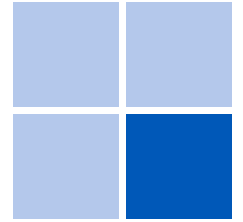


# Quarterly Report from GSO



ACTIVITIES OF THE GENERAL SERVICE BOARD INCLUDING A.A. WORLD SERVICES, INC., AA GRAPEVINE, INC.

First Quarter 2026

## 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 2, 2026. 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 the Audiovisual Preservation Project and looks forward to receiving future updates at their next meeting in Q3 2026. The committee discussed the GSO Archives Collection Policy, which was approved by the committee in 2007. According to the Archives director, specific policy sections require review and necessary revisions. The committee requested that the Archives director bring a draft revised copy of the Collection Policy to their Q3 2026 meeting.

### Corrections

The committee reviewed the Staff report highlighting calls for shared experience outlined in the Activity Updates. The committee agreed on the importance of continuing discussion on these topics and acknowledged the need for engagement from the Fellowship on:

- The usefulness of tablets and how they support carrying the A.A. message behind the walls.
- Escorted Temporary Absence (ETS) in Canada.
- Digital correspondence through the Corrections Correspondence Service (CCS).
- French- and Spanish-speaking meetings held in correctional facilities.

The committee reviewed tablet analytics and noted the value of this resource for corrections service work as

A.A. literature reached a broad footprint in 2025, with engagement across nearly 10,000 correctional facilities.

The committee discussed a recently finalized agreement with an Area 83 Eastern Ontario correctional facility, which marks the first occasion of Canadian access to correctional tablet literature.

## Finance

### Staff Report

The Staff secretary noted that the Self-Support and Finance assignment has begun a comprehensive inventory of all finance and self-support materials on aa.org, including updates to the Contributions FAQ portal and revisions to the MG-15 Finance Guidelines incorporating shared experience. Collaboration continues with the Communications Services Department (CSD) on self-support related media, including completion of an *Our Primary Purpose* podcast episode, development of a call for sharing through short-form audio and video content, and coordination with Language Services on French- and Spanish-dubbed videos. The assignment has also coordinated with the Technology Services Department on contributions-related initiatives, including contributions portal vendor demonstrations, review of contributions workflows, and finalization of recurring contribution letters.

### AAWS Self-Support Subcommittee

It was reported that the AAWS Self-Support Subcommittee met on January 8, 2026.

### GSO Financial Results

The committee reviewed the GSO preliminary unaudited financial statements for the year ended December 31, 2025. This information is as of January 26, 2026. December 2025 transactions are still being recorded,

and 2025 financial data is subject to change as a result of the audit. Audited 2025 financial statements will be provided to delegates at the 76th General Service Conference.

For the year ended December 31, 2025, total operating revenue is \$18,853,249, which is about 7% less than the budget of \$20,283,275. Total operating expenses before depreciation are \$18,528,182, which is about 2% less than the budget of \$18,967,187. The operating surplus before depreciation is \$325,068 compared to a budgeted surplus of \$1,316,088. These figures do not include International Convention revenue and expense, which is tracked and reported separately against a detailed Convention budget by our convention management vendor, Talley Management Group, with AAWS Board oversight. These figures also do not include retrofit expenditures, which are \$492,775 as of December 31.

As of January 26, 2026, operating cash on hand is \$574,974 versus accounts payable of \$1,138,055 resulting in a short-term deficit of \$563,081. In December, the General Service Board authorized a Reserve Fund draw-down of up to \$750,000 for AAWS and GSB operations. However, only \$500,000 has actually been drawn down.

Accounts payable is 73% current, 24% 1–30 days past due, and 3% 31–60 days past due. Literature accounts receivable is \$543,685, of which 33.5% is current, 36.5% is less than 60 days past due, and 30.0% is more than 60 days past due.

Contributions were 4% less than budget, and gross literature sales were 5% less than budget. Literature gross margin was 12% less than budget.

### **GSO 2026 Budget**

The 2026 budget process was described as extensive and iterative, with six versions developed through multiple meetings and significant expense reductions across departments and trustees' committees. Revenue projections were stated as \$10,500,000 in contributions and \$18,672,343 in gross literature sales (reflecting a \$3 price increase on books and a 15% increase on other items, effective February 1, 2026). Gross margin is projected at \$9,895,601, which is 54.0% of net literature sales compared to an actual 50.9% in 2025.

The budget projects operating expenses of \$19,765,699 and operating revenue of \$21,118,201, resulting in an operating surplus of \$1,352,503 before deprecia-

tion and \$918,503 after \$434,000 Grapevine support (subject to Grapevine board approval). Major cost reductions were highlighted, including no printed Conference reports and reductions to Conference-related spending (including food/service). Included was a recommended \$250,000 addition to the Reserve Fund and a projected net cash outflow of \$11,103. Since we began 2026 with \$447,170 cash on hand, this leaves a projected cash on hand of \$436,067 at year end.

The head count (filled plus vacant positions) in the personnel expense budget is unchanged from the 2025 reforecast. However, salary is budgeted to increase compared to 2025 due to filling six vacant positions and providing a salary increase to all eligible employees.

The trustees' Finance and Budgetary Committee recommended that the General Service Board approve the 2026 amended AAWS/GSB Budget to include an additional \$57,000 for Cooperating with the Professional Community outreach.

### **Reserve Fund**

As of December 31, 2025, the Reserve Fund Assets totaled \$11,562,418 consisting of cash and certificates of deposit. Less the liability for unfulfilled Grapevine subscriptions of \$540,000, the Reserve Fund Balance was \$11,022,418.

