

ISO's 7th Tradition Committee Announces *LifeLine2020* For Immediate Distribution

Oakland, CA – At the 31st Annual International Convention of the ISO of SAA, Inc., it was announced that the ISO was launching a new partnership with its members to achieve an unprecedented \$50,000 per month in sustained giving.

In June 2018, the ISO achieved and exceeded the \$20,000 per month goal, which was set back in 2012. With a successful effort in Houston by ISO staff member, Phillip B. who heads up Cooperation with the Professional Community and Outreach for the ISO and who is himself a member of the ISO Board's 7th Tradition Committee, SAA has accomplished what no other 'S' fellowship has been able to achieve to date – a mechanism by which SAA Fellowship members, regardless of where they are located, are able to commit to the ongoing and sustained financial wellness of their growing International fellowship.

With this \$240,000 in annualized giving that the ISO Board and Staff can rely upon long-range planning and program development can take on dimensions that were previously not possible without a commitment by its members in consistent and sustained giving. Joe H., the ISO's Executive Director had this to say about the LifeLine Partner Program's success to date, *"There is no doubt that LifeLines have transformed the ISO's ability to provide an unprecedented level of support to SAA groups who are carrying the message of recovery to more people in more places than ever before."*

But, just as the 7th Tradition Committee acknowledged the success in the achievement of this initial goal, the growth and challenges that SAA faces in the future are greater than ever. Since the last goal was announced back in 2012, the ISO has seen a trend in SAA's growth that averages more than a hundred new meetings a year, while sustaining all those that previously existed. With each piece of literature that is translated and made available in new languages the demand on staff time and for additional resources only continues to grow. More and more SAA groups are conducting Public Information (PI) or Cooperation with the Professional Community (CPC) projects to make SAA's presence and message known and need ISO support. The ISO Board and SAA's Conference have set new goals and direction for SAA with the structure that continues to take shape with the formation of new Areas leading our fellowship into a future that seems to expand both in the U.S. and beyond.

The ISO Board's 7th Tradition Committee selected *LifeLine2020* as the theme of our new goal to achieve \$50,000 per month in sustained giving by our members. This is a bold goal which reflects both the commitment of the Board to achieve continued financial health for SAA as a fellowship, but also to allow all of us (both Board, Staff and the Conference) to take bold steps in facing the many challenges which lie ahead. We invite you to be a part of this dynamic new vision to ensure that we have the resources to continue to reach the still suffering sex addict wherever they may be, to ensure we have the resources to be there when our brothers and sisters reach out and need us most.

Becoming a LifeLine Partner is fast, easy and secure using your credit or debit card, with the ISO automatically making your regular monthly contribution of \$5, \$10, \$25, \$50 or even \$100 each month on an agreed upon date. Your contribution continues automatically until you stop it. Your monthly contribution appears simply as "IN *INTERNATIONAL SERVICE713-8694902 TX" on your monthly bank or credit card statement. It is simple as that, but like we often hear in the rooms, 'our program is simple, but it is not easy.' You have to choose to be in action and be a part of the future of SAA's mission to serve the still suffering sex addict wherever they may be found.

Won't you become a LifeLine Partner today?