



2009

ANNUAL REPORT

JANUARY 1 - DECEMBER 31, 2009

Volunteer Vacation Crew Leader on the Tahoe Rim Trail. *Kim Hutson de Belle.*

Dear Supporters:

American Hiking Society has deep roots in the outdoors, in volunteering and in experiencing nature through hiking. As the national voice for hikers, we engaged hundreds of thousands of people coast to coast in 2009 to demonstrate that hiking our nation's trails offers Americans from all walks of life boundless opportunities to enjoy nature, renew themselves and establish a lifetime of fitness. We activated hikers across the country and collaborated with many partners to ensure the protection of hiking trails and public lands for future generations. American Hiking and its Alliance of Hiking Organizations continued as the primary force in pressing for increased funding for trails and protecting places special to hikers everywhere.

In 2009, our **National Trails Day**, **Volunteer Vacations** and **National Trails Fund** stewardship programs marshaled more than 37,000 trail volunteers working on 726 trail projects across all fifty states and Puerto Rico—a 25% increase over 2008. Under American Hiking Society's banner, these volunteers gave 219,000 hours of their time and sweat equity—service valued at more than \$4.4 million, to build or maintain nearly 2,200 miles of hiking trails. Our volunteers' stewardship effort covered a distance greater than the entire Appalachian Trail and contributed to the long-term sustainability of our nation's trails.

American Hiking Society could not have accomplished the myriad positive outcomes towards promoting foot trails and the hiking experience without the generous and steadfast support of our individual and Alliance members, as well as our corporate, foundation and government partners. We will continue our work towards ensuring that hiking trails and natural places are cherished and preserved for us and for future generations as well.

Experience your outdoors. Hike.

Sincerely,

Handwritten signature of Robert Rubright.

Robert Rubright
Chair, Board of Directors

Handwritten signature of Gregory A. Miller.

Gregory A. Miller, Ph.D.
President



Policy & Advocacy

American Hiking works with Congress, federal land management agencies and conservation and recreation organizations on policy issues and legislation to ensure funding for trails, the preservation of natural areas, and the protection of the hiking experience. American Hiking's Hike the Hill: Trails Advocacy Week brings trail leaders to Washington, D.C. to lobby for trail funding each year. Our nationwide efforts include increasing funding for trails, recreation and conservation, protecting the hiking experience from off-road vehicle damage and other non-compatible uses, and expanding our national system of trails and trail advocates.

Volunteerism & Stewardship

American Hiking Society organizes and coordinates Volunteer Vacations and National Trails Day®--nationally recognized trail programs that keep our trails open, safe, and enjoyable. Our National Trails Fund is the only national private grants program that helps trail-maintaining organizations across America build and improve hiking trails. In 2009, our programs marshaled more than 37,000 trail volunteers working on 726 trail projects, who gave 219,000 hours of their time and sweat equity—service valued at more than \$4.4 million, to build or maintain nearly 2,200 miles of hiking trail. Our volunteers' stewardship effort covered a distance greater than the entire Appalachian Trail and contributed to the long-term sustainability of our nation's trails.



Outreach & Education

American Hiking Society is focused on increasing the participation and enjoyment of hiking by all Americans. We build upon our strategic alliances with national, regional and local partners to increase trail events and youth participation. We utilize print and web-based resource materials, as well as state-of-the-art communications and social networking to promote understanding and effect change. Our outreach and support includes our Alliance of Hiking Organizations, American Hiking's network of more than 200 member organizations—hiking and trail clubs, land trusts and many other groups—that collectively represent well over 500,000 hikers, conservationists and committed outdoor enthusiasts.



Policy & Advocacy

In 2009, we achieved the following:

