



Annual Report 2005
July 1, 2004 to June 30, 2005

Leadership and Accomplishment

This year, American Hiking Society undertook a strategic set of actions that yielded positive impact toward mission success. We experienced unprecedented growth in our National Trails Day® and Volunteer Vacations programs, and our Alliance membership has now grown to 200 organizations. Our Southern Appalachians Initiative has gained considerable traction and demonstrated success, and American Hiking is now an active leader in promoting and protecting the Bureau of Land Management's National Landscape Conservation System in numerous western states.

We recruited new executive leadership, strengthened our corporate

and foundation partnerships, and greatly enhanced American Hiking's national leadership and presence. The connection of people and places through hiking received widespread promotion via strategic partnerships and we deepened our commitment to increase the participation and enjoyment of hiking by Americans from all walks of life.

We could not have accomplished the myriad positive outcomes toward promoting foot trails and the hiking experience without the generous and steadfast support of our individual and alliance members, and corporate, foundation, and government sponsors.

Thanks to the dedication of our board, supporters, and staff we will

leave a positive hiking and outdoor legacy for future generations. Experience your outdoors. Hike.

Sincerely,

Bob Papp
Chairman

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® --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 & 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 and 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 & Technical Assistance

American Hiking manages the only national private grants program to help local trail-maintaining organizations build and improve hiking trails in your community. 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.



Outreach, Volunteerism, & Stewardship

- Supported more than 1,100 National Trails Day (NTD) events in all fifty states and Puerto Rico, with unprecedented grassroots support for trails and hiking. (see sidebar)
- Conducted 88 Volunteer Vacations across 29 states, with more than 731 participants. (see sidebar)
- Partnered with the Centers for Disease Control and Prevention to publish and distribute 20,000 copies of a new trails outreach brochure in English (*Trails and Health*) and Spanish (*Senderos para la Salud*) outlining the many health benefits of recreating on trails.
- Promoted American Hiking Society and hiking at several national events, including the third Friends in Action Conference in Washington, D.C. sponsored by the U.S. Fish and Wildlife Service and National Wildlife Refuge Association, Adventure Travel Expos in Washington, D.C. and New York, the Travel Show in Chicago, the HealthierUS Fitness Festival on the National Mall in Washington, D.C., Adventures NYC events in New York City, the Girl Scouts Eco-Expo in Maryland, and Appalachian Trail Days in Damascus, Virginia.
- Strengthened our relationship with the U.S. Fish and Wildlife Service (FWS) to build ties with supporters of the National Wildlife Refuge System and raise the profile of hiking, where appropriate, within the FWS.
- Published the Potomac Heritage National Scenic Trail newsletter, *Potomac Trace*, that covers trail issues from the Chesapeake Bay to the forks of the Ohio River.
- Celebrated the tenth annual Winter Trails, a national celebration of snowshoeing and cross-country skiing.
- Partnered with American Rivers on a media piece showcasing the tremendous recreation opportunities on the ten “Best Unknown Rivers & Trails” within the Bureau of Land Management’s (BLM) little-known National Landscape Conservation System.
- Received exceptional press coverage for American Hiking Society and trails awareness in national print, television, and internet media, including the *New York Times*, *Los Angeles Times*, *Washington Post*, *Boston Globe*, *Health* magazine, CNN, ABC Television, Yahoo! Financial, and numerous regional media outlets.

