



Annual Report 2006

JULY 1, 2005 - DECEMBER 31, 2006

From the Chair and President

The many successes reflected in this annual report epitomize American's Hiking's relevance as the voice for America's hikers. Our mission of promoting and protecting foot trails and the hiking experience through outreach, policy, stewardship, and technical assistance programs defines who we are. Many of our achievements, in this our 30th anniversary year, took place in the national policy arena, while others directly engaged hikers, trail clubs, and volunteers in fulfilling strategic objectives.

In 2006, American Hiking Society's board of directors decided to shift operations to a calendar fiscal year starting in 2007. As a result, this annual report covers July 1, 2005, to December 31, 2006—an 18-month period combining fiscal year 2006 with a six-month transition period.

During the last year and a half, we repeatedly pushed back against extreme threats to hiking trails, natural areas, and the hiking experience. We activated hikers across the country and collaborated with many partners to ensure the protection of hiking trails and public lands for future generations. Through our signature trails awareness and stewardship programs, National Trails Day® and Volunteer Vacations, we engaged hundreds of thousands of hikers coast to coast and from all walks of

life to help implement our mission. The National Trails Fund program awarded a record amount in grants and again demonstrated the philanthropic role American Hiking and its supporters can play in addressing severe trail budget shortfalls. Southeastern and western trails, public lands, and hikers all across the nation greatly benefited from our strengthened outreach, policy, and stewardship activities. New partnerships enabled us to expand our reach into the hiking community as well as deepen ties with a broader array of organizations.

We thank our individual and Alliance members, partners, and foundation, corporate and government supporters for their tireless dedication and generosity. Our critical work would not be possible without their support. Please join us on the trail for the next 30 years as we explore new horizons through hiking.

Experience nature. Get outdoors. Hike.

Sincerely,

David N. Startzell
Chair, Board of Directors

Gregory A. Miller, Ph.D.
President

Focus Areas for Mission Success

Outreach, Volunteerism, and Stewardship

American Hiking organizes and coordinates Volunteer Vacations and National Trails Day® (NTD)—nationally recognized programs that help keep our trails open, safe, and enjoyable. Tens of thousands of trail miles have benefited from the volunteers and increased awareness provided by these programs. American Hiking is committed to increasing the participation and enjoyment of hiking by all Americans.

Policy and Advocacy

American Hiking works with Congress and federal agencies such as the National Park Service, USDA Forest Service, Bureau of Land Management, Federal Highway Administration, and U.S. Fish & Wildlife Service, as well as a variety of state agencies, to ensure funding for trails, the preservation of natural areas, and the protection of the hiking experience.

Trail Grants and Technical Assistance

American Hiking manages the only national private grants program to help local trail-maintaining organizations build and improve hiking trails in their communities. We serve hiking clubs and other groups throughout the nation through our Alliance of Hiking Organizations, while our regional office in Chattanooga, Tennessee, is helping to build a 5,000-mile network of trails in the Southeast through our Southern Appalachians Initiative.

Building a Sustainable National Organization

American Hiking is the only national voice for hikers and the foremost nonprofit organization dedicated to protecting and preserving footpaths, conserving the natural areas that surround them, and promoting hiking to people of all walks of life. A vital, efficient organization is essential to the future of hiking and mission success.

Accomplishments

JULY 1, 2005 – DECEMBER 31, 2006

Outreach, Volunteerism, and Stewardship

- ▶ Celebrated American Hiking Society's 30th anniversary with a series of public events, including a strategic planning Hiker Summit, 30th Anniversary Gala Celebration, hikes in the Washington, D.C., area, a reception at American Hiking's office, and a volunteer trail work project on the Fort Circle Parks Trail in Washington, D.C.
- ▶ Supported more than 1,200 National Trails Day® events in all 50 states, Canada, and Puerto Rico, with unprecedented local participation and a new children's hiking coloring contest (see sidebar).
- ▶ Coordinated 139 Volunteer Vacations, with 1,186 volunteers, in 32 states and Puerto Rico. The volunteers ranged in age from 12 to 85, and together they contributed 47,440 volunteer hours worth an estimated \$855,817 (see sidebar).
- ▶ Nearly 50 volunteers teamed up with American Hiking Society and the National Park Service to clear trail, improve drainage, and remove trash from various segments of the Fort Circle Parks Trail in Fort Dupont, Washington, D.C. The event marked the beginning of a series of American Hiking events on the Fort Circle Parks Trail.
- ▶ Received strategic press coverage for American Hiking and trails awareness in national media, including *The Washington Post*, *USA Weekend*, *Washington Post Radio*, *Readers Digest*, *Shape*, and *Prevention* magazines, *New York Times*, *Los Angeles Times*, *Noticias Libres*, *Chattanooga Times Free Press*, ABC and NBC television, and Wild Side News radio, as well as numerous regional outlets.
- ▶ American Hiking staff participated in discussions and gave presentations at key hiking and trail events across the country, including the Appalachian Long-Distance Hikers' Association Gathering (West Virginia), National Trails Symposium (Iowa), National Urban Park and Recreation Summit (Chicago), Appalachian Trail Days (Virginia), and Adventures NYC (New York).