- After more than four years of advocacy work, celebrated the successful passage of the Omnibus Public Land Management Act of 2009, which contains provisions that create more than 2 million acres of new Wilderness in addition to several new Wild and Scenic Rivers and National Trails, and establishes permanence for the National Landscape Conservation System.
- Testified on Capitol Hill for increased funding for trails, recreation and landscape level conservation policies, appropriations and legislation.
- At Hike the Hill: Trails Advocacy Week 2009 in Washington, D.C., hosted more than 60 trail advocates from across the nation, who lobbied for National Trails System funding and related hiking and conservation policies, appropriations and legislation.
- Expanded advocacy network among national and regional conservation and human-powered recreation organizations and campaigns, including serving as Chair of Rivers & Trails Coalition, and representing human-powered recreation interests on the Partners Caucus for Fire Suppression Funding Solutions (FLAME Act of 2009).
- Continued leadership with Outdoor Alliance partners to influence recreation and conservation appropriations, national forest roadless area protection, forest planning and other national issues impacting the human-powered outdoor recreation community.
- Provided testimony on American Recovery and Reinvestment Act of 2009 to Congressional leadership and Obama Administration regarding clean energy investments and programs to create green jobs and stimulate the economy.
- Supported trail and hiking organizations in the southeast by drafting letters in support of proposed wilderness additions in the Cherokee National Forest - Upper Bald River Wilderness, Little Frog Wilderness, Big Frog Wilderness, Bald River Gorge Wilderness and Joyce Kilmer Slickrock Wilderness areas to Tennessee delegation on behalf of the Southern Appalachian Forest Coalition.
- Coordinated Climate Change & Adaptation Strategies meetings and prepared testimony for House Natural Resources Committee hearings on behalf of Outdoor Alliance.
- Together with the National Park Service, developed and led recreation and visitor experience workshops at the World Wilderness Congress (Wild9) held in November, in Merida, Mexico. American Hiking played a critical role in sharing the hiking and outdoor enthusiast's perspective on access, stewardship and protection of wilderness areas.
- As a member of the Congressionally-mandated National Park Overflight Advisory Group (NPOAG), continued our efforts to protect the quiet hiking experience from noisy plane and helicopter air tours over national parks.