Volunteer Vacations

- Sent 731 trail volunteers on 88 work trips in 29 different states. The volunteers ranged in age from 13 to 84 and together, they contributed 29,240 volunteer hours--a monetary value of \$513,162 and incalculable personal satisfaction.
- Completed 15 Volunteer Vacation work trips in National Parks, 31 in National Forests, 10 with the Bureau of Land Management, 25 through American Hiking’s Alliance of Hiking Organizations, 6 with State Parks and 1 with the US Army Corps of Engineers.
- Conducted a very productive trail and leadership training Volunteer Vacation project preceding the 3rd Southeastern Foot Trails Conference. Trained 15 volunteers in basic trail building and maintenance skills including water bar and stone step construction.
- Received considerable national and regional press coverage for Volunteer Vacations, including the Associated Press, Frommer’s Budget Travel, Outdoor Industries Women’s Coalition, and numerous regional and trade media outlets.
- Completed a Volunteer Vacation diversity project at Mt. Rogers National Recreation Area in southwest Virginia. Nine of 14 volunteers were African-American, and the experience will help American Hiking determine ways to better reach out to diverse communities.

Leadership Through Policy & Advocacy

- Joined the National Landscape Conservation System (NLCS) Coalition, a group of leading national and regional conservation and recreation groups, to influence and provide guidance to the Bureau of Land Management to manage and conserve the precious resources of the 24 unit, 26-million acre system (see sidebar)
- Pressed for continued federal trails funding through Interior Appropriations (FY 2005 and FY 2006), working to ensure critical programs, such as the Land and Water Conservation Fund were not eliminated, and to prevent devastating cuts to the Forest Service Trails budget and the National Park Service's Rivers, Trails and Conservation Assistance program.
- Convened the 9th annual *Hike-the Hill: Trails Advocacy Week* February 27 – March 2, bringing nearly 50 trail advocates to Washington, DC to lobby for trails funding, and facilitated meetings between trail leaders and federal agency and administration officials.
- Urged the Environmental Protection Agency to strengthen the Best Available Retrofit Technology (BART)/Clean Air in Parks Rule to protect and improve visibility in national parks and wilderness areas and reduce the impacts of haze pollution on natural resources and public health.
- Urged the Forest Service to impose national roadless area protections to protect natural resources, scenic views, and the experience of hikers in America's last wild forests.
- Pressed for continued and increased trails funding through the federal surface transportation bill, briefed Congress on the impacts of unmanaged motorized recreation, urged the Forest Service to clarify and improve its draft accessibility regulations, and strengthened the Bureau of Land Management's Draft National Scenic and Historic Trails Strategic Plan.
- Supported increased trail funding in the nation's comprehensive federal surface transportation bill, SAFETEA-LU, which included increased funding for hiking and pedestrian trails.



National Landscape Conservation System

The NLCS encompasses national monuments, national conservation areas, wilderness areas, wilderness study areas, wild and scenic rivers, and national scenic and historic trails—the crown jewels of Bureau of Land Management lands.

- Celebrated the NLCS 5th anniversary with leading conservation and recreation groups and helped coordinate the NLCS outreach week on Capitol Hill.
- Helped obtain 79 signatures on a letter from members of Congress to Secretary of the Interior Gale Norton in support of better protections and strong funding for the National Landscape Conservation System.
- Toured Sloan Canyon National Conservation Area (NCA) in Nevada with Bureau of Land Management staff and submitted comments on the NCA's pending Draft Resource Management Plan emphasizing resource protection and appropriate recreation management goals.





National Trails Fund

In 2005, American Hiking received 77 applications from organizations across the nation requesting more than \$400,000 for projects ranging from trail building and maintenance to constituency building and volunteer support.

The following organizations received grants from the 2005 National Trails Fund:

- Arizona Trail Association – \$4,400
- Central Savannah River Land Trust – \$2,500
- Cumberland Trail Conference – \$4,000
- Ice Age Park & Trail Foundation – \$1,200
- Northwoods Stewardship Center – \$3,000
- Pacific Crest Trail Association -- \$3,050
- Pine Mountain Trail Conference – \$10,000
- Rocky Mountain Field Institute-- \$3,000 (*Recipient of Galen Rowell National Trails Fund of \$500)
- The Hoppers Birge Pond Association – \$1,000
- The Ozark Society – \$2,000
- Rivanna Trails Foundation – \$1,000
- Ventana Wilderness Alliance – \$2,000
- Volunteers for Outdoor Utah – \$3,000
- Washington Trails Association - \$1,500

