

NA World Services Fellowship Development

NA World Services and our dedicated team of special workers, whose job is to maintain and improve our fellowship services, has completed another successful fiscal year. Services include local information exchanges, such as meetings, resources, and literature publications. Translations, fellowship publications, and Intellectual Property Trust are important features of our Fellowship Services. Online literature sales were updated this year with the new “online shopping cart,” while our website and general information technology are growing and improving every day. Other important services include PR and marketing.

Fellowship Services

In fiscal year 2004-2005, the Fellowship Services Team fulfilled its mission by completing these and many other essential services:

- ◆ Compiled and sent out more than 1,000 new group starter kits
- ◆ Responded to more than 3,500 H&I requests
- ◆ Answered more than 10,500 telephone inquiries
- ◆ Responded to more than 6,600 emails and letters
- ◆ Responded to almost 900 miscellaneous requests, which included everything from Hindi keytags to an *H&I Handbook* needed in Estonia.

This team also maintains the database and enters information on new groups, trusted servants, and service committees into the database. NAWS continues to invite areas and regions to identify a web contact who can keep local meeting information current so that the NAWS meetings search page provides accurate information. As of summer 2005, there were 145 active web contacts. Areas and regions are encouraged to send to Fellowship Services any locally developed resources (training and orientation materials, minutes, guidelines, etc.) so that they may be made available to other service committees in need.



Translations

If you recall the popular translations map from a couple of years ago, “NA Speaks 47 Languages,” you can get out your eraser and pencil, erase the 47, and insert a neat 55. As of 30 June 2005, NA speaks fifty-five languages, and we are involved with approximately 120 active translations projects. Two of our noteworthy projects for this year included a worldwide workshop for the Middle East NA communities in Bahrain and a translations workshop in Delhi, India.

In Bahrain, representatives from seven different Middle Eastern NA communities were brought together: Egypt, Iran, Bahrain, Kuwait, Oman, Lebanon, and Saudi Arabia. We made progress with Arabic translations protocol and a variety of fellowship development issues. World Board member Ron Hofius, Translations Manager Uschi Mueller, and Assistant Executive Director Becky Meyer represented NAWS at the Bahrain workshop.

In India, Executive Director Anthony Edmondson was accompanied by Mueller and Jeff Gershoff, a Fellowship Services Team member. This workshop was conducted in conjunction with the Society of the Indian Region Service Committee of Narcotics Anonymous, the largest NA region in India, and its semi annual three-day RSC meeting. Designated individuals representing a broad range of the languages spoken in South Asia participated. A greater number of languages are spoken in India than in any other nation on earth.

The Zulu translation of IP #1 is nearing completion. Work has been started on translations of IP #1 into other languages spoken in South Africa, such as Sesotho, Xhosa, Tswana, and Afrikaans.

The translations activity summary listing all active projects accompanies this report and can be found on page 23.



Translations Activity Summary

As of June 2005

Note: Active means that the project(s) are in the stage of evaluation, processing, or production. Projects counted are: IPs, books, booklets, group reading cards, posters, keytags, and medallions. Columns labled “new” and “current” reflect the 2005 fiscal year. Columns labled “previous” reflect 2004. All LTC projects listed under “Other” are in an initial development stage and/or some information is on file at NAWS.

