

2019 ANNUAL REPORT



LETTER FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

Dear AHS Supporters,

What a great year 2019 was! We closed out the decade with a stronger than ever focus on what really matters to the hiking community. With your help: we fought to increase funding for trails and public lands conservation by almost \$62 million more than the 2018 funding; secured permanent authorization of the Land and Water Conservation Fund; and directly provided over \$3 million of sweat-equity in volunteer labor at local, state, and federal public lands all over the country (including 60 national parks). We even set the world record for the most people (41,424!) improving a trail or park in a single day - on National Trails Day®, which itself reached 19 million people on social media.

Along the way, we've been growing the American Hiking family by engaging a younger, more diverse audience in our collective effort to "Empower all to enjoy, share, and preserve the hiking experience". If you haven't yet met our NextGen Trail Leaders, check them out on our website and in our social media. Launched in 2018, each year, 5 new people fill our NextGen Trail Leaders positions and represent the future leaders of the outdoor industry, conservation, and stewardship in America. Our collaboration with Bam Mendiola and Washington Trails Association on Bam's #ExpandtheNarrative takeover of our Instagram account collectively secured us the coveted Outdoor Industry Association "Together We Are a Force Award" for the 2nd year in a row. Each NextGen Trail Leader brings a unique and powerful perspective,

and we urge you to follow them on social media!

We also launched the first Alternative Break scholarship in 2019, awarded to a group whose students, for various reasons, would not otherwise have access or the financial means to participate in a trail service project. Rowan University in Glassboro, New Jersey won the first scholarship, and we are confident that their transformative Alternative Break experiences will inspire future generations to get out and give back to our trails.

At American Hiking, we're lacing up our boots for the roaring 20's decade. Our new 2020-2024 Strategic Plan sets up AHS to continue to expand our role as the leader in empowering the millions-strong hiking community in advocacy for, stewardship of, and protection of the places we all love to hike, and growing an ever more inclusive movement of people devoted to giving back to America's trails.

Happy Hiking,



K E Van Waes

Kathryn (Kate) Van Waes
Executive Director



BRADLEY Ellis, Esq.

Bradley J. Ellis, Esq.,
Board Chair



OUR MISSION:

Empowering all to enjoy, share, and preserve the hiking experience.

OUR VISION:

We envision a world where everyone feels welcome in the American hiking community and has permanent access to meaningful hiking, including urban, frontcountry, and backcountry opportunities. We will achieve this vision by empowering all communities to enjoy, share, and preserve the hiking experience; advocating for the protection and expansion of hiking spaces; fostering trail stewardship; and collaborating with partners whose strengths are complementary.



2019 NATIONWIDE IMPACT

2,313 MESSAGES
from AHS followers
Sent to Congress

\$62 MILLION
Increase in Federal
Trail and Conservation
Funding from 2018

2 MILLION +
People Reached Through
Advocacy Alone

1,084
Trail Miles Improved

\$3.1 MILLION
Volunteer Labor Value

Colton Duke

PUBLIC LANDS IMPROVED BY AHS PROGRAMS IN 2019

60
National
Parks

16
National
Wildlife Refuges

71
National
Forests

24
Bureau of Land
Management Sites

272
State
Parks/Forests

175
Municipal
& County Parks



NEXTGEN TRAIL LEADERS

The 2019 class of NextGen Trail Leaders brought together rising stars in the outdoor community to speak out to elected officials and engage the millions-strong hiking community on the need to protect public lands and build more inclusive outdoor recreation opportunities. Trail Leaders attended Hike the Hill®, hosted National Trails Day®, joined week-long Volunteer Vacations, and engaged on social media to advocate for public lands.

