

WSO FINANCIAL REPORT

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Oregon Area Treasurer
Panel 59



BUDGET OVERVIEW

The 2022 operating budget continues to reflect the impact of the current pandemic on revenues. The organization is focused on providing services in all areas to the fellowship, restoring staffing levels, and furthering the organization's mission and Strategic Plan.

CONTRIBUTIONS

100% of groups are using services, but only 52% of groups contributed in 2021



What are the services used?

Getting your group registered

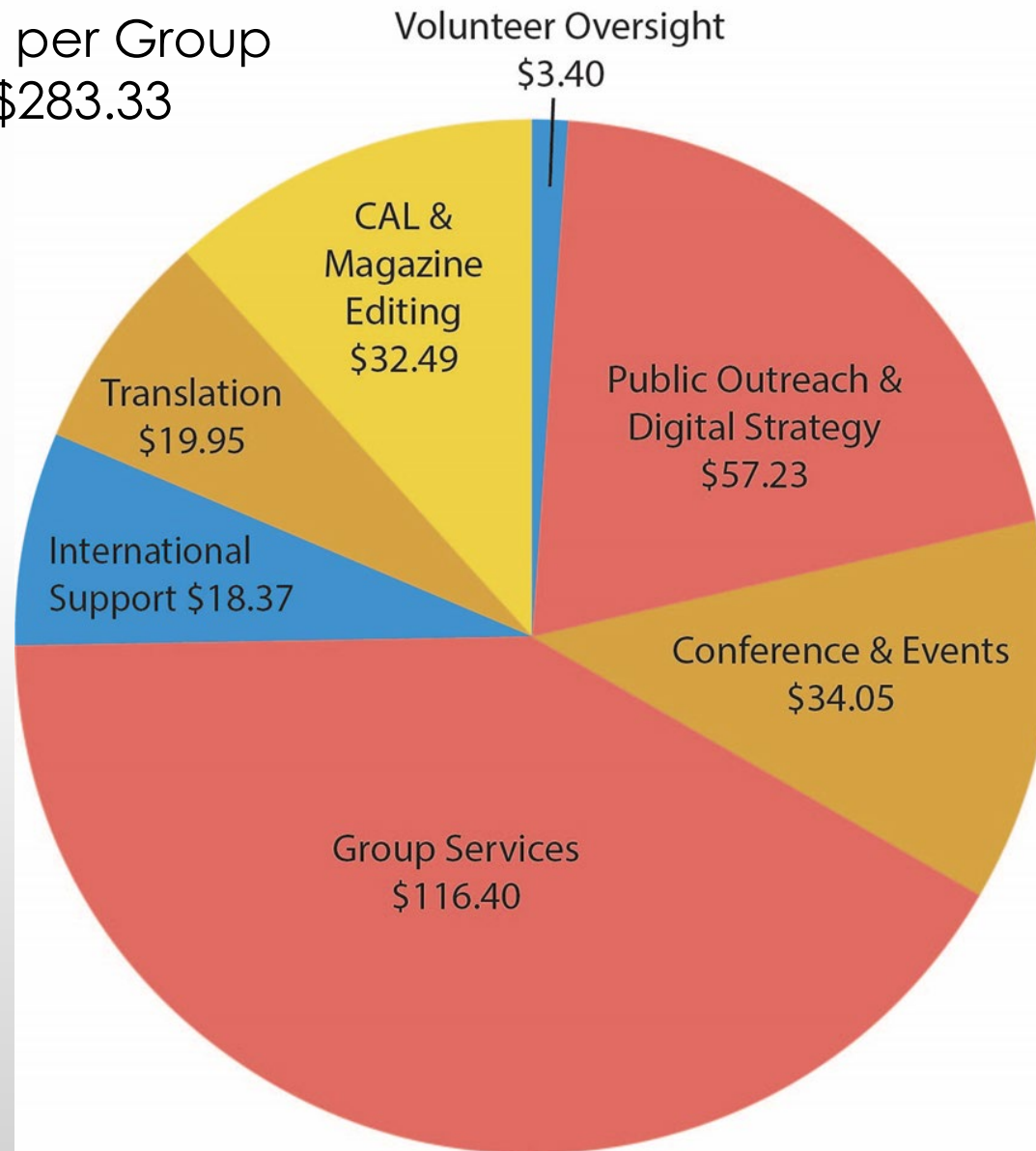
Reading CAL at meetings

Calling WSO to find a meeting

Using the Mobile App for a Zoom meeting

PSAs playing on TV stations

Cost per Group
\$283.33

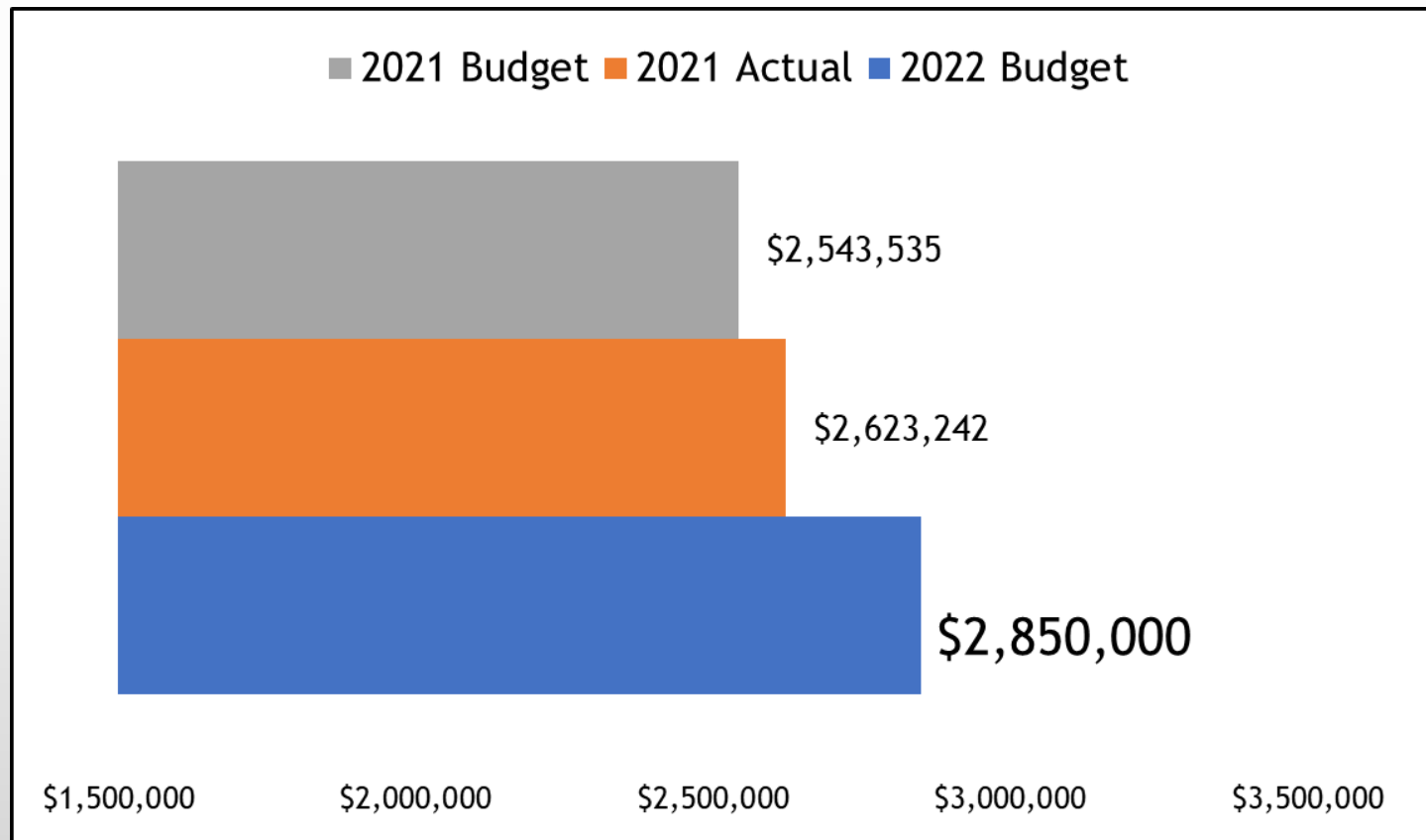




COST PER GROUP

- If all registered groups (13,841) in 2021 contributed the cost per group of \$283.33 that would equal \$3,921,571 in contributions!
- If all the groups that contributed in 2021 (7,179) contributed the cost per group of \$283.33, that would equal \$2,032,590 in contributions, which is 71 percent of our goal!
- Oregon groups contributed an average of \$169.13 in 2021

CONTRIBUTIONS





CONTRIBUTIONS

- Contributions exceeded budget by 3 percent in 2021
- We will still need to rely on contributions to support operations in 2022
- Repeat the targeted message of “How much each group should contribute to reach the goal” (\$283.33)
- Continue to enhance additional methods of contributing
 - Strategic Initiative will improve the ability to contribute online by adding additional payment options
 - Communicate the contribution goal to the fellowship throughout the year
 - Continue to encourage contributions via the *Mobile App*



