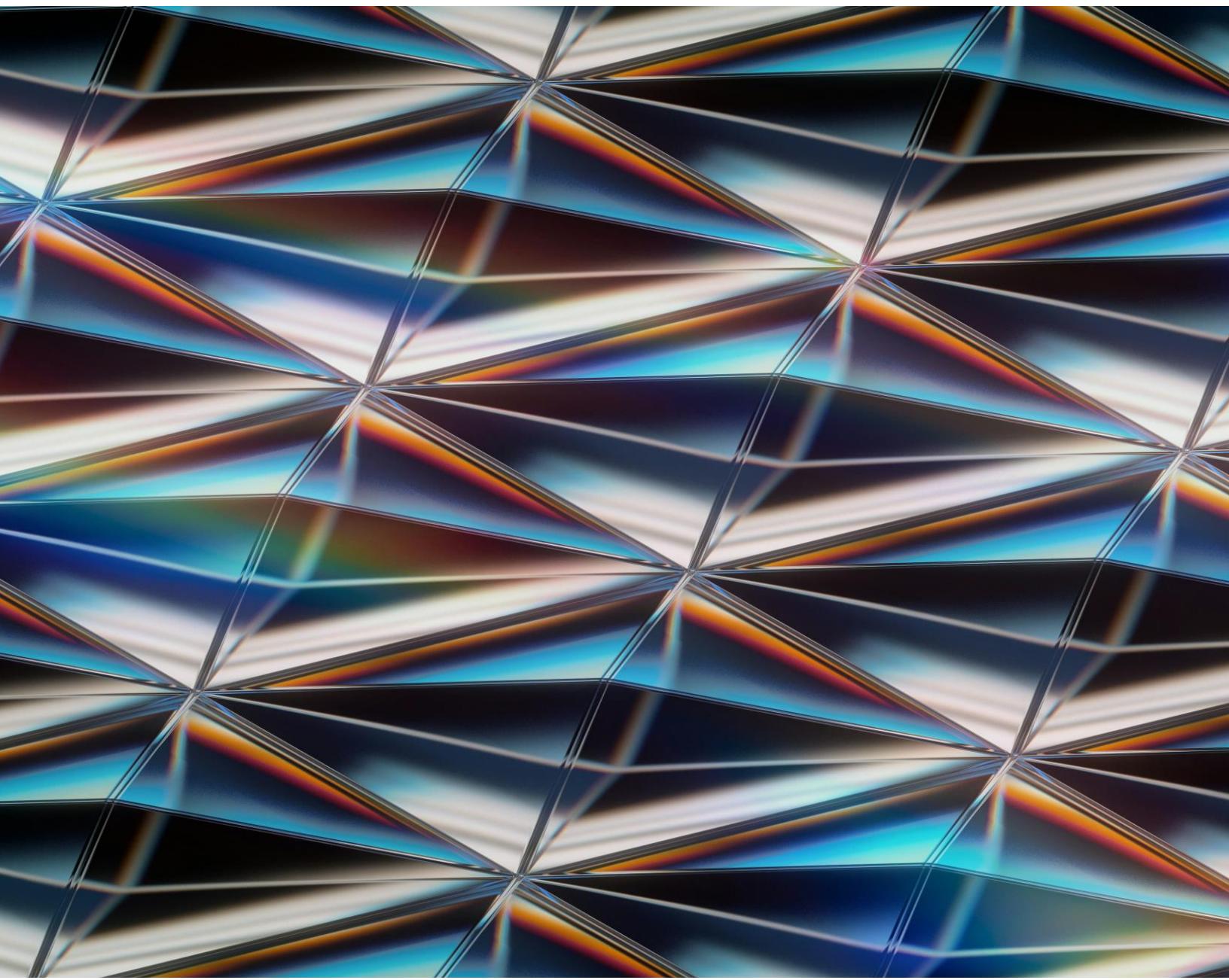


General Service Board of Alcoholics Anonymous of Ireland CLG

Annual Report 2024



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Mission Statement, Vision, Values

The mission of The General Service Board of Alcoholics Anonymous of Ireland CLG is to support, enhance and develop the efficient operations of the Fellowship of AA on the island of Ireland to ensure that the still suffering alcoholic will be supported to become involved in AA and receive the help they need'. The document 'Terms of reference' supports this mission statement very clearly.

