



**The Augustine Fellowship S.L.A.A.
Fellowship-Wide Services, Inc.**

Executive Director's Report

2026 ABC/M Update

Last Updated 06 Aug 2026





**The Augustine Fellowship S.L.A.A.
Fellowship-Wide Services, Inc.**

Who are we reaching?

Order Types (Physical vs. Digital)

	2024-25	2026-27	Difference
Orders Received	5,360	6,611	+1,251 (+23.3%)
Physical Orders	2,808 (53%)	3,515 (53%)	+707 (+25.2%)
Digital Orders	2,552 (47%)	3,096 (47%)	+ 544 (+21.3%)
Hybrid Orders	Not tracked	535 <i>Already counted in physical orders</i>	



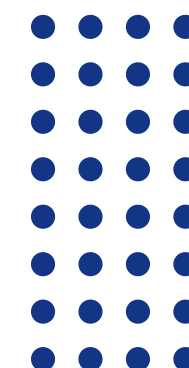
The Augustine Fellowship S.L.A.A.
Fellowship-Wide Services, Inc.

Who are we reaching?

Physical Order Shipment Geography

	2024-25	2025-26	Difference <i>Year over Year</i>
Physical Orders	2808	3,340	+532 (+19%)
US Orders	2,657 [95% of 2024-25 shipped orders]	3,176 [95% of 2025-26 shipped orders]	+519 (+19.5%)
Non-US Orders	151 [5% of 2024-25 shipped orders]	164 [5% of 2025-26 shipped orders]	+13 (+8.6%)

The 95/5 ratio for US/Non-US orders remains consistent over the past 3 years.





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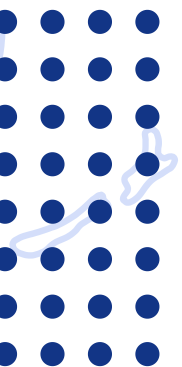
Who are we reaching?

International Order Countries (21)

- 
- 
- | | | |
|--------------------|------------------------|-------------------------|
| • Australia | • Iceland | • Sweden |
| • Austria | • Ireland | • Switzerland |
| • Bahrain* | • Mexico | • United Kingdom |
| • Belgium | • Netherlands | |
| • Canada | • New Zealand | |
| • Denmark | • Portugal* | |
| • France | • Singapore | |
| • Germany | • South Africa* | |
| • Hungary | • Spain | |

**Countries who did not
order this past year who
did the year prior:**
Brazil, Colombia, Hong
Kong, Indonesia, Israel,
Italy, Norway,
Philippines, UAE

** - Countries who ordered this year which did not the year prior.*





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Who receives The Journal?

112 Print Subscriptions

(as of June 30, 2025)

19 International Subscriptions

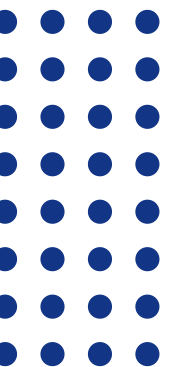
12 x Canada

3 x United Kingdom

2 x Australia

1 x Belgium

1 x Netherlands





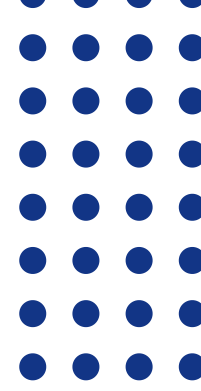
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Who is Buying e-Literature? (via Amazon Kindle) (very consistent with previous years)

Country	Basic Text	Sober Dating	A State of Grace	A Framework for Living	Step Questions Workbook	Total
United States	921	405	385	123	31	1,865
United Kingdom	141	39	41	8	0	229
Australia	54	19	32	6	3	114
Canada	43	18	17	1	0	79
Germany	24	20	5	0	1	50
Brazil	6	2	8	0	0	16
Netherlands	8	3	3	0	0	14
France	2	3	2	2	2	11
Mexico	4	1	2	0	0	7
India	4	1	1	0	0	6
Spain	3	0	2	0	0	5
Italy	2	0	3	0	0	5
Japan	1	0	2	0	0	3
Poland	0	2	0	0	0	2
Total	1,213	513	503	142	37	2,408



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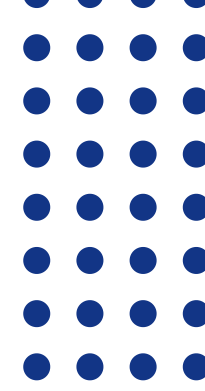


Thank you!





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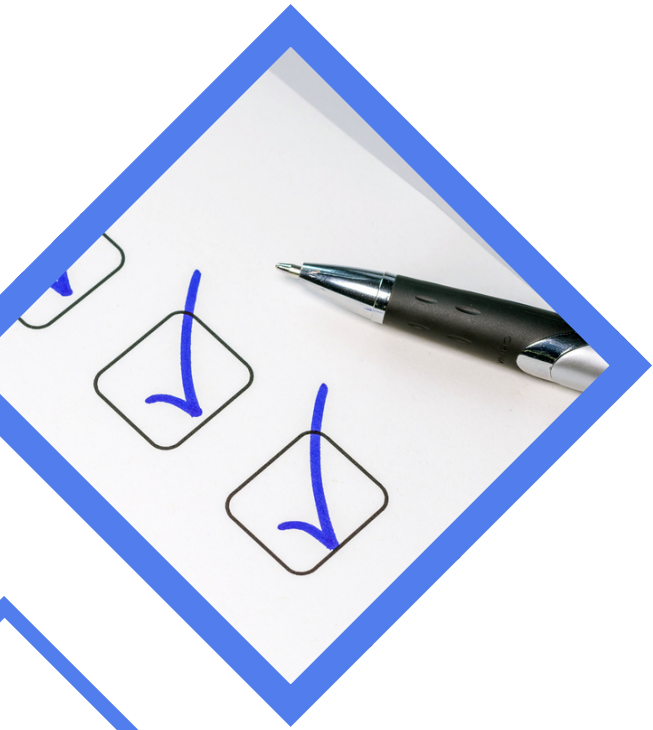
IT/ Webmaster Report

