



World Service Office Annual Report

Statement or Description of Purpose

The World Service Office purpose includes acting as the worldwide clearing house for all things related to the ACA Fellowship worldwide including overseeing and coordinating the global production and distribution of ACA literature and materials, assisting new and existing groups, assisting with ACA's public outreach efforts, and responding to the needs of members, groups, service entities, and the public.

The office also administers the legal responsibilities of the fellowship with respect to government regulations and reporting, accounting and finance compliance, human resources management and documentation, intellectual property management, and by maintaining the archives and files of ACA.

Current Special Workers and Consultants (First name, Last Initial; State or Country)

| | |
|--|---|
| Bill D., General Manager, California | Sarah O., Accounting, California |
| Sylvia M., Finance Controller, California | Jose V., Order Specialist, California |
| Brad L., IT Manager, Maryland | Randy C., Warehouse, California |
| Trish I., Exec Assistant to Board, Florida | Carrie R., Customer and Member Services, California |
| Markus S., Pub. Consultant, Sweden | David K., Amazon Fulfillment Associate, California |
| Marcin C., IT Administrator, UK | Christine C., Translation & Standards, Minnesota |
| | Monica S., TMS / Translation Coordinator, Italy |

WSO Website - Repository URL of meeting minutes / reports

<https://acawso.org/category/wso-office/>

Office Contact information

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Hours Monday – Friday, 8am to
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World Service Office Highlights

1. Printed and distributed 83,055 books through all platforms **Up 1% over 2024**
2. Printed and distributed 57,063 booklets & trifolds through all platforms **Up 18% over 2024**
3. Ordered, received, and distributed 33,714 chips and medallions **Up 12% over 2024**
4. Published and distributed 15,722 e-books **Up 14% over 2024**
5. **Published 8 new books/ booklets:** Connections, Portuguese A New Hope, Arabic Laundry Lists Workbook, Japanese Loving Parent Guidebook, Norwegian Strengthening My Recovery, German Identity Papers, Spanish Unity Big Red Book, Hungarian Yellow Workbook. **A 33% increase over 2024**
6. Sold 4,190 audio books in 2025 **.5% decrease over 2024**
7. The year ended with 42 e-books listed for sale on the ACA WSO web stores. 35 of those were translated e-books **Up 36% over 2024**
8. Received and returned 13,259 calls and emails **Up 17% over 2024**
9. Logged 115 Donated Hours by Volunteers in the Office primarily sorting and cataloging archives, creating new meeting packets and packaging chips and medallions
10. Added two special workers, one for Translation Support from US and one for the Translation Management System (TMS) from Italy
11. Fully integrated an inventory management software system into the QuickBooks Online Software Accounting System
12. Managed the World Service Office business and financial affairs in a manner that resulted in a “Clean Financial Audit” for 2025 for the second year in a row
13. As the worldwide clearinghouse for ACA, the World Service Office is tasked with the legal responsibility of managing the fellowship’s intellectual property. In 2025, the office intensified its efforts to protect the integrity of our message and the financial health of the WSO by issuing **34 copyright infringement notices**, representing a **42% increase** in enforcement actions over the previous year.

These enforcement actions are vital to ensure that the ACA message is not diluted and revenue from literature sales—which supports our worldwide services—is not diverted by unauthorized third parties. Key enforcement highlights from 2025 include:

- **Digital Platform Takedowns:** The office successfully filed **11 formal takedown requests with YouTube, 12 with Amazon** and 4 with Scribd to remove unauthorized digital copies of *The Loving Parent Guidebook*.
- **International Market Protection:** We issued final warnings to international e-commerce sites, such as Avito.ru (Russia), for the unauthorized sale of the *Big Red Book* and *12 Steps Yellow Workbook*.
- **Proactive Compliance:** Beyond enforcement, the office processed numerous Copyright Release forms through the adultchildren.org web portal, helping members and groups use ACA materials in a way that respects our common welfare and legal protections.

