



# **Dr. Bob's Home**

## **AKRON, OHIO**

Strategic Plan  
2022 -2026

Ambassador breakfast  
2023 update

# Our Home & Campus

Dr. Bob's Home is a nonprofit 501(c)(3) organization that was established in 1984 to purchase and maintain the home of Dr. Bob Smith, co-founder of Alcoholics Anonymous, as a museum. The property at 855 Ardmore Avenue in Akron, Ohio has since been named a State Historical Site and has been placed on the National Register of Historic Places



# Archive & Gift Gallery

If you have visited Dr. Bob's Home at 855 Ardmore Ave., more than likely you have also visited the gift shop and archives at 859 Ardmore Ave., known as "the house next door." From the end of 2017 and Spring of 2018 this house was under reconstruction and renovation. In keeping with our mission statement, we have made some much needed structural, as well as cosmetic, repairs. The gift shop has received the biggest transformation with a new custom built sales counter and display cabinets. There are also new flooring, lighting and paint throughout the house. These are just a few of the changes, to better enhance and preserve. It is truly breathtaking! There has been much time, effort and hard work contributed by all involved. We want to thank all who have poured their love and service into this vision and helped it become a reality.



# Archival, Welcome & Educational Centers

- Many of our friends in the vast community that make up “The World of Dr. Bob’s Home” may or may not be aware that we have recently acquired a third property, which allows the Smith residence to now be flanked and protected on both sides by supporting structures.
- The new addition, located immediately behind Dr. Bob’s Home, has the following address: 122 Everett Ave.
- These three structures and their grounds now resemble a campus, rather than a couple of homes. Collectively, they are often referred to as The Dr. Bob’s Campus.



# Mission Statement

Our primary purpose is to maintain, restore and preserve the property at 855 Ardmore Avenue which was the family home of physician Robert Holbrook Smith, affectionately known as Dr. Bob, one of the founding fathers of Alcoholics Anonymous. This historic site in Akron, Ohio is the birthplace of this internationally known fellowship, which subsequently became the foundation of numerous other twelve-step programs that are improving the lives of millions of people.

Second, our ongoing mission is to help alcoholics by preserving the atmosphere of acceptance where early members achieved and maintained their sobriety. This prevailing attitude is simply expressed in our greeting "WELCOME HOME".

Third, to educate the local community and beyond on how Dr. Bob's Home played a part in the formation of Alcoholics Anonymous and the manner in which alcoholics were helped in the early days.

# Strategic Priorities for 2022 - 2026



Strengthen the Board's effectiveness



Ensure the preservation of existing properties and artifacts



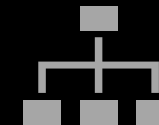
Deepen the impact of the visitor experience through authentic and effective interpretation both in the home and via our website



Build financial sustainability through revenue growth and diversification



Grow volunteer involvement and impact



Improve efficiency, accountability and continuity through streamlined operations and strong internal controls

# Committee Responsibility



## Board / Executive Committee

Oversees all committees



## Finance & IT Committee

### **Strategic Priority Four:**

Build financial sustainability through revenue growth and diversification

### **Strategic Priority Six:**

Improve efficiency, accountability and continuity through streamlined operations and strong internal controls



## Public Relations Committee

### **Strategic Priority Three:**

Deepen the impact of the visitor experience through authentic and effective interpretation both in the home and via our website



## Building & Grounds Committee

### **Strategic Priority Two:**

Ensure the preservation of existing properties and artifacts



## HR and Board Development Committee

### **Strategic Priority One:**

Strengthen the Board's effectiveness.

### **Strategic Priority Five:**

Grow volunteer involvement and impact



# Current Term Achievements 2022/23







Dr. Bob's Home  
Ongoing preservation and restoration efforts and  
Winner of the 2022 Beautification Award