Vision

“Alcoholics Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism.

The only requirement for membership is a desire to stop drinking. There are no dues or fees for A.A. membership; we are self-supporting through our own contributions. A.A. is not allied with any sect, denomination, politics, organisation or institution; does not wish to engage in any controversy, neither endorses nor opposes any causes.

Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.”

Alcoholics Anonymous is a Twelve Step Fellowship dedicated to helping one another. The Twelve Step programme is AA’s suggested programme for recovery from alcoholism and its effects.

AA’s Twelve Steps are a group of principles, spiritual in their nature, which, if practiced as a way of life, can relieve the obsession to drink and enable the sufferer to become an active participating member of his/her family and society as a whole.

AA’s Twelve Traditions apply to the life of the Fellowship itself. They outline the means by which AA maintains its unity and relates itself to the world about it, the way it lives and grows.

There are approximately 750 AA Groups in Ireland with an estimated 14,000 – 16,000 AA members and meetings held each week nationwide.

Full Information is available from our website www.alcoholicsanonymous.ie

The General Services Board of Alcoholics Anonymous of Ireland CLG will actively promote policies to protect its mission and values.

Values

This Code of Ethics is based upon a foundation of strongly held values. The commitment of the Board and staff to the ethos of the service guides all those involved in formulating and adhering to the Code of Ethics that follows:

Members and their desire for sobriety are the priority of GSBAA. GSBAA ensures that the services which it provides are of the highest possible standards. Equality, fairness and confidentiality in the delivery of our services are some of the core values of the service.

Introduction from our Chairperson – Emmet O’Hanlon

Dear Members,

As you read this, know that Alcoholics Anonymous is here for those suffering from alcoholism—day or night. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.

Strategic Planning and Public Awareness

In early 2024, the Board undertook a vital update and review of our strategic plan, ensuring we effectively measure and achieve our goals. Recognising the importance of public awareness, we focused on reinforcing the visibility of Alcoholics Anonymous as an active and essential organization.

A key initiative was the National Public Information team's campaign, featuring our "One Minute to Save Your Life" clip, broadcast nationwide over the Christmas period—a time when alcohol consumption typically increases. Our efforts are expanding beyond traditional media, as we engage with audiences transitioning to social media and digital platforms. Inspired by the UK's 'Anonymous' Alcoholics Anonymous campaign, we are evaluating a multi-faceted strategy, including television, radio, print and online outreach. This is an exciting time for our Public Information team, and we anticipate that these efforts will significantly raise awareness of Alcoholics Anonymous in Ireland.

Challenges in Service Roles and Volunteer Support

One of the challenges we face is a decline in volunteers willing to take on service roles. This shortage places additional strain on our operations. In 2024, we upgraded our telephone system, introducing a more dynamic queue system for responders. While this technological advancement improves call distribution and queue management, its effectiveness depends on having sufficient volunteers. As our public visibility grows, so too will the demand for our services. Without adequate volunteer support, our ability to assist those in need becomes increasingly strained.

Enhancing Online Resources

Our website remains a crucial resource, with a significant portion of traffic coming from individuals seeking meeting information. Currently, there are over 2000 weekly meetings available nationwide, including both in-person and online options. To further improve accessibility, we are finalising design updates aimed at making it easier for members and newcomers alike to find and attend meetings.

Our online shop continues to grow, with sales increasing year after year. We are working with our partners to further reduce the cost of our best sellers - one of our goals is to maintain or reduce costs so that we can continue to offer the most competitive prices to our

customers. Additionally, we are evaluating the potential benefits of chatbot technology as a website feature. While this innovation could enhance accessibility, we must ensure that individuals seeking help receive real, meaningful support from our community.

Financial Health and Contributions

We concluded the year in a strong financial position, thanks to the generosity of our members. We deeply appreciate your support and commitment. Our audited accounts indicate a smaller profit in 2024 compared to 2023. This was expected, as GSBAA contributed to both the International Literature Fund and the European Service Fund. While total contributions declined slightly, this fluctuation aligns with historical patterns of donation distribution throughout the year.

Publications and Community Engagement

"The Road Back" continues to thrive, largely due to the dedication and hard work of Kenny's team. The contributions from our members have made a significant impact on its popularity, with increasing demand from groups seeking copies for their members.