Building our Hiking Legacy with Trail Grants & Technical Assistance

- Re-launched the popular and successful National Trails Fund. Distributed \$41,500 in grants to 14 trail clubs nationwide supporting trail establishment and maintenance programs (see sidebar), and launched the 2006 NTF grant cycle.
- Joined the Defenders of Potomac River Parkland Coalition to protect the C & O Canal National Historical Park, the Capital Crescent Trail, and the Potomac Heritage National Scenic Trail from inappropriate riverfront development.
- Joined efforts of the newly created Mid-Atlantic Foot Trails Coalition to begin planning and coordination of a new long distance trail that spans from Virginia to New York. The long-term project, with technical assistance from the National Park Service’s Rivers, Trails and Conservation Assistance program, will encompass a number of existing trails and connect to the Florida National Scenic Trail in the south and North Country and Finger Lakes Trail in the north.



Southern Appalachians Initiative

- Supported trail funding campaigns that led to an \$800,000 federal appropriation from the new federal surface transportation law, SEFETEA-LU for the Cumberland Trail, and a \$1.6 million appropriation from the North Carolina Congressional Delegation for the Mountains to Sea Trail.
- Developed the map, *Long Distance Trails of the Southeast*, jointly with the University of Tennessee in Chattanooga.
- Improved trail connectivity between the Georgia Pinhoti and Cumberland Trails, and inspired broader trail linkages between Lookout Mountain and Crockford Pigeon Mountain Wildlife Management Area, and possible rail/trail connections to the Silver Comet Trail near Atlanta.
- Engaged more than 40 blind and visually impaired children from Hamilton County to experience the Cumberland Trail. Project partners developed a Braille trail map and audio bird guide that were distributed to teachers and students.
- Convened more than 160 trail enthusiasts representing 30 trail clubs from nine states at the highly successful Southeastern Foot Trails Conference, held at April 28 to May 1 at Table Rock State Park in Pickens, South Carolina. Early strategic planning efforts for trail planning in the Southeast are now underway as a result.

National Trails Day®

- A record breaking 1,132 National Trails Day events registered with American Hiking Society for national sanctioning, a 22% increase over 2004.
- Attendance exceeded 121,000 trail enthusiasts at registered events, a 16% increase over last year.
- More than 40% of registered events involved volunteers establishing, maintaining and cleaning-up local trails and parks. These volunteers contributed almost 200,000 volunteer labor hours.
- NTD participants hiked and rode more than 4,500 miles and maintained or constructed nearly 1,900 miles of trail.
- The Department of the Interior designated 37 new National Recreation Trails in 23 states throughout the country. Designations were announced in celebration of National Trails Day by Secretary of the Interior Gale Norton.
- President George W. Bush proclaimed June 2005 Great Outdoors Month, which included numerous outdoor related celebrations including NTD. Numerous states, counties, and municipalities issues proclamations in support of NTD 2005.
- Through broad media coverage, NTD reached more than 130 million Americans. Highlights include: *Backpacker*, *Cooking Light*, and *Health* magazines, the *Chicago Tribune*, *Los Angeles Times*, *New York Times*, and *The Washington Post* newspapers, KNX CBS Radio in Los Angeles, CNN, and Fox 12 News in Boise, Idaho.



Creating a Sustainable National Organization

- Increased individual membership by 10%. Alliance membership grew to 200 organizations, and we now have 20 American Hiking Ambassadors nationwide who represent the organization at various events throughout the country.
- Completed new American Hiking information brochure and web site improvements at www.AmericanHiking.org to better communicate the mission of American Hiking Society.
- Received more than \$540,000 from foundations, government agencies and corporations to advance our trails protection and awareness programs. Signed several multi-year funding agreements, and completed successful fundraisers for the National Trails Fund, engaging new constituencies and generating several thousand dollars for the fund.
- Received a *Centennial Forum Outstanding Private Sector Award* from the Forest Service for outstanding public-private partnerships with the Forest Service on National Trails Day® and Volunteer Vacations.
- Recruited new executive leadership, strengthened our corporate and foundation partnerships, and enhanced American Hiking's national policy leadership and presence.