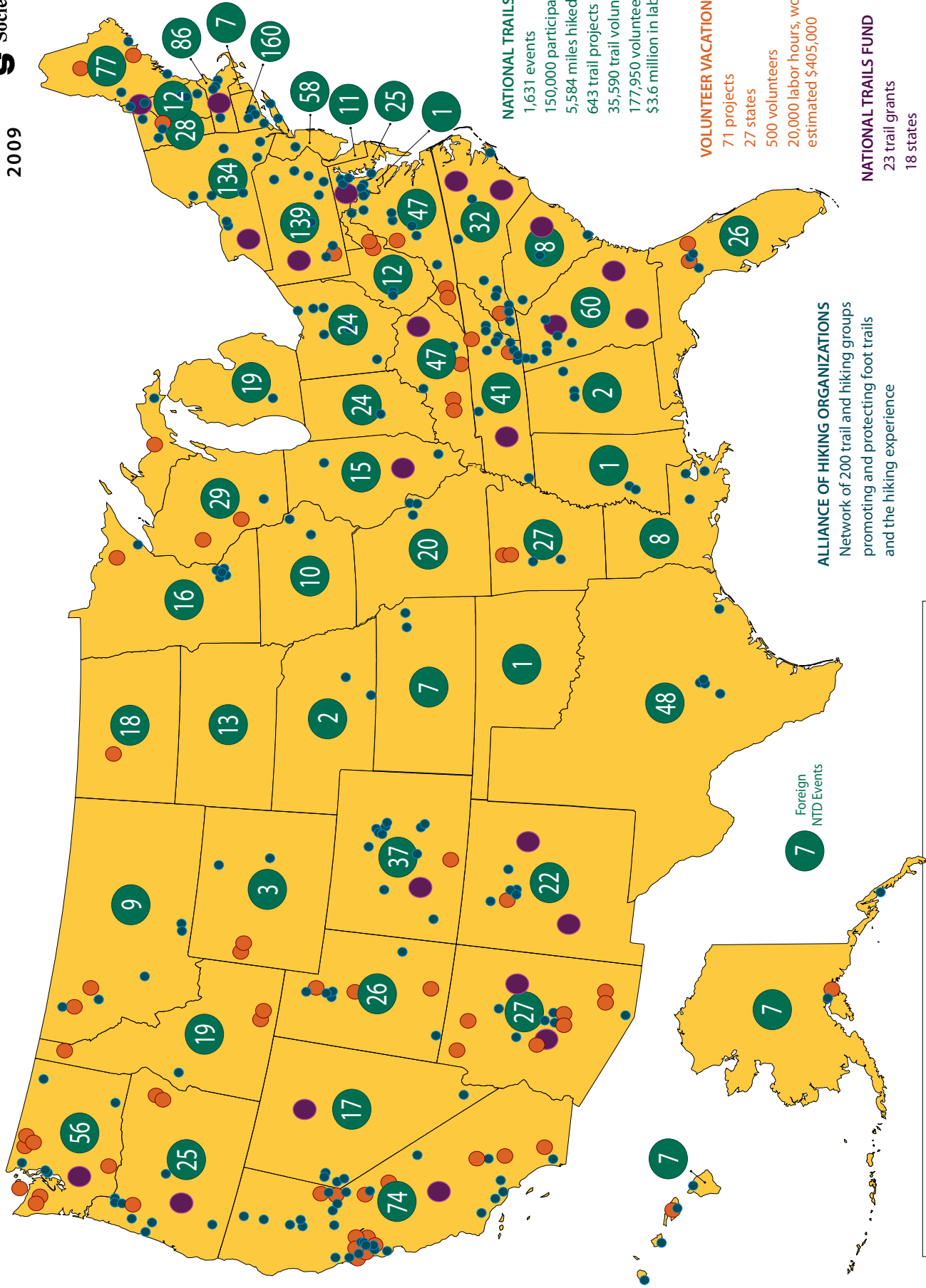


Recreation & Travel Management Planning

- In 2009, American Hiking Society enhanced its efforts to protect hiking trails and the hiking experience from off-road vehicle (ORV) use, particularly in the Pacific Northwest.
- Prevented the "stealth" sale of land in Jacksonville, OR watershed to ORV group with testimony before the Oregon State Parks Commission.
- Influenced Willamette National Forest's Santiam Pass ORV Plan causing removal of ORV trails in Mt. Washington Wilderness and Pacific Crest National Scenic Trail.
- Effected commitment by Siuslaw and Willamette National Forests to exclude unauthorized user-created ORV trails in their respective travel management plans.
- Secured agreement from USFS Pacific Northwest Regional Forester to develop a systematic approach for identification of each forest's minimum necessary road system as required by law.
- Effectively advocated for the return of natural quiet to portions of Oregon Dunes National Recreation Area - the largest coastal dune ecosystem in North America.
- Secured commitment from the Umpqua National Forest to enter into a public planning process when it appeared to be heading down a path of noncompliance with agency's 2005 Travel Management Rule.

PROTECTING TRAILS NATIONWIDE

2009



NATIONAL TRAILS DAY
 1,631 events
 150,000 participants
 5,584 miles hiked/biked
 643 trail projects
 35,590 trail volunteers
 177,950 volunteer hours
 \$3.6 million in labor

VOLUNTEER VACATIONS
 71 projects
 27 states
 500 volunteers
 20,000 labor hours, worth an estimated \$405,000

NATIONAL TRAILS FUND
 23 trail grants
 18 states
 \$84,000 awarded
 1,000s of volunteers supported

ALLIANCE OF HIKING ORGANIZATIONS
 Network of 200 trail and hiking groups promoting and protecting foot trails and the hiking experience

- # National Trails Day events held
- Volunteer Vacation trail project site
- National Trails Fund trail project site
- Alliance of Hiking Organizations member location

National Trails Fund

Since its inception in 1998, the National Trails Fund has awarded \$462,159 to grassroots efforts to save trail lands and build and maintain foot trails. In 2009, American Hiking was able to award \$84,000 to 23 grantees. In 2009, more than 1,000 grantee volunteers gave 20,000 hours of trail work—valued at more than \$400,000 to build or maintain more than 250 miles of trail. In total, American Hiking received 158 applications requesting a total of \$700,845 for projects ranging from improvements to existing trails to youth engagement and environmental education programming.

The National Trails Fund helps recipients build volunteer capacity, manage existing efforts more effectively, purchase tools and material for trail work projects and strengthen their efforts to be better stewards of the land. Here are just two examples of how American Hiking's trail grants sustain our national system of trails:

Volunteers for Outdoor California - \$5,000

V-O-Cal's Fernandez Ranch Trail Project engaged 200 volunteers to build 2 miles of trail in one weekend, creating public access in a newly preserved, spectacular, 702 acre ranchland near Martinez, CA, and resulting in 3,200 hours of volunteer service - valued at \$62,432.

Chicopee Woods Nature Preserve - \$2,600

Chicopee Woods in Georgia draws 85,000 visitors yearly, including 35,000 students participating in educational programs at Elachee Nature Science Center. Sections of the two most-used trails were restored by volunteers who donated over 800 hours - valued at \$15,608.

