



APPALACHIAN TRAIL
CONSERVANCY®

ANNUAL REPORT 2011

Overview

Over the last five years the Appalachian Trail Conservancy (ATC) has grown into a diversified organization, reaching out to a broad range of constituents while continuing to offer traditional and innovative programs. We are proud of our many accomplishments in 2011.

Volunteers and cooperative agency partners are central to our conservation work. In 2011 we wholeheartedly began to renew longstanding plans and agreements that guide management of the Appalachian Trail (A.T.). Local Management Plans are the most important plans to ensure consistent Trail management and are developed by volunteer A.T. clubs with staff support and coordination. We have also been focused on renewing critical state and agency agreements. These agreements ensure adequate support for Trail protection and management. As we begin to celebrate the 75th anniversary of the Trail's completion, we also have much to be proud of in terms of the organizational structure in place to support complex working relationships that have created and support one of the most effective Trail projects in the world. This past year, the ATC's Conservation Director was invited to share our successful model at the 2nd World Trail Conference in South Korea, speaking to trail representatives that came together from around the globe to share experiences and to build a global network of trail partners.

Back home, the ATC continued to support Trail

crew programs that tackle the most challenging Trail management projects in partnership with longstanding Trail club volunteers. Trail deficiencies are identified annually through staff surveys. In 2011, we hosted over 400 crew volunteers who helped us maintain Trail sections across southern and mid-Atlantic Trail regions. Most notably, we continue to rehabilitate the Trail at Bear Mountain with local club partner NY/NJ Trail Conference, to build out the final location of the Trail sections near the New River in Virginia, and to construct new Trail sections in Tennessee. A significant challenge this past year was addressing Trail damage in the aftermath of Hurricane Irene. This torrential storm washed out bridges and Trail sections throughout Vermont. Staff and volunteers responded in partnership with local club partner, the Green Mountain Club, to survey the damage and assist with repairs. Overall in 2011, 5,427 volunteers participated in our Trail programs, donating over 230,575 hours.

Seasonal ridgerunners hired and administered by the ATC continue to provide much needed information and guidance to visitors about the A.T. and its intended primitive experience, its location, regulations, and traditions. Ridgerunners work to encourage and to elicit the support of those who live nearby, but who may not understand or use the Trail regularly. This work was particularly important in 2011 along Trail sections just west of Roanoke, Virginia where there



ABOVE: INTERNATIONAL PARTICIPANTS OF THE 2ND WORLD TRAIL CONFERENCE GATHER FOR A HIKE IN SOUTH KOREA. PHOTOGRAPH BY LAURA BELLEVILLE

OPPOSITE TOP: SCENIC OVERLOOK OF THE RECENTLY PROTECTED FORESTED LAND ON SOUTH MOUNTAIN IN CUMBERLAND COUNTY (KNOWN AS WHITE ROCKS). PHOTOGRAPH BY KAREN LUTZ

OPPOSITE BOTTOM: HIKERS ENJOY THE NEW, ACCESSIBLE SECTION OF TRAIL AT BEAR MOUNTAIN DURING ITS OPENING CELEBRATION ON NATIONAL TRAILS DAY. PHOTOGRAPH BY JEREMY APGAR

COVER PHOTO: ROCKY MOUNTAIN SHELTER, PA. PHOTOGRAPH BY JOSEPH HESS



Overview

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is an increase in inexperienced hikers visiting the Trail. These new hikers are often not prepared, resulting in several rescue calls. The ridgerunner in this area worked with staff and Roanoke Fire and Rescue to implement strategies to help new hikers better understand hiking conditions, safety precautions, and protection of Trail resources.

We continue to work on high priority land acquisition projects and were extremely pleased to celebrate the addition of the White Rocks tracts (840 acres of forested land) to the Appalachian National Scenic Trail corridor in Pennsylvania. The National Trails Land Resources Program Center, with matching support secured by the ATC from the Commonwealth of Pennsylvania's Keystone Recreation, Park and Conservation Fund has ensured that this extraordinary landscape in the Cumberland Valley of Pennsylvania is protected for future generations. The ATC was also recognized as the primary driver behind the Wildlands Conservancy's acquisition of the 172-acre Hauser tract, title now held by the Pennsylvania Game Commission. This tract contains the largest native grasslands in Pennsylvania.