Based on the 2025 expense budgets for GSO, Grapevine and La Viña (total \$22,329,946), the Reserve Fund balance is equal to 5.92 months of operating expenses. 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.

The Reserve Fund is expected to decline to approximately five months of operating expenses after completion of office retrofit payments; a previously authorized reserve drawdown of up to \$750,000 was reported as \$500,000 drawn to date.

The Reserve Fund report was accepted by the committee.

### **Grapevine and La Viña Financial Results**

The committee reviewed the Grapevine unaudited year-end results for the period ending December 31, 2025.

- Grapevine made excellent progress in 2025, with bottom line improvement of over \$575k (67%) compared to 2024. Although print subscriptions declined by 8%, both online and app subscriptions increased by over

34%. Total subscription income increased by 5.4% and Subscription gross margin increased 39%. Books and other published items income increased by 7.7%, but its gross margin decreased by 3%. Total gross margin increased 18% to \$1,951k. Operating expenses improved 11.5% compared to 2024, but were slightly over the 2025 reforecast.

- **Detail:** Total circulation for 2025 was 58,5574, and total subscription income was \$2,063K; both exceeded the reforecast by 439 copies and \$72k, respectively. The combined Back Issues and Prison/Hospital sales are particularly strong as they are \$49k over reforecast and \$38k higher than last year.

Direct cost for subscriptions is an improvement over reforecast by \$24k. This is due to the refund from our Canadian vendor who was overpaid due to a currency conversion error. During 2023, AAGV requested this vendor to change the invoice currency from USD to CAD (Canadian dollar). However, our billing platform continued to assume these invoices were in USD and adjusted the amounts to CAD. This resulted in overpaying this vendor almost \$24k in USD. This has been refunded. Gross margin on subscriptions is \$1,173k, a \$97k improvement over reforecast.

Books and Other Published Items revenue is \$1,163k and higher than the reforecast by \$35k. Gross Margin is \$778k, which is a \$45k improvement compared to the reforecast. Total gross margin for Grapevine is \$1,951k, which is an improvement of \$142k compared to the reforecast. Additionally, the total gross margin is \$309k (18%) higher than last year.

Grapevine Expenses are higher than the reforecast by a total of \$49k. There was an unexpectedly large invoice during October for a freelancer who was delayed in billing. Hourly staff expenses were higher than planned for time spent on the International Convention. Fulfillment costs have been challenging to accurately budget for. There was a large invoice for printing insert cards for Grapevine and has been high all year. These costs are being reduced in 2026.

The Net Deficit for Grapevine is \$284k, which is \$105k improvement compared to the reforecast and a \$567k improvement over last year. This Statement of Activity does not include the one-time payment of \$158k in November for the reimbursement of the Retiree Medical

Insurance premiums that AAWS inadvertently charged AAGV from 2020 to 2024. We will be consulting the auditors on the best way to report this.

### *La Viña Financial Results*

La Viña has shown significant improvement year over year across many dimensions. Below are key percentages:

- Total circulation increased 6%.
- Subscription income increased 36%, and subscription gross margin increased over 300%.
- Books and Other Published Items income increased 30% and gross margin increased 30%.
- LV total gross margin increased 63%.
- Total expenses decreased 5%.
- La Viña's bottom line improved 17%.
- **Detail:** Subscription numbers for La Viña continued to do well in 2025 compared to 2024. However, there were subscriptions that were not renewed in recent months. We associate that with the price increase. This is being monitored carefully, and there will be continuous efforts to encourage renewals.

Subscription income continues to improve and is \$8k higher than the reforecast. Magazine cost of goods sold is \$1k lower than the reforecast, and subscription gross margin is a \$9k improvement over the reforecast. La Viña Books and Other Published Items revenue continues to increase but is \$3k lower than the reforecast. However, this is a \$41k improvement compared to 2024. La Viña total gross margin is \$178k through December 31, which is a \$11k improvement over the reforecast and \$69k higher than 2024. La Viña operating expenses are \$630k, which is \$1k lower than the reforecast and a \$36k improvement compared to last year. Overall, La Viña's bottom line improved by \$16k compared to the reforecast and a \$95k improvement compared to last year. Therefore, the support from the GSB decreased \$95k compared to 2024.

**Statement of Financial Position:** During November, AAGV received a one-time refund of \$158k from the Post-Retirement Medical Fund. This was for 2020–2024 medical premiums for retirees that were charged to AAGV instead of the Post-Retirement Medical Fund. This cash has been used to catch up with older invoices and end 2025 in a good financial position. Cash, accounts receivable and inventory levels will be monitored carefully during 2026.

**Rolling Cash Flow Forecast:** The year-end cash balance is \$180k. Throughout 2026, we are focusing on reducing cash expenses and accounts receivable collection.

### **Grapevine 2026 Budget**

Total 2026 subscription revenue is projected to increase \$105k compared to 2025 to \$2,095k. Digital and app subscriptions will increase while the print magazine subscriptions will decrease. Effective January 2026, the Grapevine and La Viña apps are now approved in the European Union, which now makes them available worldwide with very few exceptions. There are already about 100 EU subscribers.

Additionally, there is more demand from the prison and hospital communities for print magazines, and there will be a price increase for the first time in more than five years in 2026. Now that the magazine can be accessed digitally internationally, there will be efforts to convert international print subscribers to the app, which will result in cost savings for magazine production and mailings. Total cost of goods sold (COGS) for subscriptions will reduce approximately \$74k in 2026. Gross margin on subscriptions is budgeted to be \$1,256k in 2026 — a \$179k improvement over 2025 reforecast.