- ▶ Participated in a two-day Inclusive Summit on Outdoor Recreation, convened by the Easter Seals, USDA Forest Service, Wilderness Inquiry, and National Council on Independent Living, focusing on strategies to improve the quality and quantity of outdoor opportunities for people with disabilities.
- ▶ Promoted the all-important connection between hiking, nature, and fitness at the National Dialogue on Children and Nature (West Virginia), HealthierUS Fitness Festival (Washington, D.C.), and International CDC Health and Fitness Conference (Atlanta).

Policy and Advocacy

- ▶ Activated hikers and other recreation groups to oppose unwanted and damaging changes to draft National Park Service Management Policies that would have weakened park protections. Thanks to widespread public pressure, the final policies, issued in August 2006, confirm the Park Service's predominant mission of long-term preservation and reinstate protections for park air quality, wilderness, natural quiet, and other resources important to hikers and all Americans.
- ▶ Secured critical funding for trail, recreation, and conservation programs in the FY 2006 federal budget to ensure that essential recreation programs were not eliminated. Collaborated with partner organizations to secure funding for both the federal and stateside Land and Water Conservation Fund programs.
- ▶ Opposed a controversial Administration proposal to sell off hundreds of thousands of acres of



National Trails Day®

National Trails Day (NTD) is American Hiking Society's signature trail awareness program that inspires the public and trail enthusiasts nationwide to discover, learn about, and celebrate trails while participating in trail work projects, educational exhibits, trail dedications, instructional workshops, and gear demonstrations. The theme for NTD 2006 was "Experience Your Outdoors."

- ▶ A record breaking 1,210 NTD events registered with American Hiking Society for national sanctioning, a 7-percent increase over 2005.
- ▶ Attendance exceeded 111,000 trail enthusiasts at registered events.
- ▶ Nearly 40 percent of registered events involved volunteers establishing, maintaining, and cleaning up local trails and parks. These volunteers contributed nearly 140,000 volunteer labor hours, worth an estimated \$2.5 million.
- ▶ NTD participants hiked and rode more than 6,500 miles and maintained or constructed nearly 1,700 miles of trail.
- ▶ The Department of the Interior designated 36 new national recreation trails in 24 states throughout the country. Designations were announced in celebration of NTD by Secretary of the Interior Dirk Kempthorne.
- ▶ President George W. Bush proclaimed June 2006 Great Outdoors Month, which included numerous outdoor-related celebrations, including NTD. The President urged all Americans to celebrate our nation's natural heritage, reaffirm our commitment to conserve our environment, and recognize the many volunteers who help maintain our natural places.
- ▶ Through broad media coverage, NTD reached nearly 140 million Americans. Highlights include: *Backpacker* and *Reader's Digest* magazines, *The Los Angeles Times*, *The New York Times*, *Orlando Sentinel*, *The Kansas City Star* and *The Washington Post* newspapers, KSLV Radio in Mt. Vista, Colorado, KNXV ABC 15 Flagstaff, Arizona, and KUTV CBS 2 in Salt Lake City, Utah.

forests and public lands to raise funds for rural roads and schools. Resounding opposition from the public, recreation and conservation groups, and legislators from both parties led to the proposal's demise.

- Mobilized hikers to oppose a harmful mining provision in the budget reconciliation bill that would have led to the sale of millions of acres of public lands across the West and placed many trails and favorite hiking destinations off limits. A broad coalition and bipartisan group of

western senators strongly opposed the giveaway of our treasured public lands, leading to the withdrawal of the proposal.

