



CELEBRATING 85 YEARS

ANNUAL REPORT 2009



While many changes have affected the Appalachian Trail Conservancy in its 85-year history as an organization, our mission remains essentially the same:

“ATC is a volunteer-based organization dedicated to the preservation and management of the natural, scenic, historic, and cultural resources associated with the Appalachian Trail in order to provide primitive outdoor-recreation and educational opportunities for Trail visitors.”

But, our goals and objectives, and even more so our strategies, have evolved over time and continue to evolve and adapt as circumstances affecting the trail, its visitors, and the volunteers who support it change.

ON COVER: PHOTO OF RELIEF MAP BY ROBERT HYATT;
AND WOMAN PAINTING BLAZE BY TED MARTELLO



One example of this adaptation is our approach to land conservation bordering the A.T. For the past 30-plus years, ATC has been the principal advocate to secure congressionally appropriated funds through the Federal Land and Water Conservation Fund to support the land-acquisition programs of the National Park Service and the USDA Forest Service to establish a permanent right-of-way and protective corridor or “greenway” surrounding the legendary footpath. Those efforts have been remarkably successful and that success continued in 2009 as ATC helped to secure \$9.8 million in new appropriated funds to support trail-protection projects in New Hampshire, Vermont, Pennsylvania, and Tennessee. In each of those projects, however, ATC has worked with strong private-sector partners, such as The Conservation Fund, and, in many cases, also has garnered private financial support to provide a partial match or to support pre-acquisition work, such as surveys and appraisals. Once those projects are completed, nearly 20,000 acres of newly-conserved lands will border the A.T. in those states.

In 2009, ATC also laid important groundwork for its new Appalachian Trail Community program, which was officially launched in 2010, complete with a new community-designation logo and signage. Five communities in several trail states already have received official designation and still more are waiting in the wings. While on the surface that program appears to be mostly a community-recognition program, the ultimate aim is to promote greater community awareness of the A.T. and its visitors as an important local as well as national asset and to aid communities in conserving lands bordering the A.T. as well as other “green infrastructure” that contributes to the unique character of each community. In Pennsylvania, where in 2008 the legislature passed amendments to the Pennsylvania Appalachian Trail Act, all eleven counties and 58 municipalities or townships bordering the A.T. are now mandated to develop trail-friendly land-use ordinances and ATC is working to disseminate reference materials and to develop a web-based community forum where communities can share their experiences and best practices. In the long term, ATC views the Appalachian Trail Community program as an important grass-roots strategy to broaden its trail-protection and land-conservation goals.



Left: Flint Mountain, Rocky Fork, Tennessee.

PHOTO BY DAVID RAMSEY

Above: Franklin, North Carolina, and Boiling Springs, Pennsylvania, each an Appalachian Trail Community™.

PHOTOS BY JEAN GREGORY EVANS AND LINDA NORMAN.



Citizen scientists expand the A.T.'s tradition of volunteerism.

Since the beginnings of the trail project in the early 1920s and 30s, volunteers have been critical to first constructing and then maintaining the trail and other trail-related facilities and, more recently, to caring for the countless natural and cultural resources bordering the A.T. That is no less true today. In fact, in 2009, yet another record was established for volunteer participation in the many facets of trail management with more than 6,800 volunteers contributing almost 220,600 hours. And yet the dynamics of that remarkable outpouring of volunteer engagement are evolving: While the lion's share of volunteers continue to be drawn from the 30 ATC-affiliated trail-maintaining clubs, hundreds of new, non-affiliated volunteers also are contributing, particularly as "citizen scientists" in one of our newer programs: the A.T. MEGA-Transect environmental-monitoring program. Through that program people who may have little interest in traditional trail-construction and -maintenance activities nevertheless can contribute to the health of the A.T. and adjacent lands by sampling water quality, counting alpine bird species, monitoring wildlife migration patterns, or eliminating invasive or exotic species that threaten the health of the more than 500 natural-diversity sites along the A.T.