President's Council

\$5,000 and up - Underwriter

Thom Hogan
Anonymous

\$2,500 - \$4,999 - Sponsor

Philip Barringer and Bettyanne Rusen
Vibha and Gregory Miller
Ann Myers Williams

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

Harold Bernthal
John Hervey
Michael Honkomp
Tom R. and Sharon Johnson
Kim Simpson and Kathleen Donaghue
Charles W. and Daphne Sloan
Mary Margaret Sloan
Doug Williams
Gordon Younger

\$500 - \$999 - Supporter

Susan Anstrand
Joan Broughton
Toby Gass and Tom Terwilliger
Arnold Gerstell
Robert and Dee Leggett
Melissa McKenzie
Arthur Rock
Mr. and Mrs. Peter Sanborn
David Startzell

New Life Members

Shelley Allen Leader
Vernon Compton
Roy Dray
Kathleen Etherington
John Friede
Dr. Leonard Keifer
William LeComte
Kristine Nichols
Bill Schneider
Jan Slusmon
David Wells
Ken Ziejewski

Corporations, Foundations and Government

\$50,000 and up

Recreational Equipment, Inc
Wyss Foundation

\$25,000 to \$49,999

Adolph Coors Brewing Co.
Adventure Medical Kits
Backpacker Magazine, Rodale Press
Cascade Designs, Inc.
Eastern Mountain Sports
L.L.Bean, Inc.
Lyndhurst Foundation
Merrell, a division of Wolverine
Worldwide
USDA Forest Service
National Park Service
Royal Robbins, a division of Phoenix
Footwear
Stonyfield Farm
Thor-Lo, Inc.

\$10,000 - \$24,999

Benwood Foundation
Centers for Disease Control and
Prevention
Clif Bar, Inc.
Federal Highway Administration
National Forest Foundation

\$5,000-\$9,999

Bureau of Land Management
Backpacker's Pantry, a division of
American Outdoor Products
The Brunton Co.
Columbia Sportswear Co.
Hi-Tec Sports USA
Tennessee Dept. of Environmental
Conservation

\$1,000 - \$4,999

Earth Creations
Eneslow
The Globe Pequot Press
Highgear USA, Inc.
LEKI USA
Menasha Ridge Press
Mountain Hardware, Inc.
Outdoor Chattanooga/*Xplor* Magazine
SnowSports Industries America
Sportline
Track `n Trail, a division of Wolverine
Worldwide
Trails.com

True North Publishing
Vasque
Tucker Foundation
U.S. Fish and Wildlife Service
South Carolina Dept of Parks, Recreation
and Tourism

Business Partners and In-Kind Gifts

Adventures in Travel Expo
Backpacker Magazine, Rodale Press
Chattem, Inc.
Jerry Greer Photography
Life is Good
Mullen
Outdoor Retailer
Outside Shows and Events, LLC.
Ray Mathis Photography
Spenco Medical Corporation
Southern Hiker Magazine
Sunrift Adventures

