

— TWENTY TWELVE —

• ANNUAL REPORT •



APPALACHIAN TRAIL
CONSERVANCY®



Overview

Over the last few decades, the Appalachian Trail Conservancy (ATC) has been the unifying force that builds partnerships along the Appalachian Trail (A.T.) while preserving the Trail's natural beauty and priceless cultural heritage. As we celebrated the 75th Anniversary of the Trail's completion, we stayed true to our mission and invested in traditional and innovative programs to reach a broad range of constituents while instilling passion and cultivating future stewards of the Trail. We are proud to report our many accomplishments in 2012.

Supporting the invaluable volunteer workforce that stewards the A.T. and associated lands is a high priority for the ATC. This year we had a total of 6,033 volunteers donating 239,109 hours of their time and efforts to the Trail. Volunteer leadership at the A.T. club level is a critical piece to ensure consistent management and a renewed crop of new volunteers. We hosted a Volunteer Leadership Meeting that brought volunteer leaders together for training and networking, the first held in nearly 10 years. Complementing the meeting, we made major updates to our Volunteer Leadership Handbook and offered on-line access to this important document. Our training efforts also extended to the field as we partnered again with the Wilderness Society, the U.S. Forest Service, the National Park Service (NPS), and the Southern Appalachian Wilderness Stewards to host a two-week Wilderness Skills Institute training and sawyer certification. This training was in addition to the 38 sawyer, trail maintenance, and natural resource management workshops that we offered.

Our agencies and state leaders continue to provide resources that help us protect and steward the Trail.

In 2012 we worked with governmental representatives in Connecticut to renew our management agreement and hosted a celebratory signing in June. We continued to work with our 31 maintaining clubs to renew local management plans and to support new policy development to ensure we are adequately addressing changing needs. We also partnered again with the Wilderness Society, the U.S. Forest Service, the National Park Service (NPS), and the Southern Appalachian Wilderness Stewards to host a two-week Wilderness Skills Institute training and sawyer certification.

Launched in 2010 with the designation of four pilot communities, the Appalachian Trail Community™ program is designed to recognize communities that promote and protect the Appalachian Trail. Towns, counties, and communities along the A.T.'s corridor are considered assets by all that use the Trail and many of these towns act as good friends and neighbors to the Trail. The program serves to assist communities with local initiatives, such as sustainable economic development through tourism and outdoor recreation, while preserving and protecting the Appalachian Trail. Our goal has been to build a network of at least fifty communities. In 2012, ATC and our partners



Photo by Julie Judkins

Appalachian Trail Community™ designation ceremony in Front Royal, Virginia.

hosted thirteen Appalachian Trail Community™ designation ceremonies. To date twenty-nine communities are in the Appalachian Trail Community™ network. A notable component of our community work is the Appalachian Trail Ambassador program. These incredible volunteers, recruited and trained by ATC, provided over 3,000 hours of outreach and recruited approximately 1,000 new volunteers for stewardship activities on the Trail.

Our ever-popular program, a Trail to Every Classroom, ended its seventh year in 2012. Over 300 teachers have been trained, engaging more than 25,000 students. We took the opportunity this past year to host an alumni training session to bring teachers back together to share stories and receive additional training for advanced outdoor education skills. In addition, we are completing a training manual for the program

that will assist future teachers and trail organizations interested in building similar programs.

Another high priority for the ATC is to protect and preserve the lands and unique hiking experience associated with the Trail. Incompatible development continues to be a significant issue that demands attention. The ATC retained counsel in two cases in Pennsylvania to address trailside development. One case involved a proposal for several cellular towers along the Kittatinny Ridge, an important migratory flyway adjacent to the Trail in Pennsylvania. The other was brought against the NPS contending that there was inadequate review of the environmental impacts associated with the Susquehanna-Roseland

Eddie Walsh Teaching Slope & Grade to a group of educators as part of the Trail to Every Classroom program



Photo by Karen Lutz

power line expansion through the Delaware Water Gap and across the Appalachian Trail. While the ATC did not prevail in the lower courts of Pennsylvania, we continued to work with our partners for the appropriate mitigation, to help protect the A.T. from the powerline development.

Throughout the year, we have also worked with our partners to follow new development proposals. For example, we met with developers regarding the Northern Pass power line expansion in New Hampshire that will have impacts on the A.T. viewshed in the White Mountain National Forest. The ATC's engagement in development projects adjacent to the Trail serves to prevent, or minimize, and mitigate, negative im-

pacts. It is critical that the ATC has sufficient resources to engage in reviewing development plans, to meet with developers, and to collaborate with core partners.