General Service Office and Governance

The General Service Office (GSO) remains the operational hub of Alcoholics Anonymous in Ireland. Our dedicated team works tirelessly to uphold the values of AA while continually improving the services we provide. Your ongoing support enables us to maintain and enhance these essential resources.

From a governance and regulatory perspective, we continue to adapt to evolving compliance requirements, as do all Irish charities. While much of this work remains behind the scenes, GSBAA is committed to ensuring full compliance with Charities SORP (Statement of Recommended Practice). While these efforts require additional time and resources, they contribute to the transparency and accountability of our organisation.

Leadership Updates and Acknowledgments

In 2024, we welcomed Sean Clancy to the GSBAA Board, replacing James O'Sullivan in Connaught. We extend our deepest gratitude to James for his dedication and service.

As we move into 2025, I'd like to thank you for your continued encouragement, support, and assistance. This was my final year as Trustee, and it was once again a very challenging and rewarding year from many perspectives. It has been a privilege to serve alongside you.

Warm regards and heartfelt thanks,

Emmet

General Service Board of Alcoholics Anonymous of Ireland CLG

The General Service Board of Alcoholics Anonymous of Ireland CLG is the company name of the registered charity known as AA or Alcoholics Anonymous, a company limited by guarantee (CLG), not having a share capital, and registered under the Companies Act 2014.

Trustees/Directors

The GSBAA consists of seven Trustees/Directors. These comprise of four AA Member Trustee/Directors (also known as Provincial Trustees) and three Non-AA Member Directors.

The main responsibility of the GSBAA members is to manage the General Service Board of Alcoholics Anonymous of Ireland CLG in accordance with the Constitution of the Company as approved by the company members.

The General Service Board of Alcoholics Anonymous of Ireland CLG and the General Service Office (GSO) is GDPR compliant.

Our Privacy Statement is available on our website at www.alcoholicsanonymous.ie

Board of Directors 2024

- Emmet O' Hanlon
- Kenneth Paisley
- Anthony O'Carroll
- Sean Clancy
- Diarmuid McKeown
- Maire McGrath