These large acquisition projects always require public funds. The ATC conservation staff had another successful year, meeting with congressional representatives from the fourteen Trail states in Washington, DC as part of the annual Hike the Hill advocacy week sponsored by the American Hiking Society and co-sponsored by the Part-



Overview

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DAMASCUS, VA DESIGNATED AN OFFICIAL APPALACHIAN TRAIL COMMUNITY



KINDERGARTEN STUDENTS PARTICIPATED IN A SERVICE-LEARNING PROJECT REMOVING INVASIVE-EXOTIC GRASS, JOHNSON CITY, TN

nership of the National Trails System. We were happy that our visits, along with visits from partner organizations, resulted in the final \$5 million dollar appropriation from the Land and Water Conservation Fund for the 10,000-acre Rocky Fork tract in Tennessee. This \$40 million dollar project required multiple years of funding. We also supported a Maine Forest Legacy project that received \$8.5 million of Land and Water Conservation Funds to protect nearly 18,000 acres of forested lands adjacent to the Trail in the High Peaks area of Maine.

We are excited about the continued enthusiasm and growth of the new Appalachian Trail Community™ program. The Appalachian Trail Community™ program is a designation program that provides the structure for community partners to engage more closely with the ATC, land managers, A.T. clubs, and volunteers. It serves to educate residents about the value of the Appalachian National Scenic Trail and its affiliated public lands. The program is a multi-year approach to engaging communities along the Appalachian highlands towards meaningful protection of natural resources and access to public lands for learning, inspiration, and community building. We are aiming to maximize the contribution of the Appalachian Trail to the social, economic, and environmental well-being of local communities through initiatives that include sustainable tourism development, education, citizen

science, physical fitness, resource conservation, and land-use planning. During 2011, the Appalachian Trail Community™ program focused on awareness and network building among local communities as well as capacity building among A.T. volunteers. By the end of 2011, twenty-four communities across the fourteen A.T. states had been designated or had applied to the program. In conjunction with this program, we launched an A.T. Ambassador program, recruiting ten ambassadors to build and expand connections with community members through community hikes, events, stewardship activities, and engagement with local volunteer A.T. clubs. Each ambassador has offered innovative and inspiring projects to build awareness of the Trail and volunteer opportunities.

Many of our recently designated communities support the Trail to Every Classroom program, a professional development program cooperatively managed by the NPS and the ATC for K-12 teachers that provides educators with the tools and training for place-based education and service-learning on the A.T. We supported training for another forty-five teachers in 2011, the sixth year of this program, offering workshops and a week-long training session. The ATC and the National Park Service have formed an advisory council to guide this program, gathering key members to support the continued growth, viability, and relevance of the Trail to Every Classroom.

Building upon the success of Trail to Every Classroom to expand Trail awareness to teachers and students, the ATC developed the first annual Family Hike Day in conjunction with National Public Lands Day on September 24, 2011. Information about this program was presented on the ATC's website including suggested hikes, volunteer-led hikes, Trail-related activities, and safety tips. In conjunction with this project, the ATC published the first edition of its Appalachian Trail Family Programs: Engaging Families as Hikers and Volunteers on the A.T., an 85 page "How To" manual as well as an organizational compendium for organizing volunteer activism among youth and families.

The 38th Biennial Membership Conference at Emory & Henry College in southwest Virginia was a huge success. Hosted by the seven A.T. maintaining clubs of Central and Southwest Vir-

ginia, the Biennial Conference celebrated the A.T. Planned around the ATC's membership meeting, the conference provided an opportunity for A.T. enthusiasts to take a Trail related workshop, hike on the A.T., or explore other attractions in southwest Virginia. During this meeting, the membership elected its new Board of Directors. New to the Board are Lenny Bernstein, Richard Daileader, Arthur Foley, Mary Higley, Terry Lierman, and Mike Marziale. Re-elected members include Robert Almand, Kara Ball, Marcia Fairweather, Brian Fitzgerald, Sandi Marra, Charles Maynard, William Plouffe, Betsy Thompson and Clark Wright Jr. The ATC was saddened by the news of the untimely passing of newly-elected board member Mike Marziale in October.

2011 also marked an end of an era for the ATC. David N. Startzell, leader of a successful 30-year effort to place the Appalachian Trail securely on

public lands from Maine to Georgia, retired in January 2012. In anticipation the board formed a search committee, engaged a professional placement firm, interviewed and hired the ATC's current executive director/CEO from a pool of over 150 applicants from across the country. The ATC is proud to welcome Mark J. Wenger, formerly of the Colonial Williamsburg Foundation, an A.T. Trail maintainer, former president of the Tidewater Appalachian Trail Club, and recent 2000-miler.