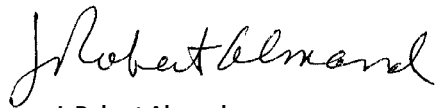
Still other volunteers help to monitor and maintain the more than 1,700 miles of boundaries along the narrow trail corridor to discourage encroachments, timber theft, rare-plant collection, and other incompatible activities. Others who like to "dig in the dirt," can sign up for one of our seasonal trail-crew programs, while those with a gregarious bent can assist trail visitors by becoming a volunteer shelter/campsite caretaker or a roving ridge-runner. To better serve the trail-maintaining clubs as well as to better engage new volunteers, in 2009 ATC launched its Volunteer Clearinghouse program, including an on-line database of a wide range of volunteer opportunities and with the capability of matching those opportunities with the interests of prospective volunteers from throughout the United States and even foreign guests. ATC also continues to support the club network with matching financial aid through the L.L. Bean grants-to-clubs program and through a variety of volunteer-training and certification programs.

ATC also is investing in the next generation of A.T. volunteers through the Trail to Every Classroom program, developed in partnership with the National Park Service. Only in its fourth year, by the end of 2009, about 175 primary- and secondary-school educators had participated in that professional-development program, ultimately engaging an estimated 10,000 students in placed-based learning activities as well as a variety of public-service projects utilizing the A.T. as an outdoor classroom. The Conservancy also supported other youth-engagement programs, including a concert series that reached an estimated 15,000 students and families in most of the 14 trail states.

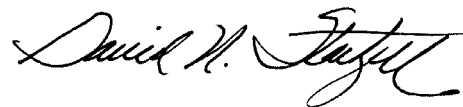
Millions of people also were introduced, perhaps many for the first time, to the wonders of the Appalachian Trail through a National Geographic Television program focused on the A.T. that initially debuted in late 2008 and was rebroadcast in 2009. The program also was aired in at least one community-engagement forum to standing-room-only crowds.

As the financial highlights included in this annual report suggest, the Conservancy ended the year with a modest operating surplus—a reversal of fortune from the previous year and the related global economic downturn—due in no small part to the support of ATC members who contributed generously throughout the year but especially to our year-end appeal.

To all of our members and supporters, to the volunteers who give unselfishly of their time and their labors, and to our many partners in both the private and public sectors, we thank you.



J. Robert Almand
Chair



David N. Startzell
Executive Director



Engaging students with place-based learning activities.

finances

In November 2008, the Appalachian Trail Conservancy (ATC) Board of Directors adopted a balanced budget for 2009. Prompted by the global economic uncertainty at the time, ATC also prepared a contingency plan, including potential cost reductions, to be implemented if certain revenue targets were not met. Early in the new year, the contingency plan was implemented and the budget amended. ATC ended 2009 with a modest increase in general fund net assets.

The revised 2009 budgeted revenues and expenditures for the General Fund were each \$5,608,571. Actual revenues were \$5,464,502, while actual expenditures were \$5,197,099. The net result was a general fund “surplus” for 2009 of \$267,403. During the difficult economic climate of recent years, ATC has proven its ability to manage within tight budgetary constraints while maintaining its Trail-related programs.

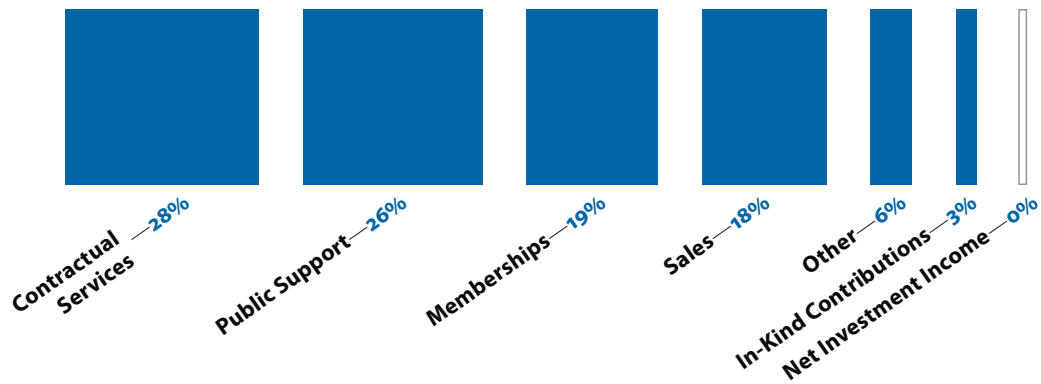
Total assets increased \$1.6 million in 2009, largely due to increases in the value of our investments and an increase in federal accounts receivable. Net realized and unrealized gains in investments totaled \$1,097,753 in 2009, compared to a loss of \$(1,771,039) in 2008. Liabilities at December 31, 2009, increased \$0.3 million, and net assets increased \$1.3 million.

