AA's power of attraction was evident during the ceremonies as other recipients and participants (several of whom were members of AA or Al-Anon) privately shared their own experiences. A member of the board that reviewed the awards had been a parishioner of Calvary Church, New York City, in the early 1930s, and had known Bill W. when he was active in the Oxford Group, before he met Dr. Bob. Another award recipient spoke of gratitude not only for the recognition she received, but for the fact that she was being honored along with AA: Her father, a member, had died sober in January. Many participants previously unfamiliar with AA were deeply impressed with the Tradition of self-support and, especially, with the spiritual principle of anonymity in a Fellowship of equals.

The awards are sponsored jointly by Volunteer, a private nonprofit organization, and Action, the Federal agency that sponsors VISTA and other long-standing programs. The Volunteer Action Award is the fifth award presented to AA over the years. In 1950, the Fellowship was honored with the Poverello Medal; in 1951, it received the Lasker Award; in 1967, the Franciscan Award; and in 1972, the American Industrial Health Conference Award.