



APPALACHIAN TRAIL
CONSERVANCY®

2018 ANNUAL REPORT

ABOUT US



Almost 100 years ago, regional planner Benton MacKaye shared his idea for what many considered to be an impossible dream: “An Appalachian Trail,” a footpath stretching over the tallest peaks of the eastern United States that would provide access to natural spaces and outdoor recreation for millions of individuals. In 1925, MacKaye and a coalition of like-minded dreamers formed the Appalachian Trail Conference — now known as the Appalachian Trail Conservancy or ATC — to actively pursue this dream of building and preserving the Trail and its surrounding lands for future generations to play in and benefit from. Due to the work of thousands of dedicated volunteers, the Appalachian Trail (A.T.) was officially connected from Georgia to Maine

Today, the ATC oversees the maintenance of the 2,192-mile A.T. and the preservation of over 250,000 acres of surrounding lands. With the footpath and its immediate corridor of land protected by the National Trail Systems Act of 1968, we are also tasked with protecting the elements of the A.T. experience that fall outside of that zone of protection: the sweeping and historic landscapes that awe and inspire, the history and culture of the surrounding communities and countryside, and the native plants and animals that ensure healthy ecosystems along the Trail. We accomplish this thanks to the dedication and partnership of 31 Volunteer Trail Maintaining Clubs; local, state, and federal land protection agencies; an army of 6,000 volunteers who

dedicate time, skill, and effort to Trail upkeep each year; and our members and donors who help fund the future of the Trail.

And of course, there’s the hiking community. It is our role to educate hikers of all experience levels on how to safely enjoy a walk on the A.T., as well as how to minimize their impacts on the Trail and surrounding environments. Through our efforts, we aim to develop an engrained dedication not only to experiencing all that the Trail has to offer, but also preserving this experience for the Trail visitors of tomorrow.

Working together, we will fulfill our mission of preserving the Appalachian Trail for centuries to come.

SUCCESSES

Worked with partners to add nearly **28,000 acres** of open space surrounding the Appalachian Trail, including nearly **3,000 acres** of scenic forestland in southwestern Virginia in coordination with the Virginia Department of Forestry and more than 200 prime hillside acres in Dutchess County, New York.

Placed the final step on the Trail at Bear Mountain in New York, completing a whopping **1,298 steps** (and we're not counting base steps) of an exceptional redesign and rebuild of a section of the Appalachian Trail that sees the most traffic.



Curated and displayed *United by the Appalachian Trail*, a compelling photo exhibit, in the U.S. Senate Russell Rotunda to educate lawmakers on the importance of the Trail. Notably, **25 U.S. senators** and **18 House members** in Trail states signed on as honorary hosts of the exhibit.

Celebrated the 50th Anniversary of the National Trails Act — which recognized the Appalachian Trail as worthy of inclusion in the national park system — with several events, including online interviews with authors Cheryl Strayed and Jennifer Pharr Davis.

Pulled 622 pounds of invasive plants, and treated **536 ash trees** to stymie the devastating effects of emerald ash borer, an exotic beetle that threatens America's forests.

Stationed 30 ridgerunners across the Trail to assist thousands of day hikers, weekend backpackers and thru-hikers — providing essential Leave No Trace™ information while monitoring and maintaining the state of the Trail.



