

2018- Winter Assembly Area 5 Public Outreach Status Report

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Step 12: Carrying the Message

“... There is no standing still without retrogression. Al-Anon must continue to grow if it is going to fulfill its primary purpose of reaching millions who need Al-Anon’s help, but who are not yet aware of the existence of our fellowship....” – (6th World Service Conference (WSC) 1966)

“Al-Anon---There is No Standing Still!” – (58th WSC Theme 2018)

Report Agenda

- * Information from WSO and 2018 World Service Conference (WSC)
 - * 2018 Survey, new 2019 Al-Anon Faces Alcoholism, Area Reserve Funds
- * PSA Broadcast Status Report
 - * Review of the two District 12 lead PSA Campaigns
 - * 30 min. Radio interview with two longtime members
- * Outreach to Prisons
 - * Great Meeting and Sponsorship in Denver Women's Correctional Facilities!
- * Area 5 Outreach Team Members
- * Special Outreach Project "AFA to 16,390 CO Professionals"
 - * "Special Projects" can be Funded from excess funds in the Area 5 Reserve Fund, with the GRs approval.
 - * Request for GRs approval to fund Area 5 Outreach to 16, 390 Colorado Licensed Professionals (LPC, CSW, PSY, LSW, MFT)

WSO and WSC Information

(Claire Ricewasser- WSO Assoc. Dir.-Professionals)

1) 2018 Membership Survey & New WSO Website:

- * 28% Newcomers through professional references!
- * CHECK-OUT the New Al-Anon Website at www.Al-Anon.org !

2) *Al-Anon Faces Alcoholism 2019 (AFA 2019)*:

- * 2nd Order Deadline Feb 6, 2019, 5 pm ET will ship in April!
- * Members, Groups, Districts, Areas- used to carry our message of hope and help to families of alcoholics. Designed for Professionals.

3) **WSC: Eloy's Area Reserve Fund Workshop**

- * Eloy's workshop encouraged Areas to look at their Reserve Fund
- * GRs, we need your vote to fund our Special Area 5 Outreach Project to 16,390 professionals!
- * If you like it, PLEASE SUPPORT our "Area 5 Outreach Project"

Paid WSO PSA Broadcast Campaigns

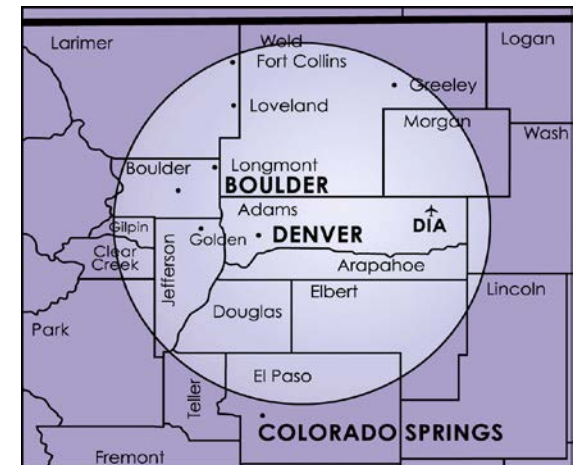


1st Campaign:

- A total of 53 prime time PSAs were played over two weeks, to 284400 people!
- The cost was \$2040. Funding was provided by Districts, Groups, and Members.

2nd Campaign:

- Second Campaign with KOSI 101.1 was run in the last two weeks of September (Recovery Month)!
- A total of 47 PSA's were broadcast and a **30 minute interview of two long term Al-Anon members** was recorded, archived, and broadcast!
- **In 2018, over 100 PSA's broadcast reaching 284400 people, more broadcasts in CO than in the past 20 years!**
- Thank you to the District 12 Outreach Committee and Rebecca K for organizing and coordinating the effort!
- **Thank You, Members, Groups, and Districts for your \$4100 in Donations!**



Outreach to Institutions: Denver Women's Correctional Facility Meeting!