The fieldwork for the 2009 financial statements audit was completed on February 24, 2010, and we received an unqualified “clean” opinion from our independent auditors, Yount, Hyde & Barbour, P.C.

Rhododendron Gap, Virginia

PHOTO BY TED MARTELLO

Comparison of General Fund Revenue and Expense for 2009 and 2008 ended December 31 of each year



Revenues

	2009	2008
Public Support	1,417,180	1,329,010
In-Kind Contributions	175,218	123,058
Memberships	1,056,533	1,153,647
Contractual Services	1,543,817	2,216,485
Sales	960,889	901,930
Net Investment Income	8,303	17,367
Other	302,562	293,556
Total Revenues	5,464,502	6,035,053

Expenses

	2009	2008
Conservation	2,130,597	2,967,669
Land Trust	69,355	73,674
Membership Services	328,919	440,936
Public Information	32,045	75,747
Education and Outreach	129,236	128,171
Publications	1,456,720	1,489,608
Supporting Services	1,050,227	1,068,717
Total Expenses	5,197,099	6,244,522

Increase (Decrease) in Net Assets 267,403 (209,469)

foundations & corporations

A.T. Diamond

\$25,000+

American Honda Foundation
Conservation Alliance
Independent Charities
of America
J.P. Morgan Chase Foundation
NewPage Corporation, Inc.
Patton Boggs, LLP
Quimby Family Foundation
Rodale Press, Inc.
The UPS Foundation, Inc.
UPS

Platinum

\$10,000 to \$24,999

Bank Of America
F. M. Kirby Foundation, Inc.
Fidelity Charitable Gift Fund
Harney And Sons Fine Teas
L.L. Bean, Inc.
Leki USA, Inc.
National Forest Foundation
National Geographic Society
Peter and Cynthia Kellogg
Foundation
Recreational Equipment, Inc.

Gold

\$5,000 to \$9,999

Anonymous(1)
Bank of America
Bear Naked, Inc.
Davis Hartman Wright PLLC
Eastman Chemical Company
Exxon Mobil Foundation, Inc.
Fontana Village
Green Mountain House
Hiker Hostel
H. O. Peet Foundation
Hollis Declan Leverett
Memorial Fund
Hyde and Watson Foundation
Maine Appalachian Trail Club
Mountain Club of Maryland
Mountain Hardware
Sevier County Choppers
The Research Foundation
of State University
of New York
Virginia Environmental
Endowment

Silver

\$1,000 to \$4,999

Allentown Hiking Club
Anonymous (1)
American Backcountry
Appalachian Power
Campmor, Inc.
Canyon Ranch in the Berkshires
Cumberland Valley Appalachian
Trail Club

Dominion Resources
Services, Inc.
FPL Energy Maine Hydro, LLC
Garden Homes Management
Corporation
General Electric
Georgia Appalachian Trail Club
Goldman, Sachs & Co.
Goldthwaite Foundation
Higher Ground Roasters, Inc.
IBM
Jetboil, Inc.
La Sportiva
Long Trail Brewing Company
MADA Design, Inc.
Maryland Charity Campaign
Mattlin Foundation
National Park Foundation
Natural Bridge Appalachian
Trail Club
New Hampshire Charitable
Foundation
Piedmont Appalachian Trail
Hikers
Sacramento Region Community
Foundation
Susquehanna Appalachian
Trail Club
Tennessee Eastman Hiking
and Canoeing Club
The Brink's Company
The Miller-Wehrle Family
Foundation
The Sally & Peter Parsonson
Foundation, Inc.
The Thomas Rosato Charitable
Foundation, Inc.

