to approve revised Grapevine May financials
- Motion to approve revised La Viña financials May
- Motion to approve Grapevine June financial statements
- Motion to approve La Viña June financial statements
- Motion to approve Grapevine and La Viña reforecast
- Motion to request a draw from the General Service Board reserve fund of \$350,000
- Motion to close (4:56 P.M.)

For comments or questions write to:

Staff Coordinator, Box 459, Grand Central Station, New York, NY 10163