Amanda Jameson
@browngirlonthest



Bam Mendiola
@mynameisbam



Kaci Preston
@thecarcampingqueen



Karen Ramos
@naturechola



Adam Tobey
@goago_utah

LEGISLATIVE/POLICY WINS

- ▶ Enactment of the most sweeping public lands legislation in a decade!
 - ◆ Permanent reauthorization of the Land and Water Conservation Fund (LWCF).
 - ◆ Extension of the Every Kid Outdoors Act for 7 years, providing every fourth grader and their families free access to public lands.
 - ◆ Extension of the North Country National Scenic Trail.
 - ◆ Extension of the Lewis and Clark National Historic Trail.
- ▶ \$61.99 million increase in trail and conservation funding from 2018.
- ▶ Successful American Hiking Society-Partnership for the National Trail System Hike the Hill® with 120+ advocates and 110 congressional meetings.
- ▶ Advancement in the House and Senate of deferred maintenance legislation and full and dedicated funding for LWCF.
- ▶ Formation of joint Justice Equity Diversity and Inclusion (JEDI) Federal Outdoor Recreation Policy Working Group.
- ▶ Introduction of Outdoors for All Act and Transit to Trails Act to increase outdoor access.
- ▶ Opposed exclusion of public input from trail user groups in the surprise release of an ill-considered, blanket e-bike policy for all non-motorized trails on federal lands.

NATIONAL TRAILS DAY® DAY OF SERVICE

On National Trails Day®, **41,424 people** pledged to give back to the places we love to hike and set the world record for the most people improving trails in a single day. National Trails Day® reached almost **19 million** people on social media feeds.



📷 @stay_wild_mensa



ALTERNATIVE BREAK SCHOLARSHIP

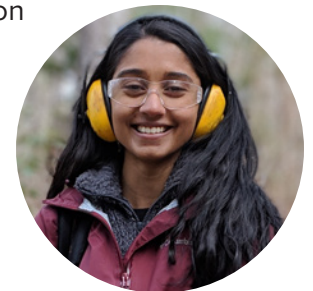
Each year, through Alternative Break, American Hiking Society introduces hundreds of students to service and leadership in the outdoors during their college spring break.

In 2019, as a part of our mission to empower all to enjoy, share, and preserve the hiking experience, we launched the Alternative Break Scholarship program, to help breakdown access barriers in outdoor recreation, stewardship, and leadership.

The Scholarship introduces young people to a world of service and conservation, oftentimes serving as the first extended period these students have spent outside. It provides them with the opportunity to make a difference on our public lands while finding empowerment in the outdoors.

“As a typically non-outdoorsy person, I was pleasantly surprised by how much I loved the work we did during our Alternative Break trip at James River State Park. It was really cool to see all of the work we did on one particular trail as we walked back on it after service, and it really made me appreciate the hard work we put in throughout the week! I also really enjoyed bonding with the other participants on the trip and would go on this trip again in a heartbeat.”

Nitya I., Volunteer



2019 FINANCIAL REPORT

Expenses

8% Fundraising

6% Administration

86% Programs



Income

11% Individual Donations

14% Membership

9% Registration and Sales

6% Gov. Grants

57% Corporations*

2% Foundations



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Sally Kidd, At-Large

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Dennis Crowley
Jane Daniels
Kathleen Fitzpatrick
Ryan King (through May 13, 2019)
Dennis Lewon
Bruce Matthews

Ex-Officio

Kate Van Waes, Executive Director

*Includes in-kind donations.

Special Thanks To Our Contributors

The donors listed on this page generously contributed \$500 or more in 2019. American Hiking Society gratefully acknowledges their commitment to empowering all to enjoy, share, and preserve the hiking experience.

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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.)

*deceased



📷 NextGen Trail Leader Kaci Preston participated in the Chugach National Forest, AK Volunteer Vacation trip.



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Thank you to our supporters

Founded in 1976, American Hiking Society is the only national nonprofit organization dedicated to empowering all to enjoy, share, and preserve the hiking experience. We thank each and every one of our members for their dedication to our mission

Thank You to Our 2019 Corporate Sponsors and Agency Partners

