

International Service Organization of SAA, Inc.

P.O. Box 70949, Houston, TX 77270

ANNUAL APPEAL 2018

Dear SAA Members and Groups,

Please *help support* the ISO in carrying the SAA message to the sex addict who suffers. We ask that you give *generously* as your financial support makes a difference in the lives many.

Do you remember your first meeting? Has your life improved in recovery? Do you know that many sex addicts still need help but do not even know we exist? Did SAA make a difference in your life?

Your financial support helps us bring awareness of the addiction and our fellowship to the millions of suffering sex addicts around the world.

Imagine yourself in your addiction: I don't know what to do! Where can I get help? What is wrong with me?

Now imagine yourself finding the SAA program early enough to prevent much of your pain and suffering and the pain and suffering you caused to family and friends. How could you have found SAA earlier in your recovery?

The answer for me is an outreach program that focused on public awareness. This program educates the public and the suffering sex addict about the SAA program. We need to create an awareness of who we are and be a household name like *Alcoholics Anonymous*.

The ISO started two outreach programs in 2016: *Cooperation with the Professional Community* and *Public Information*. We were able to do this because of the financial support of our groups and members such as yourself. In 2016 and 2017, the ISO has worked to implement these programs. We have seen a huge success in both programs, and many local intergroups are now working with the ISO to carry the message in their local areas.


Our new challenge is that, because these programs are so successful, many groups are asking for ISO support, time and money, to help them carry the message locally. We are at a point that we have to tell groups they will have to wait for funding, or to wait for our outreach program manager, as he has limited time available to help – due to the number of outreach initiatives we are already working on.

We budgeted \$20,000 dollars in 2018 for our specific outreach programs – *Public Information* and *Cooperation with the Professional Community*. We estimate we will exceed our current budget and are looking for funds to support these programs through 2018. Based on history, we expect to need \$60,000 in 2019 to support these programs and our local groups.

We finally achieved our lifeline partner goal of \$20,000 per month in June, 2018. Unfortunately, this goal set in 2011 does not provide the funding we need for our current outreach programs. This is not enough money to support the board's strategic goals over the next three to five years. Because of this shortfall, the board has agreed to reset our lifeline partner goal to \$50,000 a month. We will be working to meet this goal over the next several years.

Please consider making your annual appeal donation as a new LifeLine Partner!

Sincerely,



Joe H.

Executive Director, ISO of SAA

On behalf of the ISO Board of Trustees