



2011 Annual Report



Photo by Mark Going

American Hiking Society is the only national organization that promotes and protects hiking trails, their surrounding natural areas and the hiking experience.

San Bernardino National Forest

With assistance from American Hiking Society's National Trails Fund, more than 75 volunteers rolled up their sleeves on National Trails Day, June 4, to help restore the Interpretive Trail at National Children's Forest on the San Bernardino National Forest.

Community volunteers, urban youth from the City of San Bernardino, and National Forest Association Corps members and staff worked diligently to restore the trail and make it accessible. They cleared and pruned brush and removed sand and gravel washed over the trail by heavy winter rains.

A job well done and destined to benefit tens of thousands of summer hikers!



Photo by Gregory Miller.



From the President and Board Chair

Dear Supporters:

American Hiking Society is pleased to report on our many successes during 2011—in many ways, a banner year for the organization and our nation's hiking community. We kept our focus on program planning and execution, financial sustainability, and strengthening of core programs, while enhancing our capacity to serve as the national voice for hikers.

In 2011, our National Trails Day® and Volunteer Vacations stewardship programs marshaled more than 39,000 trail volunteers working on 882 trail projects across all fifty states and Puerto Rico. Under American Hiking Society's banner, these volunteers gave 211,513 hours of their time and hard work—service valued at more than \$4.5 million, to build or maintain 3,800 miles of hiking trail--a distance greater than hiking from Juneau, Alaska, to Miami, Florida. This past year, our National Trails Fund eclipsed the \$500,000 mark for trail grants and the American Hiking Society's Alliance of Hiking Organizations grew to more than 350 organizations—our highest number ever.

The American Hiking Society continues to galvanize the hiking community to promote and protect foot trails and the hiking experience. Our strategic marketing efforts, robust messaging, and increased positioning of American Hiking Society will continue to lead to organizational growth and our ability to achieve our mission.

Because of the dedication of our members, board and staff, Alliance members, and corporate, foundation and government partners, we are building a positive hiking and outdoor legacy for future generations. To our new members and supporters, as well as those who have hiked the trail with us before, thank you! Together, we will remain steadfast in our commitment to increase the participation and enjoyment of hiking by Americans from all walks of life.

Get Out and Give Back. Hike.