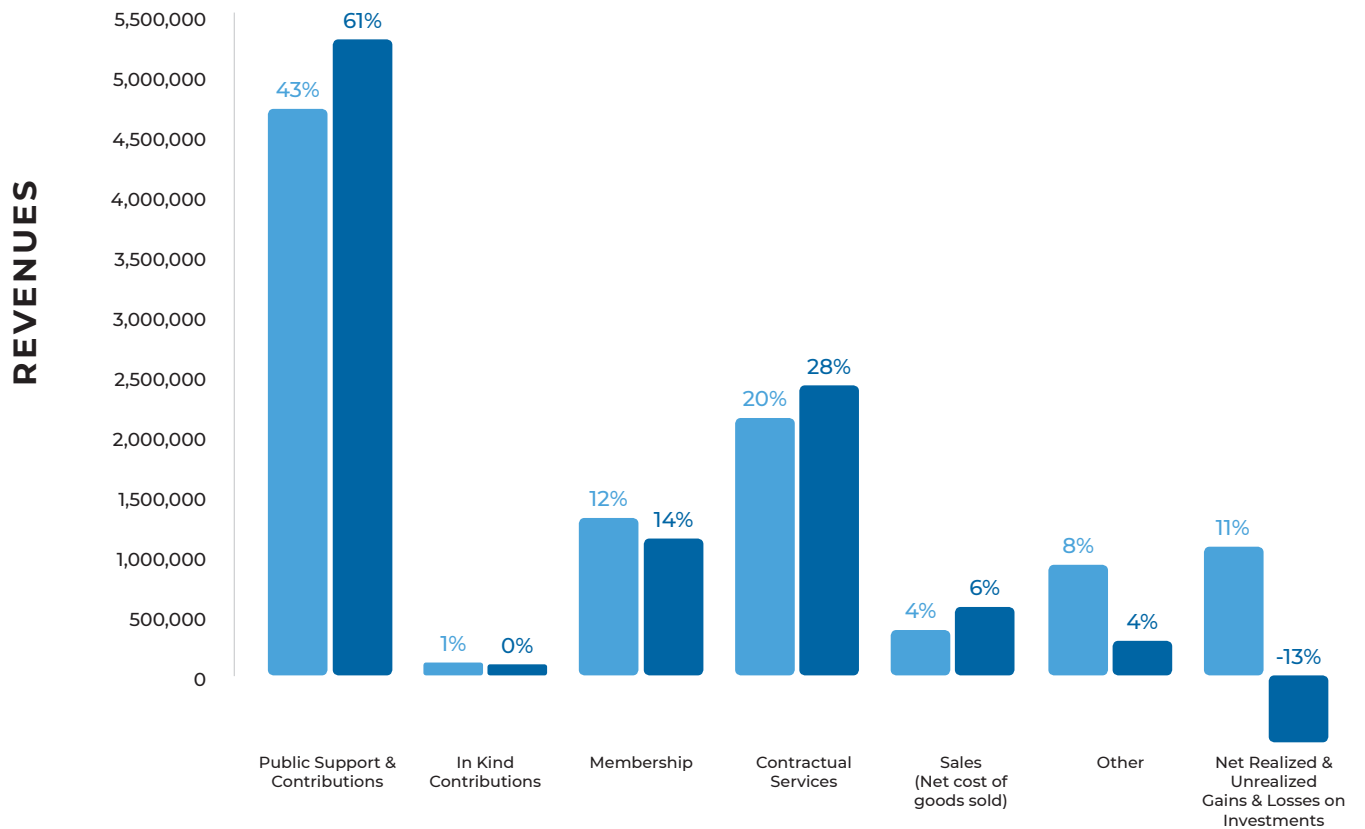
Worked with partners to restore habitat for important flyway areas along the Trail, necessary for migrating golden-winged warblers and other important birds.

Supported 6,000 volunteers, including **1,100 young volunteers**, who collectively contributed **250,000 hours of service**.