Total Languages: 55

Total Projects: 344

Languages	Published		Active Projects		Other	
	new	previous	current	previous	current	previous
Afrikaans	0	0	1	1	3	3
Albanian	0	0	1	0	1	1
American Sign Language	0	0	1	0	0	0
Amharic (Ethiopia)	0	0	2	0	0	0
Anglicized English	18	18	0	0	1	1
Arabic	2	1	0	0	27	27
Armenian	0	0	0	0	1	1
Bahasa Indonesia	0	0	1	1	5	5
Bahasa Melayu (Malaysia)	8	8	0	0	0	0
Bengali (India)	4	4	2	2	6	6
Brazilian	24	23	1	1	7	7
Bulgarian	8	1	6	1	4	4
Cebuano-Bisaya (Philippines)	0	0	0	0	4	4
Chinese	1	1	5	5	11	11
Croatian	1	0	1	0	0	0
Czech	0	0	0	0	1	1
Danish	11	2	13	1	0	0
Farsi (Iran)	8	7	2	1	10	10
Finnish	18	18	0	1	5	5
French	32	32	4	1	2	2
German	29	28	5	4	5	5
Greek	14	3	0	2	3	12
Hebrew	7	6	10	1	5	12
Hindi (India)	2	2	10	10	4	4
Hungarian	1	1	1	1	1	1
Icelandic	5	0	7	1	1	1
Italian	32	26	3	3	1	1
Japanese	2	2	3	3	9	9
Kiswahili (Kenya)	0	0	1	1	1	1



Translations Activity Summary, continued

Languages	Published		Active Projects		Other	
	new	previous	current	previous	current	previous
Korean	0	0	1	1	2	2
Latvian	1	0	1	2	1	0
Lithuanian	9	4	12	5	2	2
Maltese	0	0	0	0	1	1
Manipuri (India)	16	16	0	0	9	9
Maori (New Zealand)	0	0	1	0	0	0
Moldavian	1	0	1	0	0	0
Nederlands	18	18	0	0	3	3
Nepalese	0	0	1	1	5	5
Norwegian	21	21	2	2	8	8
Oriya (India)	0	0	1	1	0	0
Polish	2	1	2	2	22	22
Portuguese	32	32	0	0	4	4
Romanian	0	0	1	0	0	0
Russian	9	8	4	9	5	8
Slovak	3	0	1	1	3	3
Spanish	39	39	1	1	0	0
Swedish	30	30	0	0	7	2
Tagalog (Philippines)	1	1	2	1	1	1
Tamil (India)	0	0	2	0	0	0
Thai	0	0	1	1	6	6
Turkish	15	14	1	4	13	2
Urdu (Pakistan)	0	0	1	2	13	13
Ukrainian	1	0	1	6	0	3
Vietnamese	0	0	1	1	1	1
Zulu (Southern Africa)	0	0	1	1	1	0

Fellowship Intellectual Property Trust

Narcotics Anonymous World Services maintains the trademark and service mark registrations of our name and logos in countries around the world. We are registered in thirty-five countries and are in the process of registering in additional countries, including countries in South America. We continue to file new registrations of our marks as needed, and we have filed all necessary copyright reg-

istrations for new publications. NA members and NA groups and service committees at every level of the service structure should continue to follow the rules of use for literature and logos as described in the *NA Intellectual Property Bulletins*:

- ◆ #1—Internal Use of NA Intellectual Property
- ◆ #2—Individual NA Member Use of Narcotics Anonymous Trademarks
- ◆ #4—Reprinting NA Fellowship-Approved Literature



According to a decision by the World Board, we uploaded seven informational pamphlets and group reading cards in each of the twenty-five languages by the end of this fiscal year. Limiting the number of informational pamphlets uploaded to our website made it possible to test whether we would encounter infringement problems and/or significant new legal expenses or issues because of this effort. Since we did not encounter these problems, we continued to add literature to the site. In early 2005, the board made the decision to upload all the informational pamphlets, booklets, and group readings. In June 2005, we began by uploading all information pamphlets, booklets, and group readings in English. This process is still ongoing in every one of the more than twenty-five languages in which we publish NA literature.

As we utilize the Internet in this way, we must remain vigilant in protecting our fellowship's property. Protection of our literature is the responsibility of the World Board, NAWS, and NA members worldwide. In fact, our diligence is even more important as we make our literature available in new ways. Posting our copyrighted literature on the Internet in any form increases the danger of unauthorized alterations being made to those electronic copies. An unauthorized copy made by downloading from a website is subject to a charge of copyright infringement, just as it would be if copyrighted print material was photocopied or reprinted without permission.