2026 ABC/M Update

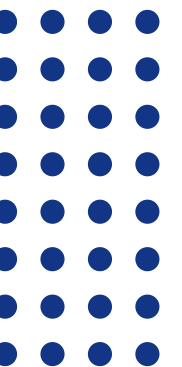




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Key IT Projects





**The Augustine Fellowship S.L.A.A.
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Websites Reorganization

helpdesk.slaafws.org - Help desk ticket management system

fws.slaafws.org - F.W.S. office-managed resources

irc.slaafws.org - International Recovery Convention

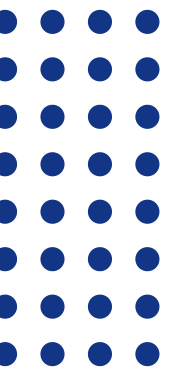
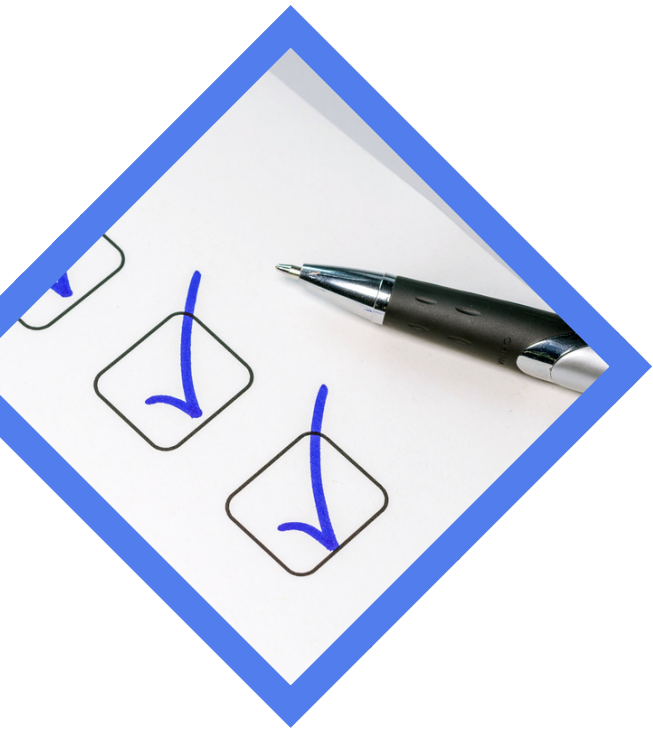
abm.slaafws.org - Annual Business Meeting, including a new
searchable Index of Motion, streamlined
registration system, check-in tracking, etc.

tj.slaafws.org - *theJournal* hosting and subscriptions

slaagroups.org - includes S.L.A.A. group management and
free basic hosting for intergroups

fifty.slaafws.org - 50th Anniversary site

speaker.slaafws.org - Meeting Speaker Finder

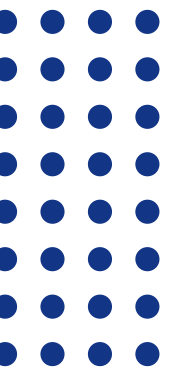
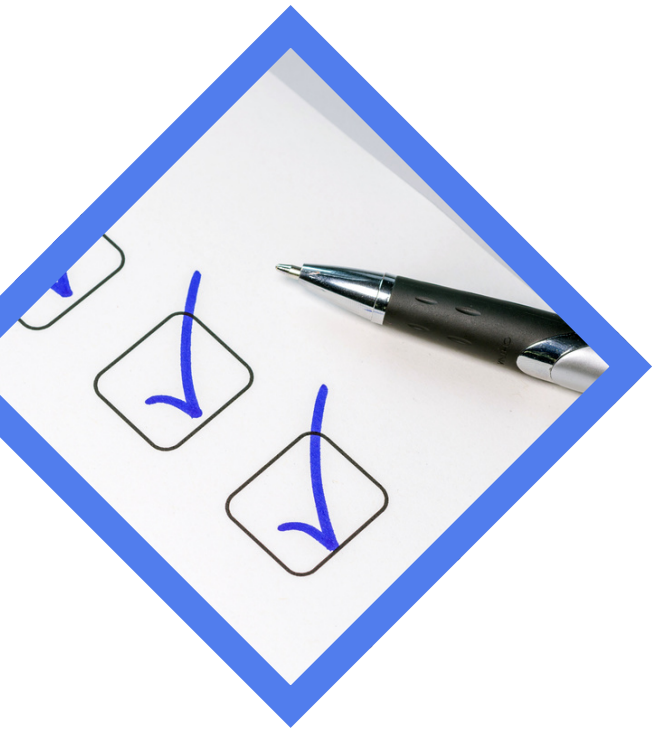


