

# 2013 ANNUAL REPORT

## RELEVANCE. REACH. IMPACT.



David J. Kennedy Photography, Volunteer Vacation in Hells Canyon Wilderness, OR



**INSPIRING HEALTH AND CONSERVATION,  
HELPING AMERICANS GIVE BACK TO THE PLACES THEY LOVE.**

Founded in 1976, American Hiking Society is the only national organization that promotes and protects foot trails, their surrounding natural areas, and the hiking experience. As the national voice for hikers, American Hiking Society recognizes that foot trails and hiking are essential to connect people with nature, conserve open space, provide biological corridors for hikers and wildlife, and maintain the health of Americans and our natural environment. We represent millions of hikers who are committed to beautiful places to hike and believe that the preservation of hiking trails and their environments is an important and worthwhile legacy to leave future generations.

*Your support is vital to our success.  
With the engagement of people like  
you, the hiker, we can build on our  
legacy together, so future generations  
can experience nature as you do.*

# PATH TO THE FUTURE

Dear Supporters:

On behalf of the Board of Directors and staff, we are proud to report on American Hiking Society's many successes and program outcomes in 2013. By focusing on three critical measurements—relevance, reach and impact—we enhanced our capacity as the national voice for hikers, increased our support of hiking trail protection, and helped unify hiking, recreation and conservation actions across our nation.

Our work today and our ambitious plans for the future deepen our proud outdoor heritage and define American Hiking Society's role as the national voice for hikers.

The sustainability of trails and the availability of quality hiking experiences are genuinely at risk. This past year 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 strategic partners to ensure that hiking trails and natural places are cherished and preserved for future generations.

Trails have a tremendous value to society. The health and economic benefits of hiking represent a paramount opportunity for families and individuals nationwide. American Hiking continues to elevate hiking as a fundamental activity for vitality and health by protecting and promoting accessible and cost-effective trails. We continue to build a hiking community that is teeming with people who know and understand nature, love their trails, and hike and explore the natural world—from urban to backcountry settings—on their own terms.

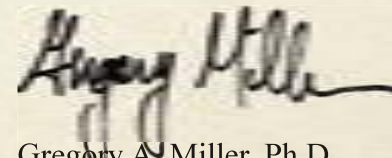
Across all fifty states, Washington, DC and Puerto Rico, our National Trails Day®, Volunteer Vacations, College Alternative Breaks and National Trails Fund stewardship programs marshalled 25,036 trail

volunteers working on 599 trail projects. These trail volunteers contributed more than 138,000 service hours to hiking trails, valued at nearly \$2.9 million in 'sweat equity.' America's hiking community truly "walks the talk" and is a forerunner when it comes to volunteer service. Our National Trails Fund has given out a total of \$580,000 since 1998, demonstrating the philanthropic role American Hiking and its supporters can play in addressing severe trail budget shortfalls.

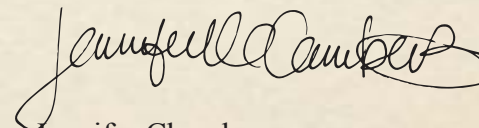
Our sustained commitment to hiking and the great outdoors would not be possible without our supporters. We thank our individual and Alliance members, our partners, and our corporate, foundation and government supporters for their tireless dedication and generosity. Together we will continue to excite, recruit and educate future hiking enthusiasts from all walks of life to ensure a lasting hiking and outdoor legacy for all Americans.

Get Out. Give Back. Hike.

Sincerely,



Gregory A. Miller, Ph.D.  
President



Jennifer Chambers  
Chair, Board of Directors



**134,536**



**Families &  
Individuals  
Engaged**



**2,255**

**National Trails  
Day Activities**

**Nationwide  
Impact**

**8**

**Trail Grants  
Awarded  
(worth \$20K)**

**2,499**

**Trail Miles  
Maintained**



**61**

**Week-Long  
Volunteer  
Vacations  
Projects**



**\$2,874,682**



**Value of  
Volunteer  
Time**

# A NATION OUTDOORS: A DIVERSITY OF ACTIVITIES ON NATIONAL TRAILS DAY®



**DANIEL BOONE NATIONAL FOREST, KY**  
**What was your National Trails Day event?**  
 Over 25 people helped extend the trail system in Daniel Boone National Forest in Kentucky.