Sincerely,



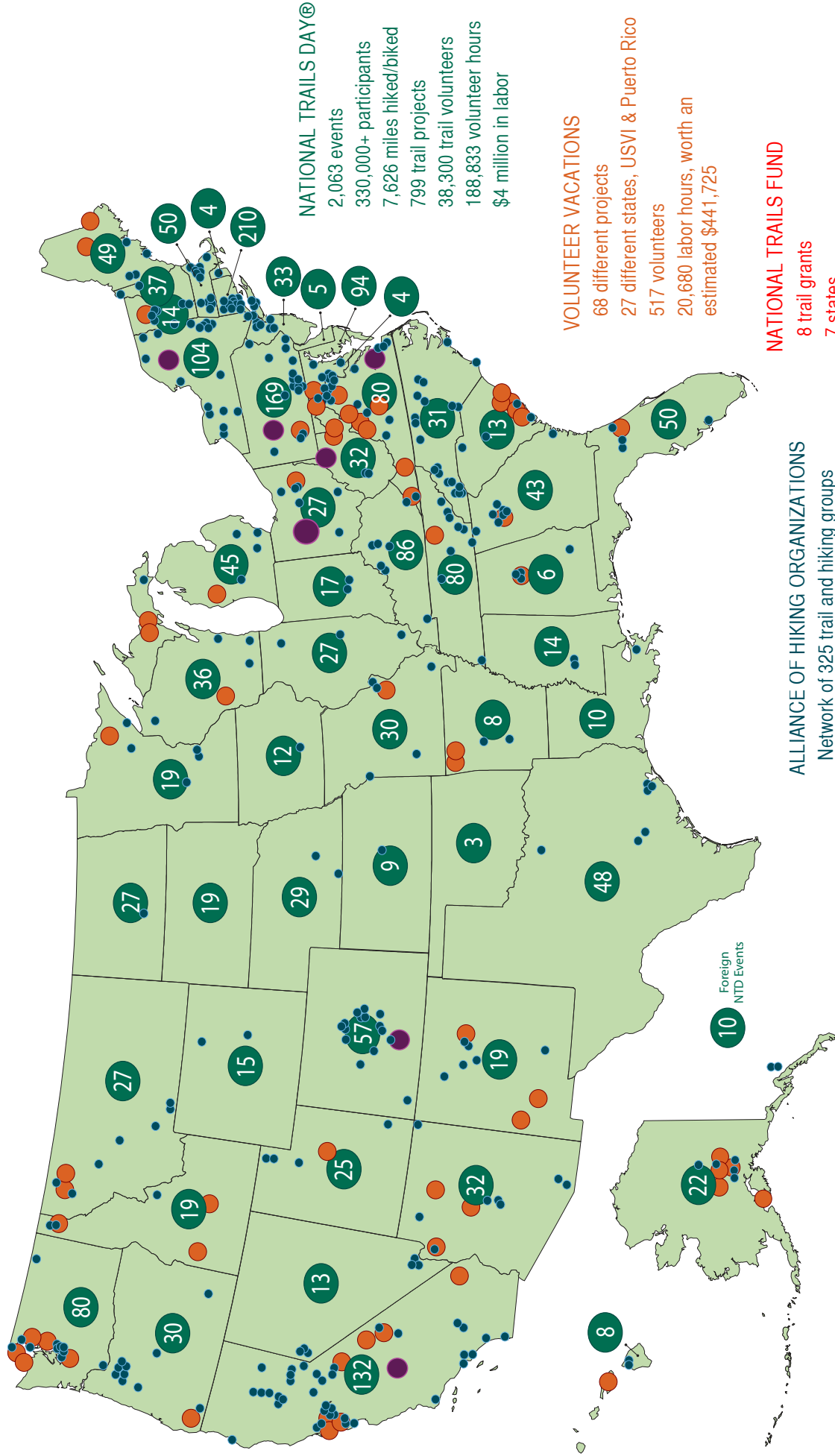
Lynn Scarlett
Chair, Board of Directors



Gregory A. Miller, Ph.D
President

PROTECTING TRAILS NATIONWIDE

2011



NATIONAL TRAILS DAY®
 2,063 events
 330,000+ participants
 7,626 miles hiked/biked
 799 trail projects
 38,300 trail volunteers
 188,833 volunteer hours
 \$4 million in labor

VOLUNTEER VACATIONS

68 different projects
 27 different states, USVI & Puerto Rico
 517 volunteers
 20,680 labor hours, worth an estimated \$441,725

NATIONAL TRAILS FUND

8 trail grants
 7 states
 \$27,000 awarded
 1,000s of volunteers supported

ALLIANCE OF HIKING ORGANIZATIONS

Network of 325 trail and hiking groups promoting and protecting foot trails and the hiking experience

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

American Hiking Society provided both new and experienced hikers with valuable information that helped them stay safe outdoors and allowed them to enjoy and truly engage with nature. Additionally, AHS programs and initiatives provided opportunities for people to get out on the trail, many for their first time.

Helping Hikers on the Trail

AHS teamed up with The North Face and Let's Move Outside to bring over 100 urban students and their families to Mason Neck State Park, Virginia, for an "Explore Your Parks" event. With additional help from Leave No Trace and The National Parks Foundation, participants were guided through the park and taught new outdoor skills.



On National Trails Day, more than 3,400 miles of trails were built or maintained by volunteers. That's enough to reach from Juneau, Alaska, to Miami, Florida!

American Hiking Society attended the Boy Scouts of America's National Outdoor Conference in Ely, Minnesota. While there, they shared information about the 10 Essentials and various other hiking tools and techniques with scout and camp leaders and discussed ways to get more kids outside.

During the summer of 2011 there were numerous fatalities at America's national parks, drawing significant attention from the national media. American Hiking Society issued a press release and worked to get the message out that hiking is an extremely safe activity, especially when following basic precautions. Speaking as the national voice for hikers, AHS ensured that trails were not viewed as potential risks at parks and reassured the public that hiking trails are safe and hiking is an enjoyable form of outdoor recreation.