- * On September 29th, I attended the amazing "Inside Job", Al-Anon Meeting in the, Maximum Security, Denver Women's Correctional Facility.
- * It is the only prison or jail in Colorado that allows outside Al-Anon members to sponsor prisoners!
- * Donna D. and Kevin S. have been developing this meeting for over 6 years!
- * If you want to start a new meeting in an Institution, Donna and Kevin are great resources for Experience, Strength, and Hope!
- * There is a great need to start a meeting in the LaVista Prison (West Pueblo)!
- * It is very important to the Al-Anon women in prison!
- * Please donate more books and literature to Donna to support the meeting!

It was an amazing blessing to witness them finding their own personal freedom, in spite of the physical walls!

Area 5 Public Outreach Team

- * We have now have over 30 Outreach team members across Colorado that have volunteered for local & Area outreach activities.
- * Outreach Training is available for Districts and Groups
- * Don't miss the 2nd ordering deadline (Feb. 6, 2019) for copies of "2019 Al-Anon Faces Alcoholism" for professionals!
- * District 12 did great work with broadcasting PSAs!
- * Great work with the Institutional meeting in Denver Women's Correctional Facility!

I really loved doing Outreach, will YOU love Outreach?

For More Information contact Rick Godec at:

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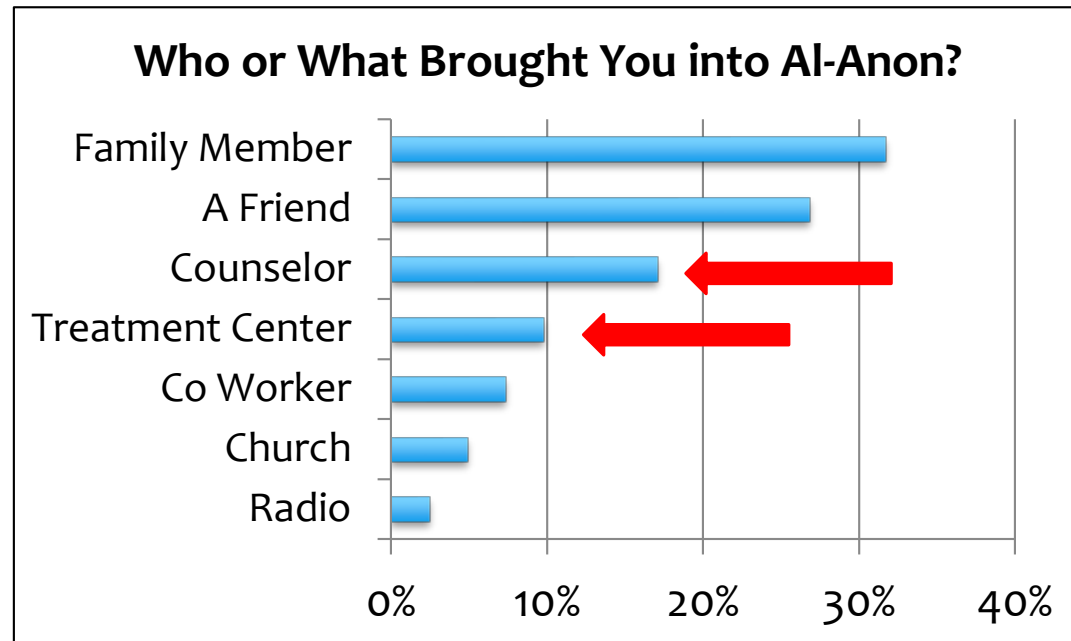
What is the #2 Top Way to Bring New Members into Al-Anon?

* #2 way to bring new members into Al-Anon is to “make Al-Anon friends” of Counselors and Treatment Centers”

* The 2018 Member Survey determined:

28% of newcomers join Al-Anon because of recommendations from Counselors or Therapists!

#2 Do More Outreach to Counselors, Therapists, and Social Workers!



On a large scale, how can we both introduce Colorado's Licensed Professionals to Al-Anon & Connect Our Groups to those Professionals interested in Al-Anon?

Introducing a our large scale “Area 5 Outreach Project”

Team Contributors: Rick G., Jake O., George T., Sonja H., Claire R (WSO), Scudder Press, and Deb B.