Company Secretary

- Anthony McNamee

Company Information

Registered Company in Ireland 64287

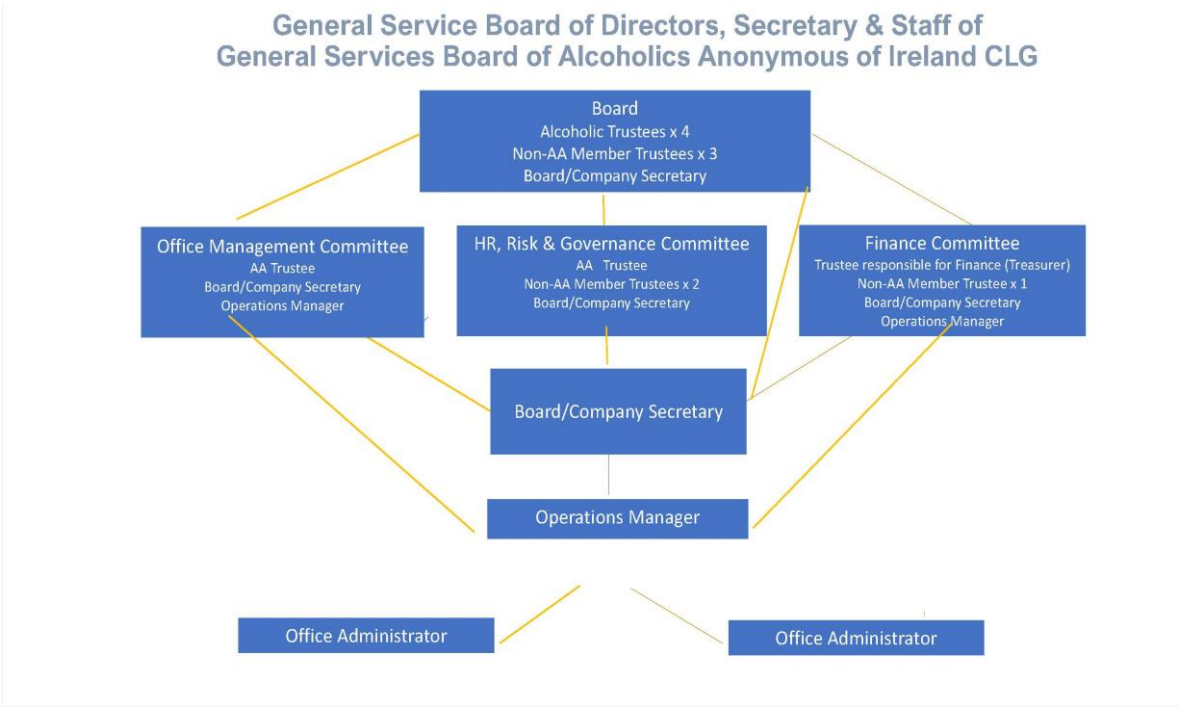
Charitable Status CHY 6014

RCN 20010010

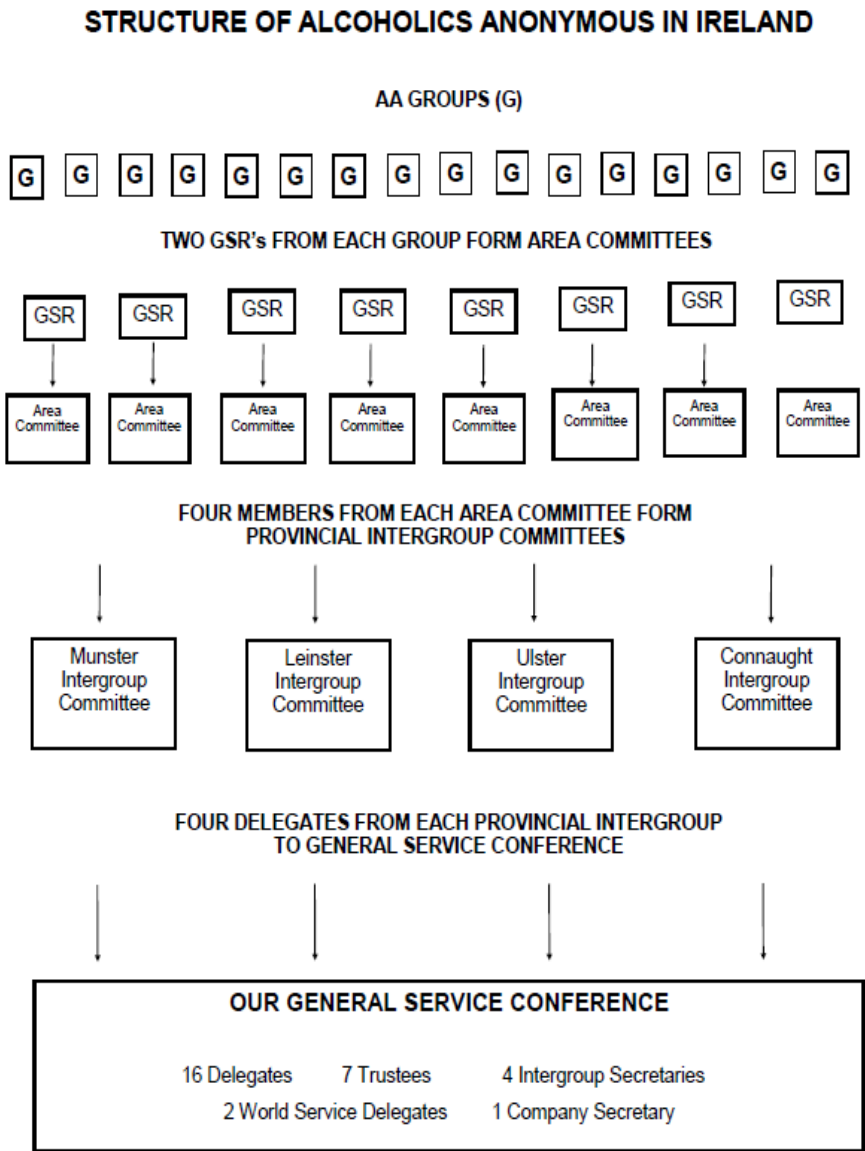
Premises

The General Service Board of Alcoholics Anonymous of Ireland CLG, (GSBAA) is in legal possession of one property, the General Service Office (GSO) at Unit 2, Block C, Santry Business Park, Dublin 9, D09 H584. This property is held on a 20-year lease, which commenced in January 2007.