- Convened a productive "Hike-the-Hill: Trails Advocacy Week" in mid-February 2006, bringing nearly 50 trail advocates to Washington, D.C., to lobby for trail funding and related issues.
- In mid-February 2006, to coincide with American Hiking's "Hike-the-Hill: Trails Advocacy Week," the Bu-

reau of Land Management released its final National Scenic and Historic Trails Strategy and Work Plan, incorporating several of American Hiking's recommendations to strengthen protection and management of these congressionally designated trails.

- Positively influenced trail funding in the new federal surface transportation law (SAFETEA-LU), enacted in July 2005, which boosts trail funding through September 2009. The new law includes in-

Volunteer Vacations

Volunteer Vacations brings together volunteers for week-long trail work projects on America's public lands, including national parks and forests, Bureau of Land Management lands, wildlife refuges, nature preserves, and state parks. For nearly 30 years, the program has provided critical "sweat equity" and resources to meet the needs of under-funded trail programs.

- From July 2005 through December 2006, completed 139 Volunteer Vacations in 32 states and Puerto Rico. Of the 1,186 dedicated volunteers who participated, many took part in two or more projects. The volunteers ranged in age from 12 to 85, and together they contributed 47,440 volunteer hours worth an estimated \$855,817.
- Accomplished 36 Volunteer Vacations projects within national parks, 44 within national forests, nine on Bureau of Land Management lands, 23

"These guys have hearts and commitment as big as the mountains we work in."

Patricia A. Hart,
Idaho Panhandle National Forest

within state parks, 27 within designated wilderness areas, four with the U.S. Army Corps of Engineers, and one with the U.S. Fish & Wildlife Service. Of the projects completed within national parks, national forests, and state parks, 37 were hosted by an Alliance member organization.



CARRI DRZYGA

- Completed projects in new and exciting locations such as the Caribbean National Forest (El Yunque) in Puerto Rico, Golden Gate National Recreation Area in and around San Francisco, the Gulkana Wild and Scenic River in Alaska, and Haleakala National Park in Hawaii.
- Received considerable national press coverage for Volunteer Vacations from the Associated Press, *Frommer's Budget Travel*, *The Wall Street Journal*, *Better Homes and Gardens*, *Shape*, and *Backpacker* magazines, and numerous regional and trade media outlets reaching more than five million Americans.
- Kicked off American Hiking Society's Front Country Initiative by completing nine Volunteer Vacations in the Golden Gate National Recreation Area, one of which was a diversity project involving volunteers of different backgrounds from all over the country.

creased trail funding through Transportation Enhancements and the Recreational Trails Program (a 64-percent increase) and other programs.

Trail Grants and Technical Assistance

- ▶ Distributed more than \$50,000 through American Hiking's National Trails Fund to 17 trail organizations nationwide (see sidebar).
- ▶ Raised more than \$12,000 from two National Trails Fund fundraisers during the summer 2006 Outdoor Retailer Show—the Uphill Challenge hosted by GoLite and *Trail Runner* and the G. Love and Special Sauce benefit concert hosted by Backpacker, Coleman, Hi-Tec, and Thorlo.
- ▶ Delivered resources and technical assistance to more than 30 trail organizations across nine states in the Southeast through our Southern Appalachians Initiative (see sidebar).
- ▶ Announced a new partnership with The Leukemia & Lymphoma Society to collaborate on its Hike For Discovery program, providing training resources, technical assistance, and related program support.

Building a Sustainable National Organization

- ▶ Individual membership increased by 11 percent, Alliance membership grew 16 percent to 285 organizations, and we now have 30 American Hiking Ambassadors who ably represent the organization across the nation.

Western Public Lands Initiative

The Western Public Lands Initiative reflects American Hiking's increased focus on promoting and protecting the vast natural, cultural, and recreational resources of our western public lands, notably the Bureau of Land Management's 26-million-acre National Landscape Conservation System (NLCS)—the crown jewels of BLM lands.

- ▶ Led a fact-finding trip for influential congressional staff to NLCS units in Arizona to develop strategies to promote and protect the entire system and enhance funding for its hiking trails.
- ▶ Recruited members for the National Landscape Conservation System Congressional Caucus, a broad, bipartisan group of Members of Congress dedicated to promoting and protecting the NLCS.
- ▶ Announced the "Best Hikes of the BLM's Conservation System" contest in cooperation with the Bureau of Land Management to raise awareness of the need to steward the unique resources and hiking opportunities of America's newest system of public lands.
- ▶ Successfully fought off the Washington County Growth and Conservation Act of 2006, a detrimental bill that would have designated 220,000 acres of wilderness in Utah but also sell off up to 25,000 acres of public land to developers, give away rights-of-way for utility and new road construction corridors, and leave important wild lands vulnerable to development and other threats.
- ▶ Helped plan and execute the Antiquities Act Centennial Congressional Outreach Week, where more than 30 grassroots activists advocated for the NLCS and celebrated this significant anniversary.
- ▶ Educated hundreds of hikers about nearly unknown trails in the NLCS at the Phoenix Summit Challenge in Arizona, the Appalachian Long Distance Hikers Association's Annual Gathering in West Virginia, and Appalachian Trail Days in Virginia.



