



47 countries coming together to celebrate recovery “In a Spirit of Unity.” After having begun the fiscal year with WCNA 34, we were then set to make preparations for the 2012 World Service Conference, which took place closer to the end of the fiscal year.

The 2012 World Service Conference was historic for a few reasons. First, the Fellowship had the opportunity to vote on our latest book-length recovery literature, *Living Clean: The Journey Continues*, which was approved unanimously. There has been a tremendous buzz throughout the Fellowship about this book, and we heard shortly after the conference that *Living Clean* literature study meetings were popping up already in a number of places. The other historic aspect of WSC 2012 was the continuation of the **Service System** Project. For that conference, the next step of the project involved trying to identify areas of agreement about some of the foundational aspects of what our **service system** in NA should look like. There has been a range of responses to some of the ideas being discussed in connection with this project, and our hope for the conference was to discuss these ideas and the Fellowship’s responses in order to set the tone for the coming conference cycle and further **Service System** Project work to be done. Overall, the tone of WSC 2012 was spirited and civil, with various perspectives being discussed and some measure of agreement being reached in terms of the future of this work. We appreciate the opportunity to come together at the conference to work constructively toward furthering the primary purpose of the NA groups.

The theme for this year’s annual report comes from WSC 2012, “Inspired by Our Primary Purpose.” In our collective efforts to further the work that begins in our recovery meetings—carrying the message to still-suffering addicts—we often face great challenges. Both sales and contributions continue to be down compared to previous years. The new budget adopted at WSC 2012 reflects a more conservative view of how long it could take to return to the level of financial activity that we saw prior to the worldwide economic issues of the past few conference cycles. Finding the most cost-effective and creative approaches for moving toward our vision continues to be of utmost importance due to the continuing challenges of reduced revenue. The cost-cutting and saving measures that we have undertaken over the last several years have made it possible for us to get by with less. In some areas we are able to find creative ways to try to achieve the same goals in cost-effective ways, but in some cases it simply means we have to put work on hold or cut it entirely due to lack of funds. The most heartbreaking aspect of doing so is being unable to know for certain which work might have made it possible for a still-suffering addict in a particular place to hear our message and find recovery.

As we have mentioned before, we are not like many other international businesses and nonprofit organizations in that we do not have the liberty, or the desire, to cut many of the levels of service we provide. We continue to supply translations and free or subsidized literature to new and struggling NA communities that would not otherwise have access to our printed message. We also continue to make literature available free of charge to incarcerated addicts upon request. The table below shows the trend of our distribution of free or subsidized literature over past years.

Conference Projects

Our strategic planning process is organized around the two-year cycle from one World Service Conference to the next. The environmental scanning component of our planning factors more heavily into the second half of each cycle, as we begin to identify needs and frame goals and approaches to be presented at the conference for the coming cycle. The conference-related work for this fiscal year involved the continuation of projects decided at the 2010 World Service Conference, including the multicycle **Service System** and Living Clean Projects, along with some looking ahead to what may be needed in the coming cycle.

Service System

As we have outlined in previous issues of the annual report, the **Service System** Project was created to take an overall look at how to improve local services and address some of our long-standing challenges in service delivery. For this third cycle of the project, the World

Service Conference approved a plan with two main focuses: to conduct field testing and to further discuss some of the ideas in the SSP that need clarification.

We're calling this a "field test," not a formal "beta test," because we are limited by the nature of the test and our time frame. Several communities are providing feedback on their experiences implementing the ideas in the proposals, and we are encouraging anyone interested in trying out any aspect of the proposals to contact us and let us know how we can help. We started the field test in November 2012, and we hope to complete the process by the end of July 2013, which will allow time to include a summary in the 2014 *Conference Agenda Report*. Although our field test has some limitations and it's not possible to conduct a truly "scientific" test,

Conference Projects on the Web

Service System:

www.na.org/servicesystem

Traditions Book:

www.na.org/traditions

An Introduction to NA Meetings:

www.na.org/intro

Issue Discussion Topics:

www.na.org/idt



we have already learned a great deal and we expect the process will provide important information for us to move forward. For more information on field testing, including several resources/tools that have been developed, see the Field Testing Frame and Tools sections at www.na.org/servicesystem.