Protecting our copyrights and trademarks still requires legal actions that are neither simple nor inexpensive. It is our hope that we will not encounter such a situation. We have been entrusted by the fellowship, through the FIPT, with the responsibility to protect our literature and its trademarks. Failure to do so can result



in our losing the legal right to protect our copyrighted literature and trademarks against use by others. We ask that all of our members help to protect what is ours, so that our literature continues to bring recovery to hundreds of thousands of suffering addicts around the world. We cannot do this alone.

More information about the FIPT, how individual members can protect our literature, and the “do’s and don’ts” regarding use of literature on the Internet is available on our website at www.na.org/legal/bulletins-fipt.htm or from NA World Services in Chatsworth.

Information Technology

Information Technology Services continued its ongoing investment in the technological infrastructure of NA World Services during the past year, utilizing available technology to provide the best possible support and services to our staff, members, and customers.

Our website is a key factor in our ongoing efforts to improve communications. We are experiencing continually increasing website traffic and activity. We have seen an increase in electronic subscriptions for publications,



improved registration processes for WCNA, and improved access to the review and input process for our membership, as evidenced by the *Public Relations Handbook* project. We are also exploring ways to make meeting information more accessible, current, and user-friendly, recognizing the reality that the accuracy of our meeting information depends on correct and updated user input from members of the fellowship. Some of the website statistics are included below:

- ◆ Hits received on main website, database, and shopping cart server—25,570,321
- ◆ Total number of visits—2,090,070, or 5,726 per day
- ◆ Meeting Locator—615,412 views during the twelve-month period, or 1,686 per day
- ◆ Event Calendar—viewed 220,618 times
- ◆ Area and Regional Links—178,633 visits
- ◆ “Information about NA”—168,896 visits
- ◆ NA recovery literature online—75,561 visits



We continue to work on reorganizing the website, which won't be done quickly. The most notable change to the website has been the posting of NA literature. As we reported last year, we uploaded a limited number of materials to see if we would encounter infringement problems and/or significant new legal expenses or issues because of this effort. Since we have not encountered these problems, we have continued to add literature to the site in twenty-five languages. Beginning in June 2005, we began uploading all information pamphlets, booklets, and group readings in English and Spanish. Once the Online Literature Sales option was available in May 2004, use of this function soared to 3,500 customers utilizing the service. The added Online Donation Portal, however, continues to be underutilized.

By posting NA literature on our website, areas and regions have the ability to provide a direct link to these documents from their websites, creating a seamless link, one where the user is not aware that they have even left the area or region's site. This resolves the problem we have had with portions and adaptations of our literature being posted on websites.

As we utilize the Internet in this way, we must remain vigilant in protecting our fellowship's property. Protection of our literature is the responsibility of the World Board, NAWS, and NA members worldwide.

Online Literature Sales and Donation Portal

In the 2002-2003 *Annual Report* we announced our expectation to add literature sales and a donation portal to the website within the next year. We achieved that goal in May 2004. Since then, it has been difficult to



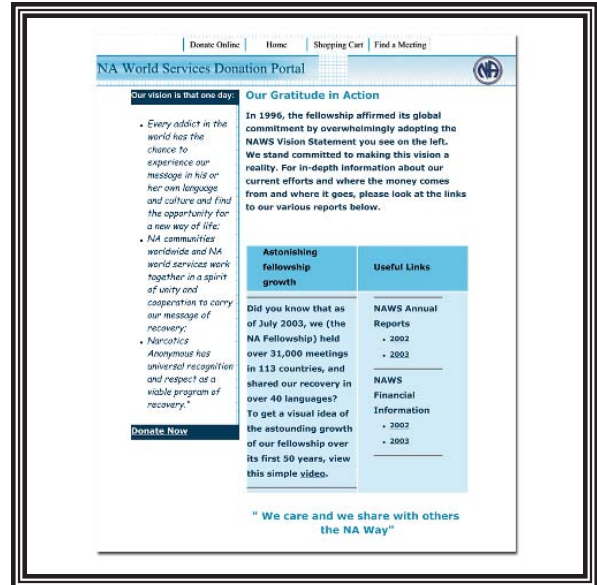
imagine how we ever provided literature distribution service to such a diverse and widespread fellowship without this resource.