**Product sales:** Other Published Items are expected to be \$1,122k in 2026 — very close to 2025, which included \$110k of International Convention sales. A new Grapevine book will be released in 2026, and we will continue to build on the success of specialty items, such as greeting cards. Gross margin for content income is projected to be \$749k, an improvement of \$16k over the 2025 reforecast. Grapevine is projecting gross margin to be \$2,005k, which is a \$196k (11%) improvement compared to 2025 reforecast.

**Expenses:** 2026 expenses are expected to be \$2,213k, which is only \$5k higher than 2025 reforecast. There will be one staff reduction, and the rent is reduced by using less office space. These cost savings are offset by a 12.5% medical insurance increase in 2026 and a larger HR allocation from AAWS.

**GV Bottom Line:** The 2026 budget for Grapevine shows a projected loss of \$199k. This is an improvement over the 2025 reforecast of \$190k.

**Reserve Fund Draw:** As part of the 2026 budget process, Grapevine requested a draw from the Reserve Fund of \$200k during the January board weekend. This

amount matches the projected 2026 Budget deficit. Cash will be monitored carefully; however, our books and other inventory require an upfront investment that may not be recouped during 2026. If necessary, GV could request additional funds during the August 2026 Board Weekend.

The trustees' Finance and Budgetary Committee recommended that the General Service Board approve the 2026 AA Grapevine Budget with projected revenues of \$3,217,460, gross margin of \$2,004,783, overhead expenses of \$2,212,700 and \$9,000 in estimated interest income for a net loss of \$198,317, which represents a \$190,413 improvement over the 2025 Reforecast and a \$655,818 improvement over 2024 actual.

The trustees' Finance and Budgetary Committee recommended to the General Service Board a \$200,000 drawdown from the Reserve Fund for operating cash equivalent to the 2026 budgeted deficit for Grapevine.

### **La Viña 2026 Budget**

#### **Revenue:**

**Subscriptions:** Total 2026 subscription revenue is projected to increase \$6k compared to 2025 to reach \$148k. Subscriber numbers plateaued in the latter half of 2025, so our approach is more cautious for the coming year. However, magazine expenses will reduce by converting international print subscriptions to digital. Subscription gross margin is projected to be \$56k in 2026.

**Other Published Items:** Revenue is projected to grow to \$224k in 2026, an increase of \$42k over the 2025 reforecast. The Spanish community has demonstrated growing interest in the La Viña content offerings, and two new books will be launched in 2026. Cost of goods sold for content items will be similar to 2025, resulting in a content gross margin of \$165k, a \$54k increase compared to the 2025 reforecast.

**Expenses:** 2026 expenses are expected to be \$665k, which is only \$5k higher than 2025 reforecast. There is a \$19k reduction in the rent allocation and reduced fulfillment and professional expenses. This is offset by a 12.5% medical insurance increase in 2026 and a larger HR allocation.

**Bottom Line:** The 2026 Budget for La Viña shows projected GSB support of \$434k. This is an improvement of \$59k over the 2025 reforecast and \$138k over 2024 actual. Please note that the La Viña Five-Year Plan reviewed at

Conference last year projected GSB support to be slightly less, \$421k, in 2026.

The trustees' Finance and Budgetary Committee recommended that the General Service Board approve the 2026 La Viña Budget with projected revenues of \$371,721, gross margin of \$220,679, and overhead expenses of \$654,728 for a net loss of \$434,049, which represents a \$59,266 or 12% improvement over the 2025 reforecast and a \$137,890 or 24% improvement over 2024 actual.

**AA Grapevine Five-Year Plan Update:** An update was presented by the AA Grapevine treasurer, outlining a strategy focused on digital growth, cross-attraction, expanded Fellowship engagement, and integrated media to increase reach and move Grapevine toward self-support. The plan targets growth in digital subscriptions, managed decline in print, expanded Carry the Message programs, stronger partnerships with areas and local offices, modest pricing adjustments, bulk book sales, and continued cost controls. By 2030, Grapevine projects increased subscriptions and book sales, a higher digital share of circulation, expanded international reach, sustained cost savings and improved operating results, with the goal of helping more alcoholics while achieving long-term financial sustainability.

### **Quarterly Financial Report**

**Discussion on QFR being made accessible on aa.org:** The committee discussed making the Quarterly Financial Report (QFR) accessible on the Contributions and Self-Support section of aa.org and took no action. The committee emphasized the need for context, delegate readiness to field questions, and the distinction between providing the QFR upon request versus posting it publicly. The committee leaned toward completing the website inventory first and returned with a broader recommendation, with suggestion that the Conference Committee on Finance may consider the topic.

### **General Service Conference**

The committee supported changes implemented by the Conference coordinator to the proposed agenda item (PAI) submission form. Changes are intended to assist in highlighting the benefits of proposals and to reemphasize the value of concise proposals.

The Equitable Distribution of Workload (EDW) plan

was recommended to the General Service Board, which agreed that the plan be implemented for the 2026 General Service Conference.

### **International**

The Staff secretary, who serves as the World Service Meeting (WSM) coordinator, provided an update to the committee regarding the 29th World Service Meeting.

- The 29th WSM First Communications Kit is about to be distributed to the international GSOs and WSM delegates.
- The WSM GSO coordination team developed several Smartsheet forms that will be submitted to provide each delegate's information, travel arrangements, hotel needs, guest information, etc.
- The WSM coordinator updated the letter for countries wanting to apply for participation in the World Service Meeting.
- The host country members in Lisbon, Portugal, are managing certain aspects of the 29th WSM coordination activities, such as gathering local volunteers, planning a closing dinner and other key planning elements.