Lastly, throughout the year, as in the past, the ATC has benefited from the generous support of our members as well as our corporate and foundation partners. To all of them, and to all the thousands of volunteers who support the Trail, we express our deepest gratitude.



J. Robert (Bob) Almand
Chair



Mark J. Wenger
Executive Director / Chief Executive Officer

Finances

In the beginning of 2011, the Appalachian Trail Conservancy (ATC) received approximately 1.5 million dollars to purchase 840 acres of land in Cumberland County, Pennsylvania. Title of this property will not be held by the ATC. Acting as the pass through agent between the Commonwealth of Pennsylvania and the US government, the ATC recorded the grant when it was awarded in late 2010 as an account receivable as well as a deferred revenue. Therefore, as a result of receiving the funds and the subsequent purchase assistance of the land in 2011, total assets decreased 1.56 million to 13.7 million dollars. Commensu-

rately, current liabilities decreased to 3.0 million from 4.6 million. Net assets decreased to \$10,294,951 at December 31, 2011, from \$10,418,351 a year earlier, for a total decrease of \$123,406 across all funds. Unrestricted net assets decreased slightly to \$2,602,041 from \$2,634,479.

Other notable items include the receipt of \$15,995 in new life memberships in 2011 and permanently restricted gifts of \$197,125 in the Stewardship Fund. Investments had realized and unrealized losses of (\$175,698).

The General Fund reported an increase in net assets of \$23,918. Total Public Support and in kind

contributions decreased to \$1,420,903 from \$1,443,990. Membership revenues increased slightly to \$1,173,233 from \$1,066,234. Contractual services spiked to \$3,630,007 from \$2,084,950 and General fund expenses increased to \$7,963,249 from \$5,834,414 due largely to the purchase assistance of the 840 acres in Cumberland County, Pennsylvania (explained above).

The 2011 financial statements were audited by Yount, Hyde, and Barbour, P.C. and were issued an unqualified “clean” opinion. For copies of the 2011 audited Financials please visit www.appalachiantrail.org/financials.

WILDLIFE ALONG THE APPALACHIAN TRAIL.



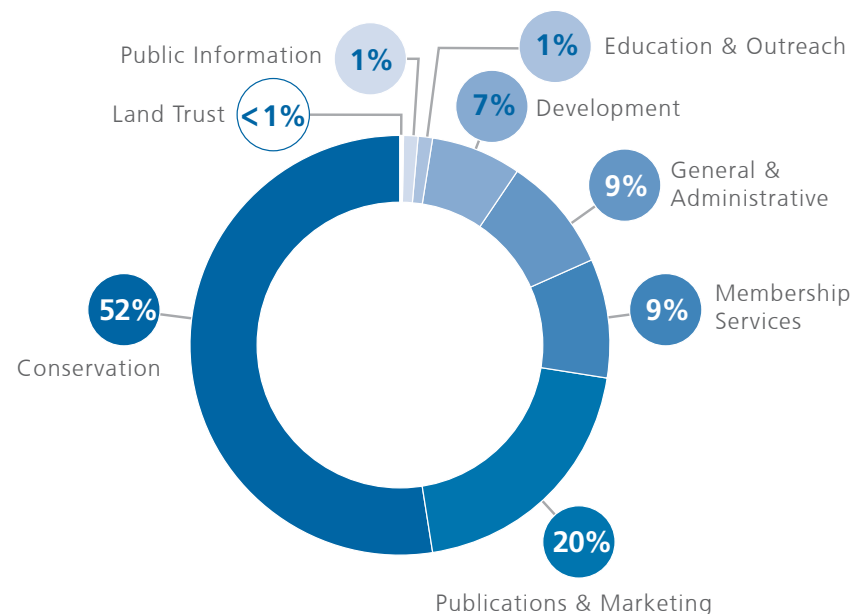
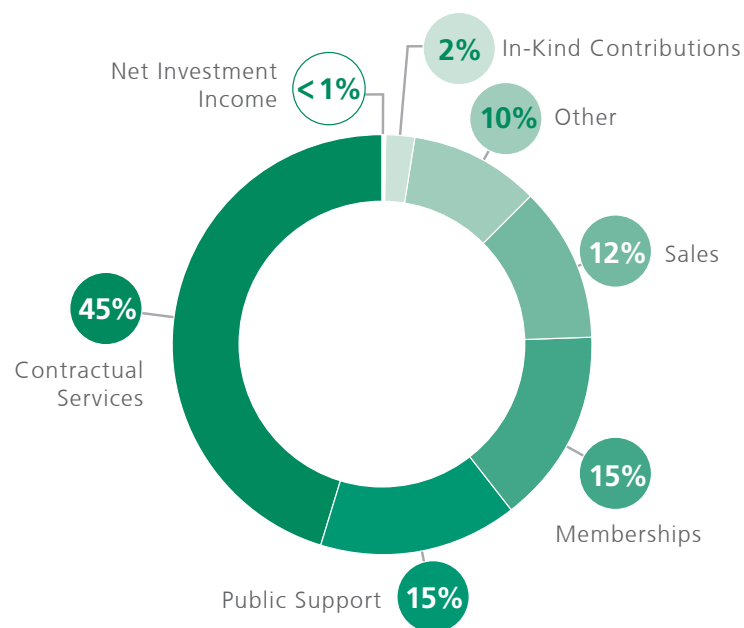
HARPERS FERRY, WV. PHOTOGRAPHED BY LAURIE POTTEIGER