Revenues

2017 2018

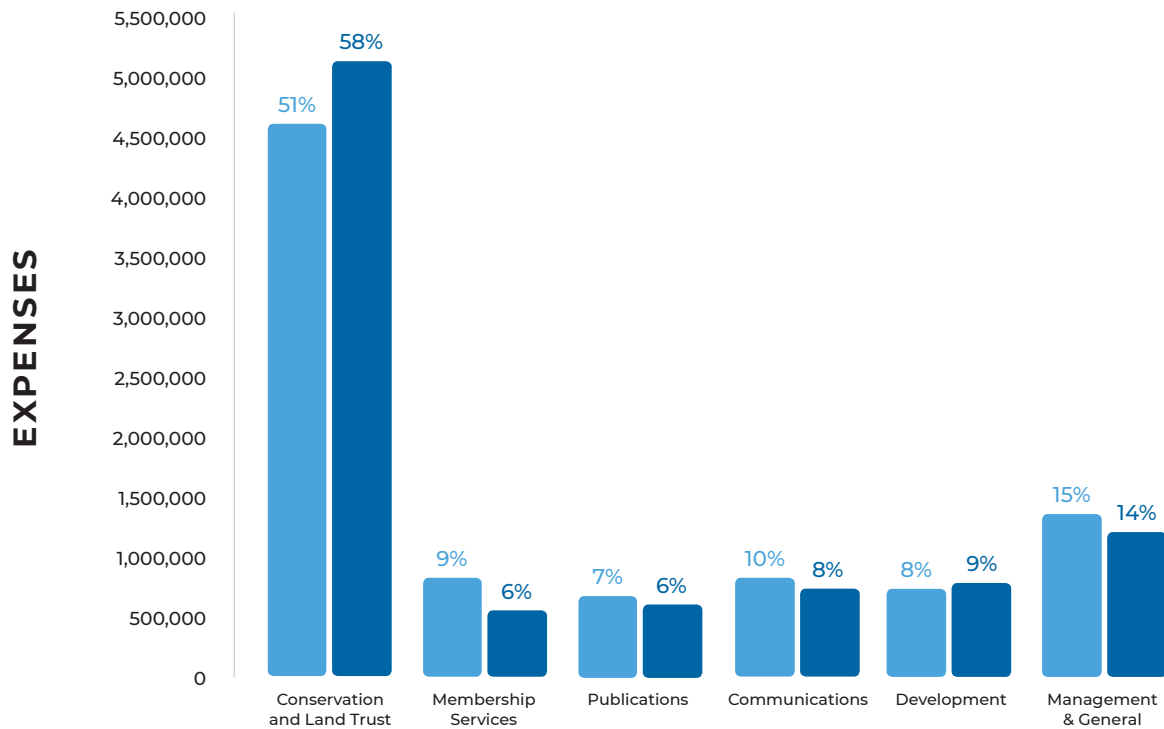


SUBTOTAL REVENUES
8,713,445
 10,989,704
 2017

SUBTOTAL EXPENSES
9,121,392
 9,085,645
 2017

ANNUITY ACTUARIAL ADJUSTMENT
(30,833)
 (9,226)
 2017

INCREASE/(DECREASE) IN NET ASSETS
(438,780)
 1,894,833
 2017



Statement of Financial Position

	GENERAL FUND	LAND ACQUISITION FUND	LIFE MEMBERSHIP FUND	MONITORING FUND	DAVID N. STARTZELL STEWARDSHIP FUND	ANNUITY FUND	TOTAL FUNDS
ASSETS							
CURRENT ASSETS							
Cash and cash equivalents	\$24,651	\$1,267,876	--	--	\$1,284,017	--	\$2,576,544
Accounts receivable, net	\$4,159,860	--	--	--	--	--	\$4,159,860
Pledges receivable, net	\$150,095	--	--	--	--	--	\$150,095
Interfund receivables	\$500,000	\$637,271	\$91,514	\$32,619	\$549,999	\$122,084	\$1,933,487
Construction loan interfund receivable	--	--	--	--	\$13,219	--	\$13,219
Inventory	\$373,358	--	--	--	--	--	\$373,358
Property held for sale	--	\$79,417	--	--	--	--	\$79,417
Prepaid expenses	\$103,834	--	--	--	--	--	\$103,834
Total current assets	\$5,311,798	\$1,984,564	\$91,514	\$32,619	\$1,847,235	\$122,084	\$9,389,814
NON-CURRENT ASSETS							
Long-term investments	--	\$860,955	\$2,360,137	\$203,817	\$6,681,613	\$722,279	\$10,828,801
Construction loan interfund receivable	--	--	--	--	\$89,414	--	\$89,414
Property and equipment, net	\$928,855	\$3,300	--	--	--	--	\$932,155
Other assets, deposits	\$6,864	--	--	--	--	--	\$6,864
Land held in conservancy	--	\$1,644,157	--	--	--	--	\$1,644,157
Total non-current assets	\$934,719	\$2,508,412	\$2,360,137	\$203,817	\$6,771,027	\$722,279	\$13,501,391
TOTAL ASSETS	\$6,247,517	\$4,492,976	\$2,451,651	\$236,436	\$8,618,262	\$844,363	\$22,891,205
LIABILITIES AND NET ASSETS							
CURRENT LIABILITIES AND DEFERRED REVENUES							
Accounts payable and accrued expenses	\$578,384	\$196,262	--	--	--	--	\$774,646
Deferred revenues	\$3,445,743	--	--	--	--	--	\$3,445,743
Other interfund payables	\$754,302	\$6	--	--	\$1,179,179	--	\$1,933,487
Construction loan interfund receivable	\$13,219	--	--	--	--	--	\$13,219
Current maturities of annuities payable	--	--	--	--	--	\$39,921	\$39,921
Total current liabilities	\$4,791,648	\$196,268	--	--	\$1,179,179	\$39,921	\$6,207,016
NON-CURRENT LIABILITIES							
Construction loan interfund receivable	\$89,414	--	--	--	--	--	\$89,414
Annuities payable, less current maturities	--	--	--	--	--	\$213,928	\$213,928
Total liabilities and deferred revenues	\$89,414	--	--	--	--	\$213,928	\$303,342
NET ASSETS							
Net assets without donor restrictions	\$484,178	\$8,642	--	--	\$5,497,394	\$359,298	\$6,349,512
Net assets with donor restrictions	\$882,277	\$4,288,066	\$2,451,651	\$236,436	\$1,941,689	\$231,216	\$10,031,335
Total net assets	\$1,366,455	\$4,296,708	\$2,451,651	\$236,436	\$7,439,083	\$590,514	\$16,380,847
TOTAL LIABILITIES AND NET ASSETS	\$6,247,517	\$4,492,976	\$2,451,651	\$236,436	\$8,618,262	\$844,363	\$22,891,205