The committee reviewed the following approved international travel for 2026:

- August 29, 2026, French-Speaking Forum for Exchange and Services (FFES) virtual event. Attendees: trustee-at-large/Canada, Robert L.; possibly, Patrick C. (GSO Staff).
- January 26, 2026, Romania — 30-minute call to discuss some A.A. issues and share experience. Attendees: trustees-at-large/U.S. and Canada, Jennifer B. and Robert L.
- January 21, 2026, Belgium — One-hour call to discuss some A.A. issues and share experience. Attendee: trustee-at-large/Canada, Robert L.

### **International Convention/Regional Forums**

#### **International Convention**

The committee accepted a report presented by the chair of the Subcommittee on Inclusion of Sovereign States' Flags in International Convention Flag Ceremony. The subcommittee reaffirmed that the questions surrounding the inclusion of sovereign state flags are inseparable from the broader Flag Ceremony. The subcommittee will continue to gather information including clarifying the ceremony's intention and building the necessary sup-

port for potential redesign. The committee agreed to forward the report to the Conference Committee on International Conventions/Regional Forums and requested that the history on the Flag Ceremony be included to inform the discussion.

Talley Management reported to the committee on three outstanding items:

- **Rebate collections from contracted hotels:** There are five outstanding invoices to be finalized. This item has no material effect on financials.
- **Tax rebates:** There has been collection of about two-thirds of the revised invoices and anticipate collecting all remaining by month end. Final payment can be expected within 60 days.
- **Insurance for added costs due to Canadian postal strike:** All details related to the increased costs as a result of the anticipated Canadian mail strike have been provided to the insurance carrier. The claim is under review, but to date, they have not provided any details on the amount of coverage. Talley continues to follow up on a weekly basis and will provide an update as soon as more information is available.

### **Regional Forums**

The Regional Forums coordinator reported on the one-year pilot of the “livestream broadcast only” option at Regional Forums. The committee agreed to pause their decision on continuing the live-stream pilot pending further analysis. The committee asked the Staff secretary to prepare information on an online forum concept with a shorter duration of time, to allow for members not able to attend an in-person forum to have the opportunity to meet with the board and Staff. The committee looks forward to an update at the July 2026 meeting.

### **Literature**

The committee reviewed the final report of the Fifth Edition Big Book subcommittee and **agreed to forward** the report and the draft manuscript of the Fifth Edition of *Alcoholics Anonymous* to the 2026 Conference Committee on Literature.

The trustees’ Literature Committee **agreed to forward** a suggestion to the 2026 Conference Committee on Literature that consideration be given to the publication of the 30 stories removed from the Fourth Edition of *Alcoholics Anonymous*.

The committee agreed that if the Conference Committee on Literature recommends approval of the draft manuscript of the Fifth Edition of the book *Alcoholics Anonymous* to the Conference, that all Conference members be given the opportunity to review the manuscript in English as a non-downloadable draft on OnBoard. The committee agreed that the draft manuscript should be removed from OnBoard access after Conference consideration has concluded.

Noting that there are no monolingual Spanish-speaking members of the 76th General Service Conference, the committee agreed that a reasonable accommodation for Francophone Conference members would be to provide interpretation services to assist with their review of the Fifth Edition manuscript if the Conference Committee on Literature recommends Conference approval of the draft manuscript. The committee agreed to forward a memo with this suggestion to the trustees’ Conference Committee.

The committee reviewed a progress report and a draft survey created by the subcommittee exploring the needs of Spanish-speaking members for tools to access the Big Book and **agreed to forward** to the 2026 Conference Committee on Literature.

The committee requested that the survey be shared with Spanish-speaking members and noted that many Spanish-speaking members can be reached through the La Viña WhatsApp group and that the National Hispanic Convention of Alcoholics Anonymous would be a venue where many Spanish-speaking members could be reached.

### **Nominating**

**Class A trustee nomination:** The trustees’ Nominating Committee expressed gratitude for the 19 candidates who submitted résumés for the Class A vacancy. After conducting six virtual interviews, the trustees’ Nominating Committee invited three candidates to attend in-person interviews at the Q1 GSB weekend. One candidate withdrew, and after interviewing the remaining two candidates, the trustees’ Nominating Committee made a recommendation to the GSB.

The Ensuring Harmony and Effectiveness Subcommittee presented its report. The committee accepted the report and agreed to forward it, along with the history document on Motions to Censure the General

Service Board, to the 2026 Conference Committee on Trustees. The subcommittee chair reported that a request was sent to the General Service Board chair with a recommendation to ensure that topics of Harmony and Effectiveness get included in the all-Conference virtual meetings; this is in alignment with committee considerations from the 75th GSC.

The trustees' Nominating Committee recommended to the GSB the slates for A.A. World Services, Inc.; AA Grapevine, Inc.; and the General Services Board of Alcoholics Anonymous, Inc., for election in May 2026 following presentation at the 2026 General Service Conference for disapproval, if any.

## Public Information

The committee reviewed the AAWS YouTube Q4 2025 report and expressed appreciation for the strong engagement and positive impressions of the Young People YouTube Shorts.

The committee reviewed the AAWS Meeting Guide app Q4 2025 report. A committee member asked about the possibility of adding push notifications to the app. Another committee member noted that we can do more to encourage the Fellowship to utilize the app. The committee requested the Staff secretary to meet with the CSD to explore these possibilities and looks forward to a progress report at the Q3 2026 meeting.

The committee forwarded a Membership Survey methodology report and a list of proposed survey questions to the 2026 Conference Committee on Public Information.