IMAGE COURTESY OF RAW MATHIS



American Hiking Society staff. Front row (l-r): Celina Montorfano, Margie Cohen, Andrea Ketchmark, Seth Levy. Back row: Gregory Miller, Ivan Levin, Pete Olsen, Lora Golann (fall intern), Ed Talone, Jeffrey Hunter.

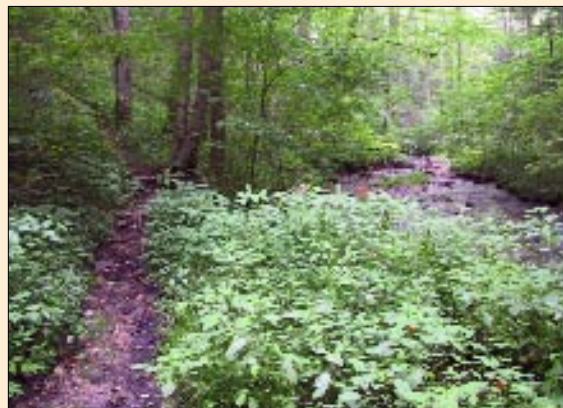
- ▶ Received more than \$650,000 from foundations, corporations, and government agencies in support of our trails protection and awareness programs.
- ▶ Engaged in several strategic partnerships that promote hiking, outdoor recreation, and conservation and strengthen the connection between hiking, health, and nature.
- ▶ Developed a participatory strategic planning effort to chart the organization's future.
- ▶ Forged new marketing and media partnerships to increase organizational brand recognition and awareness of our mission.
- ▶ Recruited new staff for our development and Volunteer Vacations programs.

Southern Appalachians Initiative

The Southern Appalachians Initiative is building a conservation constituency among trail volunteers, conservation organizations, and agencies to link up a 5,000-mile hiking trail network in the Southeast. The effort focuses on Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, southern Virginia, and Tennessee.

- ▶ Developed and distributed a strategic trail organizational development document titled *Key Components of Creating a Volunteer Program*.
- ▶ Generated strategic plans for Alabama Hiking Trail Society, Carolina Mountain Club, and Southeastern Foot Trails Coalition.

- ▶ Participated in public hearings to stop the "Road to Nowhere" in Great Smoky Mountains National Park.
- ▶ Coordinated a second field trip for more than 40 blind and visually impaired students in Chattanooga in April 2006.



- ▶ Developed and presented an abstract titled *Physical Activity Policy for People with Disabilities: A Trail Program* that meets the Call to Action. This was presented at the Centers for Disease Control and Prevention's International Health Congress on Physical Activity in April 2006 and at the National Trails Symposium in October 2006.
- ▶ Announced the creation of the Great Eastern Trail in May 2006, a new trail system that connects more than 10,000 miles of trails. The announcement received considerable national media coverage.

National Trails Fund

In 2006, American Hiking received 141 applications from nonprofit organizations across the country requesting nearly \$1 million for projects ranging from land acquisition and constituency building to trail maintenance and new trail construction.

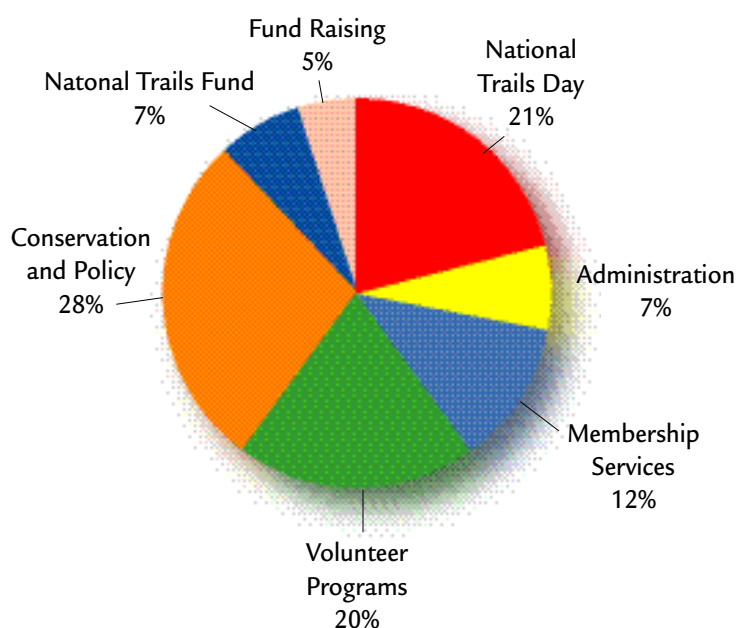
The following organizations received grants from the 2006 National Trails Fund:

Camp Tyler Foundation, TX	\$4,600	High Sierra Volunteer Trail Crew, CA	\$2,300
Carteret County Wildlife Club, NC	\$3,362	The Norman Bird Sanctuary, RI	\$2,000
Coastwalk, CA	\$4,500	North Coast FOREST Association, CA	\$2,140
Colorado Mountain Club, CO	\$4,000	Pacific Northwest Trail Association, WA	\$2,700
Cove Point Natural Heritage Trust, MD	\$ 415	Superior Hiking Trail Association, MN*	\$2,540
Eastern Queens Alliance, Idlewild Park Preservation Committee, NY	\$7,264	Wallingford Land Trust, CT	\$1,089
Elkhorn City Area Heritage Council, KY	\$2,093	Weber Pathways, UT	\$2,118
Friends of Little Pend Oreille, WA	\$3,300		
Georgia Pinhoti Trail Association, GA	\$2,000	*Recipient of Galen Rowell National Trails Fund grant of \$500	
Grand Staircase Escalante Partners, UT	\$4,000		

The National Trails Fund for 2006 was made possible by generous grants from L.L.Bean, Therm-a-Rest and MSR, as well as by funds raised through the G. Love and Special Sauce Benefit Concert and the *Trail Runner* and GoLite Uphill Challenge.

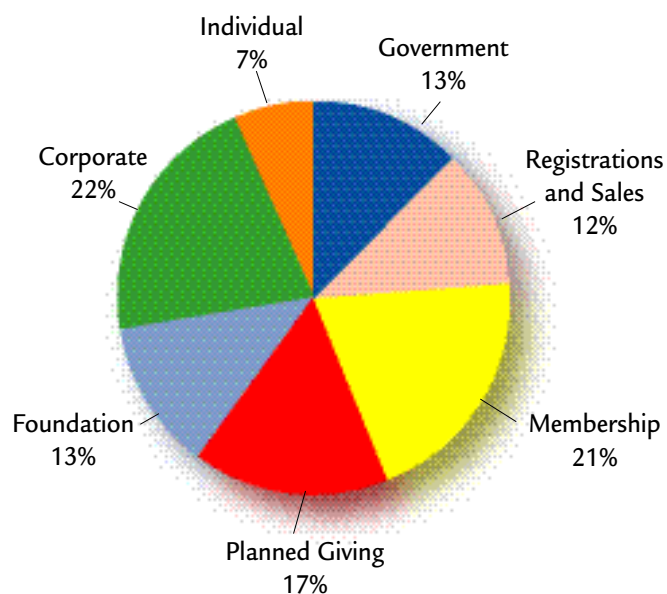
Expenses

JULY 1, 2005 - DECEMBER 31, 2006



Income Sources

JULY 1, 2005 - DECEMBER 31, 2006



Donors

President's Council

Bequests: \$150,000 and up
The Estate of Thomas Migdalski

\$5,000 and up—Guarantor
Sharon and Tom Johnson
Vibha and Gregory Miller
Anonymous

\$2,500 - \$4,999—Sponsor
Mary Margaret Sloan

\$1,000 - \$2,499—Patron

Charles E. Frank
Michael Honkomp
Jim and Jackie Kern
Elizabeth Lunney
Melissa McKenzie
Celina Montorfano
Kim Simpson and Kathleen Donaghue
Charles and Daphne Sloan
David Startzell
Brian Unmacht
Chris Wright

\$500 - \$999—Supporter

Pat Barnes and Liz Harrison
John Brehob
Sonja Carlborg and David Means
Peg Brady and David Condino
Jay Ellis
Joyce Hallenbeck
William Harper
John Hervey
Mr. and Mrs. Henning Jensen
William LeComte
Robert and Dee Leggett
Bob Papp and Annette Hollister-Papp
Toni and Arthur Rock
Bernie Rupe
Richard Volpe
Anonymous

