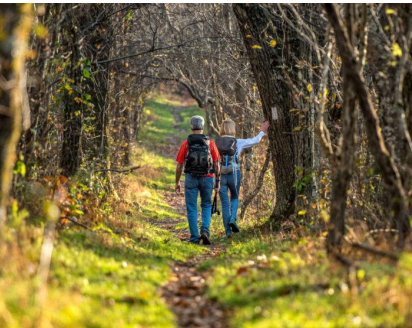




Appalachian Trail Conservancy

Identity Statement

The Appalachian Trail Conservancy's (ATC) Identity Statement articulates our values, describes the culture we strive to create, governs our behavior, explains how we make decisions, and clarifies our commitments. Our Identity Statement encompasses who we are as an organization and how we do our work.



The Appalachian Trail

- **The Resource:** The ATC is passionate in our service to the Appalachian National Scenic Trail and the A.T. experience.
- **The Motivation:** The Conservancy's work conserves the everlasting legacy of this world renowned resource and experience.
- **The Approach:** The ATC is a science-driven and fact-based organization. We work to ensure our impact is both expansive and achieved collectively.

People

- **Cooperation:** The ATC leads a vast network of partners, from the agencies and clubs in the cooperative management system to the individuals, organizations, and communities that support our mission and work.
- **Connections:** Connections made by the Conservancy are underscored by integrity, inclusiveness, and dedication and result in mutual empowerment.
- **Education:** The ATC balances conservation and recreation by educating visitors and volunteers on responsible recreation and shared stewardship.



Values

- **Intention:** We are one Conservancy with a shared purpose that underscores our mission, vision, work, and connections. What we do matters.
- **Ethic:** The ATC staff and board embodies honesty, mutual respect, openness, continuous learning and improvement, and excellence.
- **Commitment:** Through innovation, responsibility, and teamwork, the ATC sets and achieves ambitious goals.

Belonging

- **Our Commitment:** The ATC strives to manage and protect an experience on the Trail that is meaningful for all.
- **Our Approach:** The ATC seeks to create a welcoming environment by continuous and direct engagement with a broad audience and by acknowledging a range of unique and personal A.T. experiences.
- **Our Result:** The ATC in its organization, its culture, its work, and its connections creates an environment in which everyone belongs.