The committee reviewed the aa.org Q4 2025 report and heard a verbal report from the CSD senior manager on the integration of the DAM (Digital Asset Management) project with aa.org. This integration streamlines updates to assets/literature on aa.org. Five hundred assets have been automated with more to come. The committee looks forward to a progress report on aa.org at the Q3 2026 meeting.

## Cooperation with the Professional Community/ Treatment and Accessibilities

The committee received an update on the audio and video content posted on the Military Members/Veterans in A.A. page on aa.org. The committee expressed appreciation for the recent addition of the video provided by a Canadian Armed Forces Lieutenant-General and her ob-

servations of the success Alcoholics Anonymous has shown over her career in the military.

The committee noted that sharing from the Staff secretary on the communication that the desk receives will be an important item to include in future communications from the desk to help inform the Fellowship on the services provided by the office and to foster greater inclusion in the Seventh Tradition contributions.

## A.A. World Services

### Overview

Since its October 2025 meeting, the A.A. World Services (AAWS) Corporate Board has met eight times:

January 29, 2026	AAWS Board Meeting
January 29, 2026	AAWS Board Executive Session
January 22, 2026	AAWS Budget Check-in Meeting, with full AAWS Board
January 8, 2026	AAWS Finance Budget Check-in Meeting, with full AAWS Board
December 12, 2025	AAWS Board Meeting
December 12, 2025	AAWS Board Executive Session
December 11, 2025	AAWS Strategic Planning
December 3, 2025	Finance Interim Budget Meeting, with full AAWS Board

## Board Committees

### Communication and Language Services Committee

- Communication and Language Services Committee initiatives are progressing smoothly and remain on track toward 2026 goals. Committee members expressed appreciation for the collaborative work underway and shared positive feedback on recent digital efforts — particularly the YouTube Shorts, which are being well received, engaging younger audiences and reinforcing self-support messaging.

### Finance Committee

- The committee unanimously approved several International Literature Fund requests, highlighting strong collaboration, improved transparency, and responsible stewardship of resources that directly support access to A.A. literature around the world.

### Internal Audit Committee

- The committee report noted that A.A. World Services currently holds 58 trademarks, with new trademarks typically initiated by departments as needed for publications, conventions and other major initiatives.

- Terms of Use on aa.org outlines appropriate use of A.A. intellectual property and resources.

### **Nominating Committee**

- The Nominating Committee is up to date, with all work current and no outstanding items requiring action.

### **Publishing Committee**

- Reviews of the *Plain Language Big Book* remain strong, with high satisfaction ratings and positive feedback from members and groups. Demand from treatment facilities and individual members also continues.
- The committee approved production of a new tabletop display featuring the Illustrated Twelve Steps, designed for home groups and meeting spaces. The initial run will focus on English, with strong interest expressed across the committee. Pricing was set at \$25, and poster versions will be considered after reviewing sales and feedback.

### **Technology and Services Committee (TSC)**

- The Services and Technology Committee stressed the importance of clear communication when changes are made, especially when using third-party tools that may involve compromises in wording, features, or translation. Members agreed these decisions should be explained in terms of responsible use of Seventh Tradition funds and sound operations.

### **Strategic Planning**

- The December strategic planning session focused primarily on an AAWS Board inventory. Given that recent inventories had already been undertaken by the General Service Board, General Service Conference, and the General Service Office, it was determined that the AAWS Board should likewise engage in an inventory process on its own initiative. Specific items that are relevant to the AAWS Board that surfaced during those other recent inventories were identified and used as the basis for discussion. The session generated productive and insightful discussion, with topics including communication, reaffirming the importance of maintaining respect, and clearly defining roles and responsibilities — to name a few.

## **RECOMMENDATIONS APPROVED BY THE AAWS BOARD — January 29, 2025**

### **Finance Committee**

- The AAWS Finance Committee recommended that the AAWS Board forward the 2026 Budget 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, 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 December 31, 2025, be forwarded to the trustees' International Committee.
- The AAWS Finance Committee recommended to the AAWS Board to forward the approval of the following three International Literature Fund requests per policy exceeding \$8,000 (USD) to be granted by A.A. World Services, Inc.:
  - Bolivia ILF Proposal One — \$13,400 (USD)
  - Bolivia ILF Proposal Two — \$16,129.50 (USD)
  - LLIP Mexico Trademark Renewal — \$8,622.53 (USD)

### **AAWS Communications and Language Services Committee**

- The AAWS Communications and Language Services Committee recommended to the AAWS Board that the 2025 fourth quarter LinkedIn report be forwarded by AAWS to the Trustees' CPC/Treatment and Accessibilities.
- The AAWS Communications and Language Services Committee recommended to the AAWS Board that the 2025 fourth quarter reports on Website, Meeting Guide App, YouTube, Google Ads, Online Business Profiles and Podcast be forwarded by AAWS to the Trustees' Committee on Public Information.
- The AAWS Communications and Language Services Committee recommended that the AAWS Board approve the revised AAWS, Inc. Policy on GSO's A.A. website, including updating the committee's name from Technology/Communication/Services Committee to Communication and Language Services (CLS) Committee.

### **Internal Audit Committee**

- The AAWS Internal Audit Committee recommended that the AAWS Board accept the Semi-Annual

Copyrights, Trademark, and Domains Report.

- The AAWS Internal Audit Committee recommended that the AAWS Board approve the AAWS Bereavement Policy.
- The AAWS Internal Audit Committee recommended that the AAWS Board approve the 2026 AAWS Employee Handbook inclusive of the Bereavement Policy as amended on January 15, 2026.
- The AAWS Internal Audit Committee recommended that the AAWS Board accept the 2025 HR RACI.