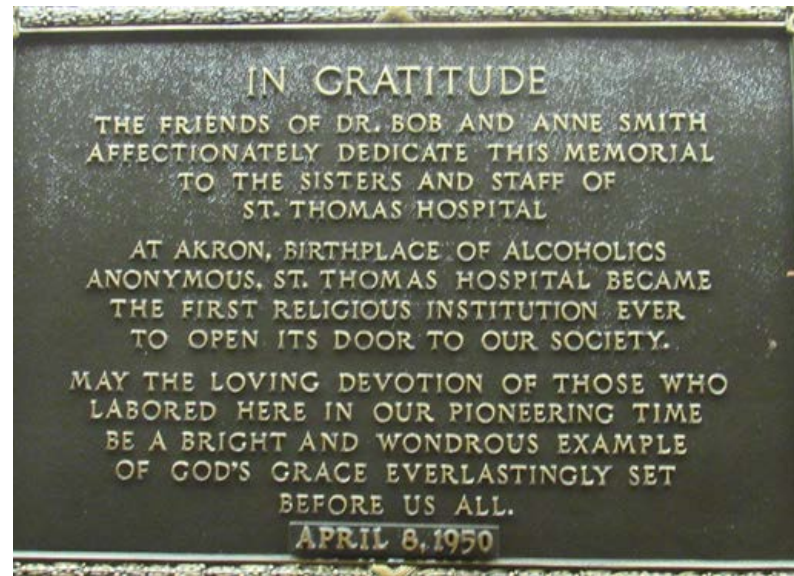
Original manuscript of The Big Book added to the collection at Dr. Bob's Home



Dr. Bob's Home participated in the  
Ribbon Cutting Ceremony at the  
New Heritage Center



# Dr. Bob's Home received the Sister Ignatia “In Gratitude” Memorial Plaque from St. Thomas Hospital





# Ambassador Program

---



New Digital  
Monthly  
Newsletter



## Welcome to The House Call!

We are excited to share our monthly newsletter, featuring Dr. Bob's Home news and updates. Please encourage your friends and family who are interested in learning more about Dr. Bob's Home to [sign up](#) today!



## Social Media Successes



## Estate Planning



A gift made through your estate or investment assets will help ensure the long-term future of Dr. Bob's Home and may provide tax benefits to you.

### Make a lasting gift to Dr. Bob's Home

Ongoing support allows us to continue to tell the story of the Smith family and their contributions to the formation of Alcoholics Anonymous. By including Dr. Bob's Home in your long-term planning, you may receive estate and personal tax benefits and retain financial flexibility and the use of your assets throughout your lifetime.

#### There are 3 simple ways to support Dr. Bob's Home:

##### **Include Dr. Bob's in your will or trust**

Talk to your attorney and add a brief statement in your will or trust: I devise and bequeath [percentage of my estate/residual/specific dollar amount] to Dr. Bob's Home, 855 Ardmore Ave., Akron, Ohio, EIN: 34-1461210.

##### **Make Dr. Bob's a beneficiary of a life insurance policy, retirement plan or bank/investment account**

Request a form from your account administrator or financial advisor to designate all or a percentage of assets from your life insurance policy, retirement plan or other financial accounts to Dr. Bob's Home, 855 Ardmore Ave., Akron, Ohio, EIN: 34-1461210.

##### **Make a gift today!**

Accelerate your legacy gift through various assets including your IRA (ages 70 ½+), stock or a donor-advised fund to support Dr. Bob's Home's current initiatives. Contact us to learn how!

Dr. Bob's Home  
855 Ardmore Ave.  
P.O. Box 449  
Akron, OH 44309  
330.864.1935  
[Drbobshome.org](http://Drbobshome.org)