In July 2004, only a month and a half after introducing Online Literature Sales, we had three regional service offices and a few areas and individual members using this “online shopping cart” service. During that month we received 204 online orders, which represented 16 percent of all orders processed and 21 percent of the total literature income received for the month. Online literature sales increased each month, and by June 2005, eleven major regional service offices were placing their orders online along with many areas, groups, rehabilitation facilities, social services, correctional facilities, and individual NA members. Online ordering has more than doubled, with a full 33 percent (443) of all June 2005 orders being placed through the website, accounting for over 47 percent of that month’s literature income.

During 2004-2005, 3,500 new customers used this service. Each month about eight orders are transferred electronically to our Canadian distribution center, and about five orders per month are transferred to our European branch office.

The total number of orders we receive monthly from all sources has increased by 21 percent over the prior year. During 2003-2004, over 38 percent of our orders were received by fax or telephone. During 2004-2005, fax and telephone ordering diminished to about 27 percent of the total orders received. A shopping cart order is about US \$6 less costly to process than a fax or telephone order.

The donation portal has not experienced as much activity as the shopping cart; however, several groups now regularly use this method for their monthly donations. Dur-



ing this fiscal year, ninety-six donations were received through the online portal, totaling \$6,562. Most donations were from members and groups. Donations were received from the USA, Germany, the United Kingdom, Brazil, Sweden, Canada, Uruguay, Israel, and Russia.

Public Relations and Marketing

Following the Public Relations Roundtable project completion in 2004, a workgroup was formed to develop a public relations strategy, armed with the PR Roundtable results and historical public relations reports and archives. In addition, one of the Fellowship Issue Discussion topics for the 2004-2006 conference cycle was “Our Public Image.” The PR Strategy Workgroup completed its work in June 2005 and submitted its final report and recommendations to the World Board. Many strategic priorities for the 2006-2008 conference cycle align with recommendations forwarded by the PR Strategy Workgroup.

As work progressed on the *Public Relations Handbook* and Public Relations Strategy



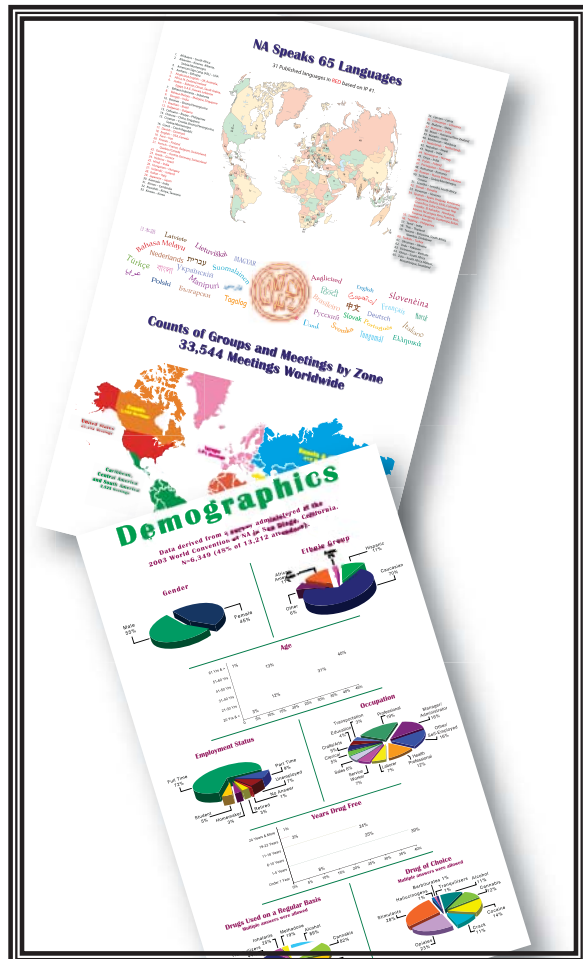
projects this year, we also continued to participate in events where our presence could provide information to professionals who affect the lives of addicts seeking recovery. At each conference, we displayed and distributed NA literature. Many events are purely public-relations efforts that allow us to network with and become familiar with other organizations interested in helping recovering addicts, while others are opportunities to provide information about our literature and our fellowship.