### **Nominating Committee**

- There were no recommendations to the AAWS Board.

### **Services and Technology Committee**

- There were no recommendations to the AAWS Board.

### **Publishing Committee**

- The AAWS Publishing Committee recommended to the AAWS Board that the vertical version of the table-top display of the Twelve Steps Illustrated be produced in three languages, with an initial production cost of approximately \$11,000, at a price of \$25 per unit.
- The AAWS Publishing Committee recommended that the AAWS Board accept the amended December 2025 reprint permission reports provided by the Intellectual Properties Administrator. The AAWS Publishing Committee recommended that the AAWS Board accept the report on Intellectual Property (IP) requests related to Workbooks (2024–2025) and forward it to the Conference Committee on Literature as additional background for a related agenda item.
- The AAWS Publishing Committee recommended that the AAWS Board accept the semiannual update of International Licensing and Translation reports and forward them to the trustees' International Committee.

## **AA Grapevine**

### **Apps**

In the month of December 2025, we added 192 active app subscribers for Grapevine and four for La Viña. Grapevine active app subscribers grew by 35% in 2025 compared to 2024. We released the apps in the European Union on January 11, 2026. The apps are now available worldwide. Since the EU release we now have app subscribers in Germany, Sweden, Spain, Belgium, Norway,

Denmark, Lithuania, France, Italy, Luxembourg, the Netherlands, Portugal, Austria, Finland, Poland, and Switzerland, totaling over 100.

### **App Income from Apple and Google to Date**

Since our last Grapevine Board meeting on December 13, 2025, we've received payments of \$28,230 from Apple and \$4,546 from Google, and the total received over lifetime of apps is now \$456,867.

### **GV Total Subscriptions (print, digital, apps)**

December: Print: 41,258; Complete: 5,564; Online: 4,219; App: 7,532; **Total: 58,574**

Total subscriptions are 439 over the July 2025 reforecast with online and apps leading the way.

### **GV Total Subscriptions (print, digital, apps)**

December: Print: 7,298; Complete: 162; Online: 92; App: 399; **Total: 7,951**

Total subscriptions are 594 under reforecast. We did sell 500 gift subscriptions in one large order in December, but it will take time for these to be distributed and redeemed.

### **Greeting Cards Sales**

**Grapevine:** 817 boxes, up 115 since December meeting.

**La Viña:** 64 boxes, up 18 since December meeting.

Revenue approximately \$31,700, profit approximately \$17,700.

### **Digital Media Services (as of January 22, 2026)**

#### **Podcast**

- 1,327,319 total downloads, averaging 872 per day, 6,102 per week, and 24,400 per month. Downloads up 9% this last month compared to previous month.

#### **Instagram**

- **Grapevine:** 15,765 followers, up 496 since December meeting.
- Views over last month: 62,227 — 94% followers; 6% non-followers.
- **La Viña:** 2,255 followers, up 39 since December meeting.
- Views over last month: 16,254 — 92% followers; 8% non-followers.

#### **YouTube**

- 17,000 subscribers, up 300 since December meeting.
- 436 videos, up 7 since December meeting.
- 290,992 views, up 7,368 since December meeting.

#### **WhatsApp — La Viña**

- Launched on November 18, 2025.
- 371 Members, up 145 since December meeting.

Pub/Product	Deploy Date	Offer
Grapevine	Jan 20, 22, 24, 2026	GV Subscription — 2 Year “Best Deal” — 24/\$60 (Save \$8)
La Viña	Jan 27, 29,31, 2025	LV Subscription — 2 Year “Best Deal” — 12/\$28 (Save \$6)
AAG CDs	Jan 27, 29, 31, 2026	Save 50% on CDs — English version
AAG CDs	Feb 3, 5, 7, 2026	Save 50% on CDs — Spanish version
Grapevine	Feb 17,19, 21, 2026	GV Sub — Add Digital Edition \$10; Save 20% on Digital Edition \$23.99
La Viña	Feb 24, 26, 28, 2026	LV Sub — Add Digital Edition \$5; Save 20% on Digital Edition \$11.99
Grapevine	Mar 17, 19, 21, 2026	GV Sub — 6 months for \$15
La Viña	Mar 24, 26, 28, 2026	LV Sub — 6 months for \$7.50
English book launch	Apr 14, 16, 18, 2026	Book launch — Gratitude
Spanish book launch	Apr 21, 23, 25, 2026	Our 12 Steps (Spanish version)
English books	Apr 21, 23, 25, 2026	Save 20% on Select books — English version
Spanish books	Apr 28, 20, May 2, 2026	Save 20% on Select books — Spanish version
Grapevine	May 12, 14, 16, 2026	GV Sub — Get a Free Book (Best of Bill)
La Viña	May 17, 21, 28, 2026	LV Sub — Get a Free Book (TBC)
Grapevine	Jun 9, 11, 13, 2026	GV Sub — Add Digital Edition \$10; Save 20% on Digital Edition \$23.99
La Viña	Jun 16, 18, 20, 2026	LV Sub — Add Digital Edition \$5; Save 20% on Digital Edition \$11.99
Grapevine	Jul 2, 3, 4, 2026	4th of July Sale — GV Sub — Get a 2 Free Issues (14/\$36)
La Viña	Jul 2, 3,4, 2026	4th of July Sale — LV Sub — Get a 2 Free Issues (8/\$18)
Grapevine	Aug 11, 13, 15, 2026	GV Subscription — 2 Year “Best Deal” — 24/\$60 (Save \$8)
La Viña	Aug 18, 20, 22, 2026	LV Subscription — 2 Year “Best Deal” — 12/\$28 (Save \$6)

## Marketing

### Upcoming Marketing Plans with circulation vendor NPS

(Please see table above)

### In App with App Developer Treeline

Thirty-day free trial offer to downloaders yet to subscribe. Cancel anytime. March 2026 GV and LV.