**Dr. Bob's Home**  
AKRON, OHIO

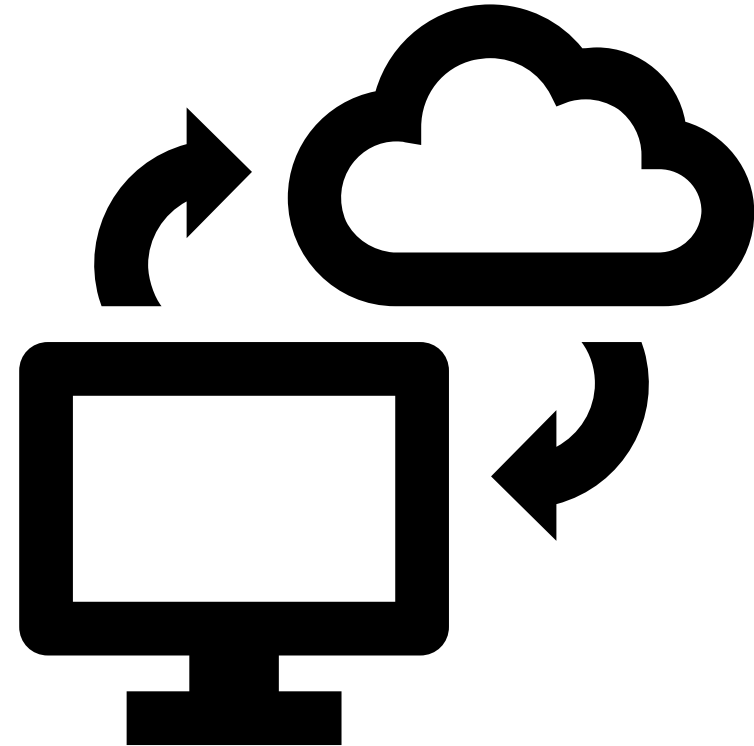
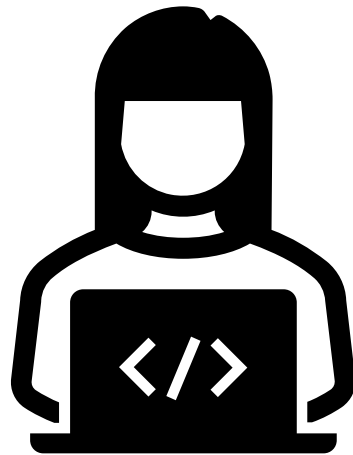
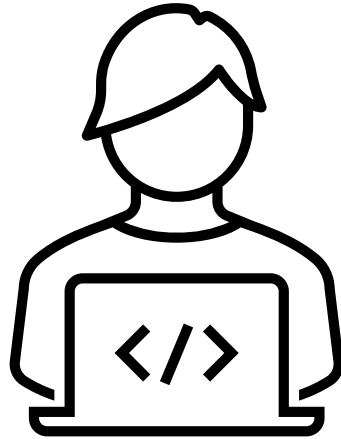
Dr. Bob's Home is a 501(c)(3) nonprofit organization. EIN: 34-1461210

This information is intended to provide potential donors with information that may be useful to them for planning purposes. It is not intended as tax, legal or financial advice. Please seek the help of qualified professional counsel.

AWE Center  
Updates:  
Dr. Bob's  
Library



IT  
Infrastructure  
Update





Charity  
Navigator  
Dr. Bob's Home  
is a 100%  
Four-Star  
Charity

Charity Navigator

[Discover Charities](#)
[Donor Basics](#)
[About Us](#)

## Accountability & Finance

Dr Bobs Home has earned a 100% for the Accountability & Finance beacon. See the metrics below for more information.

This beacon provides an assessment of a charity's financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies.

This Accountability & Finance score represents IRS Form 990 data up until FY 2019, which is the most recent Form 990 currently available to us.

[Learn more](#)

### Accountability and Transparency

✔ Full Credit
🟡 Partial Credit
✖ No Credit
⚪ Not Applicable

✔ Board Composition - 10/10 - 35/35 pts	+
⚪ Independent Audit or Financial Review - N/A - 0/0 pts	+
✔ Conflict of Interest Policy - Listed - 5/5 pts	+
✔ Board Meeting Minutes - Documented - 5/5 pts	+
✔ Document Retention and Destruction - Listed - 5/5 pts	+
✔ Whistleblower Policy - Listed - 5/5 pts	+
✔ Website - Listed - 5/5 pts	+

### Financial Metrics

✔ Full Credit
🟡 Partial Credit
✖ No Credit
⚪ Not Applicable

✔ Liabilities to Assets Ratio - 4.20% - 15/15 pts	+
✔ Program Expense Ratio - 78.10% - 25/25 pts	+

100%

Four-Star Charity

Impact & Results

Accountability & Finance


Culture & Community

Leadership & Adaptability

GIVING BASKET DISABLED

Favorite

# GuideStar Public Information 990

Candid at a glance 

Candid.  
GuideStar

Basic Search



Search

Update Nonprofit Profile

Products

Blog

Support

Hi Melissa Musser ▾

## Dr Bobs Home

Akron, OH | <http://WWW.DRBOBSHOME.COM>

Is this your  
nonprofit?