Whenever possible, we enlist the assistance and participation of local NA members to help with our exhibit. This supports our efforts and gives local NA communities the opportunity to experience national or international events. It is an ideal opportunity for NAWS and NA

communities worldwide to work together in a spirit of unity and cooperation.

Public Relations and Marketing Events:

- ◆ AA World Convention (Toronto, Canada) - June 2005
- ◆ Recovery Month (Washington, DC) - September 2004, January 2005
- ◆ International Conference on Alcohol and Addiction (Venice, Italy) - October-November 2004
- ◆ American Probation & Parole Association (California, USA) - February 2005
- ◆ American Society of Addiction Medicine (Texas, USA) - April 2005
- ◆ American Corrections Association (Illinois, USA) - August 2004
- ◆ National Association of Alcohol and Drug Addiction Counselors (Montana, USA) - October 2004
- ◆ Southeastern Conference on Alcohol and Drugs (Georgia, USA) - December 2004
- ◆ American Jail Association (Missouri, USA) - May 2005
- ◆ National Association of Addiction Treatment Professionals (Arizona, USA) - May 2005
- ◆ National Association of Drug Court Professionals (Florida, USA) - June 2005





Fellowship Publications

Fiscal year 2004-2005 witnessed another year of growth for NAWS' major periodicals, *The NA Way Magazine*, *Reaching Out*, and *Meeting by Mail*. The growth of *The NA Way* was fueled by increased subscriptions in standard print format to well over 35,000 copies, and also by the implementation of electronic subscriptions. More than 1,700 copies of the magazine are now delivered electronically, with the number increasing daily. *The NA Way Magazine* is published in five languages: English, French, German, Portuguese, and Spanish. Another change for the magazine this year was the departure of Editor Nancy Schenk, who was replaced by De Jenkins.

One of our oldest publications, *Reaching Out*, continues to support incarcerated members as well as those H&I-minded members in the community. Our current printing for each issue of *Reaching Out* is approximately 9,000 copies. A single subscription to *Reaching Out* often includes multiple copies of each issue to facilitate local distribution by H&I subcommittees.

Meeting by Mail is delivered to approximately 1,000 different addresses every other month. *Meeting by Mail* allows addicts who cannot attend regular NA recovery meetings because of geographical isolation or physical infirmity to share their experience, strength, and hope in a newsletter and to correspond with each other independently, as they wish.

The participants in *Meeting by Mail* (MBM) are self-designated as either *loner* or *nonloner*. Many nonloners live in populated areas, and many do attend regular NA recovery meetings as well as participate in MBM. Some have difficulty sharing at a regular NA meeting; they feel less inhibited when sharing in writ-



ten form via MBM. The different sections of the magazine—New Loners, New Nonloners, Willing to Share, and General—let the editor indicate someone's "loner" status by placing their first letter in either New Loners or New Nonloners. Subsequent letters are placed in either Willing to Share or General, with different criteria determining the placement. When someone reading the magazine is taken with a particular "share," they can write the individual a personal response if they wish, as the mailing address of the participant is listed at the end of their letter.



Conference Publications

NAWS News

NAWS *News* provides an overview of world services activity, with an emphasis on World Board projects. It is published following World Board meetings and the World Service Conference in English, French, German, Portuguese, and Spanish. NAWS *News* is distributed to conference participants and registered area and regional service committees. Individuals can also request copies of this periodical after each mailing, and it is available on our website.

Conference Report

The *Conference Report*, a comprehensive and detailed report of world services activity, is published when the reporting needs of world services require it. This report contains information regarding the status of major world services projects, suggestions for new work, and challenges that have been encountered. It includes reports from the World Board, Human Resource Panel, and any region or zonal forum that wishes to submit material. The frequency of publication may change from year to year, and conference participants are provided with the schedule for each year in advance. The *Conference Report* can also be accessed on our website.