Our Mid-Atlantic staff has been working closely with local municipalities to promote zoning ordinances that protect Trail values pursuant to the Pennsylvania Act 24 legislation passed in 2008. We have expanded capacity and dedicated staff leadership to regional landscape conservation partnerships specifically in the regions of the Kittatinny Ridge and South Mountain areas. Conservation coalitions in these landscapes engage local communities, state and federal agencies, and

conservation partners in collaborative efforts that conserve the natural, scenic, cultural, and aesthetic resources along the 229-mile A.T. corridor and the 58 municipalities through which A.T. passes in Pennsylvania. In 2012, the program supported mini-grants to assist communities with zoning assessments and planning. Working with partners we conducted analyses to identify those lands within the South Mountain region that are particularly sensitive to environmental degradation and communicated to municipalities the value of their natural resources. We collaborated to host a regional workshop in the South Mountain landscape focused on underscoring the connection between health and recreation and created a detailed plan to inventory and manage cultural heritage resources across the region. We also engaged the public via the popular South Mountain Speaker Series and South Mountain Outdoors as a means of educating the public and creating citizen advocates for the stewardship of the unique natural, cultural, recreational, and economic resources of the South Mountain region.

The ATC strives for all Trail visitors to have a safe and enjoyable experience. We continue to host 32 seasonal ridgerunners and caretakers who promote a quality recreational trail experience by talking to visitors about the A.T. and its intended primitive experience, its location, regulations, and traditions, as well as ways they can minimize their impact on the Trail. Each year ridgerunners and caretakers interact with over 10,000 visitors in heavily used sections of the Trail. Funding was secured in 2012 to enhance specific messaging for Leave No Trace on the A.T. in an attempt to address the growing impact of many



Overview

new, inexperienced hikers who appear to be less familiar with these important principles.

A quality hiking experience is also dependent on well-managed Trail. The ATC continued to support and manage six trail crews. All crews focused on repairing major Trail deficiencies from Georgia to Maine. The most notable Trail construction project this past year was the completion of the Swamp River boardwalk. This new 1,600-foot, oak-decked boardwalk and 34-ft bridge over the Swamp River is the culmination of two and a half years of work contributed by over 75 volunteers. The project was sponsored by the ATC and NY-NJ Trail Conference with major funding by the Appalachian Trail Park Office of the NPS.

Another important goal in 2012 was to build and support better capacity to steward the A.T.'s corridor. We've coordinated rare plant and invasive species monitoring and management projects. We also expanded partnerships to engage citizen scientists in monitoring phenology at sites along the Trail's corridor. This data will be added to an existing database supported by the National Phenology Network, which will ultimately provide information about changes in sea-

sonal lifecycles and impacts associated with climate change. Additionally, A.T. natural resource managers focused on protecting early successional habitat for several important wildlife species.

Stewardship extends to the A.T. corridor boundary where ATC's boundary staff continued to protect and manage corridor lands and boundary. In 2012, we collaborated with the American Hiking Society's volunteer vacations to address significant deferred maintenance on the boundary on Maine, and focused on completing a boundary mapping project that will allow us to better use electronic maps for management purposes. Ongoing corridor stewardship issues include horse use on the Trail, wildfire damage, and timber theft.

The ATC held its third annual Awards Gala in Washington, DC in which we honored the conservation efforts of U.S. Representative Norm Dicks of Washington, U.S. Senator Lamar Alexander of Tennessee, U.S. Senator Patrick Leahy of Vermont, and David N. Startzell, former executive director of the ATC. All honorees played a vital role in protecting the Appalachian Trail. We also hosted our second national membership drive, showcasing the National Geographic film - America's Wild

Spaces: the Appalachian Trail. Not only did we inspire and spread the word about the A.T., we recruited over 1,700 members to the organization and generated over \$50,200 to directly support the Trail.

Our publications and sales program enjoyed a record year, thanks in part to the success of *The Appalachian Trail: Celebrating America's Hiking Trail*, co-published with Rizzoli International. The large-format, hardcover volume presents a fresh look at the Trail's 91-year history within a gallery of more than 300 archival and contemporary photographs. It ranked high in both reviewers' and consumers' lists of travel and nature releases in 2012.

Finally, throughout the year, the ATC has benefited from the dedication and 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 both the Trail and what it stands for, we express our deepest gratitude. Together we will remain steadfast in our commitment to preserve and manage the Appalachian Trail.



A handwritten signature in black ink that reads "J. Robert Almand".

J. Robert (Bob) Almand
Chair



A handwritten signature in black ink that reads "Mark J. Wenger".

Mark J. Wenger
Executive Director / Chief Executive Officer

Finances



Photo by Fil DeAndrade



Rhododendron Blooms near Spy Rock, photo by Brent McGuirt

For the Appalachian Trail Conservancy (ATC), 2012 was a year of transition and focus. We began the year with the transition of our new executive director and throughout the year focused on honing the strategic framework of our organization. Even though 2012 was a year of great change, the ATC was able to increase net assets over all funds by \$832,623.