There are also some aspects of the proposals that still need to be clarified, such as how to adapt the system to meet the needs of particular communities (such as larger and smaller NA communities), how literature distribution and fund flow might operate in a revised system, the role of zones, WSC seating, etc. For more information on discussions slated for this cycle, see the “Ongoing Discussions Related to the **Service System** Proposals” document in the Related Materials section at www.na.org/servicesystem.

As always, we welcome questions or concerns from the Fellowship. Our hope is that any NA community trying aspects of the SSP proposals (such as GSUs, consensus-based decision-making, etc.) will share those experiences with us by emailing servicesystem@na.org. In order to put forth the best ideas for improving our services at WSC 2014, we need help translating the ideas in the proposals into actual practice on a local level. Updates about the project will be posted online as they are available at www.na.org/servicesystem.

The Traditions Book Project

WSC 2010 adopted a motion to create a project plan for a Twelve Traditions working guide, and a 2011 fellowshipwide literature survey indicated that this is an item that our members are very interested in: Over 80% of respondents said this was an item that was needed or very much needed.

Comments in the literature survey showed a wide variety of expectations about this topic. Some wanted something that could be applied personally, some wanted questions to be asked in a style similar to those in *The NA Step Working Guides*, some wanted to better understand the application to groups and service, etc. At the 2012 World Service Conference, we offered a plan for a two-cycle project so that we can have more of a dialog with the fellowship this cycle about the focus and approach of a Twelve Traditions working guide before any drafting begins.

The creation of a workgroup, actual drafting of the book, sending the material out for review, and ultimately publishing an approval draft would happen in the 2014–2016 cycle, pending approval at the 2014 conference, with the book being up for approval at the 2016 conference.

Our goal for this cycle is to gather fellowship input, source material, and ideas regarding a traditions book both online and through face-to-face workshops. The resources listed below will help in those efforts. By the end of the cycle, we would like to frame viable options for the book so that we can move forward with writing it in the 2014–2016 conference cycle. Find more information online at www.na.org/traditions.

An Introduction to NA Meetings Project

The service pamphlet *An Introduction to NA Meetings* was originally envisioned primarily as a public relations tool—something that NA trusted servants who interact with professionals could distribute to help those professionals prepare addicts for what they would experience when attending their first NA meetings. In practice, however, this pamphlet has been one that seems to fit less neatly



into the Board-approved Service Material category, in part because potential NA members are the intended audience for the piece.

For this reason, the 2012 World Service Conference adopted the *Introduction to NA Meetings* Project to make this pamphlet more readily accessible to those who find it most useful. Our two main goals with this project are to affirm that this piece is the best it can be and to publish an approval form in the 2014 *Conference Agenda Report* so that, as Fellowship-approved literature, it can be more widely available to those who will benefit most from it.

This piece has been available to the Fellowship in its current form since 2008 and seems to be quite useful to members and service committees in many places. It is available in English, Spanish, Portuguese, Italian, Norwegian, and Russian. We have not heard any suggestions for revision from the Fellowship up to this point, and the World Board reviewed the piece in preparation for releasing it for fellowship review and input and did not see a need for changes. For more about this project, visit the project page online at www.na.org/intro.

Fellowship Issue Discussions

Issue Discussion Topics (IDTs) offer an opportunity for a broad-based fellowship discussion on current recovery topics that affect our entire fellowship. These discussions help to make our communications more relevant and form an integral part of working toward achieving some of the objectives from our strategic plan.

Issue Discussion Topics are subjects that addicts in NA communities around the world focus on in discussions and workshops throughout the two-year conference cycle. This cycle's IDTs are linked to the 2012 World Service Conference theme, "Inspired by Our Primary Purpose," which comes from the introductory paragraph of *A Vision for NA Service*.

All of the efforts of
Narcotics Anonymous are inspired
by the primary purpose of our
groups. Upon this common ground
we stand committed.

We need your local involvement in these discussions so that you can provide us with your ideas and feedback. All three of the Issue Discussion Topics relate directly or indirectly to the **Service System** Project, and these are also issues that will be reflected in the traditions book, a project that will start later this year. We often say our diversity is our strength. These are issues that need to accurately reflect our diversity for both projects. There are three IDTs for the 2012–2014 conference cycle, described below.