Conference Agenda Report

The CAR is published and distributed in English a minimum of 150 days before the beginning of each World Service Conference, with translated versions in French, German, Portuguese, Spanish, and Swedish released a minimum of 120 days prior to the WSC. This publication contains information about relevant WSC business, issue discussions, proposals, and activities that require guidance from the conscience of the entire NA Fellowship.

Regional motions to be included in the CAR for consideration by the WSC must be submitted 240 days prior to the WSC and must be accompanied by a written statement of intent. Regions can also submit a narrative of up to 150 words describing the rationale and meaning of the motion. The WB includes a recommendation regarding each regional motion to provide as much information as possible for the fellowship to engage in informed discussions of each proposal.

The CAR is distributed to conference participants and regions. Additional printed copies are available for purchase at cost from NAWS. The CAR is also accessible on our website at no cost.

NAWS Annual Report

The NAWS *Annual Report* provides a summary of world services activity for the prior fiscal year (1 July through 30 June). Once completed, it is distributed to conference participants and regions. Additional copies are available for purchase at cost from NAWS. The *Annual Report* can also be viewed or downloaded from our website at no cost.

Count of Groups and Meetings by Region/Country

The total number of areas is 1008. The total number of regions is 118.

The total number of countries without a region is 85.

Region/Country	Groups	Mtgs.	Region/Country	Groups	Mtgs.
ABCD Region	101	108	Finland Region	43	66
Alabama/NW Florida Region	137	445	Florida Region	486	776
Alaska Region	64	107	France Region	75	77
Al-Sask Region	178	210	Free State Region	540	711
Aotearoa New Zealand Region	82	82	Georgia Region	445	826
Argentina Region	84	187	German Speaking Region	212	236
Arizona Region	303	499	Greater Illinois Region	88	154
Arkansas Region	128	379	Greater New York Region	571	681
Australian Region	272	301	Greater Philadelphia Region	327	473
Baja Son Region	28	177	Greece Region	18	70
Best Little Region	82	262	Guatemala Region	19	115
Bluegrass-Appalachian Region*	48	96	Hawaii Region	130	151
Brazil Region	539	1,313	Indiana Region	326	388
British Columbia Region	257	318	Indonesia Region*	15	27
Buckeye Region	182	190	Iowa Region	231	331
California Inland Region	179	214	Ireland Region	89	116
California Mid-State Region	230	366	IRF Region	100	159
Canada Atlantic Region	94	117	Israel Region	32	82
Carolina Region	429	923	Italy Region	50	75
Central California Region	231	311	Japan Region	89	231
Chesapeake & Potomac Region	269	304	Kentuckiana Region	167	276
Chicagoland Region	346	400	Le Nordet Region	63	75
Chile Region	22	88	Lone Star Region	129	725
Colombia Region	126	394	Louisiana Region	232	407
Colorado Region	131	251	Malta Region*	3	3
Connecticut Region	258	274	Metro Detroit Region	297	311
Costa Rica Region	54	235	Mexico Region	35	219
Croatia Region*	3	8	Michigan Region	250	388
Denmark Region*	131	135	Mid-America Region	107	329
Eastern New York Region	226	273	Mid-Atlantic Region	271	378
Eastern Pennsylvania Region*	85	101	Minnesota Region	218	228
Ecuador Region	57	247	Mississippi Region	78	222

* Regions not seated at World Service Conference.