GSBAA Organisational Chart



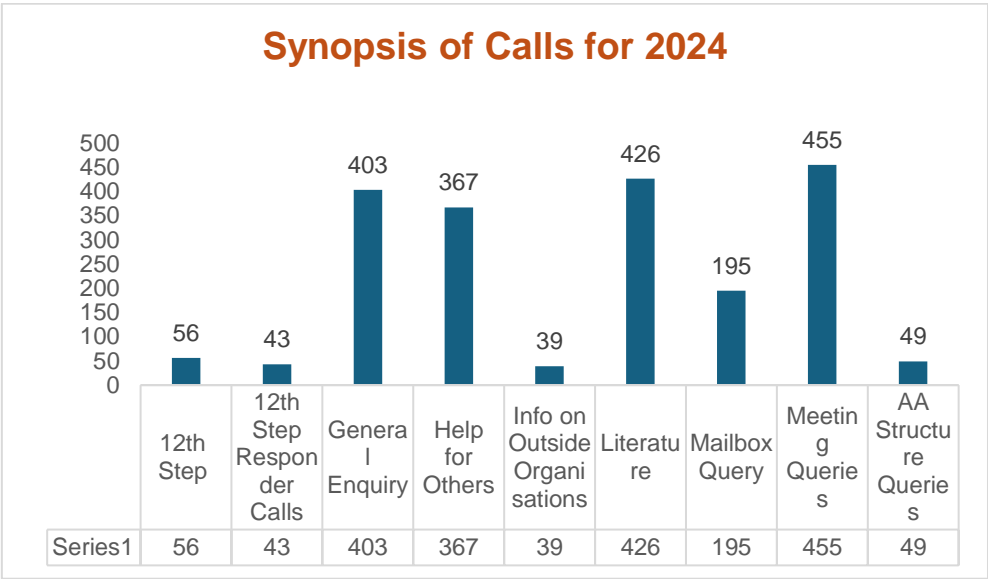
Structure of Alcoholics Anonymous of Ireland



Highlights

Telephone Call Report 2024

There was an overall decrease in calls this year (2033) compared to the same period last past year (2534), noticeably with general enquiries. This could be attributed to more people using the website to enquire about general information on AA’s services. Callers are encouraged to use the meeting finder on the website to source up to date information on meetings, but the General Service Office will always be of assistance to those who are not technology proficient.



12 Step requests that come direct to the office have decreased and this is credited to the service provided by the AA Responder Service who assist with help calls during office hours.

This AA Responder Service continues to play a pivotal role helping anyone that reaches out to AA for help for an alcohol problem. The new phone system upgrade enables callers to connect with this team of AA members by choosing option 1 when contacting the General Service Office. This team of members can offer guidance to those who suffer from alcoholism and seek help from AA.

Call received from people seeking help for someone else’s drink problem increased in the past year. These calls are generally redirected to Al Anon’s Family Information Centre, this organisation is separate to Alcoholics Anonymous and is best placed to assist such callers.

Website

The website continues to be an active source of information on AA. The site had over 361,000 views in the past year. The Find a Meeting page is consistently the most viewed page with over 210,000 hits in the past year. The next top pages viewed were ‘New to AA’ and the ‘Types of Meetings AA hold’. This information is reassuring as it demonstrates that the site is

being used by those trying to attain and maintain sobriety, this is the primary purpose of Alcoholics Anonymous.

We will continue to plan and improve the site, so information is more accessible for newcomers to AA and members alike.

Subscribers to Updates on AA

The number of individuals that subscribe to our mailing list continues to grow, this is encouraging. Essentially it means that individuals can have access to updates and information on AA that would have historically only have been available through the AA Structure. This service can be accessed by scrolling to the end of the home page on the AA website.

Online Literature Shop

The online shop is now integrated with our accounts system, this streamlines sales orders from the website and facilitates a more efficient service for our customers.

The Road Back Publication

[The Road Back](#) is described as a 'Meeting in Print' and it depends on the members of the fellowship writing to us with their experiences, these articles are subsequently printed in one of the quarterly editions of the Road Back published each year.



My name is Kenny, and I became a Director on the General Service Board of Alcoholics Anonymous of Ireland and an AA Trustee to the fellowship of Alcoholics Anonymous in January 2024. As well as dealing with issues that arise in that role and ensuring successful resolutions, another role I have been tasked with is responsibility for our publication The Road Back.