Three Z Printing
United Way Special Distribution
Westport Fund
Wilmington Trail Club
XL Insurance

Bronze

\$500 to \$999

Air Engineers, LLC
AT&T United Way Employee
Giving Campaign
American Express
Blue Mountain Eagle
Climbing Club
Cabot Hosiery Mills, Inc.
Coille Limited Partnership
Elinor Beidler Siklossy
Foundation
Greenlife Grocery
Morgan Stanley
Network for Good
Okun Family Foundation
Redwood Creek Wine
Smoky Mountains Hiking Club
The Thackston Family
Foundation
Tidewater Appalachian
Trail Club
Trailspace.com
Travel Country Outdoors
USG Foundation, Inc.
Wellpoint Associate Giving
Campaign
Wintergreen Performing Arts,
Inc.

Leadership Circle

\$10,000+

- Anonymous (1)*#
- Bob & Lynn Almand*#
- David W. Appel
- Bruce & Mary Cunningham
- Estate of Edna W. Williams
- Estate of Jay Michaud
- Estate of Lonnie S. Smith
- Estate of Carl R. Leathers
- Estate of Randall T. Breiner *
- Daniel Gold
- David A. Keith*
- Peter & Cynthia Kellogg*
- David H. Raymond*
- David N. Startzell*#

Myron Avery Society

\$5,000 to \$9,999

- Danny & Lenny Bernstein*
- Audrey H. Duane*
- Ken Honick*#
- Chris Brunton & Sandi Marra*#
- Kenneth O. Mick
- Robert Salerno*
- Clark Wright*#

Trail Explorers Society

\$2,500 to \$4,999

- Anonymous (2)
- Richard F. Blake *
- Goodloe E. Byron, Jr.* #

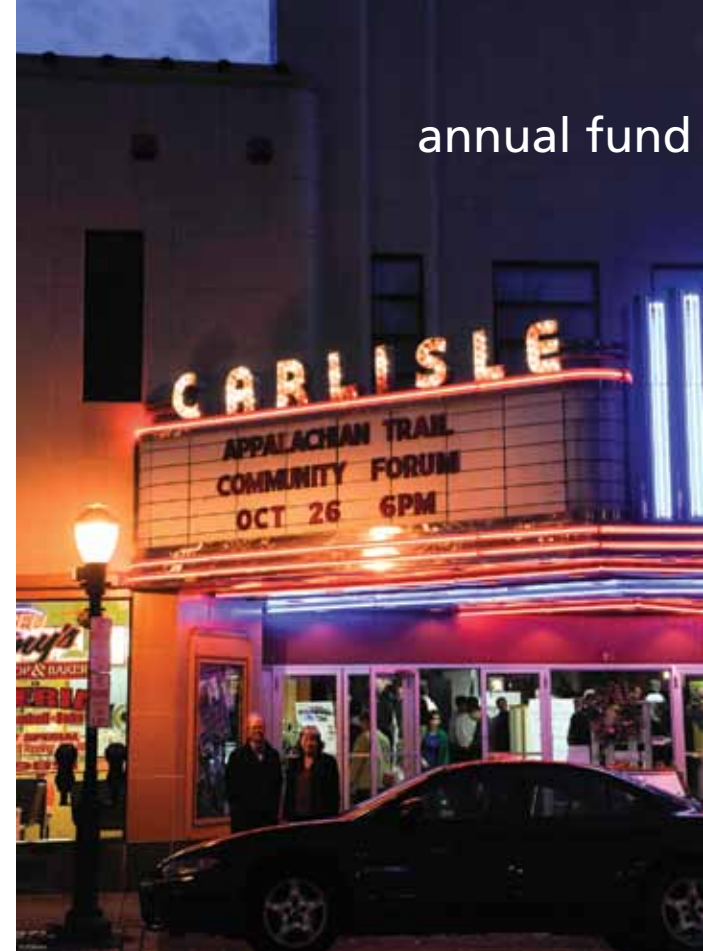
- Charles Clarke
- Courtney A. Daragan*
- Christopher C. Dematatis
- E. Roberta Dobbs*
- Robert Hyman & Deborah Atwood*
- Claude L. Leitzsey*
- Dan & Deanna Lentz*
- Gary Monk*
- Steve Paradis*
- Rick Schafer
- Kathleen Donaghue & Kimball Simpson*
- Calvin Sossoman*
- Jennifer K. Wilson*

