Letter on 2025 Price Adjustment of ACA Literature

ACA WSO <no-reply@adultchildren.org> Thu, Dec 19, 2024 at 7:30 AM
Reply-To: ACA WSO <no-reply@adultchildren.org

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Dear Fellowship Members,

We are deeply committed to ensuring ACA's resources, programs, and services remain accessible and impactful for everyone seeking recovery. To help sustain our operations and meet rising costs, we will make a small adjustment to literature prices, effective March 1, 2025.

New Prices Effective March 1, 2025:

- **Big Red Book (BRB):** Increase of $2.00, new price $23.00.
- **All Other Printed Books:** Increase of $3.00.
- **Digital Books:** Prices remain unchanged.
- **Other Products:** Proportional adjustments will apply, including pricing for international literature/products.

Why the Price Adjustment?

Since the last price adjustment, inflation has increased by 10% in the US, significantly raising the costs of providing literature, products, and resources. For example, what cost $21 in 2022 now requires $23 to maintain. Without this modest adjustment, our ability to sustain ACA's operations and services could be at risk.

The price adjustment will allow us to:

- **Offset Inflation:** Align our gross profit margin closer to 25%-30%, which remains below the industry standard of 40%-50% for eCommerce book sales.
- **Ensure Financial Stability:** Support a balanced 2025 budget, cover rising costs, and sustain critical operations.
- **Support Growth:** Meet the needs of a global Fellowship that has grown by 25% in the past five years, with over 80 English and translated publications in progress across 30+ languages.

This adjustment will take effect on March 1st, giving groups, intergroups, and regions time to plan large book orders at current prices early in the year.

How Does This Support Our Work?

Revenue from book sales is essential to maintaining ACA's global efforts. In 2024 alone, ACA WSO:

- Provided over **3,000 hours of translation and publishing** support to expand literature availability.
- Subsidized over **3,000 hours of IT support** to maintain and improve websites, software and digital communications
- Delivered over **5,000 hours of bookkeeping and accounting** to ensure finances would meet the audit requirements and our operational needs.
- Distributed over **100,000 books and eBooks globally in 14 languages**, with 16 more languages in translation.
- Automated key processes, including form completion, translation licensing, copyright releases, and more – reducing staff time and improving efficiency.

We are proud of what we have achieved together and remain committed to evaluating costs and finding savings where possible. Although **7th Tradition contributions** currently account for only 18% of our total revenue—lower than in other 12-step programs—we are actively working to grow this essential support.

Commitment to Affordability and Accessibility

Even with these changes, our commitment to affordability and accessibility remains steadfast.

- **Discounts of up to 30%** will continue for intergroup and region purchases.
- **First-time translated publications** will continue to be eligible for discounts of up to 60%.
- The **International Literature Fund** remains available for those in need.

This decision was made with careful consideration of ACA's long-term sustainability, financial responsibility and the needs of our global Fellowship. At the 2022 ABC, the survey results on book pricing presented showed that a large majority supported a price increase aligned with inflation-adjusted costs.

Together, we can ensure ACA WSO continues to provide life-changing resources to adult children worldwide. Thank you for your continued support in this shared journey of recovery and hope.

With gratitude and hope,

Bill Dalton and Sue V.

ACA WSO General Manager

ACA WSO Board Chair