IDT materials were released not long after our first meeting as a full board. We currently have received only minimal feedback, but we expect to gather more as the conference cycle progresses. Comments, input, and ideas are all welcome and can be sent to worldboard@na.org.



Collaboration

NA is a “we program,” and the idea of “together we can” extends beyond our personal recovery into the service we do. This IDT focuses on how we best collaborate within our areas, regions, and zones, as well as from service body to service body. Collaboration is simply working together toward a common goal. This is something we easily focus on at the NA meeting level, but often have a hard time putting into practice in our service efforts. Collaboration is also one of the five foundational principles of the **Service System** Proposals.

As we consider the ways we work with each other, it is easy to identify many experiences of collaboration: setting up the chairs for a meeting, planning for an annual picnic, and H&I service on a panel, just to name a few. Sometimes we become embroiled in passion and we place personalities before principles. By stepping back and collecting our thoughts, we see that together we can work through any issue. No single personality can dominate when members are linked talking together, planning together, and working together.

One member does not fulfill our primary purpose; NA members join together to help communities grow. We gain a sense of purpose, being part of a large international NA community. As we discuss collaboration, we want to consider questions like: How do we work together more effectively in our groups, areas, regions, zones, and at world services? What gets in our way?

If we are acting in goodwill—
doing the right thing for the right
reasons—we are sure to benefit. Each
of us has something to give ...

Living Clean: The Journey Continues

Our direction in service comes
from a God of our understanding,
whether we serve as individuals,
as a group, or as a service board
or committee. Whenever we come
together, we seek the presence
and guidance of this loving Higher
Power. This direction then guides us
through all our actions.

It Works: How and Why, Tradition Two

Group Conscience

The original title of this IDT was “Group Conscience, Delegation, and Accountability,” and this session still covers all of these principles. We’d like to encourage a fellowship-wide discussion about how these principles work together and complement one another. What decisions do we make on a group level and what do we delegate? How do we hold a service body accountable if we are delegating “the authority necessary to fulfill the responsibilities assigned to it,” as stated in the Third Concept? These are the sorts of questions this IDT asks us to consider.

This is clearly an issue where local practices differ greatly. We asked delegates attending the 2012 WSC how their regions reached a conscience about WSC matters. Only 60 of the 112 reports we received even attempted to answer this question. Most of these were evenly divided between a group tally, a regional assembly of some form, and an area tally.

Fellowship Development

The work we do at NA World Services is simply an extension of our fellowshipwide efforts to further our primary purpose and bring A Vision for NA Service closer to becoming a reality. This section of the annual report describes some of the travel we do to provide direct support to NA communities in assisting them to reach addicts seeking recovery. These efforts can range from a large-scale workshop in an established community focused on a range of service topics to helping to establish the basic building blocks of recovery and service in an emerging NA community.

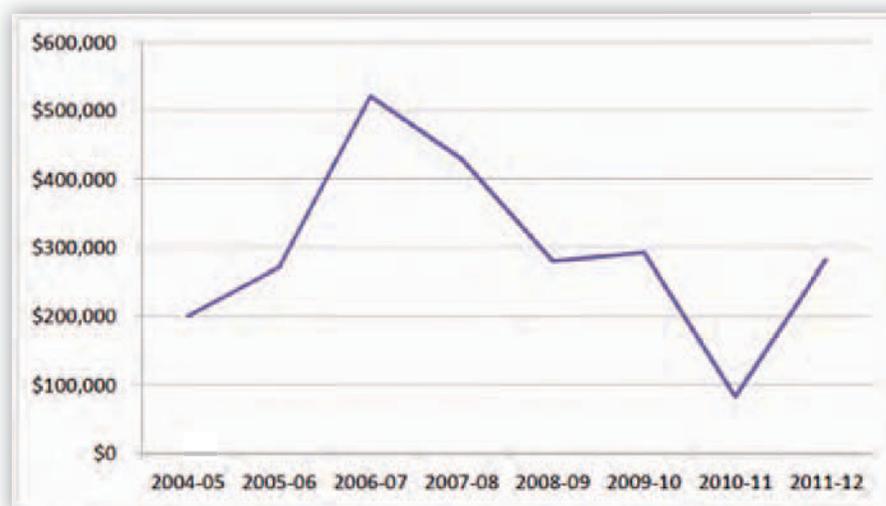
The NAWS Strategic Plan consistently contains a number of objectives that directly affect the task of fellowship development. A few of these include: presenting and discussing ideas for a more effective **service system**, helping to build and sustain all NA communities, and providing guidance and support on philosophical issues that challenge NA communities.