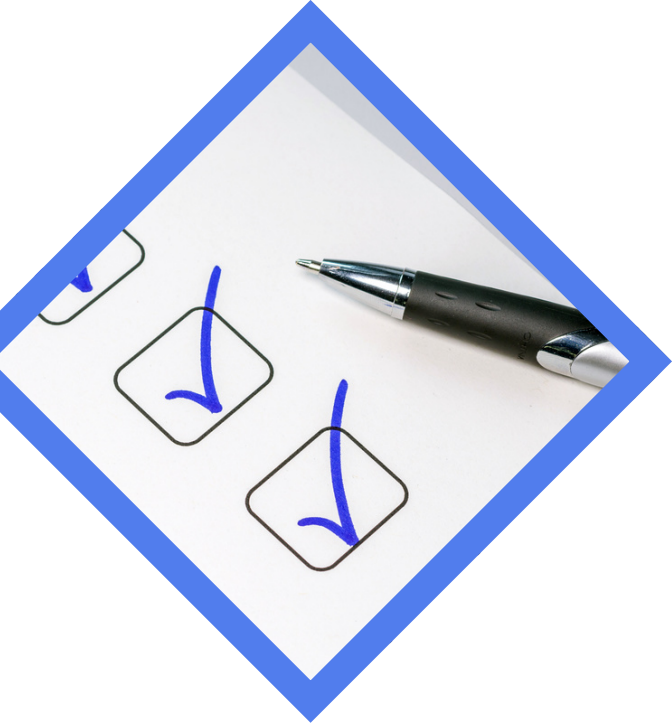


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Office Technology Update

- Migrated from utilizing the Dropbox cloud storage platform (\$1,500 per year) to the Sharepoint and OneDrive platform donated by Microsoft (\$0)
- Migrated to using discounted licenses for the Microsoft 365 Office suite.
- Moved to the MS Teams telephone and chat collaboration platform, which allows for both a highly adaptive automated attendant and intraoffice collaborations.
- Added postage meter system for printing postage labels.
- New UK phone number: +44 20 4604 0494



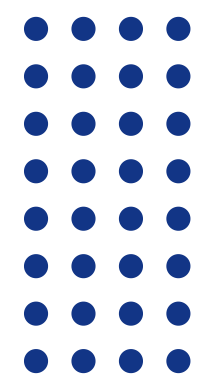


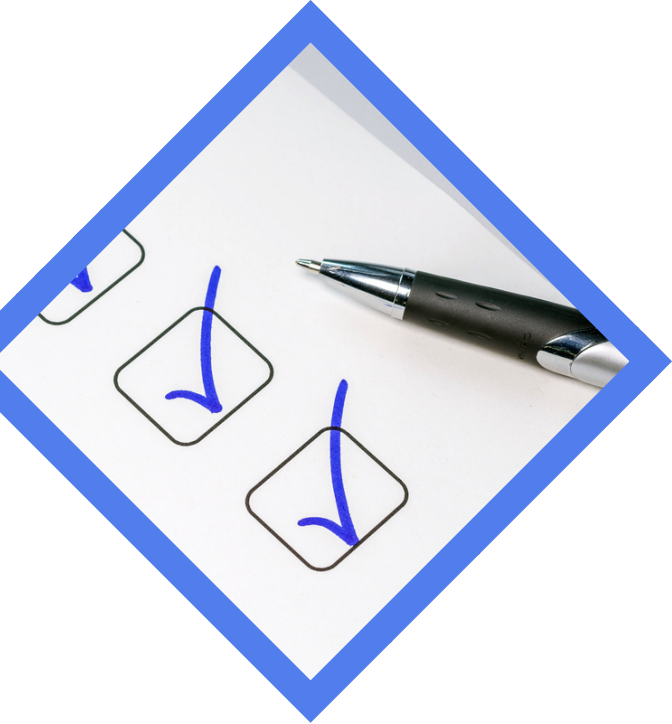
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Website Traffic Growth



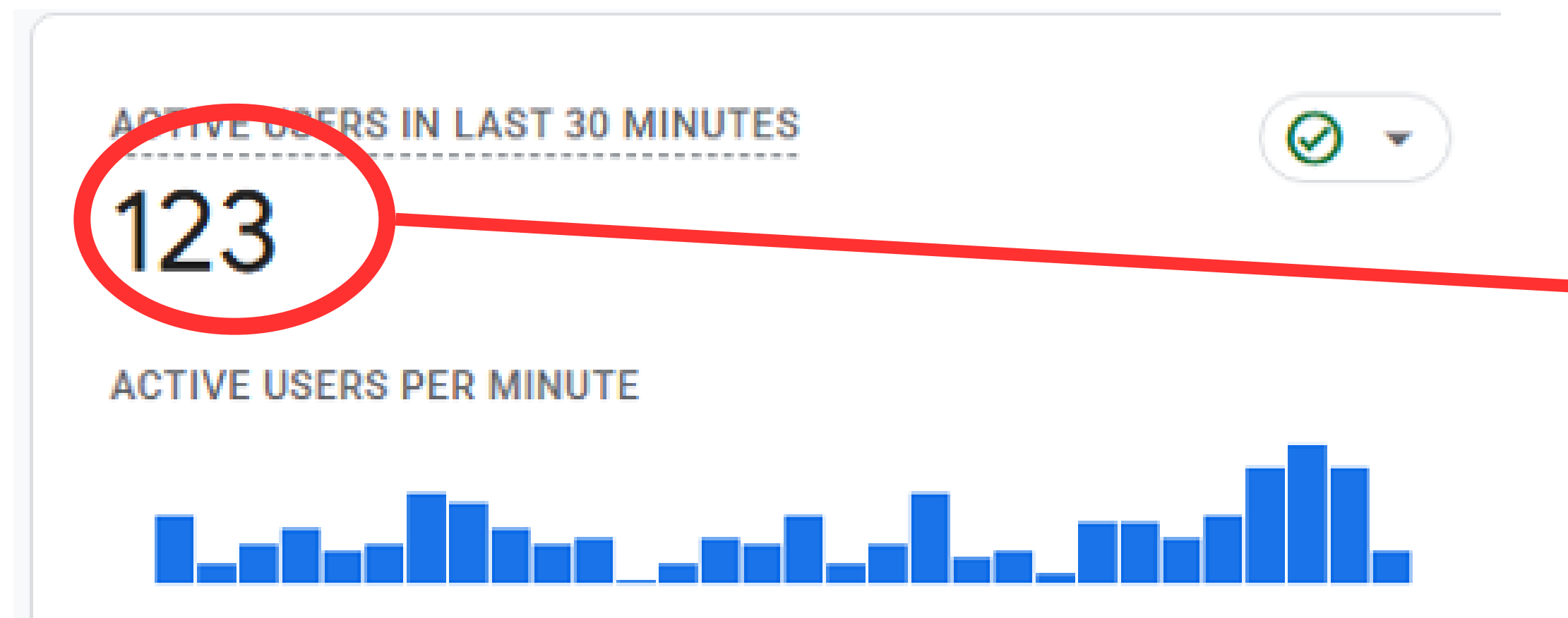
Active monthly users up **+77%**, now averaging over **3,000 visitors/day**



