

**International Service Organization of SAA, Inc.**  
**P.O. Box 70949, Houston, TX 77270**

**ANNUAL APPEAL 2017**

Dear Members of the SAA Fellowship,

Please *help support* the ISO. Your financial support makes a difference in the lives of many.

I have worked for the ISO for over nine years and not a day goes by that I don't experience frustration at *our* limited capability to reach the suffering addict with our message of recovery. When I say *our*, I mean the ISO, intergroups, and groups. The major constraint for all of us in reaching the suffering addict is money. This is where *you*, the individual, plays a vital role. We rely on the individual SAA members to fulfill our Fifth Tradition: "Each group has but one primary purpose – to carry its message to the sex addict who still suffers," by honoring our Seventh Tradition.

With only \$25,000 dollars, fifty percent of a staff member's time, and some dedicated volunteers, we were able to work with local fellowships to dramatically increase our outreach in 2017. In the past year, SAA has been an exhibitor at more professional conferences than ever before in cities such as Tucson, Austin, Houston, Minneapolis, Raleigh-Durham, Phoenix, Washington D.C., Dallas, Salt Lake City, and Los Angeles. SAA members spoke to hundreds of professionals such as therapists, counselors, social workers, and correctional professionals and provided information about our program of recovery.

We have also provided the new "EZ Mailing Service" to help groups distribute cards and letters to professionals in their area who might refer clients to SAA. As a result, mailings have been done in SE Virginia, Raleigh-Durham, Dallas, Houston, NYC and, in early 2018, Princeton, NJ.

We also worked with our Toledo and Atlanta intergroups to do large scale print campaigns. These projects follow the successful pilots first conducted in Houston, Phoenix, and Vancouver. The Toledo and Atlanta print notices will reach 120,000 and 550,000 readers respectively. Suffering addicts will call a local phone number and be connected to an SAA member who will twelve-step them and refer them to a meeting. Without your support (especially LifeLine donations), these critical projects would not have been possible.

Imagine what we could do with a little more money, staff, and volunteers. Our outreach program needs to reach over seven billion people of which three percent are estimated to be sex addicts. Three percent would be more than the populations of the UK, France, and Germany combined.

How much money does the ISO need to realize its vision to be a premier global resource for recovery in support of SAA and the sex addict that still suffers? We need to increase our monthly LifeLine donations from \$20,000 to \$40,000. Please consider making your annual appeal donation as a new LifeLine Partner!

A major project, "SAA Connect," is on hold because we do not have the resources. What is SAA Connect? It is a number of initiatives focused on using technology to improve our communication to the suffering addict, mental health professionals, and the media, and

developing tools for our fellowship to use in recovery. These additional funds would allow the ISO to hire resources dedicated to lead the charge for a much more robust web presence in the future.

The annual appeal normally raises about \$10,000. I know our fellowship can do better. If each of us that receives this letter makes a copy and gives one to each of our recovery friends, sponsees, and members in our recovery groups we would probably double our annual appeal 7<sup>th</sup> Tradition amount. Many members would give if they were asked or given the information.

Most of the work done to carry our message of recovery is done by volunteers at the local level, but without support from the ISO, most local fellowships have a difficult time planning and implementing local outreach programs. The goal of the ISO is to train local members and provide tools for the local fellowships to do outreach on their own.

Please consider giving *today*.

Sincerely,

A handwritten signature in black ink that reads "Joe H." with a stylized flourish at the end.

Joe H.

Executive Director, ISO of SAA

On behalf of the ISO Board of Trustees