

March 13, 2021

Welcome to Everyone. I hope that you are staying well.

Since the Winter Committee Meeting, I have attended the Conference of Delegates Past and Present. At that meeting I introduced Cheryl V. as our candidate for East Central Regional Trustee.

We will be having the PRE-General Service Conference Workshop on March 18 through March 21. More information to come.

I have received the background material in English for the 71st General Service Conference plus additional background material for the Trustees Committee. In total there are 1,485 pages of background material for this years' conference. We will be having the individual committee meetings the week of March 14 and then all of the committees will get together on Saturday March 27th, 2021 to give their reports and discussion. I have also received 10 out of the 13 committees background in Spanish. I will keep checking for background in Spanish for the Public Information Committee, Literature Committee and Policy and Admissions Committee.

I received an *unofficial report* from Area 19 regarding the 2020 Illinois State Conference as follows: A check for the seed money was sent from Area 19 to Area 21. The total ISC 2020 expenses were \$591.72. Income was \$1,531.80. Final Revenue was \$940.08. This is not the official report though.

Greg T. left the position of General Manager effective February 1, 2021 and Stephanie L., Senior Director of Administration and Strategy will serve as Interim General Manager effective immediately.

SOME NEWS FROM GSO:

Fellowship Connection - FNV was replaced by *Fellowship Connection 2.1*, which was launched on Tuesday, January 26, 2021. I received an email on March 4, 2021 letting me know that the Delegates will have view only access to Fellowship Connection. The Fellowship Connection team is gathering post-launch feedback from area registrar on how to improve the database. One topic that is prevalent on this assignment is the listing of online groups, specifically what information should be captured and their participation in the General Service Conference structure.

Corrections – The Winter version of “Sharing from Behind the Walls” was distributed to prisoners across the U.S. and Canada, along with requested books and pamphlets. Over 560 male inmates were matched January-December 2020 for the CCS, 105 females were matched for the same period.

There will be four Virtual *Forums* in 2021, dates to be announced at a later date.

Finance: 2020 contributions revenue reached an all-time high of \$10,304,185, which is \$417,930 greater than the reforecast.

Gross literature sales revenue is \$9,098,578. Although gross sales did not reach the reforecast amount, cost of goods sold is only 28% of gross sales compared to a reforecast 35%. Therefore, gross literature profit has exceeded reforecast by \$113,607.

The revenue split between gross profit on literature sales and contributions in 2020 is about 37% literature/63% contributions whereas historically, the split is 58% literature/42% contributions.

Payroll and benefits expense is \$11,329,538, which is \$374,429 less than the reforecast amount of \$11,703,967.

Total expenses are \$16,667,870, which is \$45,195 less than the reforecast amount of \$16,713,065.

Cash Flow: Cash on hand as of December 31 was \$1,780,363.

The board approved the following recommendation brought forward by the Finance Committee: The budget for 2021, which reflects total revenues of \$15,594,000, total expenses of \$14,953,613 and a bottom-line surplus of \$641,387, be approved by A.A.W.S. Board.

Publishing:

Update on Digital Distribution: On January 14, 2021 A.A.W.S., Inc. officially launched its enhanced e-book and audiobook distribution implementation with Ingram CoreSource Plus, effectuating distribution via 38 major e-book platforms as well as 13 major audiobook vendors.

International Licensing and Translations Activity:

There are two new approved Big Book translations in Tatar (Russia) and Oriya (India). Alcoholics Anonymous, the Big Book, is now available in 73 languages, including the original English. "Our Great Responsibility" has sold over 43,000 copies and added nearly \$400,000 of gross sales revenue.

You Tube – There are 113 A.A.W.S. videos posted to YouTube (some in English only, others in English, Spanish and French). As of January 2021, we have over 5,400 subscribers. The digital media content creator continues to make progress on fixing the closed captioning on Alcoholics Anonymous (Big Book) for the ASL videos.

Google ads – A.A.W.S. Google Ads went live December 16, 2020. The total grant spent as of January 14, 2021 is \$4,560.46. The performance statistics are 3.19K clicks, 24.5K impressions, and \$1.43 Avg CPC (cost per click). Within the account are two ad groups. Find a Meeting continues to see greater attention and engagement with 2,573 clicks than Get Help with 613 clicks.

AAWS and AAGV - Grapevine and La Vina continue to face challenges.

The "Carry the Message" project has experienced growing acceptance in the Fellowship. So far 621 subscription requests and certificates were either fulfilled, or not yet redeemed to AA members behind the wall and others.

In the Spring of 2021, La Vina anticipates publishing "Voices of Women" – in Spanish. Also, at that time, Grapevine hopes to publish a Prison Book, titled "Free on the Inside."

International Convention- 2020 Detroit: Insurance had been bought to protect the investment in the activities around the event for \$57,507. It took some time to arrive at a settlement with the insurance carrier and here are some results:

Original International Convention Budget:	\$5,518,520
Registration fees Contributed to GSO (7 th tradition)	\$40,324
Amount initially received from insurance:	<u>\$ 971,092</u>
Amount subsequently received from insurance:	\$1,181,042.
Final insurance settlement:	\$2,152,134.

After paying the remaining contractual expenses from the International Convention, the balance will be distributed/allocated to GSO, AAWS and AAGV to cover in-office expenditures (i.e., salaries, lost revenue from sales and registration, legal fees, etc.).

Respectfully submitted,
Marilyn F. – Area 20 Delegate

My total expenses for 2021 to date: \$73.70