Arthur Perkins Society

\$1,000 to \$2,499

- Thomas F. Amsler*
- Anonymous (3)
- Kara & Jim Ball #
- John R. Ball*
- Greg Beckham*
- Frank & Lucia Bequaert
- Donald Beyer, Jr.*
- Mary Blanton*
- Ralph & Jennifer Blumenthal*
- Carolyn & William Branner*
- Wayne Brown*
- Michael S. Brown
- Kathleen & Robert Burney
- Cathy & Ron Butler*
- Tom & Gay Carman
- Bennett & Anne Cowan*

- Michael & Denice Dan
- Brett A. Davis*
- William A. DeLoache
- Brian & Roberta Eason
- Donald M. Eckels
- Jane Catherine Erskine*
- Nick Eskelinen*
- Michael & Ellen Esposito
- Estate Of Leon S. Geoffrey
- Jackie Estes
- Kathleen Etherington*
- Faith Lutheran Church
- Thomas Fiore*
- Arthur P. Foley & Denise C. Beasley-Foley*
- Adam Rockwood Foster*
- Robert L. Fromme, Jr.
- Chris Fuller*
- Michael & Margaret Garvin
- Marit Gay
- Royce W. Gibson
- Enid & Martin Gleich
- Scott Goldthwaite
- Zeb & Jan Gray*
- Jay & Kathryn Hassinger
- Cathy Heberding
- Nathan V. Hendricks, III *
- Christine M. Herpfer*
- Mary Higley & Kyran Kennedy*
- Arthur & Eloise Hodges*
- Sarah Hovater-Varkony & Robert Varkony*
- Robert & Tess Hueston
- Robert E. Hutchinson, Jr.*
- John Killam



- Ned Kuhns*
- Charles T. Kumpas
- Mary Lambert & David Litwack
- Marta Jo Lawrence*
- G. Robert Lee & Sue H. Kellon*#
- Kenneth & Patricia LeRoy*
- Bruce Lightsey*
- Peter Lugo
- Douglas & Carol MacPhail*
- Gayle Maslow
- Jane Mattlin
- Russell & Sandi McKnight
- Steven & Debra Meyers

Pennsylvania celebrates the Appalachian Trail

PHOTO BY LINDA NORMAN

John & Tashia Morgridge
 Paul H. Morrow*
 Joanna Nelson*
 James & Kerry Nici*
 John Norlund, M.D.
 E. Russell Ottey, Jr.*
 Thomas Owens &
 Kimberly Smith*
 Sue & Jack Peck*
 Catherine Pepe
 George Perkinson*
 Andrew L. & Michele Petras
 David Phillips*
 William Plouffe #
 Dick Raines
 Mary & F. Peter Rentz*
 J. Joe & Marlene Ricketts
 David Robey
 Joseph E. Robinson
 David M. Roby
 Peter Saiia *
 Henry R. Schaefer
 Andrew Sessions
 Patrick Setter *
 Gary E. Shealy
 Candace Sinclair
 Mark Sleeper*
 Charles W. Sloan*
 Brian Soucy*
 Mark F. Starnes*
 Andrew & Darlene Stokes
 Larry Streck*
 Bill Strickland*
 Mary E. Szpanka*

W. Gary & Pamela Turnley
 Carrie M. Tweeten
 Thomas C. Watts*
 William A. Weary
 Ken & Audrey Weil
 Martin & Sally P. Weinrich*
 Mike Weir
 Jon Welkey
 Walter G. Wells
 Rev and G. Frank Williams
 Robert O. Wolf*
 Nan M. Wyatt*

Benton MacKaye Society

\$500 to \$999

Paul & Kathryn Abdis*
 Emory W. Ackley*
 John D. Adams
 Lisa Andrews
 Anonymous (2)
 Bernard & Holly Arghiere*
 Bill & Liz Armstrong
 Vincent & Julia Auletta
 Tockie Baker
 Patricia G. Barnett-Brubaker*
 George & Dianne Baskin
 Henry & Sue Bass
 Olin & Beverly Batchelor
 Laura Belleville
 Paul Berman
 David Bessey
 Frank Bohn
 John H. Brantley