NAWS Workshops Around the World

Our financial picture has not improved greatly over the past fiscal year, but it also has not gotten significantly worse. We continue to exercise prudence, even though this sometimes means saying “not yet” to some of the work that would help us to further our vision but is simply not financially viable at the moment. With regard to workshops and fellowship development, our

goal is to try to identify the most strategic uses of NA funds—situations where the expense of doing the work will have as much impact as possible. The previous fiscal year marked our lowest expenditure on direct fellowship interaction in a decade, which was not repeated during this

NAWS Workshop Expenses 2004–2012



Hits/Visits/Views:

- We finished with over 113 million hits, averaging around 10 million/month.
- We had over 8.8 million visits, with over 22 million page views. Page views have decreased as the site becomes easier to navigate, requiring fewer clicks to reach a desired destination.
- Visits continue to rise steadily, currently between 600,000 and 700,000 per month. This is up around 20–30% from two years ago.

Major areas of traffic:

- The meeting search continues to be far and away the busiest area (with the exception of the *JFT* page—see below), with well over 1 million visits.
- The “Find a Meeting” page has had around 600,000 visits, while the local phonenumber and website page had around 300,000.
- The new website search we introduced in the spring has been used over 100,000 times since its implementation.

Eblasts and emails:

- We passed the 64,000 *JFT* emails-per-night mark in December 2012, and we sent out in excess of 20 million emails for the *JFT* alone during the 2012 calendar year.
- The daily *JFT* page on the website received over 1.5 million visits and 2.2 million views.
- Distribution of our NAWS eblasts is continuing to grow. The most recent one was sent to over 96,000 email addresses with less than 1% failure rate, meaning over 95,000 successful deliveries.

Recovery and service material:

- The recovery literature index page was accessed over 250,000 times over the year, with over 80% of that going on to the English literature page.
- Service material is harder to track because of the new site, but the **Service System** page has been accessed approximately 9,000 times during this year.

Publications:

- The top publication online continues to be *The NA Way Magazine*, with an esub circulation in English of approximately 16,000, and continuing to grow.
- Similarly, interest in *NAWS News* is growing, and the most recent issue was sent out to around 13,000, up from 11,000 the previous issue.
- *Reaching Out* is growing exponentially as well, up to around 8,000 esubs.