In addition to these efforts, the office maintains ongoing, proactive monitoring for copyright infringements across digital platforms and international markets to identify and address violations in a timely manner.

By actively managing these challenges, the WSO ensures that our literature remains accurate, unified, and available to the adult child who still suffers.

14. Operational Efficiency through Automation

In 2025, the WSO successfully implemented a suite of automated workflows designed to reduce administrative overhead and redirect resources toward fellowship services. By transitioning manual processes into integrated digital database systems, the office achieved significant gains in both speed and accuracy.

Key Automation Statistics:

- Total Automations Executed: 2,439
- Estimated Labor Savings: 813 hours (Approx. 20 weeks of full-time staff work)
- **Direct Cost Savings: \$24,387.56 in reclaimed administrative time**

Impact Areas:

- Global Literature Growth: Automations powered the launch of the International and Russian Literature Order forms late in the year, facilitating our expansion into emerging regions
- Streamlined Publishing: 96 manuscript and free literature intake workflows were processed, supporting our 33% increase in translation production
- Legal & Compliance: Automated workflows handled 154 Copyright Releases, 133 NDA forms, and 172 Translation Licenses, ensuring the fellowship remains legally protected with minimal manual intervention
- Member Services: For the first time, ABC Delegate registrations were automated to sync directly with communication channels, drastically reducing manual data entry for IT staff and improving the experience for 175 delegates

15. Translation Management System (TMS) Implementation & Global Scaling

In 2025, the World Service Office completed a major milestone in modernizing its translation infrastructure through the implementation of a Translation Management System (TMS). This initiative represents a foundational shift from fragmented, manual translation processes to a structured, scalable, and globally coordinated workflow.

From Concept to Full Production

After several months of project planning, soliciting requests for proposals, and evaluating the bids, the TMS was selected. Operational implementation progressed through seven structured phases between mid-2025 and early 2026, moving from initial design through full operational deployment:

- Foundation & Validation: Established a standardized glossary, defined foundational literature, and launched pilot teams across both left-to-right and right-to-left languages
- Workflow Structuring: Introduced hybrid workflows combining manual and system-based translation processes and expanded onboarding to additional language teams

- Standardization: Implemented a unified workflow (post-editing → review → group conscience → publishing), enabling consistent quality across translations
- Stabilization & Scaling: Transitioned from implementation to full operational use, resolving adoption challenges and simplifying processes for volunteers
- Consolidation: Established end-to-end workflows, initiated legacy content migration, and integrated translation memory systems

Measurable Impact

The implementation of the TMS has already produced significant, measurable results:

- 12 languages now in full production within the TMS
 - 14 publications actively managed through the system
 - 121+ pieces of free literature published at scale
 - Expansion of structured workflows across global translation teams
- In addition, foundational literature has been extracted and standardized:
- 42 core items across 9 languages are now available for broader fellowship use and future translation efficiency

Translation Pipeline Status

As of April 2026, the WSO maintains a robust and active translation pipeline:

- 35 publications fully translated and published
- 87 works in progress
- 10 in typesetting
- 1 on hold

This reflects a significant increase in global translation activity and demonstrates the effectiveness of structured workflows in managing a large, multilingual portfolio.

Operational Improvements

The TMS has introduced several key operational advancements:

- Shift from retranslation to reuse through translation memory
- Reduction in complexity for volunteers by moving legacy processes into the background
- Standardized workflows that ensure consistency, accuracy, and alignment with ACA principles
- Improved coordination across international translation teams

Strategic Importance

The TMS is now established as the standard pathway for ACA translations, enabling:

- Faster time-to-publication
- Reduced volunteer workload
- Greater consistency across languages
- Scalable global growth of ACA literature

Looking Ahead

Future development will focus on:

- Completing migration of legacy translation content
- Achieving full adoption across all language teams
- Expanding translation memory capabilities to increase efficiency
- Exploring website localization and integration with publishing platforms
- Leveraging quality-driven automation to expand access to more languages

16. Digital Outreach & Social Media Growth

In 2025–2026, the World Service Office significantly expanded its digital outreach, using social media and online campaigns to carry the ACA message to a broader and more diverse global audience. These efforts are now producing measurable growth in visibility, engagement, and newcomer participation.