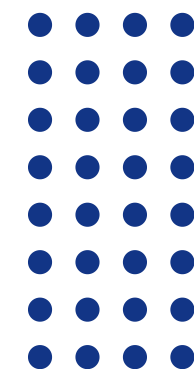


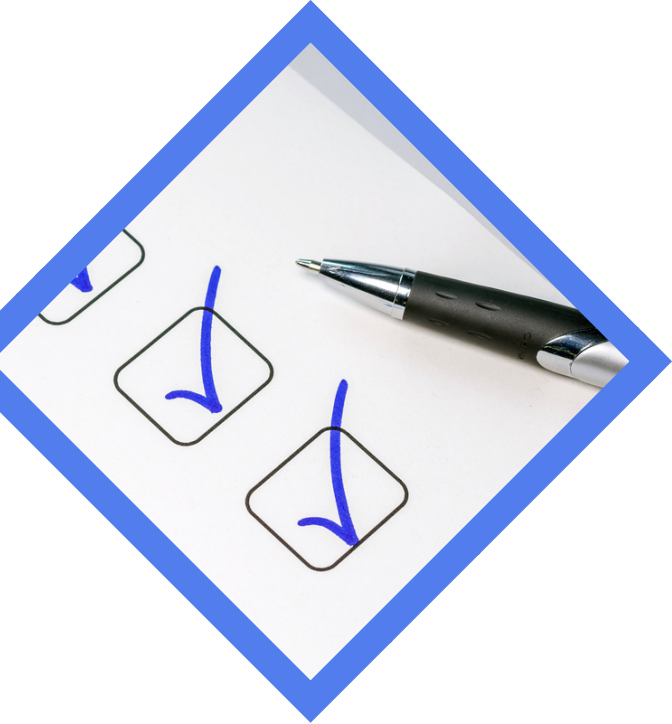
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Website Traffic Growth



In any 30 minutes
there are now ~**123**
active users on the
F.W.S. website





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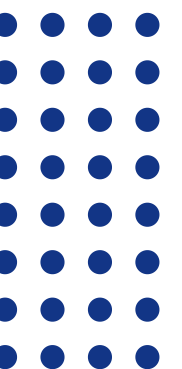
Where are our visitors?

By City

Total		87,679 100% of total	83,911 100% of total
1	(not set)	7,525 (8.58%)	6,923 (8.25%)
2	Los Angeles	4,376 (4.99%)	3,969 (4.73%)
3	New York	3,637 (4.15%)	3,266 (3.89%)
4	San Jose	2,253 (2.57%)	2,164 (2.58%)
5	Chicago	1,731 (1.97%)	1,574 (1.88%)
6	Dallas	1,521 (1.73%)	1,429 (1.7%)
7	Atlanta	1,414 (1.61%)	1,285 (1.53%)
8	London	1,360 (1.55%)	1,208 (1.44%)
9	Seattle	1,332 (1.52%)	1,218 (1.45%)
10	Boston	1,109 (1.26%)	1,014 (1.21%)

By Country

Total		87,679 100% of total	83,911 100% of total
1	United States	61,861 (70.55%)	58,954 (70.26%)
2	United Kingdom	4,132 (4.71%)	3,916 (4.67%)
3	Canada	3,768 (4.3%)	3,555 (4.24%)
4	India	1,942 (2.21%)	1,910 (2.28%)
5	Australia	1,624 (1.85%)	1,537 (1.83%)
6	France	1,238 (1.41%)	1,169 (1.39%)
7	Egypt	909 (1.04%)	883 (1.05%)
8	Germany	791 (0.9%)	756 (0.9%)
9	Mexico	634 (0.72%)	606 (0.72%)
10	Brazil	633 (0.72%)	606 (0.72%)



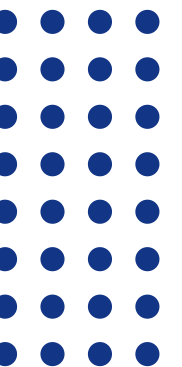


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New Webstore!



- Shipping expanded from a single carrier/package type (USPS Priority Mail) to full USPS, UPS, FedEx, and DHL options with platform-wide volume pricing.
- New direct-to-label printing, doubled warehouse shipping efficiency, especially for case-quantity orders (auto-prints labels, calls for carrier pickup).
- Print-on-demand integrated for the 50th Anniversary merchandise line with no added warehouse overhead.
- Literature now automatically listed on comparison shopping engines, expanding reach to newcomers searching online, especially on the Google Merchant and Shop.com platforms.



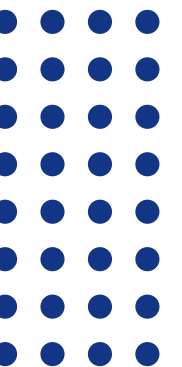


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New Webstore!



- Subscriptions to the Journal migrated off of the webstore to a dedicated recurring-payment subscription software, replacing fully manual tracking/renewal, and allowing for direct printing of postage for U.S. subscriptions, saving significant time and resources and allowing for exact metered postage.
- Measurable improvement in customer experience - easier access to digital literature, bundles, and updated storefront design.
- Empowered F.W.S. Admin Assistant to process order changes, refunds, etc. without having to enlist executive director or IT staff.
- Added store functions around digital literature (PDF) purchases, upsell and cross selling features, e-mail marketing, abandoned cart recovery, and case pricing.