Alliance of Hiking Organizations

\$1,000 and up - Benefactor

Florida Trail Association

\$500-\$999 - Overseer

Appalachian Trail Conservancy

\$250-\$499 - Steward

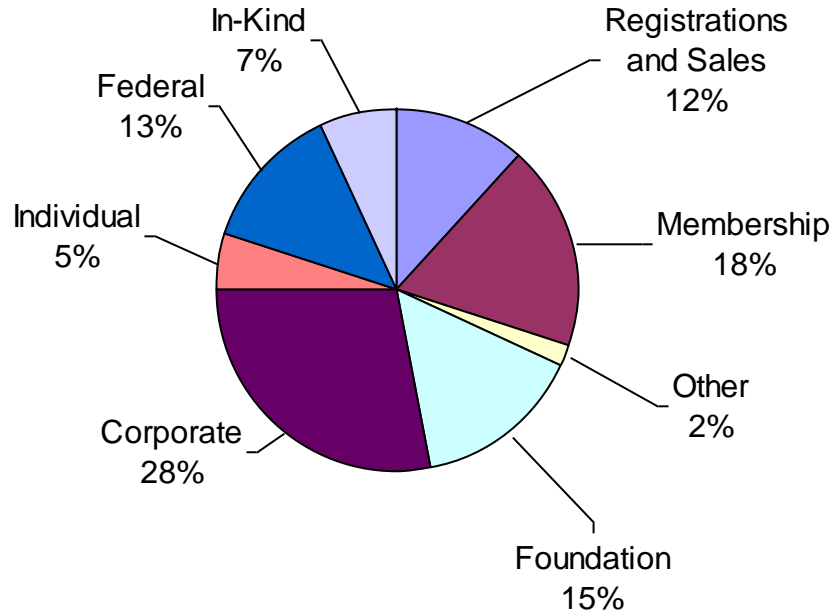
Matanuska-Susitna Borough
River Mountains Trail Partnership Advisory
Council
Sitka Trail Works, Inc.

\$100 - \$249 - Maintainer

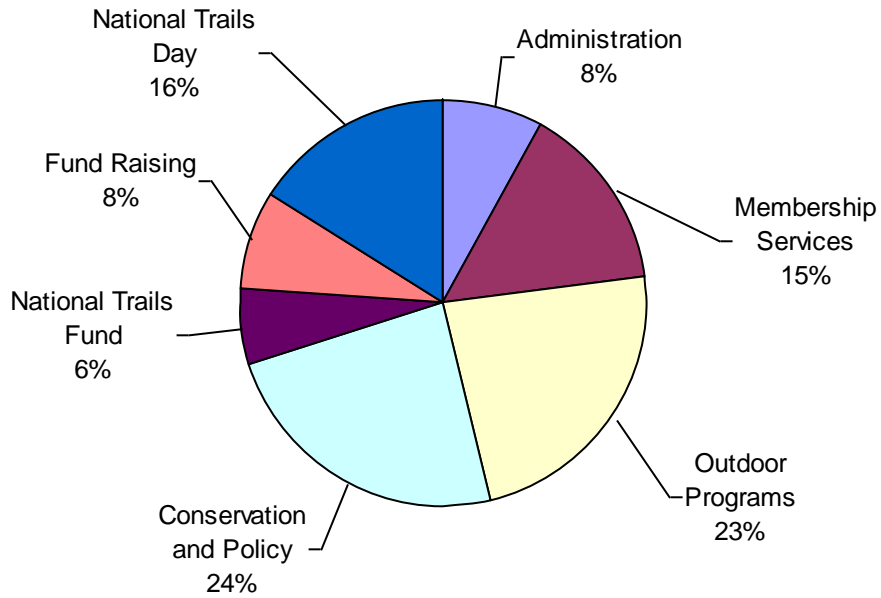
Adirondack Mountain Club
Bay Area Trails Preservation Council
Carolina Mountain Club
Friends of Anne Arundel County Trails
Green Mountain Club
Ice Age Park & Trail Foundation
Indianapolis Hiking Club
Lone Star Hiking Club
Pacific Crest Trail Association
Pacific Northwest Trail Association
Palmetto Conservation Foundation - Palmetto
Trail
Pine Mountain Trail Conference
Potomac Appalachian Trail Club
Recreational Trails, Inc.
Tahoe Rim Trail Association
Tennessee Trails Association
West Virginia Scenic Trails Association

Financial Summary

Income Sources-FY2005



Expenses-FY2005



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