When I started in the role there were a lot of AA stories republished from other AA publications e.g. Share (GB) and Grapevine (USA). I made the decision that this was an Irish publication for the Irish AA members, and after some thought I decided to invite provincial delegates to ask members in their own provinces to obtain at least three stories per edition. To date this has been successful. I also introduced a question-and-answer section, an Irish overseas story and hope to introduce one story per edition in the Irish language (as Gaelige) to facilitate those that speak Irish as a first language or those that choose to speak Irish.

As a director, I attend board meetings as required and the AGM of the GSBAA, it is also the tradition that Directors attend the annual All-Ireland Convention.

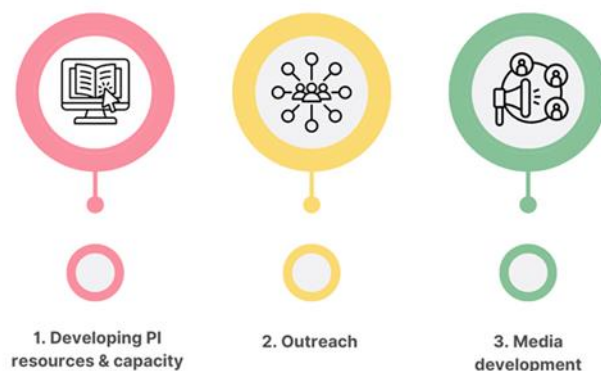
This voluntary position necessitates dedicating time each week to meet the responsibilities associated with the role.

Kenny Paisley, Ulster AA Trustee/Director

Media & Public Information (PI)

The National PI Subcommittee was set up during the year and aims to establish how we, working in cooperation with AA groups, Areas, and Intergroups, can effectively carry the AA message to the alcoholic who still suffers in the community.

It also supports and encourages PI service, the National PI Subcommittee developed an educational presentation that unpacks all aspects of PI and the resources available to spread the AA message. This resource is now available for all groups on the AA Ireland website.



The Road Back also featured a dedicated article spread unpacking PI for the Fellowship in the October – December 2023 edition.

Members of the Subcommittee have been working to connect across all Intergroups to present on PI. In 2024, members offered all Intergroups and hosted dedicated PI awareness sessions for members. We are set to deliver our final PI awareness-raising Intergroup session in 2025. The National Subcommittee intends to connect with community professionals at a national level. These will include relevant stakeholders such as first responders (emergency services, PSNI/Gardai Síochána), professional bodies for health and social care professionals

(e.g. Royal College of Physicians, etc.), training bodies for professionals, community and voluntary organisations and other relevant networks.

An ongoing focus for 2025 will be to identify ways we can raise awareness of AA Ireland with professional communities, which will include identifying opportunities for AA features in publications for professional communities, presentations to professional communities, exploring where we can connect with the training of future professionals. Our work in 2025 will focus on developing a social media plan and capacity to expand our online presence and reach.

We seek to increase public awareness of AA and its programme for sobriety to ensure that it is freely available and accessible to all who seek help.

The suite of posters (all illustrated below) was added to the AA Ireland website as a downloadable resource for all groups.