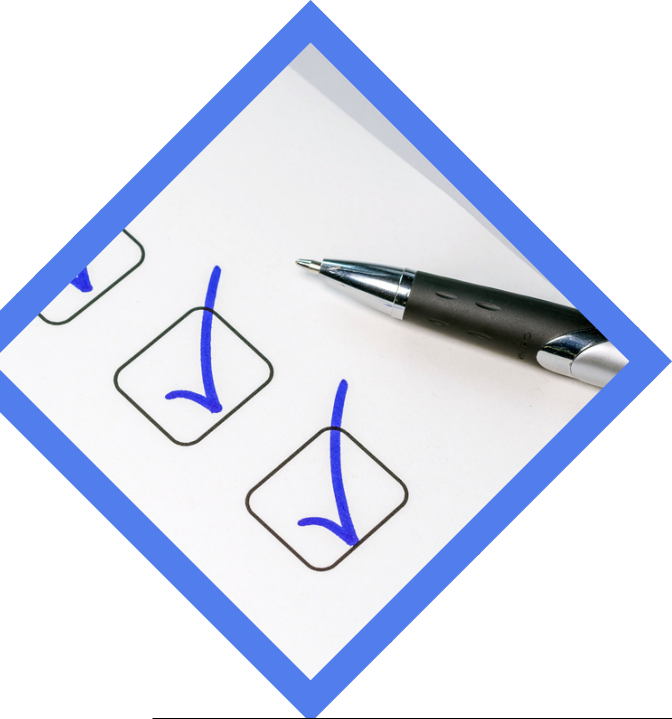
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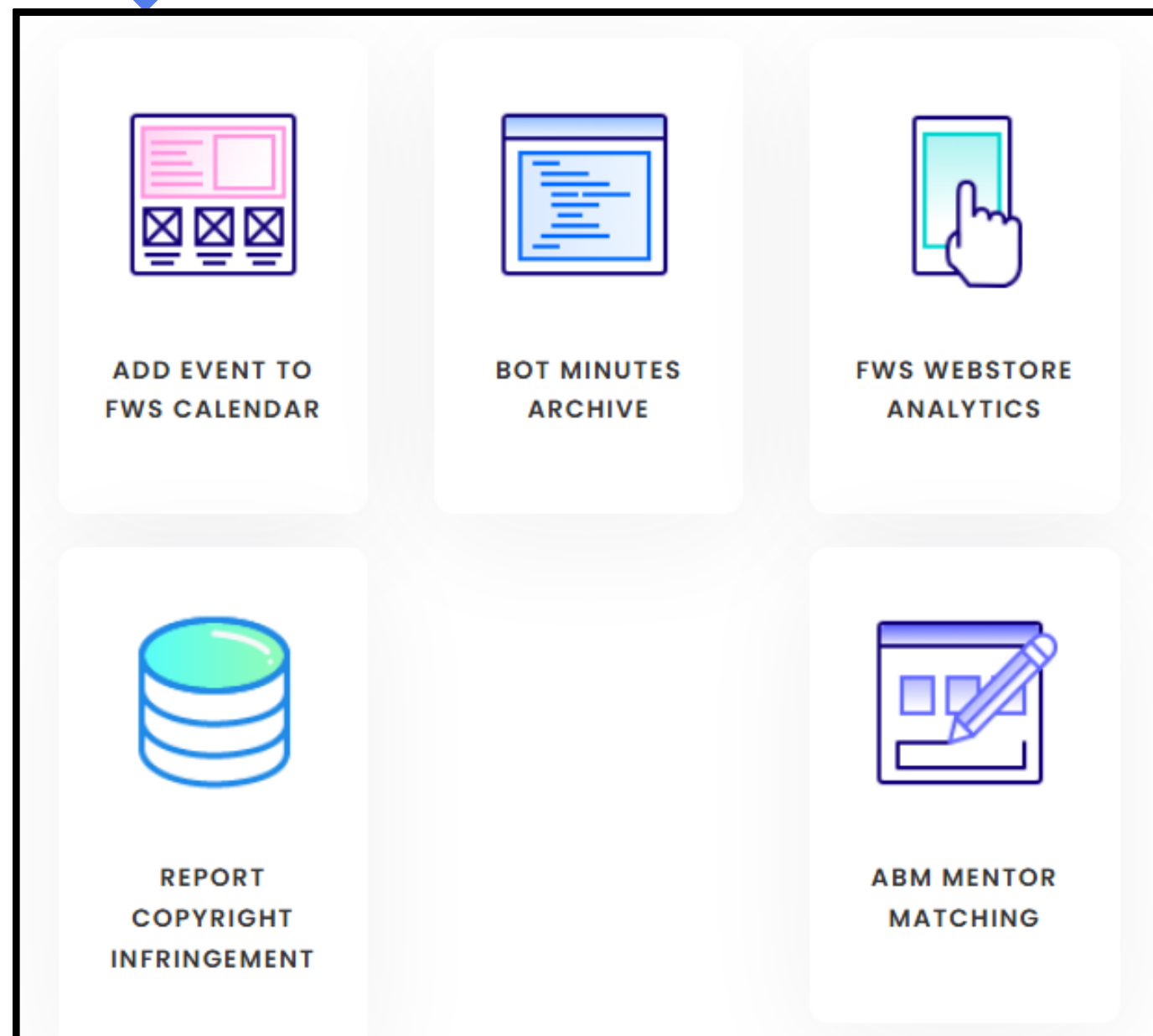
Additional Shopify detail (9-month review)

- Multiple months exceeded \$30,000 in webstore sales - \$5,000–\$6,000 above the prior 18-month monthly average.
- The period from June 15 to July 15, 2026 reached \$40,146.30 in sales – **the highest 30-day period in the history of the F.W.S. webstore** (since tracking began in 2015).
- Subsidized shipping expense fell from approx.. \$31k (2024–25) to \$5k (2025–26) - a \$26k annual savings, driven by negotiated carrier rates and new international shipping options.