ANNUAL FUND LEADERSHIP CIRCLE



LEADER

\$100,000 - \$499,000

James A. Black
Estate of Laurence Ross

PARTNER

\$50,000 - \$99,999

Estate of Ken Byerly
Estate of Lois DeConca
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 Jack & Joanne Lindy
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 Judy & Bart Lipofsky

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William Womack
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Charles T. Woodall
Blair Woodward
Mike Worley
Christina L. Wtulich
Sara Yanes†
Evan Yassky
Benjamin Zax

* ATC Board Member

† ATC Advisory Circle Member

ATC Staff Member

CORPORATE, FOUNDATION, & NON-PROFIT PARTNERS



ICON

\$1,000,000+

The Volgenau Foundation

LEADER

\$100,000 - \$499,999

The William Penn Foundation
Virginia Outdoors Foundation

TRAILBLAZER

\$50,000 - \$99,999

REI Co-op

MAINTAINER

\$25,000 - \$49,999

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Devils Backbone Brewing Company
National Park Foundation
The Whitehead Foundation, Inc.

RIDGERUNNER

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AXA XL
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Elmina B. Sewall Foundation
Eagles Nest Outfitters, Inc.
F. M. Kirby Foundation, Inc.
Georgia Appalachian Trail Club
Harney & Sons Fine Teas
HIKE for Mental Health
Hydro Flask
Kubota Tractor Corporation
L.L.Bean Inc.
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Network for Good
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Osprey Packs, Inc.
Partnership for The National Trails
System
The R.J. Salerno Foundation
The Trust for Public Land
Vasque Footwear

HIKER

\$1,000 - \$9,999

The Appalachian Lodge
Appalachian Long Distance Hikers
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AmazonSmile
AMC – Delaware Valley Chapter
American Backcountry
Ånders Natural Soap Co., Inc.
Arborjet
The AT Passport
BearVault
The Betterment Fund
Beverage Tractor
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Big Agnes, Inc.
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Brookfield White Pine Hydro LLC
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The Community Foundation of
Western North Carolina
County of Northampton
Courtney Knight Gaines Foundation
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Enterprise Holdings, Inc.
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The Esmond Nissim Foundation, Inc.
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Spot/Globalstar LLC
The Starbucks Foundation
Strata-G LLC
Ten Mile River Preserve
The Thomas Rosato Foundation
Top of The World Headwear
Turkey Hill Dairy
The White Pine Fund

WILD EAST / LANDSCAPE PROTECTION EFFORTS



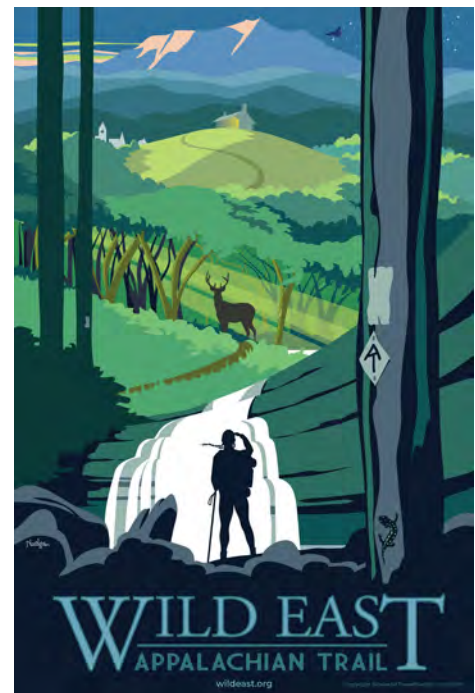
In early 2019, the ATC announced the launch of “Wild East,” a public awareness initiative designed to bring greater attention to the A.T.’s natural, scenic, cultural and historic resources in addition to the recreational values the Trail provides as a 2,192-mile footpath.