(Not in order, expertise in Google Sites, Excel, Google Maps, Outreach to Professionals, Psychology, and Counseling)

“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

1) We downloaded the following Spreadsheets from DORA:

Name	# of People	License Expiration
LPC- Licensed Professional Counselors	6656	8/31/2019
PSY- Licensed Psychologist	2643	8/31/2019
MFT- Marriage and Family Therapist	898	8/31/2019
CSW- Licensed Clinical Social Worker	5047	8/31/2019
LSW- Licensed Social Worker	1146	8/31/2019
TOTAL=	16,390	

The professionals are located all across Colorado.

“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

2) We created a Google Sheet with all the professionals names and mailing addresses and placed it on a Google Site for editing.

2018-08-03 Professional Database LPC-CSW-PSY-LSW-MFT (1)

AFG ID #	Formatted Name	Attention	Address Line 1	Address Line 2	City	State	County	Mail Zip Code	License Type	License First Issue Date	Lice Exp
1	Marta Louise Wells		281 Adams Ave		Akron	CO	Washing	80720	LPC (License	1/6/2003	:
2	Christopher Ronald Allington		3279 County Road, #112 S		Alamosa	CO	Alamosa	81101	LPC (License	6/9/2016	:
3	Luis Antonio Haas Alvarez		4379 Crowther Ln		Alamosa	CO	Alamosa	81101	LPC (License	9/26/2006	:
4	John L Anderson	Colorado Stat	8745 County Road 9 South		Alamosa	CO	Rio Gran	81101	LPC (License	10/13/2005	:
5	Jamie Rae Bogner		7654 Agate Dr		Alamosa	CO	Alamosa	81101	LPC (License	2/19/2014	:
6	Marcia E Candy		210 Spruce Dr		Alamosa	CO	Alamosa	81101	LPC (License	8/12/2003	:
7	Isabella Chayne Boutillette		8745 County Road 9 S.		Alamosa	CO	Alamosa	81101	LPC (License	7/31/1997	:
8	Carol G Chrysler		Alta Art Therapy	PO Box 850	Alamosa	CO	Alamosa	81101	LPC (License	10/30/2003	:
9	Laurel Ann Carter		6856 Cottonwood Ln		Alamosa	CO	Alamosa	81101	LPC (License	1/15/2013	:
10	Lucas Robert Noel Cashman		111 Bell Ave		Alamosa	CO	Alamosa	81101	LPC (License	10/7/2015	:
11	Kristina Catherine Daniel		732 Weber Dr		Alamosa	CO		81101	LPC (License	5/15/2018	:
12	Adriana Paola De Raet		1124 Riverbend Ct		Alamosa	CO	Alamosa	81101	LPC (License	6/7/2017	:
13	Gregory S Cheyne		9126 County Road 103 South		Alamosa	CO	Alamosa	81101	LPC (License	7/29/2005	:

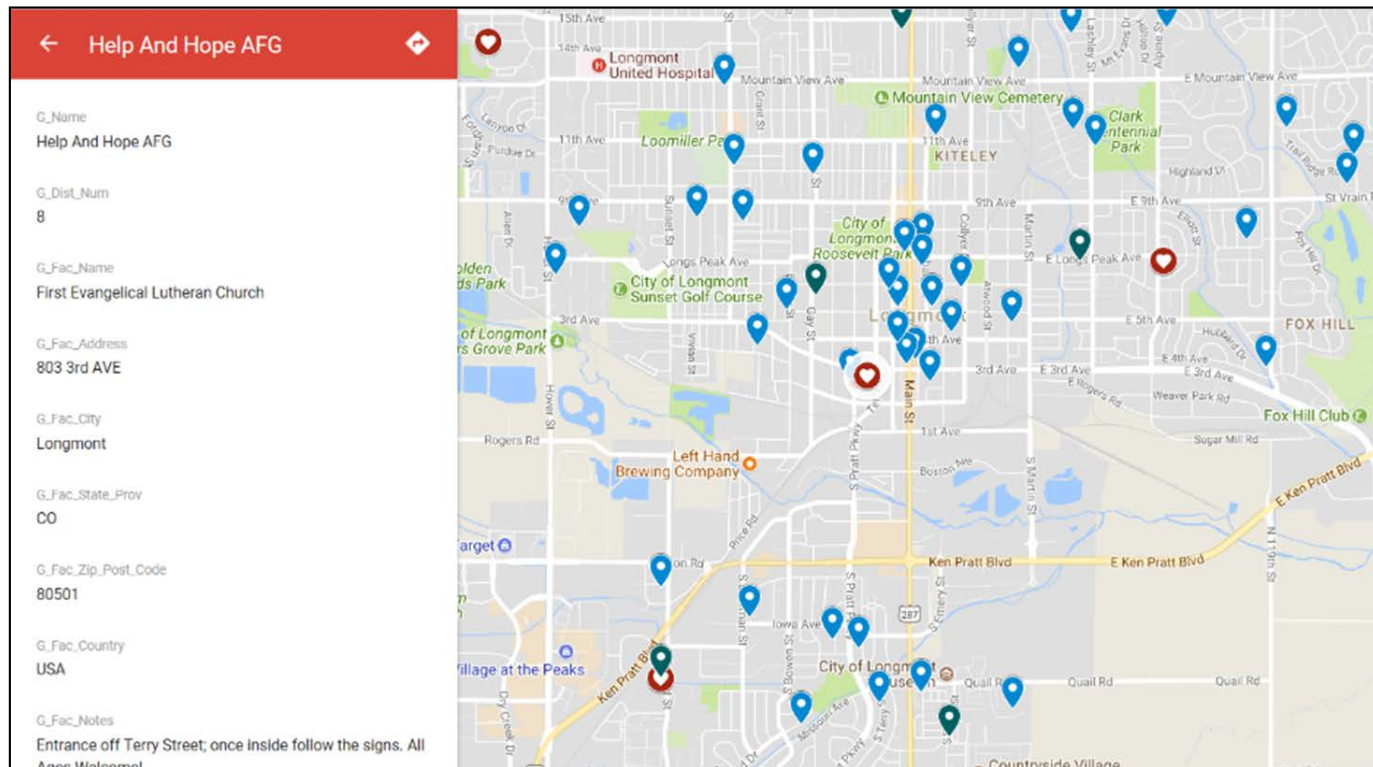
MASTER By City (LPC.CSW.PSY.LSW.MFT) [D1](#) [D2](#) [D3](#) [D4](#) [D5](#) [D6](#) [D7](#) [D8](#) [D9](#) [D10](#) [D11](#) [D12](#) [D13](#) [D14](#) [D15](#) [D16](#) [D17](#) [D18](#) [D19](#) [D20](#) [D21](#) [D22](#) [D23](#) [D24](#)

Image is taken from the Google Site, showing the Master Sheet.

“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

3) We added a Google Map, to allow an Al-Anon Group member to find the professionals nearest to their group.



“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

4) We found all the Colorado zip codes located within each of our Districts and created a list of professionals in each District.