Claim your profile  
for free

[Learn about benefits](#)

Summary

Programs + Results

Financials

Operations

## Mission

OUR PRIMARY PURPOSE IS TO MAINTAIN,  
RESTORE AND PRESERVE THE PROPERTY AT  
855 ARDMORE AVE. WHICH WAS THE FAMILY

### Ruling year ⓘ

1985

### Principal Officer

MELISSA MUSSER

### EIN

34-1461210

### Subject area ⓘ

Historical activities

Diseases and conditions

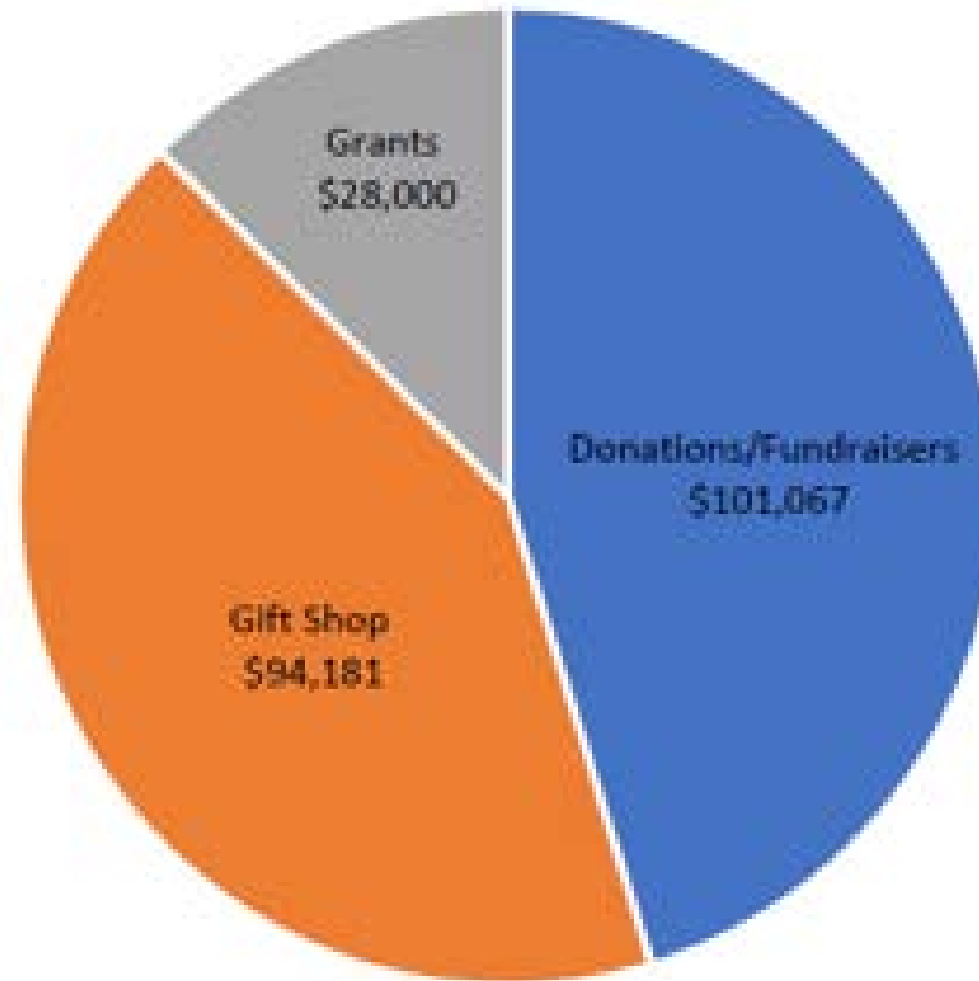
### IRS filing requirement

This organization is  
required to file an IRS  
Form 990 or 990-EZ.

Tax forms



Dr. Bob's  
Home 2022  
Revenues



# Financial Health Summary



\$250,000 Cash / Savings



\$60,000 Inventory




\$200,000 Endowment



\$200,000 Assets Held in a Trust (Permanently Restricted)



No Debt!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!



“I think the kind of service that really counts is giving of yourself, and that almost invariably requires effort and time.”

— Dr. Bob



Dr. Bob's Home