Comparison of General Fund Revenue and Expense for 2011 and 2010 ended December 31 of each year

Revenues

	2011	2010
Public Support	1,230,678	1,342,372
In-Kind Contributions	190,225	101,618
Memberships	1,173,233	1,066,234
Contractual Services	3,630,007	2,084,950
Sales	975,515	964,390
Net Investment Income	7,165	6,514
Other	780,344	532,873
Total Revenues	7,987,167	6,098,951



Expenses

	2011	2010
Conservation	4,118,002	2,537,929
Land Trust	34,792	114,696
Membership Services	750,083	508,482
Public Information	77,594	61,488
Education and Outreach	117,171	103,137
Publications and Marketing	1,569,626	1,282,273
Development	561,918	547,419
General and Administrative	734,063	678,990
Total Expenses	7,963,249	5,834,414

Increase in Net Assets of General Fund 23,918

264,537

Foundations & Corporations

Chairman Circle **\$100,000+**

Independent Charities of America

Directors Circle **\$50,000 to \$99,000**

UPS

Diamond **\$25,000 to \$49,999**

Fidelity Charitable Gift Fund

NewPage Corporation

Patton Boggs, LLC

Recreational Equipment, Inc.

The UPS Foundation

Williams Forrest

Visionary **\$10,000 to \$24,999**

Bank of America

Comcast Corporation

F.M. Kirby Foundation

Harney and Sons Fine Teas

International Association of
Machinists

L.L. Bean

QVT Financial LP

Rodale, Inc.

St. Coletta of Greater Washington, Inc.

Susan Gage Caterers, Inc.

The Home Depot

Trailblazer **\$5,000-\$9,999**

Akin Gump Strauss Hauer
& Feld LLP

American Trucking Associations

Ben Barnes Group

BNSF Railway Company

C2 Group LLC

CSX Corporate Citizenship

CTIS, Inc.

Chevron

Deutsche Post World Net
USA, Inc. (DHL)

Dominion Resources Services, Inc.

Fontana Village Resort

Georgia Appalachian Trail Club

Green Mountain House Hiker
Hostel

Holland & Knight, LLP

Honeywell International, Inc.

IBM

Raffaniello and Associates, LLC

Sevier County Choppers

Sunoco, Inc.

The Betterment Fund

The Boeing Company

The National Christian Foundation

The Normandy Group

The Phileona Foundation

The Vanguard Group Foundation

Toyota Motor North America, Inc.

Wiley Rein, LLP

Leaders **\$2,500-\$4,999**

Blue Ridge Mountain Sports

Echo Communicate

FPL Energy Maine Hydro, LLC

Garden Homes Management
Corporation

Higher Ground Roasters, Inc.

Hintz Targeted Marketing

La Sportiva

Mountain Khakis

Raymond James Charitable
Endowment Fund

Schwab Charitable Fund

The Louis Thalheimer & Juliet
Eurich Philanthropic Fund, Inc.

The Thomas Rosato Caritable
Foundation, Inc.