	A	B	C	D	E	F	G	H	I	J	K	L
1	AFG ID #	Formatted Name	Attention	Address Line 1	Address Line 2	City	State	County	Mail Zip Code	License Type	License First Issue Date	License End Date
168	8214	Emily Anne Cox		125 E. 11th Ave., #6		Denver	CO		80203	CSW (License	1/31/2017	8/31/2018
169	8215	Susan Anne Farnsworth		411 Pearl St		Denver	CO	Denver	80203	CSW (License	8/31/2016	8/31/2018
170	8216	Julie Ryan Dawson		563 E. Colfax Ave		Denver	CO		80203	CSW (License	1/11/2007	8/31/2018
171	8217	Lindsay Ann Draughn		700 N Broadway		Denver	CO		80203	CSW (License	8/4/2010	8/31/2018
172	8218	Nicholette Michelle Fabrizio		661 N Pearl St., Apt 6		Denver	CO	Denver	80203	CSW (License	11/12/2015	8/31/2018
173	8219	Jaime Lynn Gomez		700 Broadway		Denver	CO	Arapahoe	80203	CSW (License	3/24/2004	8/31/2018
174	8220	Scott Allen Fearon		1156 Logan St., Apt. 1		Denver	CO		80203	CSW (License	8/10/2006	8/31/2018
175	8221	Stephanie L Frank	Charg Resource	709 East 12th Ave		Denver	CO	Denver	80203	CSW (License	8/13/2003	8/31/2018
176	8222	Jessica Cie Handelman		1325 Delaware St.		Denver	CO	Denver	80203	CSW (License	1/3/2018	8/31/2018
177	8223	Meredith Camille Furtney		1860 Lincoln St		Denver	CO	Denver	80203	CSW (License	2/12/2013	8/31/2018
178	8224	Cami Nicole Godsey		1860 N Washington St	#612	Denver	CO	Denver	80203	CSW (License	4/25/2017	8/31/2018
179	8225	Anne K Grasee		190 E. 9th Avenue, Suite 480		Denver	CO	Denver	80203	CSW (License	3/9/1984	8/31/2018
180	8226	Alisa Lauren Gray		505 N Logan St Apt 6		Denver	CO	Denver	80203	CSW (License	11/2/2015	8/31/2018
181	8227	Ryan Robert Hubbard	%Progressive TI	758 Sherman St		Denver	CO	Denver	80203	CSW (License	7/19/2005	8/31/2018
182	8228	Ann C Johnson		777 GRANT ST., #304		DENVER	CO		80203	CSW (License	5/1/1978	8/31/2018
183	8229	Kelsey Marie Johnson	Kelsey Johnson	615 E 7th Ave		Denver	CO		80203	CSW (License	5/17/2018	8/31/2018

District 12 is shown. District 12 has 2736 professionals in it!

“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

5) Each professional has columns for Al-Anon members to add data on their interest, contact information, last contact, name of responsible group, and the district number.

	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Mail Zip Code	License Type	License First Issue Date	License Expire Date	Status	Responded to Outreach (Yes or No)	Interested in Al-Anon? (Yes or No)	Sending Clients to Al-Anon (Yes or No)	Phone Number	Email	Last Date of Al-Anon Contact (M/D/Y)	Contact Al-Anon Group Name	Contact Al-Anon Group District
168	80203	CSW (License	1/31/2017	8/31/2019	Active								
169	80203	CSW (License	8/31/2016	8/31/2019	Active								
170	80203	CSW (License	1/11/2007	8/31/2019	Active	yes	yes	no	303-678-9633	g@mail.com	10/30/2018	Noon AFG	12
171	80203	CSW (License	8/4/2010	8/31/2019	Active								
172	80203	CSW (License	11/12/2015	8/31/2019	Active								
173	80203	CSW (License	3/24/2004	8/31/2019	Active								
174	80203	CSW (License	8/10/2006	8/31/2019	Active								
175	80203	CSW (License	8/13/2003	8/31/2019	Active								
176	80203	CSW (License	1/3/2018	8/31/2019	Active								
177	80203	CSW (License	2/12/2013	8/31/2019	Active								
178	80203	CSW (License	4/25/2017	8/31/2019	Active								
179	80203	CSW (License	3/9/1984	8/31/2019	Active								
180	80203	CSW (License	11/2/2015	8/31/2019	Active								
181	80203	CSW (License	7/10/2005	8/31/2019	Active								