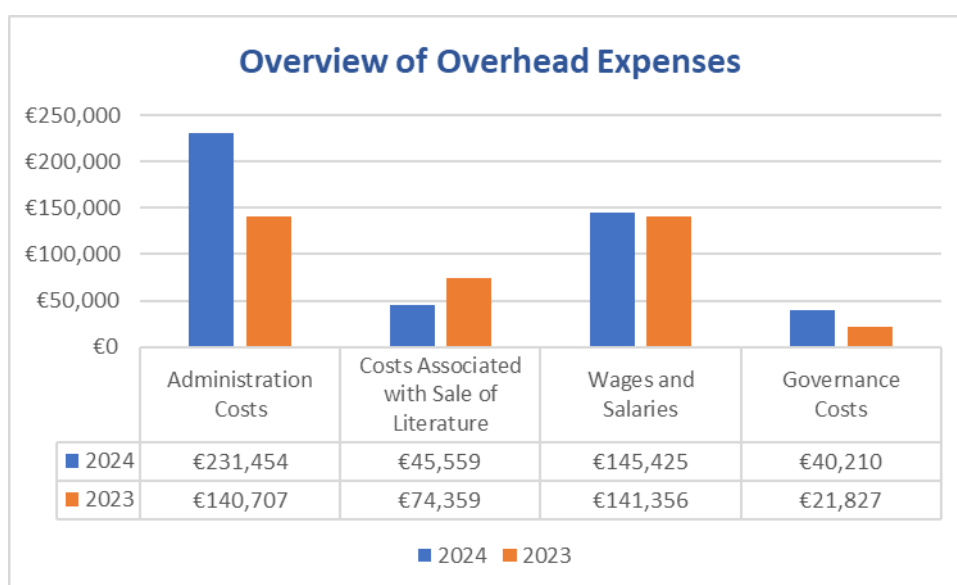
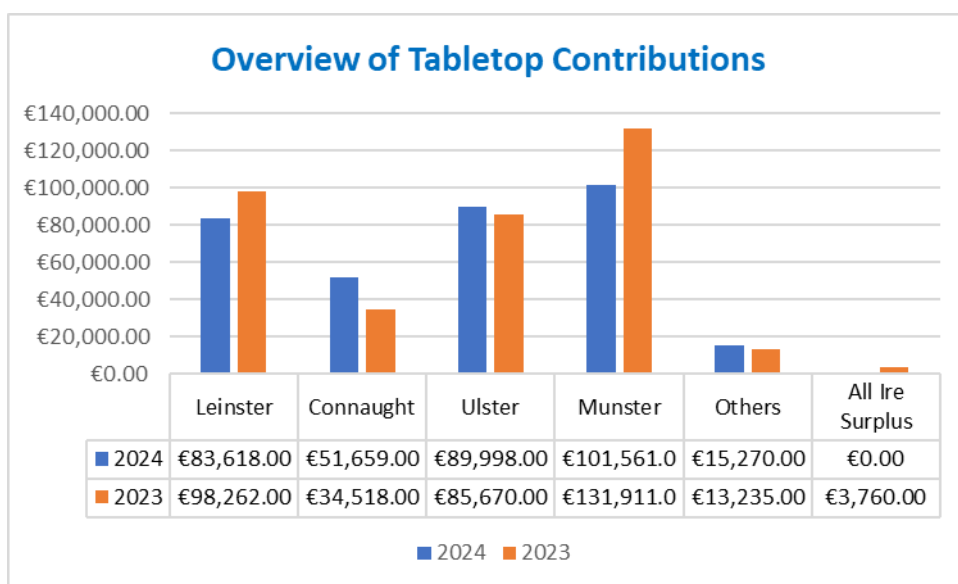
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Financial Information

It is a real testament to the Fellowship of Alcoholics Anonymous in Ireland that again it remains self-supporting through the contributions of its members, it is their generosity that enables the General Service Board to develop the services of AA.

The charts below give an overview of Income and Expenditure figures for 2023 and 2024.



The following figures provide a snapshot of Income and Cost of Sales, this information is extracted from the Audited Accounts.

	2023	2024
Income		
Contributions	€363,596	€342,106
Sale of literature	€108,014	€122,259
Annual Convention Surplus	€3,760	€0
	€475,370	€464,365
Cost of Sales		
Opening Stock	€27,125	€23,569
Cost of Literature	€69,834	€67,898
Freight	€969	€541
Distribution & Carraige	€0	-€2,098
Closing Stock	-€23,569	-€44,351
	€74,359	€45,559

Tabletop Contributions for the year ended 31st October 2024 show a slight decrease from €367,356 (2023) to €342,106 (2024).

This year shows a surplus of €3,795 which is a notable decline compared to the previous year's surplus figure of €99,092, however it is important to note that contributions were made to the International Literature Fund and the European Service Fund, both these AA funds depend on contributions from AA's worldwide to support underprivileged countries. Essentially this is carrying the message of AA and these contributions were possible because of the generosity of the members of AA in Ireland. The figures also capture the investment that the Board made in upgrading the telephone system at the General Service Office. This system ensures that calls can be managed remotely as well as onsite at the General Service Office. One of the essential components of the system is its ability to transfer calls to the AA Responder Service which is a dedicated team to handle 12th step calls during office hours.

A full set of audited accounts is available to view on website www.alcoholicsanonymous.ie

Contact Information

General Service Board of Alcoholics Anonymous of Ireland CLG

Unit 2, Block C,
Santry Business Park,
Swords Road,
Dublin 9
D09 H584



T: 01-8420700

E: gso@alcoholicsanonymous.ie

W: www.alcoholicsanonymous.ie