Thrivent Financials for Lutherans

Turkey Hill Dairy

Vanguard Charitable Endowment
Program

Ambassador \$1,000-\$2,499

ADC Strategies

AMC Delaware Chapter

Campmor, Inc.

Canyon Ranch in Lenox

Community Foundation of Western
North Carolina

Davis, Hartman, Wright PLLC

Directions for Rural Action Fund

Eastman Chemical Company

Exxon Mobile Foundation, Inc.

General Electric

Goldman Sachs & Co.
Matching Gift Program

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ICS-Nett

International Warehouse Logistics
Association

Janet Hayes Davis Foundation

Microsoft Corporation Matching
Gift Program

Morgan Stanley Smith Barney

Network for Good

New Hampshire Charitable
Foundation

Osprey Packs

Peter R. and Cynthia K. Kellogg
Foundation

Salazon Chocolate

Smokey Mountain Hiking Club

T. Rowe Price Program
Charitable Giving

Tarma Designs

The Advocacy Group

The Chaney Family Foundation

The Cheap Outdoors-LG
Creative LLC

The Sally & Peter Parsonson
Foundation, Inc.

The Shiloh Foundation

The Sisco Family Fund

Travel Country Outdoors

Two Knobby Tires-Dropclip, LLC

United Way

USG Foundation, Inc.

Virginia Tourism Corporation

Wilmington Trail Club

Partner \$500-\$999

American Express

American Highway Users Alliance

Appalachian Power

AT&T United Way Employee
Giving Campaign

Avenue Solutions

Blue Mountain Eagle Hiking Club

Coille Limited Partnership, LP

Eagles Nest Outfitters, Inc.

Elinor Beidler Siklosy Foundation

Emagine IT, Inc.

Illinois Tool Works Foundation

ING

Ipswitch, Inc.

Jeffery P. McKee Foundation

Jewish Foundation of Memphis

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Montclair Kimberley Academy

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Sidley Austin, LLP

Susquehanna Appalachian
Trail Club

TD Ameritrade Clearing, Inc.

Tennessee Eastman Hiking and
Canoeing Club

The U.S. Charitable Gift Trust

Tidewater Appalachian Trail Club

Triangle Community Foundation

Tyco TE Connectivity

Wells Fargo Community
Support Campaign

BACKGROUND PHOTOGRAPHED
BY JONATHAN RILEY



KONNAROCK TRAIL CREW,
MCAFEE KNOB REHAB, VA

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Annual Fund

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Annual Fund

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PHOTOGRAPH BY WILL MCNULTY



THUNDERING FALLS, VT

PHOTOGRAPH BY MATTHEW DAVIS

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Melissa Wohlgemuth
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Ed and Sandy Wood *

Christina L. Wtulich

OUR MISSION:

The Appalachian Trail Conservancy's mission is to preserve and manage the Appalachian Trail – ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow, and for centuries to come.

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Richard Daileader

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Charles W. Maynard

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Thompson

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Royce W. Gibson
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Laura Belleville
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Appalachian Mountain Club

Randolph Mountain Club

Dartmouth Outing Club

Green Mountain Club

AMC-Berkshire Chapter

AMC-Connecticut Chapter

New York-New Jersey
Trail Conference

Wilmington Trail Club

Batona Hiking Club

AMC-Delaware Valley
Chapter

Philadelphia Trail Club

Allentown Hiking Club

Blue Mountain Eagle
Climbing Club

Susquehanna
Appalachian Trail Club

York Hiking Club

Cumberland Valley
Appalachian Trail Club

Mountain Club of Maryland

Potomac
Appalachian Trail Club

Old Dominion
Appalachian Trail Club

Tidewater
Appalachian Trail Club

Natural Bridge
Appalachian Trail Club

Roanoke Appalachian Trail Club

Outdoor Club of Virginia Tech

Piedmont Appalachian
Trail Hikers

Mt. Rogers
Appalachian Trail Club

Tennessee Eastman Hiking
and Canoeing Club

Carolina Mountain Club

Smoky Mountains Hiking Club

Nantahala Hiking Club

Georgia Appalachian
Trail Club

LOCATIONS

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Boiling Springs,
Pennsylvania
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Central & Southwest Virginia
Regional Office
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Georgia, North Carolina &
Tennessee Regional Office
Asheville, North Carolina
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KATAHDIN SUMMIT, ME

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