Region/Country	Groups	Mtgs.
Montana Region	43	89
Mountain Valley Region	120	146
Mountaineer Region	92	127
Nebraska Region	102	155
New England Region	405	453
New Jersey Region	326	371
North Carolina Region*	43	108
Northern California Region	1,012	1,385
Northern New England Region	104	120
Northern New Jersey Region	381	398
Northern New York Region	225	283
Norway Region	39	43
Occidente-Mexico Region*	9	51
Ohio Region	319	375
OK Region	203	487
Ontario Region	248	305
Pacific Cascade Region	374	550
Pakistan Region*	10	34
Pakistan South Region	5	5
Panama Region	17	80
Paraguay Region*	8	13
Peru Region	40	103
Philippines Region	35	73
Poland Region*	62	76
Portugal Region	191	204
Quebec Region	226	234
Red River Region*	18	72
Region 51	59	109
Region Del Coqui	39	58
Region of the Virginians	374	521
Rio Grande Region	140	218
San Diego/Imperial Region	393	570
Show-Me Region	450	724
Sierra Sage Region	95	132
South Dakota Region	42	72
South Florida Region	355	541
South Mountain Region*	10	10
Southern California Region	988	1,190
Southern Idaho Region	80	119
Spain Region	62	95

Region/Country	Groups	Mtgs.
Sweden Region	180	290
Tejas Bluebonnet Region	248	587
Tri-State Region	457	484
Turkey Region*	8	13
UK Region	453	480
Upper Midwest Region	78	102
Upper Rocky Mountain Region	81	171
Uruguay Region	11	29
Utah Region	109	147
Venezuela Region	43	174
Volunteer Region	204	414
Washington/N. Idaho Region	518	798
Western New York Region	151	176
Wisconsin Region	254	339
Antigua and Barbuda	2	6
Aruba	10	46
Austria	2	2
Bahrain	5	8
Bangladesh	33	76
Barbados	2	5
Belarus	2	8
Belgium	12	16
Belize	2	4
Bermuda	5	5
Bhutan	1	2
Bolivia	15	18
Bosnia and Herzegovina	1	1
Bulgaria	3	12
Cambodia	2	6
Cayman Islands	2	4
China	2	2
Cuba	3	6
Cyprus	2	2
Czech Republic	2	4
Dominican Republic	25	49
Egypt	8	52
El Salvador	19	92
Estonia	1	2
Ethiopia	1	1
French Polynesia	1	1

* Regions not seated at World Service Conference.



Region/Country	Groups	Mtgs.
Georgia	1	2
Ghana	1	1
Gibraltar	2	4
Greenland	1	1
Grenada	2	2
Guyana	2	2
Haiti	1	6
Honduras	7	35
Hong Kong	3	3
Hungary	12	15
Iceland	17	18
Iran (See page 9)		
Jamaica	7	23
Jordan	1	2
Kenya	20	22
Kuwait	3	3
Kyrgyzstan	2	4
Latvia	3	4
Lebanon	1	2
Liberia	4	9
Lithuania	8	19
Luxembourg	1	2
Malaysia	8	10
Marianas Islands	1	2
Martinique	1	1
Moldova	1	7
Morocco	1	7
Mozambique	1	2
Namibia	1	1
Nepal	22	37

Region/Country	Groups	Mtgs.
NERF Region	23	57
Netherlands	23	23
Nicaragua	9	63
Nigeria	1	1
Northwest Territories	2	4
Oman	1	3
Russian Federation	40	166
Saint Lucia	2	5
Saint Vincent and the Grenadines	2	2
Saudi Arabia	12	42
Singapore	1	2
Slovakia	4	8
Slovenia	4	7
South Africa	75	86
South Korea	3	3
Sri Lanka	1	2
Swaziland	1	1
Switzerland	22	22
Tanzania	4	11
Thailand	5	11
Trinidad and Tobago	27	33
Ukraine	14	56
United Arab Emirates	2	2
Uzbekistan	1	2
Vietnam	1	1
Virgin Islands	15	40
Yukon Territory	5	6
Zambia	1	3
Zimbabwe	2	9
	22,232	34,871



...As our commonly held sense
of the highest aspirations that
set our course, our vision is our
touchstone, our reference point,
inspiring all that we do.

Honesty, trust, and goodwill are
the foundation of these ideals.

In all our service efforts, we rely
upon the guidance of a loving

Higher Power.