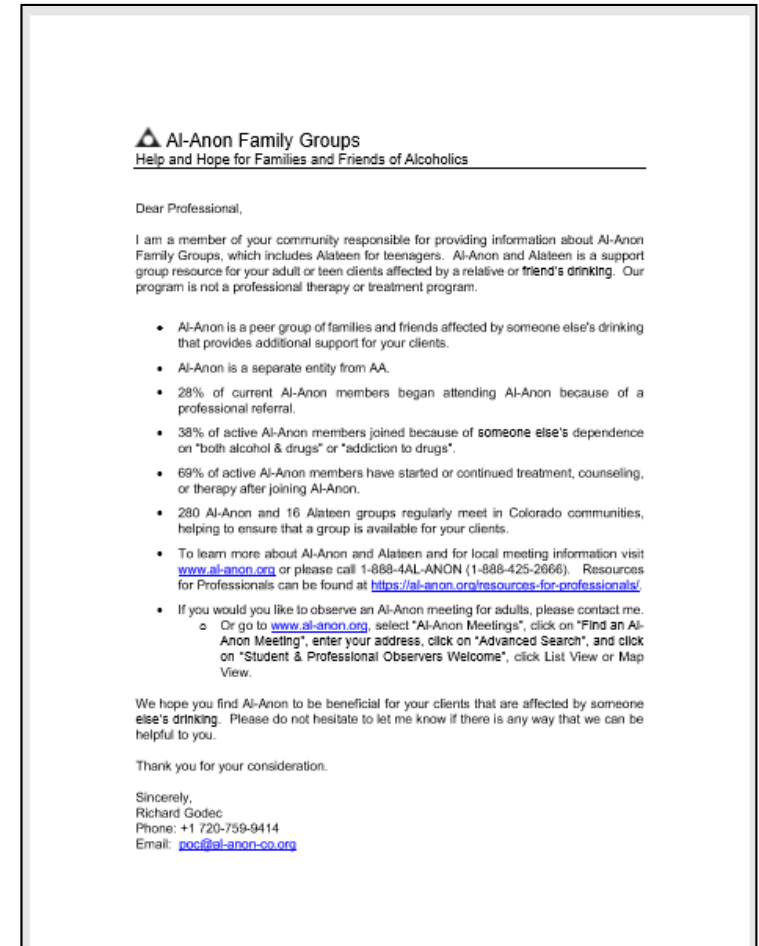
Give continued support to Professionals interested in Al-Anon!

“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

6) Working with Claire Ricewasser (WSO) and four Al-Anon member-professionals, we created an easy to read Al-Anon Introduction Letter.

- The letter includes data from our latest Al-Anon Member Survey.
- It addresses the professional directly by their name.
- The “Al-Anon Contact Person”, will be the DR or the District Outreach Coordinator.



“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

7) What is the **Cost** to print, stuff, and mail 16,390 sets of “Introduction Letters” and a Copy of the “2019 Al-Anon Faces Alcoholism”?

Quote by Scudder Press (same printer we used for the Butterfly):

- Printing letter envelope= \$3,478
- Bulk Mail Postage= \$4,800
- 16,400 AFA (400@\$140) = \$5,740
- **Total Cost = \$14,018**

How would we raise \$14,000? No way, project’s dead!
But wait! Seems our Higher Power was Working on it!

“Area 5 Outreach Project”

On a large scale, how can we introduce Colorado’s Licensed Professionals to Al-Anon & Connect Our Groups to Them?

8) How did Higher Power show up? Eloy, our Area 5 Delegate, was leading an “Area Reserve Fund Workshop” at the 2018 World Service Conference!

- Warranty One: that only sufficient operating funds, including an ample reserve, be its prudent financial principle...

What is The Purpose of a Reserve Fund?

1. To assure continued essential services in the event of a substantial decline in income.
2. To cover costs of Special Projects which could not be financed from the normal sources of income. (Reserve Fund Guideline G-41)

Our Area 5 Officers decided to evaluate our Reserve Fund balance.

Turns out, our Area 5 Reserve Fund has ~ \$25,000 in Excess Funds!

WSO suggests “excess funds” be used to fund Special Projects!

“Area 5 Outreach Project”

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TOTAL=	16,390	

Some Possible Cost Options:

LPC, PSY, MFT, CSW, & LSW ----- \$14,000 (24 Districts)
 LPC, PSY, & MFT ----- \$8,710 (24 Districts)

“Area 5 Outreach Project”

What are our the Area 5 Outreach Project’s “Next Steps” needed to finish the Project?