On National Trails Day in Chattanooga, Tennessee, families, hikers, bikers, walkers and more were welcomed to Enterprise South Nature Park, parts of which were destroyed during tornados that ravaged the city and state in early 2011. At the event, attendees learned about local flora and fauna, as well as what local critters to find or avoid while walking around the 2800+ acres of woods. The park features miles of trails including paved, off-road, handicap accessible, and bike trails.



2011 National Trails Day®

330,000 people attended 2,063 events nationwide

38,300 volunteers contributed 188,833 hours of volunteer labor at 799 trail projects

3,412 miles of trail were maintained or constructed by volunteers

Participants hiked or walked 5,026 miles, paddled 386 miles, and biked 2,600 miles

NTD reached more than 200 million people through extensive media coverage

Preserving the Trails You Hike

Whether it was sending out more than 500 volunteers to spend a week maintaining and building hiking trails, or sponsoring National Trails Day®, which drew more than 38,300 volunteers who worked on trails nationwide, American Hiking Society ensured that America's hiking trails were cared for and kept open for your enjoyment.



“Two miles of trail were brushed and cleared of encroaching vegetation; one mile of trail was grubbed and trail tread defined; four local agencies were served--the BLM, WA State Parks, San Juan County Land Bank, and San Juan County Parks Department; four bald eagles were seen; one pod of Orca whales was gleefully adored; two dozen cookies were consumed; one labyrinth was walked; and nine cheek muscles were strained from all the smiles of a full week.”

- Nick Teague, Project Host, BLM, San Juan Island, Lopez Island, WA

“Our operations team was very impressed with this group and our Ranger that worked with them commented ‘I wish all the volunteer groups were this good. The leaders made the difference.’”

- Christa Kermode, Project Host, Sky Meadows State Park, VA



Boy Scouts from Troop 96 and local volunteers came together to work on the Thomas Trails in Tucker County, West Virginia, thanks in part



to an American Hiking Society National Trails Fund grant. Scout Logan Lemon, working on his Eagle Scout project, and 15 volunteers weathered the rain to complete construction of a 16-foot wooden bridge, a culvert crossing and a quarter mile of connecting trail. The almost complete project includes a five mile public trail system that has been built entirely with volunteer labor and grant funds.

We figured out that one year we spent a total of three months ‘under canvas’ - that’s staying in tents,” Julia says. “Our children are very admiring, but they say they don’t know why we’re doing all this. It’s just a very pleasurable learning experience, whether it’s learning about the ecology of different places, preparation of trails or basic camping skills. The work you do is very physical, but you can see that you’ve made a difference. At the end of the day, there’s a real feeling of satisfaction.”

- Julia Tourville, Volunteer Vacations Crew Leader



2011 Volunteer Vacations

A total of 517 volunteers donated 20,680 volunteer hours and worked on 68 trail projects all across America
Volunteer crews built or maintained more than 381 miles of trail
Projects took place in 27 states and the United States Virgin Islands and Puerto Rico

Protecting the Places You Love

Working with Congress, federal land management agencies, the administration, and non-profit conservation and recreation partners, American Hiking Society increased the protection and preservation of hiking trails and the lands around them. Our work with these agencies and organizations helps to ensure the preservation of the places you love to hike, for today and for generations to come.

AHS worked closely with the Coalition for Recreational Trails on the passage of a 6 month “clean extension” of the Surface Transportation Act in September. The Transportation Enhancements and the Recreational Trails Programs in the bill have helped to fund trails across the country in a variety of locales and are very important to America’s trail development and stewardship.



In February, 2011, American Hiking Society hosted Hike the Hill in Washington, DC. More than 100 trails advocates from around the country attended the event and helped educate and advocate on behalf of hiking and trails-related issues. Two full days of briefings and advocacy training prepared attendees for their participation in more than 150 meetings with members of Congress as well as with government agencies. Topics included federal appropriations and budgeting, youth engagement, use of social media to promote trails and more.

AHS voiced its opposition to H.R. 2852 that was introduced in early September. The bill proposed giving 13 western states wide discretion in choosing 5% of all federal holdings under management by the Bureau of Land Management and the Forest Service in their state. This would effectively transfer wealth from the public trust to the states with no compensation to the public. H.R. 2582 would require the federal government to transfer in total, approximately 23.4 million acres of land.