2009 National Trails Fund Recipients

- Volunteers for Outdoor Arizona (AZ): \$800
- Finger Lakes Trail Conference (NY): \$1,400
- Upper Valley Land Trust (NH): \$2,000
- Mountains to Sound Greenway Trust (WA): \$2,500
- Chicopee Woods Nature Preserve (GA): \$2,600
- Friends of Nevada Wilderness (NV): \$2,600
- Friends of Panthertown (NC): \$2,600
- Anza Trail Coalition Santa Cruz County Trail Management Council (AZ): \$2,900
- Ouray Trail Group (CO): \$3,100
- Continental Divide Trail Alliance (NM): \$3,200
- Girl Scouts of Shagbark Council (IL): \$3,200
- Potomac Appalachian Trail Club (MD): \$3,400
- Watershed Association of the Tellico River (WATeR) (TN): \$3,700
- Forest Park Conservancy (OR): \$5,000
- Grand Trunk Trail Blazers (MA): \$5,000
- Louisville Metro Parks Foundation (KY): \$5,000
- Lula Lake Land Trust (GA): \$5,000
- Mahanoy Creek Watershed Association (PA): \$5,000
- Nacimiento Medical Foundation (NM): \$5,000
- Palmetto Conservation Foundation (SC): \$5,000
- Southern Appalachian Forest Coalition (NC): \$5,000
- Southern Conservation Trust (GA): \$5,000
- Volunteers for Outdoor California (CA): \$5,000

Outreach & Education

American Hiking remains committed to boosting our reach, relevance, and impact by evolving our outreach and education to the changing demographics of America, the increasing impact technology is having on people's time and focus, and the growing number of people who want to recreate closer to home. In 2009, American Hiking:

- Provided information and resources to the public, media, conservation/recreation organizations, government agencies, and outdoor industry, through our enhanced website (230,000 visits in 2009)
- Paperless Trail e-newsletter (13,000 recipients/month)
- American Hiker quarterly magazine (25,000 readership/issue)
- Events across the country with combined attendance of more than 100,000 people. Prominent 2009 Outreach events included Adventures in Travel Expo, Washington, D.C.; Outdoor Retailer Winter and Summer markets; Canoeopia; and World Wilderness Congress.
- Reached out to new audiences, especially youth, through American Hiking's website and presence on social networking sites such as Facebook and Twitter. By communicating with youth in ways that are pertinent to them, American Hiking focused on getting youth outdoors, involved, and sharing their experiences with peers.



National Trails Day®

American Hiking's National Trails Day® (NTD) is our nation's premier outdoor and trails celebration, inspiring Americans from all walks of life to explore and celebrate trails while participating in trail work projects, trail dedications, instructional workshops and family and youth programming. Thousands of trail clubs, retailers, federal and local agencies, community groups, and businesses come together the first Saturday in June to take in the outdoors, recognize volunteers, and maintain local trails and their surrounding natural resources. In 2009—our 17th year:

- A record breaking 1,631 NTD events were held in all 50 states, Washington D.C. and Puerto Rico, a 47% increase from 2008.
- Attendance exceeded 150,000 trail enthusiasts at NTD events.
- Volunteers contributed 177,950 volunteer hours, worth \$3.6 million.
- More than 1,711 miles of trail were maintained and constructed at NTD events.
- Garnered more than 150 million media impressions for NTD events.
- Expanded NTD national partnerships focused on families and youth to include YMCA of the USA, Boy Scouts of America, Girl Scouts of America, National Association of State Parks Directors, and National Recreation & Parks Association.



Many 2009 National Trails Day events focused on families and youth

Bureau of Land Management

The BLM hosted 26 NTD events that drew more than 1,000 participants who hiked, walked, biked, and rode horseback more than 150 miles, and constructed and maintained 16 miles of rugged trails. Trash pickup, Leave No Trace training, and a guided dinosaur track site trail hike were among the many creative ways that trail advocates engaged communities in their special places.

National Park Service

The National Park Service leadership and staff, including the Rivers, Trails and Conservation Assistance Program actively partnered and promoted 66 NTD events across the nation to their community and park supporters. More than 6,000 trail participants came out to hike, bike, paddle and ride more than 270 miles and maintained or constructed another 75 miles of trail. In addition to trail stewardship, a variety of events were held throughout the system including celebrations of historic trails and carriage roads, programs on the night sky, and flora and fauna identification hikes.

USDA Forest Service

National Forest System lands provided the setting in 2009 for 144 NTD events where 8,500 participants hiked, biked, paddled and rode on horseback more than 755 miles and maintained or constructed another 250 miles of trail. Activities included a week-long trail work party, guided Native American petroglyph hike, and a cypress swamp paddle to name a few.

U.S. Fish and Wildlife Service

The National Wildlife Refuge System partnered with American Hiking Society for the 2009 Signature Event held on the Mason Neck Peninsula, in Lorton, Virginia. Across the country, more than 1,500 outdoor enthusiasts enjoyed 28 NTD events on refuges including family hikes, a kid's fishing event, and a nature trail scavenger hunt.