**How has National Trails Day increased the opportunities for people to get outdoors?**  
 Volunteers helped build a new section of trail on Auxier Ridge – giving more trail access to people looking to get outdoors.



**KILLENS POND STATE PARK, DE**  
**What was your National Trails Day event?**  
 Killens Pond State Park sponsored a family-friendly nature walk to celebrate National Trails Day®.

**How has National Trails Day increased the opportunities for people to get outdoors?**  
 People of all ages stepped outside and had a great time enjoying the outdoors together.



2013 National Trails Day Sponsors:



# A DIFFERENT KIND OF CLASSROOM

More than a trail stewardship program, American Hiking's Alternative Break program connects college students with nature, introduces many to the wonders of outdoor recreation, instills conservation ethics, and provides land managers with much needed volunteers. In 2013, American Hiking Society sent 11 Alternative Break crews (of 61 total Volunteer Vacations) out to repair and rebuild trails in Arkansas, South Carolina and Virginia. Afterwards, students returned to school from their week of stewardship with fond memories of campfire camaraderie, a newfound appreciation for the outdoors, and the satisfaction that they spent their break making a difference.



Centre College Students in Sky Meadows State Park, Virginia

*“Everyone felt a sense of community with the park staff and with each other even though we had all just met. That just goes to show how special the program was. It really brought us all together.”*

*-Morgan Whitehead, Centre College, KY*

*“Volunteer Vacations give you an in-depth look at the area and allow you to experience things you wouldn't get to see or do as a typical visitor.”*

*-Brian Merrill, Depew, NY*

## FINDING THE RIGHT RETIREMENT



Brian Merrill at Mammoth Cave National Park, KY

Looking for a little adventure in retirement, Brian Merrill found that being a volunteer and crew leader for the Volunteer Vacations stewardship program was exactly what he was searching for; he's now been involved for over 8 years. "Volunteer Vacations give you an in-depth look at the area and allow you to experience things you wouldn't get to see or do as a typical visitor" he said, citing a particular trip to Kentucky's Mammoth Cave National Park where the ranger took him and the other volunteers to areas of the cave system that tourists never see.



### 2013 Volunteer Vacations Sponsors



### 2013 Federal Partners



# PROTECTING THE HIKING EXPERIENCE

In 2013, American Hiking Society defended hiker-only segments of National Scenic Trails, such as the Continental Divide Trail, Pacific Crest Trail, North Country Trail, and others, that were directly and publicly targeted by organized mountain biking groups attempting to gain access where they are already prohibited. Sections of these trails were neither designed nor built for mountain bike use. Due to concerns about safety, sustainability, and the displacement of hikers on trails with heavy bike usage, American Hiking Society believes that National Scenic Trails, and/or sections of these trails, where mountain bikes are already prohibited, should remain closed to bicycles.

**You supported American Hiking Society and it had an impact that will protect these treasured trails.**

During our Save Your Trails campaign this Spring, the hiking community's support helped us meet our goals. We met with key decision makers across the nation, supported hiking and trail organizations on the front lines, and worked with mountain biking groups to explore solutions.

Although work continues, the hiking experience has been protected on the Pacific Crest Trail thanks to strong advocacy and activism from the hiking community. As a result of similar efforts, the Forest Service has reversed a decision regarding the relocation of a key section of the Continental Divide Trail. We now have a commitment from hikers, bikers and equestrians to seek common ground to understand and respect the true nature and purpose of these unique long-distance trails.

For countless hikers, these bike-free trail sections are an oasis - a place where hikers can connect with nature at a slower pace. American Hiking believes there must continue to be room in the National Trails System for trails where hikers can enjoy such an experience and we believe it is critical to protect this for you and for future generations.



“

*Hiking is a terrific way for families to spend time together, close to home on local trails. Family hiking is a fun, cost-effective outdoor activity that can improve individual health and well-being as well as improve family communication across all generations.*

*Gregory Miller,  
President, American Hiking Society*

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# FAMILIES ON FOOT: LEADING THE FUTURE GENERATION, ONE STEP AT A TIME.



FalconGuides' "Best Easy Day Hikes" series featuring American Hiking Society's Families on Foot logo

In order to reconnect children and families with nature and to make hiking and outdoor recreation an enhanced part of family life in America, families need resources. At American Hiking, we want to be that resource for families across the nation.