Through Wild East, the ATC aims to frame the A.T. as more than an isolated trail in the woods — returning to Benton MacKaye’s vision of an interconnected realm meant to preserve our wild spaces for the benefit of all living things.

As part of this initiative, the ATC partnered with astronomer and artist Dr. Tyler Nordgren to craft a poster that captures an immersive experience in the Wild East landscape, of which the A.T. is the backbone. Each element of the Wild East poster was designed

to represent a vital component of the A.T. and its surrounding lands, from the plants and animals filling the Trail’s environments, to the iconic views of rugged mountains and dense forests, to the hikers and communities that add so much character to the A.T. experience.

The ATC is advancing Wild East values through the A.T. Landscape Partnership, a group of more than 70 conservation leaders working to accelerate the pace of conservation across the A.T. landscape. This is especially evident through the Wild East Action Fund, which awards land protection and capacity building grants to organizations working on-the-ground to protect vital lands or those developing and implementing strategic



conservation planning on a regional scale.

A unified vision is necessary to protect the Wild East now and into the future — and through its collaborative conservation efforts, the ATC is uniquely positioned to work alongside its partners to achieve a connected and conserved A.T. landscape.

MOVING FORWARD



Sandra Marra
President & CEO

Throughout the successes of my career, I am perhaps most proud of my time serving as part of the Appalachian Trail Conservancy. Through the efforts of thousands of ATC volunteers, the Appalachian Trail went from an idea to a reality in fewer than 20 years. The Trail survives today thanks to this continued dedication — simply put, the open footpath of the A.T. would not exist without ATC and the A.T. Maintaining Clubs.

As we move forward, the ATC will enhance a number of programs in order to strengthen protections and preserve the world-renowned A.T. hiking experience. We have developed a variety of land management programs, such as invasive species eradication and grassy bald maintenance, throughout the A.T. greenway. We are continually developing and adapting best practices for managing increased visitor use and resource impacts.

And, through our Wild East initiative, the ATC and the A.T. Landscape Partnership is working to expand protection of the natural areas surrounding and including the Trail, bringing into reality MacKaye's vision of an interconnected realm meant to preserve our wild spaces for the benefit of all living things.

But much like on the Trail, when it often seems you have reached the top of a mountain, in reality there is still a long climb ahead of you.

The past year has brought challenges both old and new. There are ongoing battles to maintain the integrity of the A.T. viewshed and environments. Poorly planned infrastructure projects threaten to carve long-lasting scars into the A.T. landscape. Invaluable conservation programs like the Land and Water Conservation Fund struggle to find funding. Misguided policy decisions could reduce the effectiveness of bedrock legislation like the Clean Water Act. And tragically, despite the Trail being a safe haven for hikers, we were reminded in 2019 that even the A.T. is not immune to the dangers of the world.

But through these challenges and heartbreaks, a shining light always emerges. That light is the community of hikers, conservationists, volunteers, ATC members, doers, and dreamers that continue to be a voice for the A.T.

As we look forward to 2020 and beyond, we seek to further build this coalition of Trail supporters so that, whatever the challenge, the A.T. will continue to be a refuge for millions of individuals seeking a closer relationship with the natural world.

We will work with and provide opportunities for the next generation of Trail builders and conservationists, welcoming individuals from all backgrounds to provide the insight necessary to make the Trail a welcoming destination for all. We will be a voice for the Trail in Washington and in local and state governments, and build the relationships needed to ensure that the Trail is supported financially. We will reinforce the partnerships needed to manage and support the community of volunteers committed to A.T. protection.

And we will continue to strengthen the foundations of the ATC itself, ensuring that we fulfill our mission of preserving the A.T. forever, for all. The ATC is uniquely experienced, uniquely positioned, and uniquely capable of managing and protecting the A.T. We need all of your support and help as we continue along the path that is this audacious project called the Appalachian Trail.



799 WASHINGTON STREET
HARPERS FERRY, WV 25425
WWW.APPALACHIANTRAIL.ORG