Volunteer Vacations

Entering its fourth decade, American Hiking Society's Volunteer Vacations foster public land stewardship and provide volunteers meaningful opportunities to 'get out and give back' to the trails they love. Volunteer Vacations sends volunteer teams into America's parks, forests and other public lands for weeklong trips to build and revitalize trails and surrounding landscapes.

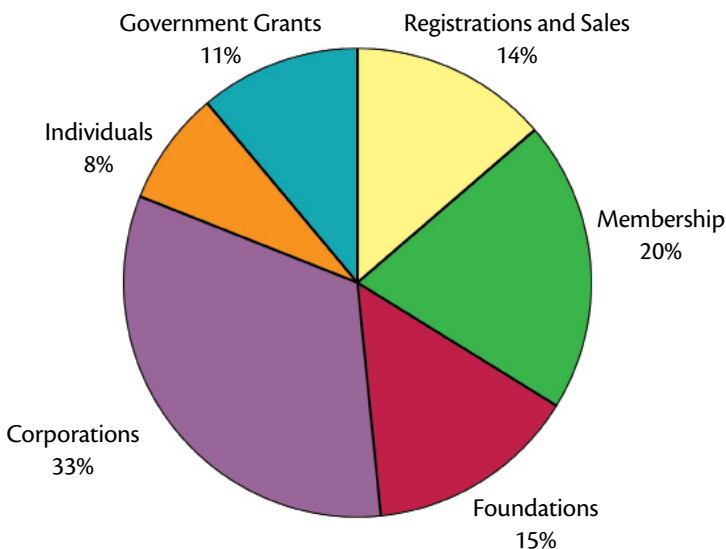
In 2009, American Hiking:

- Placed 525 trail volunteers on 60 projects across the nation. Volunteers hailed from 44 of the 50 states as well as the District of Columbia.
- Contributed more than 21,000 volunteer hours worth an estimated \$425,250 in sweat equity.
- Completed 28 Volunteer Vacations in National Forests, 20 in National Parks, three on BLM lands, two with the U.S. Fish and Wildlife Service, six in State Parks or Forests and one at an environmental learning center.
- Facilitated Alliance of Hiking Organization members hosting of 16 Volunteer Vacations across the country.
- Volunteer crews built, maintained or revegetated over 225 miles of trail.
- Expanded its crew leader development with generous support from the National Forest Foundation by conducting two week-long crew leader trainings for 25 volunteers focused on leadership and trail sustainability, including topics such as leadership, conflict resolution, group meal planning, Leave No Trace for groups and trail maintenance.
- Hosted four college Alternative Break crews with 44 students spending their spring break assisting federal, state and local agencies in Arizona, North Carolina and Virginia by providing the sweat equity and resources to help keep trails open, safe and enjoyable.
- Increased female volunteers - now representing 49% of our total volunteers who ranged in age from 16 to 81, with the average age being 49 years.

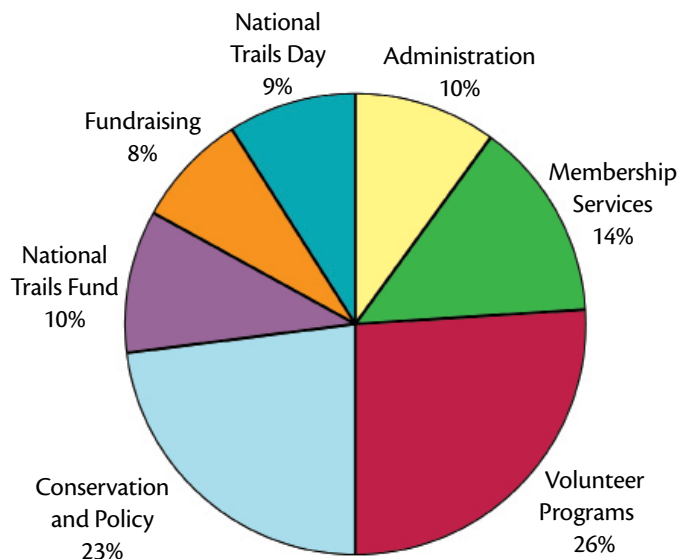


Jaimie Lomasney.