Expanding Reach

After three years of consistent development, ACA's Facebook social media presence has entered a phase of **accelerated growth**:

- Surpassed **1 million total views**
- Reached approximately **4,700 followers**, doubling year over year
- Growth rate increased to **~100 new followers per week**
- **More than half of all visitors are new users**, indicating expanding reach beyond the existing fellowship

Instagram Growth & Demographic Reach

Instagram has become a key channel for reaching new and younger audiences:

- **3,044 followers** (up 2,600 in one year)
- **367,700 content views**
- **9,900 interactions** (+100% year over year)
- **46,100 accounts reached organically** (+103%)
- Strong engagement among **ages 18–34**, expanding ACA's reach to younger demographics
- Text-based graphics outperform video for engagement, while video reels expand reach to non-followers

This demonstrates that ACA's message is reaching individuals who may not yet be connected to meetings or traditional service structures.

Google Ads & Newcomer Conversion

A newly implemented Google Ads campaign has demonstrated direct impact on newcomer engagement:

- **\$8,140 in ad value provided at no cost** through Google Ad Grants
 - **3,000+ users directed** to the Newcomer Welcome Path
 - **57% proceeded to meeting search**
 - Approximately **1,720 individuals took the next step toward attending a meeting**
- This represents a clear link between digital outreach and real-world fellowship participation.

Engagement & Content Performance

Engagement levels have increased significantly alongside audience growth:

- **Content interactions more than doubled** (from ~1,800 to 4,253)
- Posts are being **shared, saved, and discussed** at increasing rates
- Content output (55+ posts) exceeds industry benchmarks for similar organizations
A notable milestone was achieved when:
- A single post (“Am I an Adult Child?”) reached **nearly 200,000 views**, marking ACA’s first viral content event

Website & Content Integration

Social media integrates with ACA’s broader communication strategy:

- Drives traffic to the **ComLine Blog and ACA website**
- Encourages deeper engagement beyond social platforms
- Effectively converts into blog readership and extended engagement with ACA materials

Strategic Importance

These results show that digital outreach is no longer simply informational—it is becoming a primary pathway for carrying the ACA message:

- Reaching individuals outside traditional channels
- Supporting newcomer entry into meetings and recovery

Looking Ahead

Future priorities include:

- Continued growth across social media platforms
- Expansion of integrated content (blog, video, literature)
- Increased focus on younger audiences
- Further development of data-driven outreach strategies
- Strengthening conversion pathways from awareness to meeting participation

Goals

The World Service Office fulfills an important need as a clearing house for the fellowship and the WSO board and committees, but with the focus providing literature and fellowship services while positioning the organization’s resources to accommodate the emerging worldwide fellowship.

2025 Goals – Status: Completed or Near Completion

1. Ensure the continued availability of ACA literature and products to members and groups around the world by establishing online marketplaces and in country printing & fulfillment operations in the Middle East. **Many legal and operational obstacles encountered, nearing completion**
2. Organize and position the World Service Office and staffing to meet the growing needs of the fellowship. **Expanded global outreach based on available funds**
3. Invest in member and public outreach by implementing an integrated communications plan that will include podcasts, a new WSO communications r, a blog experience with more user functionality, and a higher visibility in social

media by using awareness and educational video postings. **Completed the revamp of the Traveler Newsletter and relaunched the ComLine Blog**

The Strategic Priorities for the upcoming year are:

1. Continue to improve efficiencies by automating workflows and processes for the WSO Office and fellowship service structures
2. Organize and position the World Service Office to meet the growing needs of the fellowship internationally
3. Continue to invest in broader member and public outreach by continuing implementation of an integrated communications plan that will include podcasts, a second WSO communication tool, an enhanced blog experience with more user functionality, and a higher visibility in social media by using awareness and educational video postings