## Updates

- Darwin conversion underway. Involves Grapevine digital publishing, customer relations and finance. Our vendors Treeline and North Studio also helping with conversion. Complete by end of February.
- Grapevine weekly online open meeting will start on February 4, 2026. Meeting will be recorded and published as a second podcast posted every Friday on all podcast platforms and on YouTube. Anonymity will be protected.
- Production and finance work continues with warehouses to reduce inventory.
- Intergroup/Central Office Subscription Sales Commission Model is the first project on the list following the Darwin conversion.

- Book discounts started November 1, 2025. Coupled with free shipping, we had strong book sales in November and December. Kudos to Grapevine Digital, Customer Relations and Finance, as well as North Studios and Darwin, for putting discounts in place so quickly.
- Compact disc (CD) half-price sale underway in attempt to eliminate inventory. CDs soon to be discontinued.

## Events

- **Special Forum for Deaf Alcoholics:** Held Virtually on Saturday, January 17, from noon to 8 p.m. Teddy, Chris and Kelley from GSO Staff presented on products and services available from Grapevine and AAWS for the Deaf Alcoholic. Lots of love expressed by members for the ASL playlist on the Grapevine and La Viña YouTube Channel.

## Staff Highlights

**Grapevine Editorial:** Jon W., editor-in-chief, presented his report. Positive feedback was shared, including a message from a friend praising the stories as amazing. *The Gratitude Book* is complete and in final proofing, featuring a beautiful cover. He also noted that the work of the AA

Grapevine has leaped into the future and advanced rapidly in recent years. The app, launched just three years ago, has already expanded into Europe. A highly impactful video has been produced that should be shared at YPAA events. The YouTube presence has grown to hundreds, ASL initiatives were launched as a first, more than 40 books have been completed, and the LV WhatsApp has been established. All of this has been accomplished by a small team of only 10–11 people, along with a desire for greater support from the broader fellowship.

**La Viña Editorial:** Paola M., Editor of *La Viña*, presented her report. Paola started her report echoing Jon's message. She shared her concerns about attending The Pacific Region Alcoholics Anonymous Service Assembly (PRAASA), noting that it may not be a financially prudent decision. She emphasized the need to better connect writing workshops to self-support through subscriptions, with the goal of increasing overall sustainability. Paola also expressed excitement about working with the LV Anniversary Committee, where 500 copies of the original first issue will be reprinted.

**Licensing:** Kimberly L., Office Manager, and Jen B., trustee-at-large, thanked the committee for its work and expressed concerns about the potential impact on International service structures and the AAWS International Literature Fund. The board chair noted that providing a service of value at no cost raises concerns related to the principle of self-support. It was agreed to schedule a follow-up meeting to continue the discussion, with the inclusion of the International Staff Coordinator.

**Production:** Jonathan S., Manager, presented his report. A board member requested statistics on social media viewership in percentage categories. It was noted that Threads is a popular outreach platform. Since social media was part of a previous advisory action, it was suggested that this idea be brought to the Conference Committee. Jonathan proposed using WhatsApp Channels, and it was agreed to conduct further research on this option as it offers improved safety and security.

**Digital Publishing:** Njurka M., Digital Publishing Manager, presented her report. The Darwin conversion project is expected to be completed by the end of February, with mid-March as the latest target. Web traffic was discussed, and it was noted that ChatGPT ranked among

the top five referrers to the website, coming in at number four. The third-highest referrer was a group website in Area 11 that features a link on its homepage.

**Customer Relations:** Sonia D., Customer Service Manager, presented her report. There was a discussion around the call log categorization. It was suggested that since "miscellaneous" is so high and sporadic, to consider possible categorization review.

**Outreach Efforts:** Kimberly L., Office Manager, provided her report. Paola asked how the impact of attending these events is being measured, and as a result the board discussed the need for strategic outreach that supports self-sustainability. A board member shared that they will be attending a hybrid event and will explore the possibility of virtual participation. It was also noted that participation may occur through trusted servants by providing presentations that include personal cameo appearances from various staff and/or board members. Kimberly also suggested a method used by her county intergroup involving QR codes. It was agreed to explore this measurement option using the tools currently available.

### **Board Committee Activity**

**Board Communications and Secretary's Report:** Teddy B.-W. presented his report.

**Treasurer's/Finance and Budget Committee:** Gail P., Treasurer, and Donna C., Controller, presented the report. It was discussed that 2025 has been a positive year because of cost-saving measures and the dedicated work of the board and staff, particularly related to subscriptions. This work will continue as the organization moves into 2026. The drawdown request was discussed in detail, and the board approved advancing it to the trustees' Finance Committee along with the December draft financials. The board also approved the 2026 budget.

**Nominating and Governance:** Teddy B.-W. explained that the work he has been doing the last six months has included filling in upcoming open positions, forming new procedures, reviewing old procedures and updating them. He noted on Monday the recommended slates will be announced. Teresa brought up the conflict-of-interest suggestions the auditor made and how she felt it should be discussed by the board. It was discussed and will be reviewed.

**Strategy and Innovation Planning:** Chris C. reported on behalf of Nikki O. and spoke of the hard work that the committee has done. Part of the strategic planning is reflected in the five year plan that came from last year's conference as an advisory action. Some items are up for exploration, while some we have started. The upcoming survey will also have a critical input on possibly redefining the work.