2009 INCOME



2009 EXPENSES



President's Council*\$5,000 and above - Guarantor*

Ann Myers Williams
Anonymous

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

Patrick Barnes & Liz Harrison
Ed & Sharon Benson
Michael Honkomp
Jim Kern
Robin Lee
Gregory & Vibha Miller
Robert Rubright
Kim Simpson & Kathleen Donaghue
Charles & Daphne Sloan
Chris Wright
Anonymous

\$500 - \$999 - Supporter

Ders Anderson
David Appel
Peg Brady & David Condino
Heather Clish
Philip & Lois Cohen
Joy Gaddy & Robert Rowe
JoAnn Havel
Patricia Hoyt
Tom & Sharon Johnson
Clark & Laurie Kemble
Robert & Dee Leggett
Elizabeth Lunney
Nancy Malo
Lauren Markley
Roger Pelz
Mary Margaret Sloan
David Startzell
Arthur & Toni Rock
Paul Tourville
Anonymous

New Life Members

Jason Connors
Ann Cullen
Newton Garland
Harry Howard
Edward Lawrence & Catherine McLaughlin
Robert Manning
Lori Parham & Matthew Kennedy

In Memoriam

Special gifts were received in memory of:
Sam Jaffe
Paul Lomaglio

Corporations, Foundations and Government*\$100,000 and above*

Nature Valley

\$50,000 - \$99,999

444S Foundation

\$20,000 to \$49,999

Federal Highway Administration
Fetzer
L.L.Bean
Merrell, a division of Wolverine
Worldwide
National Forest Foundation
National Park Service
Therma-a-Rest and MSR
USDA Forest Service

\$10,000 - \$19,999

Backpacker Magazine
Bureau of Land Management
Klean Kanteen
Leukemia & Lymphoma Society
REI
U.S. Fish and Wildlife Service
The Wilderness Society

\$1,000 - \$9,999

Backpacker's Pantry
Columbia Sportswear
Globe Pequot Press/FalconGuides
GoLite
Kahtoola
Katadyn, North America
Leki
Menasha Ridge Press/Keen
Communications
Mountain Hardwear
Norcross Foundation
The North Face
OrthoLite
Textron, Inc.
Tourism Cares
Trailspace.com
Tubbs Snowshoes
Turner Foundation
TwoKnobbyTires.com
Ultimate Kilimanjaro
White Sierra

Business Support and In-Kind Gifts

All Terrain
American Park Network
Fat Tire/New Belgium Brewing
Company
National Geographic Adventure
Redwood Creek Wines
Timex

Alliance of Hiking Organizations

\$1,000 and above - Benefactor
Florida Trail Association

\$500-\$999 - Overseer

Ice Age Trail Alliance



Mission

As the national voice for America's hikers, American Hiking Society promotes and protects foot trails and the hiking experience.

Vision

Ours is a vision in which hiking, foot trails and their surrounding natural areas inspire Americans to get outdoors, volunteer and protect trails. As the national voice for hikers, American Hiking Society will promote hiking, build a nationwide constituency of hikers and trail stewards, form strategic alliances with national, regional and local partners and advocate for hikers in the nation's capital. Sustainable hiking trails and trail systems will bring people together, connect them with our natural and cultural heritage, promote healthy lifestyles and serve an integral role in conservation. We will expand our nation's hiking community and motivate, recruit and educate tomorrow's hiking leaders, advocates and volunteers.

Core Values

The Intrinsic Value of Hiking

Hiking has long been an important outdoor activity, whether as a means of exploration, exercise or reflection. The act of setting foot down a path through natural areas provides unparalleled opportunities to build the human spirit, improve physical fitness and increase environmental awareness. Hiking offers all Americans a healthy, enjoyable and relatively simple way to deepen their connections to nature, people and place.



Conservation through Recreation

As a national conservation-based recreation organization, we work in partnership to build, maintain and protect hiking trails and their natural corridors so that current and future generations can experience the many joys and benefits of hiking and are inspired to protect this legacy.

Stewardship

Our programs are built around the concept of fostering and supporting trail stewardship and the public lands through which they travel. We accomplish this by promoting a sense of responsibility and culture of service among our individual members and member organizations and in the hiking community at large.



Sustainability

We support construction and maintenance of trails that limit hikers' impact on the land and require minimal attention to maintain the integrity and safety of the tread. We promote Leave No Trace ethics to ensure that natural ecosystems and trail environments remain viable and healthy.

Relevance

Through adaptability, responsiveness and a commitment to continuous improvement, we will remain a dynamic and relevant national organization. Our work is results-oriented, partnership driven and integral to the viability, success and future of our constituents - the hiking community.