AHS served in an advisory capacity to the Federal Interagency Council on Trails. Members of the council included the Bureau of Land Management, National Park Service, Fish and Wildlife Service, Army Corps of Engineers and Federal Highway Administration. American Hiking Society is one of a select few non-profit organizations that the group has invited to serve in this capacity, where AHS can speak on behalf of America’s hiking community.

2011 Policy and Advocacy Highlights

Hike the Hill: Trails Advocacy Week 2011 brought more than 100 trails advocates to D.C.

AHS advocated on behalf of Recreational Trails Program and Transportation Enhancements funding in federal legislation

AHS strongly encouraged the White House to maintain clean air standards under a new EPA Ozone ruling

American Hiking worked with partner organizations to lobby for passage of the Land and Water Conservation Fund Authorization and Funding Act in US Senate

Donors

President's Council

\$5,000 and above - Guarantor
 April Barthelmes
 Ann Myers Williams

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

Scott Beckett
 Andrew & Christine Broselow
 Michael Honkomp
 Tom & Sharon Johnson
 Clark & Laurie Kemble
 Gregory & Vibha Miller
 Lynn Scarlett
 Doug Scott
 Charles & Daphne Sloan
 Anonymous

\$500 - \$999 - Supporter

Ders Anderson
 Frank Arter
 Laura Belleville
 Ed & Sharon Benson
 David Berolzheimer
 Philip & Lois Cohen
 Eric Cordi
 Stephen Doucette
 Lisa Dunham
 Daniel Gray
 Carol Horner
 Howard Kern
 Robin Lee
 Robert & Dee Leggett
 Nancy Malo
 Lauren Markley
 Peter & Susanne Olsen
 Karen Peterson
 Bob Rubright
 Kim Simpson & Kate Donaghue
 Arthur & Toni Rembe Rock
 Kanwaljit & Susan Singh
 David Startzell
 Michael Suk
 D.C. Ward
 Chris Wright
 Anonymous

Alliance of Hiking Organizations \$500 and above

Appalachian Trail Conservancy
 Florida Trail Association
 Houston Wilderness
 Ice Age Trail Alliance

In Memoriam

Special gifts were received in memory of
 Jonathan David Harman

Corporate Matching Gifts

Bank of America
 Battelle
 CA Technologies
 Chevron Humankind
 Dominion Foundation
 GE Foundation
 Hewlett Packard
 IBM Corp.
 Microsoft
 Pfizer Foundation
 Textron
 Thrivent Financial for Lutherans
 UBS
 Unum

\$20,000 - \$49,999

Fetzer
 L.L.Bean
 Merrell, a division of Wolverine
 Worldwide
 The North Face

\$10,000 - \$19,999

Cascade Designs
 Columbia Sportswear
 Eastern Mountain Sports
 Klean Kanteen
 Recreation Equipment Inc.
 Vasque

\$250 - \$9,999

All Terrain
 Backpacker Magazine
 Backpacker's Pantry
 Brazos Walking Sticks
 Brooks-Range Mountaineering
 Globe Pequot Press/FalconGuides
 GoLite
 GU Energy Labs
 HikingBoots.com
 Hogeys, Inc.
 Industrial Revolution
 Kahtoola
 Katadyn, North America
 LEKI
 Menasha Ridge Press/Wilderness Press
 Mountain Hardware
 National Geographic Maps
 Osprey Packs
 Princeton Tec
 Sea to Summit
 Teijin Aramid USA
 The Cheap Outdoors
 Trailspace.com
 Trek America
 Tubbs Snowshoes
 Two Knobby Tires
 Wigwam

In-Kind Donations and Support

Adventure Medical Kits
 American Park Network
 All Terrain
 Backpacker Magazine
 Backpacker's Pantry
 Brazos Walking Sticks
 Brooks-Range Mountaineering
 Equipment
 Cascade Designs
 Columbia Sportswear Company
 Darby Communications
 Fetzer
 Globe Pequot Press/FalconGuides
 GU Energy Labs
 Industrial Revolution
 Klean Kanteen
 LED Lenser
 LEKI
 Merrell, a division of Wolverine
 Worldwide
 National Geographic Maps
 Olympic Granola Bars
 Osprey Packs
 Princeton Tec
 Sea to Summit
 Skydance Studio
 Sock Guy
 The North Face
 Trailspace.com

Financials