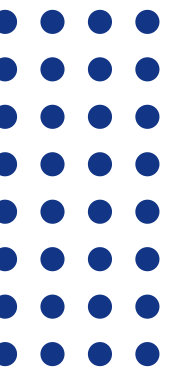


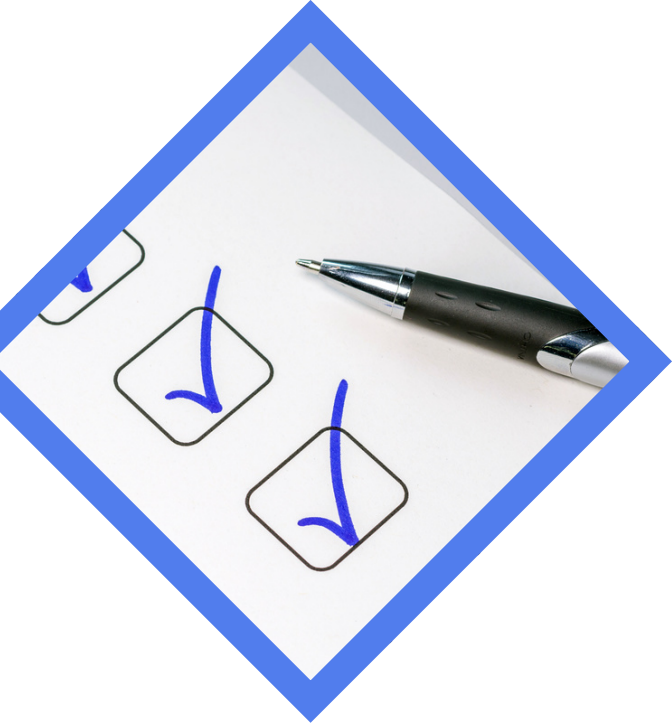
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New Web Applications!



- F.W.S. Global Event Calendar Management
- Webstore Analytics Portal (for staff and relevant committees)
- ABM Registration System (Yay!)
- ABM Mentor Matching system
- Intellectual Property Violation Reporting & Tracking System
- Board of Trustees **Searchable** Meeting Minutes Archive (going back to 2012)





The Augustine Fellowship S.L.A.A. Fellowship-Wide Services, Inc.

IT Help Desk

This is the help desk for S.L.A.A. Fellowship-Wide Services

The IT team's goal is to reply to all ticket submissions within 3-5 business days.



Fifty Years of S.L.A.A.

Sex and Love Addicts Anonymous was Founded in 1976 and is celebrating 50 years of supporting sex and love addicts.

fifty.slaafws.org

Desk

Hello, how can we help?



Submit a ticket

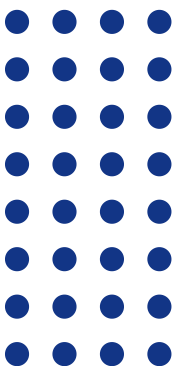
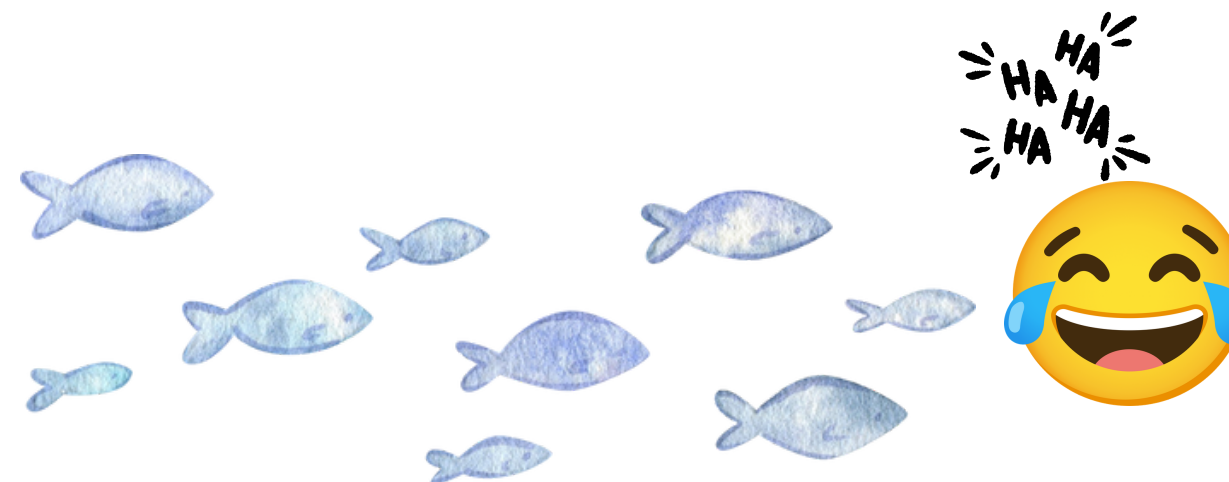
Submit a new issue to a department