The General fund had a decrease in net assets of (\$177,684). Though the decrease was higher than originally budgeted in 2012 this decrease was not unexpected and primarily the result of less than expected revenues.

In the Land Acquisition Fund a net increase of \$34,518 primarily due to the excess of contributions and total investment returns over the on-going management and general expenses.

In the Life Member Fund an increase of \$165,472 reflecting \$20,000 in new life member funds and investment income and realized and unrealized gain on investments in excess of policy driven transfers.

The Monitoring Fund had an increase of \$20,561, primarily from investment returns.

Contributions to the David N. Startzell Stewardship Fund were \$394,076, with the total fund increase of \$724,570. Investment returns make up the remaining increase in fund balance.

The Annuity Fund experienced a net increase \$65,186 due to net realized and unrealized gains on investments.

The 2012 financial statements were audited by Yount, Hyde, and Barbour, P.C. and were issued an unqualified "clean" opinion. For more information or copies of the 2012 audited Financials visit www.appalachiantrail.org/financials.



Finances

Comparison of 2011 & 2012 Revenue & Expense for All Funds

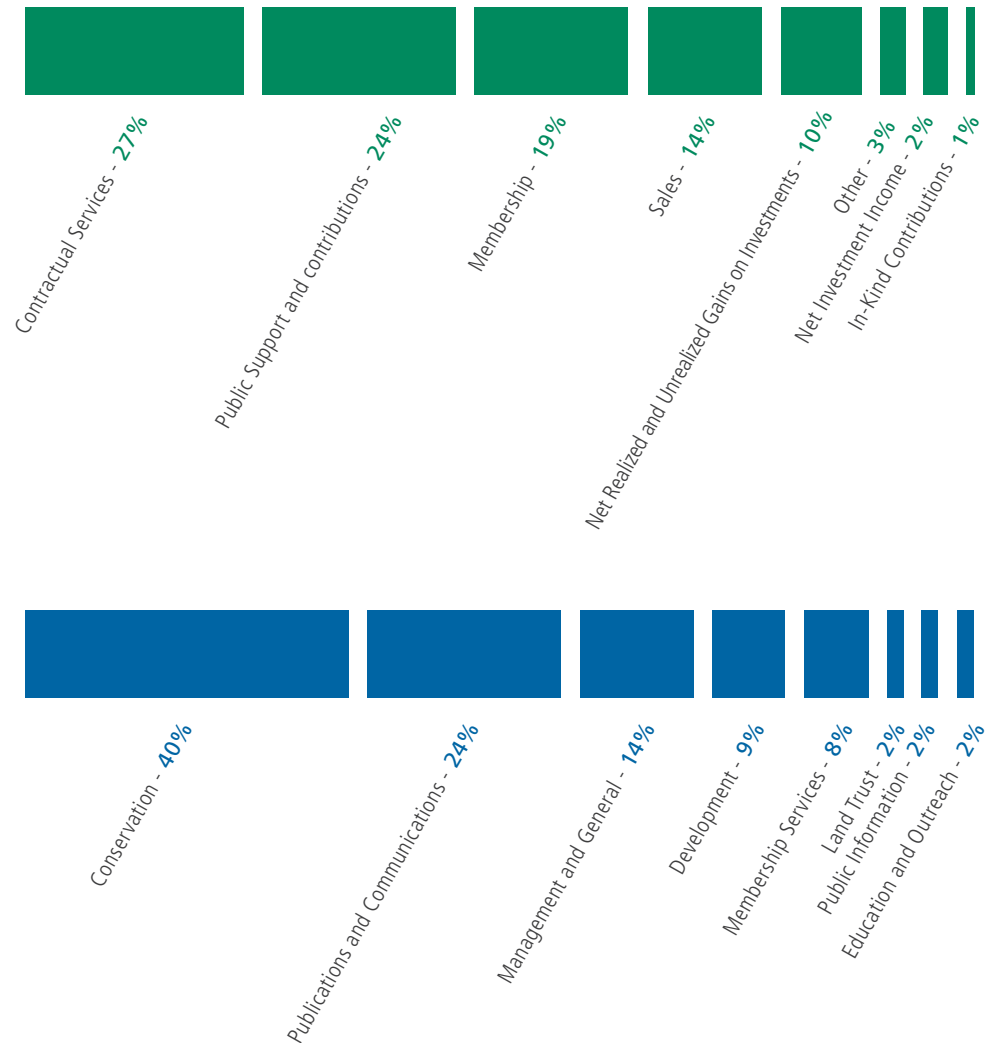
Revenues

	2011	2012
Public Support and Contributions	\$1,479,794	\$1,781,648
In-Kind Contributions	\$190,225	\$96,671
Membership	\$1,189,228	\$1,363,254
Contractual Services	\$3,630,007*	\$1,953,075
Sales	\$975,515	\$1,039,421
Net Investment Income	\$117,188	\$134,906
Other	\$596,755	\$228,246
Net Realized and Unrealized Gains (losses) on Investments	\$(175,698)	\$714,121
Total Revenues	\$8,003,014	\$7,311,342