**Five-Year Plan:** Chris C. presented the draft five-year plan. He communicated the goal is to be in a better place through the support of the Fellowship so that we can continue to help more alcoholics. Suggestions were discussed and the five year plan was approved to pass on to the conference with suggested edits.

**AA Grapevine Inc. Survey:** Chris C. presented the report on behalf of Nikki O. He noted that the timeline was incorrect in the survey, but the budget is correct. There was clarification on distribution and questions asked on who receives them, designing, printing and what we need to do to execute the process. Other suggestions included a Net Promoter Score and if it helped, rating GV/LV as a valuable Twelve Step tool carrying the message to the still sick and suffering. There were questions addressed as to what the Conference Committee discussed on cost, and a suggestion to use the meeting guide app. The Board supports sending to the Conference Committee for their consideration if the timeline is adjusted, along with other suggestions.

**App Awareness Ad Hoc Committee:** Chris C. reported on behalf of Nikki O. and communicated that the subcommittee met to clarify its purpose, review current activities and explore ways to strengthen outreach and engagement for the Grapevine and La Viña mobile applications. Members reaffirmed that the subcommittee's primary role is to expand app awareness beyond the traditional A.A. service structure and into more grassroots settings. Local and regional events such as roundups, conventions and community recovery gatherings were identified as important opportunities to reach members who may not be active in service but could benefit from digital recovery resources. The group also acknowledged significant barriers to in-person outreach, including the personal and financial costs of travel, which limit consistent participation at out-of-town events. Current efforts

were reviewed, including the weekly "Increase in Apps" email report, which provides useful data on downloads and trends. While this data is helpful, the subcommittee expressed interest in developing strategies that would accelerate app adoption and create more sustained growth. The committee expressed gratitude to Josh T., who wrote and produced the rap song "Get the App" and to Niurka and Wendell in the Digital Publishing Department for creating a music video of the song. The video has more than 2,000 views on Instagram and YouTube since its premiere on January 26, 2026.

#### **General Service Board Committee reports:**

- Retirement Committee — Teddy B.-W.
  - This is a joint committee (and a great example of the right of participation). It pursued liability investment strategy that better matches the terms of investments with those of liabilities, thus reducing risk. Both defined benefit retirement and retiree medical plans are overfunded; that is, they have substantially more assets than liabilities.
- Audit Committee — Gail P. stated there is no report because this committee does not report to AAWS or AAGV but only to the General Service Board.

#### **Old Business**

- Conference consideration to have a Hispanic delegate on the Grapevine and La Viña Conference Committee was discussed. The trustees' General Service Conference Committee did not see this as an actionable item, noting the selection priorities expressed by the 2025 Conference Committee on Policy and Admissions. There was further sharing about delegates being assigned by lot to committees, the composition of Conference committees, and the impact of linguistic emphasis against a broad availability to have representation on the other 10 primary committees. The discussion also included statements that, as an avenue outside of the annual Conference week, consultants/editorial advisory boards could be used to increase Spanish-speaking participation.
- **AA Grapevine and La Viña Pamphlet:** Kimberly reported that the suggestions presented at the October meeting have been incorporated into the P-52 pamphlet. The Grapevine and La Viña editors will move forward with next steps with AAWS Publishing.

- **AA Grapevine Policies:** The policies will be brought to the next meeting to allow time for AAWS to first take action on their items and to facilitate review of the Employee Handbook.

David S., Chair of the Board, invited our Conference delegate Martha M. to communicate on behalf of her committee the discussion had at the October meeting regarding the Preamble.

### **Grapevine Board Actions**

The board took the following actions at its planning meeting on December 13, 2025:

- Motion to approve Grapevine October financials.
- Motion to approve La Viña October financials.
- Motion to approve the Grapevine, Inc. IRS Form 990.

The Board took the following actions at its Interim meeting on January 20, 2026:

- Motion to approve Grapevine November financials.
- Motion to approve La Viña November financials.

The Board took the following actions at its quarterly meeting on January 28, 2026:

- Motion to approve October minutes.
- Motion to approve January 20 interim minutes.
- Motion to approve the 2026 GV Budget and send to trustees' Finance.
- Motion to approve the 2026 LV Budget and send to trustees' Finance.
- Motion to approve the Grapevine Five-Year Plan and present to the Conference committee with suggested updates.

- Motion that the Grapevine Board request a \$200,000 draw from the General Service Board Reserve Fund to cover the corporation's projected deficit in 2026.
- Motion to close and commence executive session (3:42 p.m.).
- Motion to go into executive session.
- Motion to resume Grapevine Board Meeting.
- The AA Grapevine board of directors reviewed the request in PAI-76 to restore the words "men and women" to the A.A. Preamble, replacing the word "people." The A.A. Grapevine Board engaged in a heartfelt and thoughtful discussion about the impact of the change in 2021, the level of disagreement with the change, current disunity and potential increased disunity, and took no action.
- Motion to adjourn the meeting of the Grapevine Board of Directors (4:45 p.m.).

The board took the following actions at its interim meeting on January 30, 2026:

- Motion to approve Daniel S. as an AAGV Inc., non-trustee director commencing after 2026 General Service Conference.
- Motion to approve the following slate of directors for AA Grapevine, Inc., for 2026/2027, to be forwarded to the trustees' Nominating Committee:

Teddy B.	Christopher C.
Fredy M.	Nikki O.
Gail P.	Veronica R.
Cheryl S.	Daniel S.
David S.	

For comments or questions write to:

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