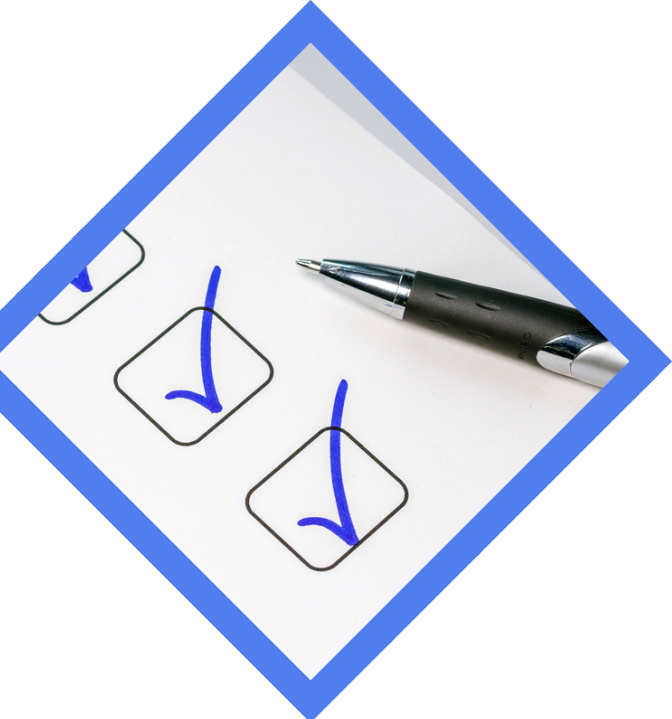


View existing tickets

View tickets you submitted in the past

- <https://helpdesk.slaafws.org>
- Over 750 tickets have been received and resolved during the past year by the web team and F.W.S. staff
- Replaced both the legacy “report a bug” site function, saving \$.
- We are not the United States Fish & Wildlife Service (FWS)

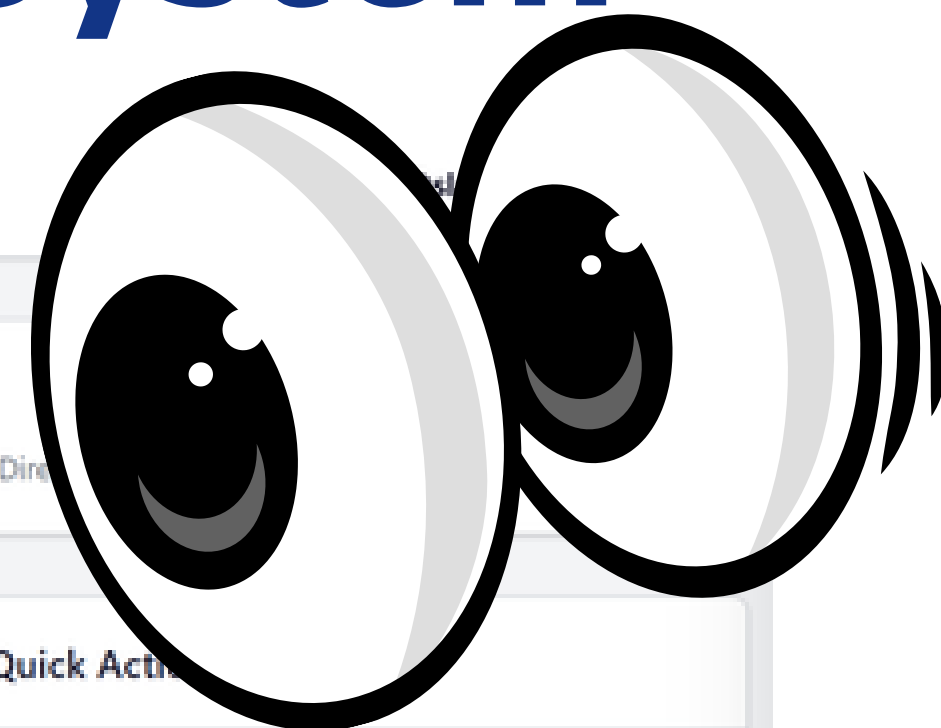




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Group Management System



**FWS Group System**
Fellowship-Wide Services

ADMIN

[Dashboard](#)
[Intergroups](#)
[Groups](#)
[Feed Management](#)
[Global Meetings](#)
[Conflicts](#)
[Pending Import](#)
[Unregistered Groups](#) 113
[Deduplicate](#)
[Migration Status](#)

Dashboard — FWS Group System

8
Active Intergroups

714
Registered Groups

8
Feeds Active

833
Meetings in Dir

Recent Feed Activity

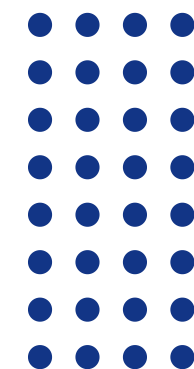
[View all feeds](#)

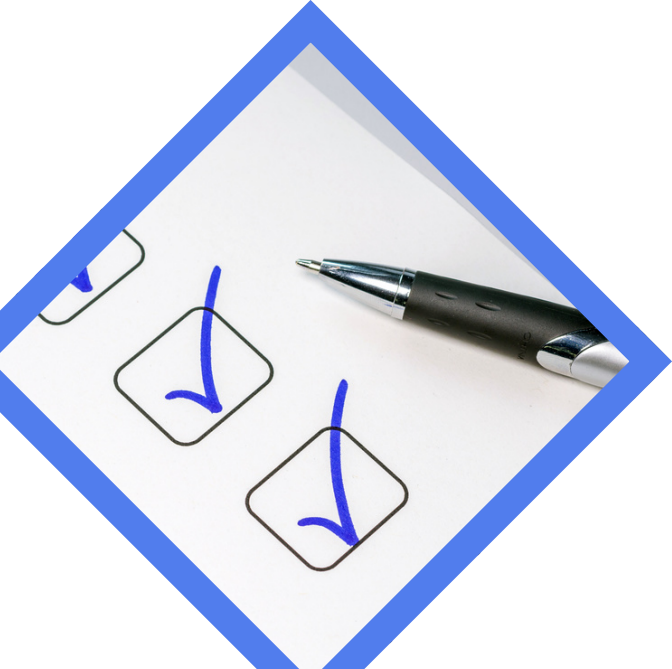
Intergroup	Status	Records	Last Fetched
PA-WPAIG Western Pennsylvania Intergroup	Active	9	Jun 2, 2026
AF-SAFRIC South African Intergroup	Active	12	Jun 2, 2026
US-TMEMP Memphis Intergroup	Active	11	Jun 2, 2026
ZZ-FANTAS Fantasy Intergroup	Active	5	Jun 2, 2026
US-CASACR Sacramento Intergroup	Active	8	Jun 2, 2026