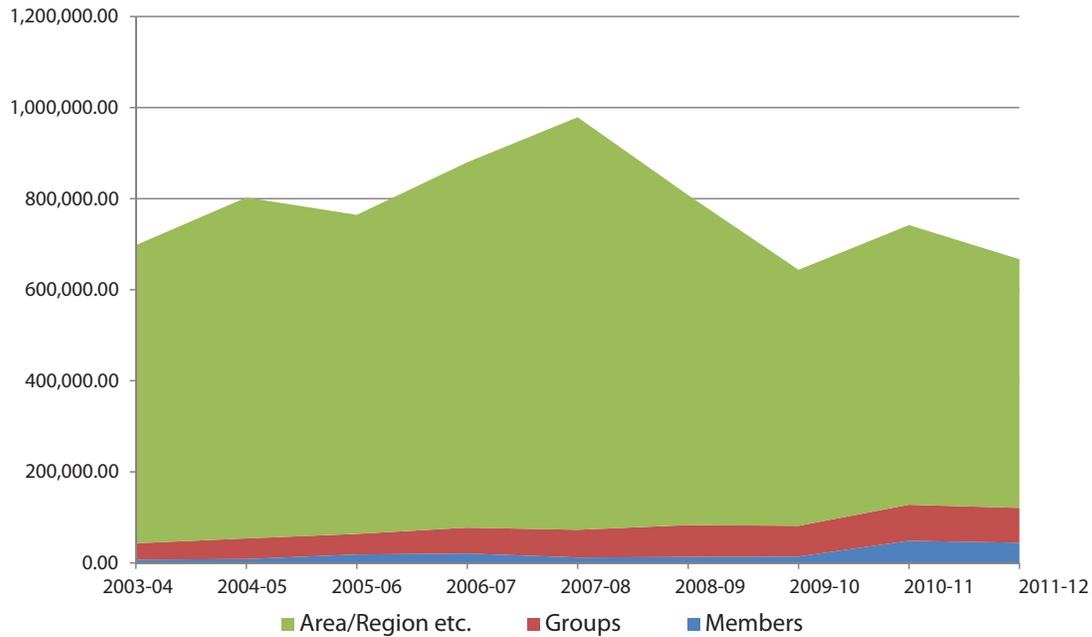


Narcotics Anonymous World Services
Consolidated Statement of Activities
 Income Statement – For the Twelve Months Ending 30 June 2012

EXPENSE	YTD ACTUAL	BUDGET	VARIANCE
LITERATURE PRODUCTION & DISTRIBUTION			
FIXED OPERATIONAL EXPENSES			
MARKETING	\$2,096	\$71,371	(\$69,275)
IN HOUSE PRODUCTION (not included in Cost of Goods)	71,747	59,307	12,440
TRANSLATIONS (not included in Cost of Goods)	30,530	70,071	(39,541)
LITERATURE DISTRIBUTION (IRAN)	124,417	37,385	87,032
SHIPPING	573,422	521,220	52,202
BUSINESS PLAN WORK GROUP	\$5,239	\$19,057	(\$13,818)
LEGAL	3,314	19,204	(15,890)
LITERATURE PRODUCTION & DISTRIBUTION TRAVEL	4,127	10,000	(5,873)
ACCOUNTING	14,075	12,674	1,401
PERSONNEL (Includes amount budgeted to variable projects)	1,159,736	1,162,329	(2,593)
OVERHEAD	493,009	574,319	(81,310)
TECHNOLOGY	109,529	44,584	64,945
Total Literature Production & Distribution	\$2,591,241	\$2,601,521	(\$10,280)
Total Literature Production & Distribution without IRAN	2,466,824	2,564,136	(97,312)
WORLD SERVICE CONFERENCE SUPPORT			
FIXED OPERATIONAL EXPENSES			
PUBLICATIONS	\$22,156	\$47,362	(\$25,206)
WORLD SERVICE CONFERENCE BI-ANNUAL MEETING	461,705	433,000	28,705
WORLD BOARD	242,961	248,171	(5,210)
HUMAN RESOURCE PANEL	16,639	14,239	2,400
WSC CO-FACILITATOR	2,251	4,040	(1,789)
ACCOUNTING	9,107	8,201	906
PERSONNEL (Includes amount budgeted to variable projects)	750,417	752,095	(1,678)
OVERHEAD	319,759	371,618	(51,859)
TECHNOLOGY	73,950	28,849	45,101
Subtotal	\$1,898,945	\$1,907,575	(\$1,907,575)
VARIABLE OPERATIONAL EXPENSES			
LEADERSHIP ORIENTATION MATERIAL	0	10,000	(10,000)
FELLOWSHIP ISSUE DISCUSSIONS	0	12,500	(12,500)
SERVICE SYSTEM	5,773	75,000	(69,227)
BOOK LENGTH PIECE - TRADITIONS	0	0	0
MEMBER EXPERIENCE PROJECT	0	2,000	(2,000)
FINISHED WSC PROJECTS	0	5,000	(5,000)
Subtotal	\$5,773	\$104,500	(\$98,727)
Total World Service Conference Support	\$1,904,718	\$2,012,075	(\$107,357)



Donation Trends 1995-2012



This chart illustrates the amount of fellowship contributions received over the past decade. The portion in green illustrates contributions coming from service committees of various types, which includes revenues from conventions, events, and merchandise sales. The portion in red shows contributions coming from NA groups, and blue from individual members. While contributions overall haven't rebounded much since the economic downturn, the portions of the total contributions received that are coming directly from groups and from individual members have been gradually increasing. As the self-support IPs approved in 2010 suggested, direct contributions to each level of service are a more reliable method for funding the NA **service system**. While it is slow to change our culture of contributions, this chart suggests that the culture has begun to shift a bit..