Expenses

	2011	2012
Conservation	\$4,145,502*	\$2,589,774
Land Trust	\$39,992	\$103,452
Membership Services	\$750,083	\$532,178
Public Information	\$77,594	\$115,690
Education and Outreach	\$117,171	\$120,918
Publications and Communications	\$1,569,626	\$1,522,884
Development	\$602,756	\$566,064
Management and General	\$793,806	\$898,872
Total Expenses	\$8,096,530	\$6,449,832
Actuarial Adjustment	\$29,890	\$28,887
Increase (Decrease) in Net Assets	(\$123,406)	\$832,623

*1.5 million a result of the Appalachian Trail Conservancy acting as a pass thru agent for the purchase of 860 acres of Land In Pennsylvania. (See prior years annual report for details)



Statement of Financial Position

Assets	General Fund	Land Acquisition Fund	Life Membership Fund	Monitoring Fund	David N. Stratzell Stewardship Fund	Annuity Fund	Total Fund
Current Assets							
Cash and Cash Equivalents	\$732,389	\$29,379	\$3,373	\$554	\$216,074	\$18,706	\$1,000,475
Accounts Receivable, Net	\$1,717,024	\$2,073	\$630	--	\$250,000	\$50	\$1,969,777
Interfund Receivables	\$65,915	\$622,865	\$387,073	\$57,948	--	\$141,977	\$1,275,778
Inventory	\$342,049	--	--	--	--	--	\$342,049
Prepaid Expenses	\$80,036	--	--	--	--	--	\$80,036
Total Current Assets	\$2,937,413	\$654,317	\$391,076	\$58,502	\$466,074	\$160,733	\$4,668,115
Non-Current Assets							
Investments	--	\$285,842	\$1,804,646	\$141,509	\$3,437,490	\$911,570	\$6,581,057
Property and Equipment, Net	\$198,819	\$601,492	--	--	--	--	\$800,311
Other Assets, Deposits	\$4,547	--	--	--	--	--	\$4,547
Land Held in Conservancy	--	\$2,288,548	--	--	--	--	\$2,288,548
Total Assets	\$3,140,779	\$3,830,199	\$2,195,722	\$200,011	\$3,903,564	\$1,072,303	\$14,342,578
Liabilities and Net Assets							
Current Liabilities and Deferred Revenues							
Accounts Payable and Accrued Expenses	\$445,657	--	--	--	--	\$1,750	\$447,407
Deferred Revenues	\$1,070,736	--	--	--	--	--	\$1,070,736
Interfund Payables	--	--	--	--	\$1,275,778	--	\$1,275,778
Current Maturities of Long Term Debt	\$4,289	--	--	--	--	--	\$4,289
Current Maturities of Annuities Payable	--	--	--	--	--	\$1,126	\$1,126
Total Current Liabilities and Deferred Revenues	\$1,520,682	--	--	--	\$1,275,778	\$2,876	\$2,799,336
Long-Term Liabilities							
Long Term Debt, Less Current Maturities	\$4,426	--	--	--	--	\$390,511	\$394,937
Annuities Payable, Less Current Maturities	\$20,731	--	--	--	--	--	\$20,731
Total Liabilities and Deferred Revenues	\$1,545,839	--	--	--	\$1,275,778	\$393,387	\$3,215,004
Net Assets							
Unrestricted	\$1,310,839	--	--	--	\$1,123,765	\$406,179	\$2,840,783
Temporarily Restricted	\$284,101	\$3,273,898	--	\$200,011	\$10,782	\$272,737	\$4,041,529
Permanently Restricted	--	\$556,301	\$2,195,722	--	\$1,493,239	--	\$4,245,262
Total Net Assets	\$1,594,940	\$3,830,199	\$2,195,722	\$200,011	\$2,627,786	\$678,916	\$11,127,574
Total Liabilities and Net Assets	\$3,140,779	\$3,830,199	\$2,195,722	\$200,011	\$3,903,564	\$1,072,303	\$14,342,578



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Chairman Circle \$100,000+

Independent Charities of America

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Jan King



Senator Lamar Alexander (left) and Senator Patrick Leahy (right) receiving the Appalachian Trail Conservancy's Congressional Leadership Award - photographed with Mark Wenger (center), executive director of the Appalachian Trail Conservancy



Photo by Fil DeAndrade

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Annual Fund



Photo by Kelly McGinley

Hikers enjoying the Appalachian Trail Conservancy's Mid-Atlantic Visitor Center in Boiling Springs, PA.

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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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