Just look at what we have already started to promote family-friendly physical activity outdoors... We engaged thousands of youth in fun activities during National Trails Day, partnered with great companies to make it easier for families to get out on the trail, and launched an effective social media campaign with Moosejaw Mountaineering to inspire families to get outdoors.

**We can do more!** Families across America need a comprehensive resource that will inspire an active lifestyle in future generations.



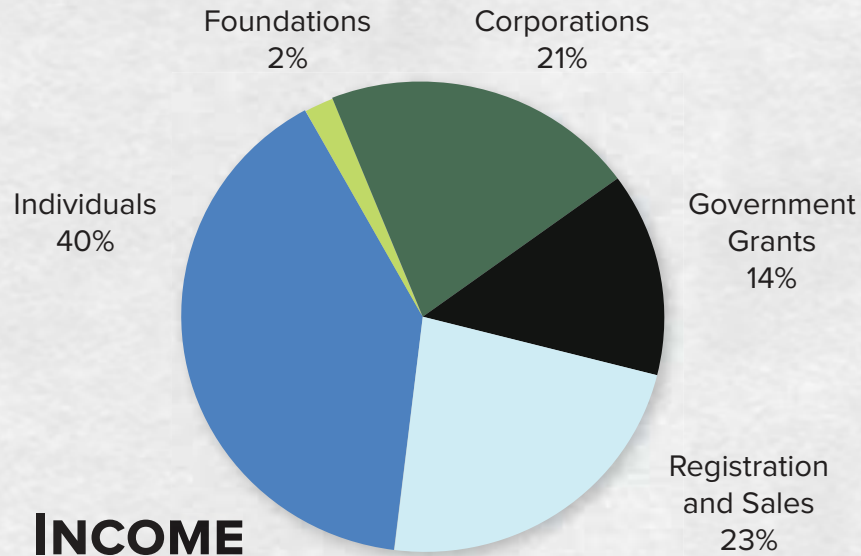
Families on Foot Summer Facebook Photo Challenge

## **WE ARE FOCUSED ON BUILDING RESOURCES FAMILIES NEED TO FIND AND ENJOY LOCAL NATURE TRAILS BY:**

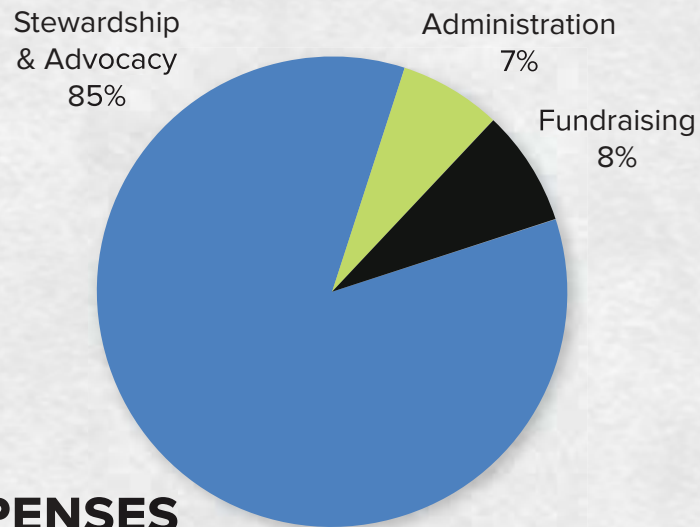
- Creating member only family forums online. Providing a space for families to share hikes, ask questions, and learn about hiking/camping safety and other necessary tools families need to get active.
- Establishing youth and family programs through American Hiking's National Trails Day®, and our youth focused Alternative Break trail stewardship program. This will include targeted marketing and development of family friendly events.
- Building a growing voice across the country and on Capitol Hill to promote family hiking and advocate for support of family-friendly hiking and trail opportunities.



# 2013 FINANCIALS



## INCOME



## EXPENSES

## BOARD OF DIRECTORS

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## THANK YOU TO OUR SUPPORTERS

Founded in 1976, American Hiking Society is renowned as the only national voice for the more than 44 million Americans who hike. Today our members continue to stand by us to expand our support. More than 500,000 citizens are committed to promoting and protecting hiking and America's vast network of trails financially. We thank each and every one of our members for their dedication to our mission of protecting hiking trails for future generations.

## SPECIAL THANKS TO OUR CONTRIBUTORS

The donors listed on the following pages generously contributed \$500 or more in fiscal year 2013. American Hiking Society gratefully acknowledges their commitment to protecting the places we all love to hike.