Jamie D. Bristol*
 Marcus & Lynda Brumfield
 Kevin Burd
 Barbara A. Busch*
 John & Cecilia Carey
 Ted & Ann Cashion
 Renate Chapman*
 W. Bates Chappell
 David C. Chojnacky
 Arthur L. Clayton*
 Thomas Clayton*
 Stephen L. Cloues*
 Harvey & Naomi Cohen
 Bryan J. Collier
 Stephen Cooke
 Robert P. Coon*
 Beverly Cree
 John L. Cromartie, Jr.
 John W. Cutler, Jr.*
 George Danis
 Kevin Darkes
 Matthew & Stacy Davis*
 Joe DeLoach
 Dale H. Dohner*
 Bob & Sarah Douthitt
 Roy A. Dray*
 Walter C. Dunwiddie*
 Daniel Eisenbud*
 Steven Eiser
 David Ewing*
 Charles & Shirley Feaux
 Sam Ferguson
 David B. Field*
 Fred & Joanne Firman*

George & Phyllis Fischer*
 Robert Fisher
 Brian Fitzgerald &
 Brenda Clarkson*
 Charles W. & Jennifer B. Fortney
 Patricia Freysinger
 Elizabeth R. Galloway
 Russell & Julie Gann
 Linda Garrison
 John George*
 Christopher & Nancy Gibbs
 Barry Glenn
 Nancy Glenz
 Gerald & Jane Gold*
 Robert B. Gottschalk, Jr.
 Bruce & Nancy Grant
 Timothy Gray &
 Mary Ellen Carter
 Ron & Jonnie Grimm
 John W. Grumm*
 David & Gina Gwinn*
 Carl Hagelin*
 Robert & Nancy Harvey
 William R. Hauke Jr.
 Ray M. Hawkins*
 Virginia Hegland
 Paul & Nancy Herbert
 Lance Herning
 David C. Heston*
 Jane G. Heyward
 Gary Hill
 James & Penelope Hommeyer
 June Horsman*
 Richard E. Hostalley*
 Will & Pamela Hueston*

Fred M. Hughson*
 Anne Humes*
 James Hunt
 Paul E. Hunter
 Doug & Gwenna Jacobson
 Geoffrey James
 Destry & Barbara Jarvis#
 Kurt & Peter Johnson
 Barbara J. Johnson-Foote*
 Ruth A. Justice
 Julia A. Keiser
 Catherine Kelleher*
 Graydon C. Kingsland
 Donald H. Kirkland*
 David & Nancy Kleshinski
 John & Junith Koon
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 Stanley D. Kornfeld*
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 Lois Q. Whitman



Petra & Eric Williams
 Daniel & Ann Wilson
 Charles Wirsing
 Robert & Jean Wirth*
 Ed & Sandy Wood*
 Marc Wright
 Frank & Jeanne Wright
 Christina L. Wtulich
 Jack Zackin
 Joel Zook*

*Trail to Every Classroom
 program*

* Life Member
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Maintaining Clubs

- Maine Appalachian Trail Club
- Appalachian Mountain Club
- Dartmouth Outing Club
- Green Mountain Club
- AMC-Berkshire Chapter
- AMC-Connecticut Chapter
- New York-New Jersey
Trail Conference
- Wilmington Trail Club
- Batona Hiking Club
- AMC-Delaware Valley Chapter
- Philadelphia Trail Club
- Allentown Hiking Club
- Blue Mountain Eagle Climbing Club
- Susquehanna Appalachian Trail Club
- York Hiking Club
- Cumberland Valley
Appalachian Trail Club
- Mountain Club of Maryland
- Potomac Appalachian Trail Club
- Old Dominion Appalachian
Trail Club
- Tidewater Appalachian Trail Club
- Natural Bridge Appalachian Trail Club
- Roanoke Appalachian Trail Club
- Outdoor Club of Virginia Tech
- Piedmont Appalachian
Trail Hikers
- Mt. Rogers Appalachian Trail Club
- Tennessee Eastman Hiking and
Canoeing Club
- Carolina Mountain Club
- Smoky Mountains Hiking Club
- Nantahala Hiking Club
- Georgia Appalachian Trail Club