QUIZ

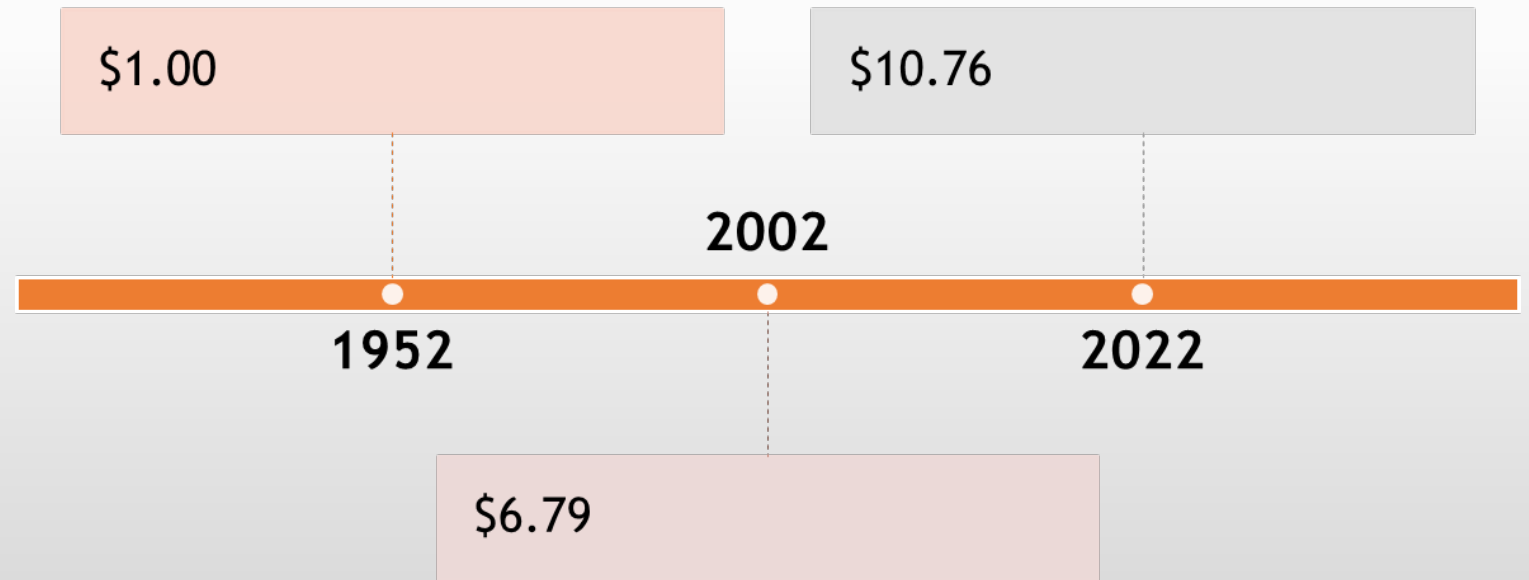
What percentage of all AFG, Inc. groups contribute to WSO?



ANSWER

52%

THE POWER OF \$1



2022 OPERATING BUDGET

AL-ANON FAMILY GROUP HEADQUARTERS, INC.

2022 OPERATING BUDGET

	2022 Preliminary Budget	2021 Revised Budget	YTD Audited Actual
<u>Estimated Revenue</u>			
Literature Sales less cost of printing	2,057,461	1,993,000	1,906,751
Contributions	2,850,000	2,543,535	2,623,242
Magazine sales	235,000	255,000	238,040
Subscription income	32,000	28,000	33,328
Investment Income/Transfers	285,600	280,600	235,693
Total Estimated Revenue	5,460,061	5,100,135	5,037,054



EXPENSES OVERVIEW

- Expenses are budgeted at \$5,813,175
- Overall expenses are aligned with 2020 expense levels as we work to restore services and staffing
- Represents a 14 percent increase over 2021 actuals, due to:
 - WSC Conference held in New York
 - IAGSM held in London
 - Travel resuming for Volunteers and Staff
 - Increase in postage rates
 - Technology improvements needed due to increased security risks from using outdated computers
 - Staff/salaries in line with pre-pandemic levels (2020)



QUIZ

How much did Oregon groups contribute on the average to WSO?



ANSWER

\$169.13



2022 STRATEGIC PLAN INITIATIVES

- **Strategy:** Animations/cartoons via social media
 - Create fun and attractive newcomer content for distribution through appropriate online and social media platforms
- **Strategy:** Electronic payments from AFGs
 - Implement additional methods of accepting electronic payments to improve the member experience of practicing the Seventh Tradition

Estimated: \$5,000 per strategy



2022 PROJECTS

Electronic Meeting Transformation

*2022-2025 Al-Anon/Alateen
Service Manual Translation*

New Daily Reader Translation

First Longitudinal Study

2023 International Convention



DEFICIT BUDGET

- Contributions are still needed to maintain consistent revenue in 2022
- Literature sales are projected to remain below historical levels
- Majority of projects require labor resources, not necessarily capital
- Will monitor budget and adjust in July as needed

CONCLUSION

AL-ANON FAMILY GROUP HEADQUARTERS, INC. 2022 OPERATING BUDGET

	2022 Preliminary Budget	2021 Revised Budget	YTD Audited Actual
Total Estimated Revenue	5,460,061	5,100,135	5,173,609
Total Expense	5,813,175	5,333,888	5,249,675
Net increase(decrease) from Operations	(353,114)	(233,753)	(76,066)