1. If we don’t vote today, the next Area 5 Outreach Coordinator decides to continue project.
2. Decide how many Professionals and Districts we will Outreach.
3. The AWSC and GR’s vote to use \$14,000 (max) of the \$25,000 excess Reserve Funds to fund to complete the “Area 5 Outreach Project”.
4. Convert Area CD’s, as required, into available savings.
5. Modify the spread sheet to include the correct District Contact Person’s name and contact information for each professional letter.
6. Purchase 16,400 copies of “Al-Anon Faces Alcoholism” before the February 6th, 2019 deadline or meet the next deadline.
7. After delivery of the AFA from WSO, deliver 16,400 AFA to the Printer.
8. ~Two weeks later- **Mail “Introduction Letters” and Copies of AFA to all 16,390 professionals across Colorado.**

Thank You for your Time!

How do we evaluate or measure the effectiveness of an Outreach Project? *WSO's Answer: Tradition Eleven and the 2018-2021 Al-Anon Alateen Service Manual* guide our Public Outreach efforts.

Discussion, Questions, or Comments?

If you understand...

Is there time to ask “Are you ready to vote”?

If Yes to both questions, then:

Motion:

Provide \$14,000 from the excess Reserve Fund for the purchase of 16,390 “Al-Anon Faces Alcoholism” from WSO and to pay the printer for printing the Envelope & Introduction Letter, stuffing, and bulk mailing the packages to our LPC, PSY, MFT, CSW, and LSW licensed Colorado professionals.

If you understand...

Are you OK with this alternative motion?

Motion:

Provide \$8710 from the excess Reserve Fund for the purchase of 10,200 “Al-Anon Faces Alcoholism” from WSO and to pay the printer for printing the Envelope & Introduction Letter, stuffing, and bulk mailing the 10,200 packages to our LPC, PSY, and MFT Colorado professionals.

Area 5 Reserve Fund Analysis

AREA 5- RESERVE FUND- BASED ON ACTUAL EXPENSES

Year	Literture Expenses [\$]	WIA Expenses [\$]	Area 5 Expenses [\$]	Grand Total All ACTUAL Expenses [\$]	Reserve Fund (50% of Grand All Total Actual Expenses) (6 Months) [\$]	"Area 5" Total Savings (Savings & Checking Accounts & CDs)	% of Reserve Fund [100*(Total Savings)/(Prudent Reserve)]	Funds Exceeding the Reserve Fund Target Amount	Profit for Year	Notes
2015	17687	5178	29695	\$52,560	\$26,280	\$58,141	221%	\$31,861	(\$552)	Final
2016	6442	0	27436	\$33,878	\$16,939	\$52,873	312%	\$35,934	\$294	Final
2017	7652	10277	30169	\$48,098	\$24,049	\$58,210	242%	\$34,161	\$8,337	Final
2018 (as of Oct 11, 2018)	4884	11407	29440	\$44,601	\$22,300	\$54,616	245%	\$32,315	(\$5,710)	Preliminary: Missing Year End Expenses and Total Savings

AREA 5- RESERVE FUND- BASED ON BUDGED EXPENSES

Budget for Year	Budgeted Literture Expenses [\$]	Budgeted WIA Expenses [\$]	Budgeted Area 5 Expenses [\$]	Grand Total All BUDGETED Expenses [\$]	Reserve Fund (50% of Grand All Total Budgeted Expenses) (6 Months) [\$]	"Area 5" Total Savings (Prior Year's Savings & Checking Accounts & CDs)	% of Reserve Fund [100*(Total Savings)/(Prudent Reserve)]	Funds Exceeding the Reserve Fund Target Amount	Profit for Year	Notes
2016						\$58,141				
2017	15000	22000	41132	\$78,132	\$39,066	\$52,873	135%	\$13,807		Assembly Approved
2018	15000	22000	42974	\$79,974	\$39,987	\$58,210	146%	\$18,223		Assembly Approved
2019	4250	15000	42103	\$61,353	\$30,677	\$54,616	178%	\$23,940		NOT Assembly Approved