### President's Council

#### \$5,000 and Above

Ann Myers Williams

#### \$1,000 to \$4,999

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Anonymous  
Anonymous  
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### Alliance of Hiking Organizations

#### \$500 and Above

Appalachian Trail Conservancy  
Ice Age Trail Alliance  
Pacific Crest Trail Association

### Corporate and Foundation

#### \$20,000 to \$49,999

L.L.Bean  
The North Face  
Merrell

#### \$10,000 to \$19,999

Adventure Medical Kits  
Columbia Sportswear Company  
MSR & Therm-A-Rest  
Klean Kanteen  
Vasque Boots

#### \$500 to \$9,999

Appalachian Outdoor Readiness & Essentials  
Backpacker's Pantry  
Dominion Foundation  
GEAR EXPO  
Globe Pequot Press  
Go Lite  
Gregory Packs

Hogeye, Inc.  
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ParksByNature Network  
Red Wing Shoe  
Sea to Summit  
Teijin  
Textron  
The Muir Project, LLC  
Two Knobby Tires  
Wildland Trekking

### Agency Partners

America's State Parks  
Bureau of Land Management  
Federal Highway Administration  
National Park Service  
U.S. Fish and Wildlife Service  
U.S. Forest Service

### In-Kind Donors

Adventure Medical Kits  
American Park Network  
Appalachian Trail Conservancy  
Art in Nature Photography  
Backpacker Magazine  
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Blue Ridge Center for Environmental Stewardship  
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Mt Wash Observatory  
Nantahala Outdoor Center  
National Park Foundation  
Nikwax  
Osprey Packs  
ParksByNature Network  
Project Bona Fide  
REI  
Royal Robbins  
Ruffwear  
Sea to Summit  
Shambhala Mountain Center  
SmartWool  
Stonewall Resort  
SF7-X Superfruit  
The Muir Project  
Therm-a-Rest  
Tilley Endurables  
Tubbs Snowshoes  
Twin Lakes Inn  
Two Knobby Tires  
Vasque Boots  
WETA  
Wildland Trekking

# THE HIKING AND TRAILS COMMUNITY THANKS L.L.BEAN

**L.L.Bean** is a proud supporter of American Hiking Society's National Trails Fund. They have given hundreds of thousands of dollars in support of the National Trails Fund, a grant program run by American Hiking Society. "American Hiking Society's National Trails Fund is unique because it is specifically designed to support hiking trails," explains American Hiking President Gregory Miller. "Providing grants to trail crews enables access for thousands of hikers, access that was previously limited or nonexistent. The multiplier effect is enormous." Over \$580,000 has been awarded since 1998 to local trails clubs across the nation.

## YOU CAN GIVE AT WORK.

Thank you to the many donors who contributed to American Hiking Society last year through corporate, state, city and county workplace giving campaigns.

If you are a federal employee, you can support our work by designating #11784 on your pledge sheet during the Combined Federal Campaign (CFC).



### AN INTERVIEW WITH L.L.BEAN'S COMMUNITY RELATIONS MANAGER, JANET WYPER.

L.L.Bean has been committed to supporting American Hiking's National Trails Fund since 2004.

**Q: What experience sparked your passion for the outdoors?**

A: When I was 10 my family moved to Maine from Ohio, having vacationed here for decades prior.

Growing up in Camden, Maine, where the mountains meet the sea, with a spectacular lake in the middle, was amazing. Our home bordered the Camden Hills State Park - the best backyard ever!

**Q: What is your favorite hike?**

A: Mt. Battie in Camden is a fun short hike for visitors, but I'd have to say Acadia National Park has wonderful hikes and trails.

**Q: Given all the economic and social problems our country faces today, why should recreation and trail conservation be given attention?**

A: Outdoor recreation not only promotes healthy active lifestyles, which benefits the country from the stand point of health care costs, but the economic tie-ins for recreation destinations offer financial benefits for business. As "L.L." once said "time spent in the outdoors helps us forget the mean and petty things in life and has added years to my life and that of my companion."

**Q: Why help American Hiking Society?**

A: L.L.Bean appreciates the stewardship performed by grassroots volunteers for the enhancement of trail experiences for us all. The National Trails Fund is an important way to provide support at the local level for those volunteers.



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