

Memo

TO: General Service Conference Members
FROM: Bob Wilcox, General Manager
RE: Everything AA App
DATE: 05/15/2026

Please direct all
Communications to:
P.O. Box 459
Grand Central Station
New York, NY 10163

Further to my announcement of the acquisition of the Everything AA App, I'm providing you with the details I shared with you at the Conference as well as a few other updates that have transpired since the announcement.

As with all important matters, I understand that there will be many within the Fellowship who will have questions and requests for additional details related to this transfer. It is my hope that the details noted in this memo will allow for consistency with communication regarding the app and the vision for its future.

The following are details related to acquisition and related benefits:

- The transfer of ownership was effective May 1, 2026. It is fortuitous that it occurred during the Conference week, as the final details with the prior owner and developer were only finalized the day prior.
- With upwards of 1 million downloads, the app offers a great opportunity to communicate on a broader basis than we currently do, reaching a segment of the Fellowship beyond our general service structure.
- The transfer creates an excellent opportunity to expand access to our A.A. literature, helping carry the message to the still-suffering alcoholic, while also serving as a valuable public information and CPC tool.
- AAWS did pay for the app, however the transfer of ownership is considered cost-neutral as the app includes an established number of voluntary contributors who AAWS considers voluntary subscribers.
- Regarding the price and other details related to the contract, we generally do not disclose the content or details of contracts as there is a level of expectation of privacy for both parties. Further to this, price details relating to apps or similar matters may compromise our future position, particularly if we are in a similar position to acquire other assets. It may even encourage others to create them and attempt to sell them to us. In other words, a future seller of an asset may say, "AAWS paid them this much, so they will pay me this much."

We recognized that there are several areas within the app's content and design that are not consistent with A.A. Traditions and the visual identity our members expect with aa.org, our logos, and other published material. The General Service Office and AAWS Board are working together to carefully identify the more urgent and immediate changes that are needed and expect to implement those updates in the next few months. Some examples include:

- Recognizing there is much appreciation by current app users for speaker recordings like the "Joe & Charlie Tapes" and other materials, including those not developed within our U.S./Canada structure, it will be necessary to remove these items as they are not conference-approved.
- Removal of references to the app developer and related messages from them.
- Updating the terms and conditions to align with our other digital platforms.
- Update and simplify the "Meetings" tab to refer primarily to the Meeting Guide App.

- The AAWS Board will also consider establishing a subscription-based model and updating the “Support Us” tab to “Subscribe.”

The AAWS Board will determine future phases of changes during its next two meetings in June and July. Major changes to the app will likely be considered during the 2027 budget process and deferred until that time. These phases may include additions of the AAWS Podcast, the ability to make contributions to the General Service Board, and adding video content such as public service announcements (PSAs), to name a few.

Both the AAWS and General Service Boards have clearly expressed the need to acquire the app and recognize the valuable service it provides to our membership, friends of A.A., and the still-suffering alcoholic. Therefore, we will continue operating the app during this transition process as disabling it would suspend these services and other benefits mentioned above.

Thank you for your support throughout this effort and your service to Alcoholics Anonymous.