New Life Members

Nicolas Arnao
Richard Ashbacher
Pat Barnes and Liz Harrison
Barbara Byram
Margie Cohen
Mr. and Mrs. Philip Cohen

Jillaine Dellis
Robert Garrison
Sue Hart
Alexander Jackson
Mr. and Mrs. J. Leonard Johnson
Mr. and Mrs. Robert Jordan
Frances Krischunas
Mr. and Mrs. Elwood Loudenslager
Peter Mastopoulos
Dr. Douglas McBride
Bruce Meyer
Dr. Kenneth Mondal
Stephen Pack and Carolyn Szoke

Leslie Ponden
Mr. and Mrs. Katheryn Prosser
Robert Swendrzynski and Marie LeRoy
Sue Tiller
Brian Unmacht
Mr. and Mrs. Bill Van Horn
Kailash Vyas
Bob Weggel
Theresa Werner
Mr. and Mrs. Dana Zintek

Corporations, Foundations and Government

\$50,000 and up
Lyndhurst Foundation
National Park Service
The Wyss Foundation

\$25,000 - \$49,999
Therm-a-Rest and MSR
Recreation Equipment, Inc.
Thor-Lo, Inc.
USDA Forest Service

\$10,000 - \$24,999
Adventure Medical Kits/
Tender Corp.
Backpacker Magazine,
Rodale Press
Centers for Disease Control and Prevention
Eastern Mountain Sports
Federal Highway Administration
G. Love & Special Sauce Benefit Concert
L.L.Bean, Inc.
The Leukemia & Lymphoma Society
Merrell, a division of Wolverine Worldwide

National Forest Foundation
Prince Charitable Trusts
Royal Robbins, a division of Phoenix Footwear

\$5000 - \$9,999
Bureau of Land Management
Clif Bar, Inc.
Max and Victoria Dreyfus Foundation
Hi-Tec Sports USA
SnowSports Industries America
U.S. Fish & Wildlife Service

\$1000 - \$4,999
Backpacker's Pantry, a division of American Outdoor Products
Columbia Sportswear Co.
K-2 Sports
Robert and Dee Leggett Foundation
Mountain Hardware, Inc.
Norcross Wildlife Foundation
Red Wing Shoes
Sportline
South Carolina Dept. of Parks, Recreation, and Tourism
Redwood Creek Wines
Trails.com
Tubbs Snowshoes
Tucker Foundation
Turner Foundation

Business Partners and In-Kind Gifts

Adventure Crossing
Adventures in Travel Expo
American Park Network
Backpacker Magazine,
Rodale Press
The Brunton Co.
Coleman Outdoor Products
LEKI USA
Outdoor Retailer
Ray Mathis Photography

Alliance of Hiking Organizations

\$1,000 and up - Benefactor
Florida Trail Association
\$500 - \$999 —Overseer
Appalachian Trail Conservancy

\$250 - \$499—Steward
Adirondack Mountain Club
Fluvanna Heritage Trail Foundation
River Mountains Trail Partnership Advisory Council
Tahoe Rim Trail Association

\$100 - \$249—Maintainer
American Association for Nude Recreation
Bay Area Trails Preservation Council
Carolina Mountain Club
Catalina Island Conservancy
Central Savannah River Land Trust
Civil War Preservation Trust
Crotched Mountain Foundation
E Mau Na Ala Hele
Friends of Anne Arundel County Trails
Friends of Forest Park
Georgia Pinhoti Trail Association, Inc.
Green Mountain Club, Inc.
Indianapolis Hiking Club
Kekekabic Trail Club
La Sportiva N.A., Inc.
Lone Star Hiking Trail Club
Maui Eco-Adventures
Mendon Foundation, Inc.
Moat Creek Managing Agency
Nassau Hiking & Outdoor Club
New York - New Jersey Trail Conference
Pacific Crest Trail Association
Pacific Northwest Trail Association
Palmetto Conservation Foundation - Palmetto Trail
Pine Mountain Trail Conference
Potomac Appalachian Trail Club
Recreational Trails, Inc.
River To River Trail Society
Sand Creek Regional Greenway Partnership
Sitka Trail Works, Inc.
Tennessee Trails Association
Trails 2000
Tyler Arboretum
West Virginia Scenic Trails Association
White County Medical Center