Quick Actions

[+ Add Intergroup](#)
[+ Register Group](#)
[Run Aggregation Now](#)
[Export Unregistered CSV](#)

Custom





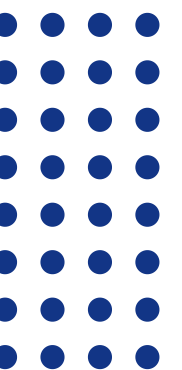
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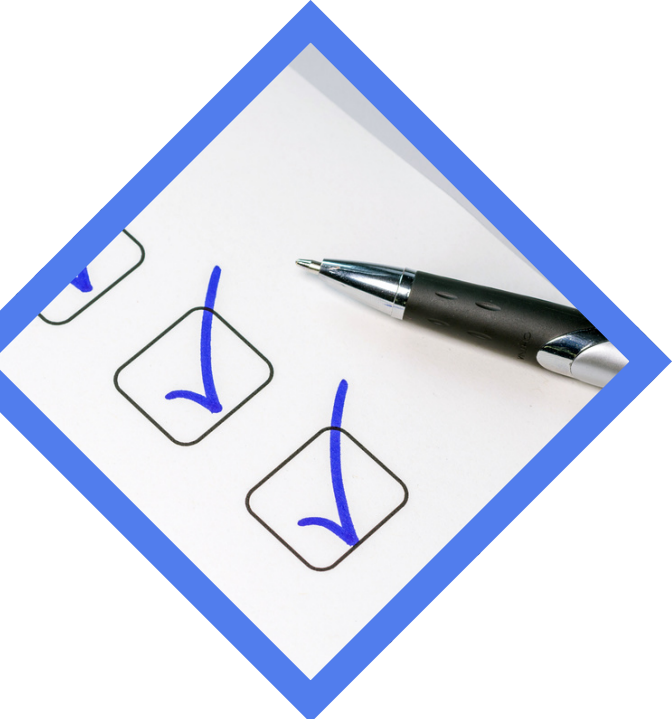
Group Management System

Search	Q	Everywhere	Any Day	Any Time	In-person	List	Map
Time	Meeting	Location / Group	Address	Region			
Sunday, 2:00 pm	IN-PERSON Sunday, Malvern - From Shame to Grace SLAA Women's Meeting - 2:00 PM Women	The Malvern Center	225 Lancaster Ave	Malvern			
Sunday, 5:00 pm	IN-PERSON Sunday, Easton 5:00 PM	Palmer Recovery Center	2906 William Penn Hwy Suite 101	Easton			
Sunday, 5:00 pm	IN-PERSON Sunday, 5:00 PM - Sex Legal and Life Consequences (SLLC) Meeting (starts Feb 15, 2026)	SLLC Montgomery County	1 Township Line Rd	Montgomery County Area			
Sunday, 6:30 pm	IN-PERSON Sunday, Lafayette Hill - It Works If You Work It - 6:30PM Meeting	Lafayette Hill	452 Germantown Pike	Lafayette Hill			
Sunday, 6:30 pm	IN-PERSON/HYBRID Sunday, Wyomissing/Reading 6:30 PM Meeting	Wyomissing Church of the Brethren <i>In-person and Online</i>	2200 State Hill Rd	Wyomissing			
Sunday, 7:00 pm	IN-PERSON/HYBRID Sunday, Doylestown - 7:00 PM	Doylestown Mennonite Church <i>In-person and Online</i>	590 N Broad St	Doylestown			
Monday, 6:30 pm	IN-PERSON Monday, Philadelphia 6:30 PM - Beginners	Lutheran Church of the Holy Communion	2111 Sansom St	Philadelphia			
Monday, 7:00 pm	IN-PERSON Monday, Lancaster 7:00 PM - NEW MEETING	St. John's Episcopal Church	321 W Chestnut St	Lancaster			

The meeting directory system is currently in use by Greater Delaware Valley, Greater Chicago-Milwaukee, Australia, New England, Western PA, South Africa, Memphis, Sacramento, and Fantasy Intergroups.

- Built on the same meeting management system that the AA World Services uses.
- Support from Code4Recovery.org is critical.
- **Each intergroup will be responsible for maintaining their meetings in the directory.**
- **Most intergroup websites can use free hosting which integrates the new meeting listing in a clear, search-friendly manner.**



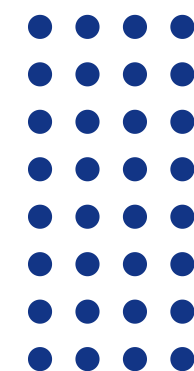


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Group Management System

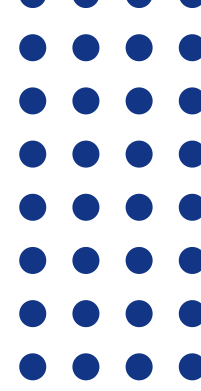
How can we prepare for the new system implementation?

1. The **chair of your intergroup** can request a meeting list of all registered meetings within your group with F.W.S.
2. Have any meetings on your intergroup's meeting list that are **not** registered with F.W.S. do so A.S.A.P.
3. If there are meetings that are registered with F.W.S. but not connected to your intergroup and should be, email register@slaafws.org.
4. Have your intergroup's **website volunteer** contact webmaster@slaafws.org to find out how they can join the "beta testing" round for the new system.





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Thank you!