		Jul 2011/ Jun 2012	Jul 2011/ Jun 2012	Jul 2010/ Jun 2011
		No. of Contributions	Contributions	Contributions
Other Forums, Areas, Groups				
3997007	ASIA PACIFIC ZONAL FORUM	1	2,500.00	5,000.00
3997003	CANADIAN ASSEMBLY (CANA)	3	15,000.00	5,000.00
3993003	CIRCLE OF SISTERS	1	16,000.00	7,115.00
3993006	CONVENCION LATINA DEL SUR	1	200.00	0.00
3991410	EGYPT AREA	0	0.00	548.00
3997002	EUROPEAN DELEGATES/EDM	0	0.00	11,701.01
3991243	FREITAGSMEETING BOCHUM	2	387.43	0.00
3991402	FRENCH SPEAKING - SWITZERLAND	1	450.00	0.00
3991411	GIBRALTAR GROUP	1	357.03	0.00
3991609	HUNGARY REGION	1	200.05	0.00
	INDIVIDUAL MEMBERS	1	140.00	452.00
3991244	JEWISH HOSPITAL GROUP	1	137.09	0.00
3991223	JOURNEY CONTINUES GROUP	0	0.00	95.76
3991230	KARLSRUHE SATURDAY GROUP	0	0.00	191.52
3991416	KOBENHAVN ASC	2	3,433.97	0.00
3997008	LATIN AMERICA ZONAL FORUM	1	500.00	0.00
3991412	LITHUANIA RSC	2	1,354.52	254.17
3991237	LIVING FOR TODAY GR. STOCKHOLM	1	147.10	197.29
3993008	MACCNA INC (MEX,AZ,CA CONV NA)	0	0.00	543.00
3997006	MIDWEST ZONAL FORUM	0	0.00	551.31
3993007	MIRACLE OF WOMEN CONFERENCE	1	300.00	0.00
3991240	MONTAGSMEETING BOCHUM	3	345.33	103.87
3991241	NA FARSI GROUP ANTWERP	0	0.00	70.61
3991233	NA FARSI GROUP BRUSSEL	0	0.00	129.30
3991235	NA FREDRIKSTAD GROUP	0	0.00	90.35
3991234	NA RAINBOW GROUP STOCKHOLM	0	0.00	34.88
3991232	NA SARPSBORG GROUP	1	256.12	1,186.97
3991236	NA UUSI ALKU GROUP	0	0.00	51.63
3991208	NA VIDEO MEETING 7TH TRADITION	55	294.79	0.00
3991405	PATTAYA AREA THAILAND	0	0.00	185.00
3997004	PLAINS STATES ZONAL FORUM	0	0.00	1,056.21
3991246	PRIMARY PURPOSE GROUP	1	195.21	0.00
3992004	SERVICE SYSTEM WORKGROUP	0	0.00	858.51
3991408	SOUTH NETHERLANDS ASC	1	1,325.73	0.00
3997001	SOUTHERN ZONAL FORUM	0	0.00	591.86
3991238	SUNDAY DEUTSCH-ENGLISCHES GR.	0	0.00	70.46
3993002	TEXAS STATE CONVENTION OF NA	1	53.89	556.36
3991608	THAILAND REGION	0	0.00	1,986.60
3991242	THURSDAY ENGLISH GROUP	0	0.00	72.21
3991245	TUESDAY GROUP BERLIN	1	78.08	0.00
3991419	UAE ASC DUBAI	0	0.00	519.00
3992002	WORLD CONVENTION UNITY DAY	2	20,871.78	0.00
	<i>Other Forums, Areas, Groups Total:</i>	85	64,528.12	39,212.88
Pacific Cascade Region				
3511230	12 TO LIFE (OR)	2	250.00	102.00
3511240	15 VARIOUS NA GROUPS (OR)	1	15.00	0.00
3511235	BASIC NA MEETING (OR)	2	55.00	61.00
3511406	CENTRAL OREGON HIGH DESERT ASC	4	200.00	333.00
3511228	CLEAN & FREE GROUP (OR)	0	0.00	70.00
3511234	COURAGE TO CHANGE (OR)	4	92.00	30.00