

IMPACT REPORT





Cover Photo by Jordan Bowman.
Above photo by Carl Miller.

LOOKING BACK, LOOKING FORWARD

We at the Appalachian Trail Conservancy (ATC) are proud of the impact we made together in 2021. It was your love of the Appalachian Trail (A.T.) and your support of the ATC that helped make this impact possible. Thank You!

In many ways, 2021 required us to focus on the core of what we do: manage, protect, and advocate for the A.T. But, with the persistence of the COVID-19 pandemic, we were compelled to change the way we work. And with greater urgency around climate action, we were compelled to rethink why we do what we do.

Here are just a few highlights from an inspiring, challenging, and impactful year:

Expanded our A.T. Landscape conservation efforts by acquiring 1,600 priority acres in southwest Virginia, and supporting the protection of another 20,566 acres through ATC's Wild East Action Fund. These lands will both protect A.T. views and enhance the Trail's resiliency to climate change.

Established a new Visitor Services program focused on educating the A.T.'s millions of annual visitors on how to become better prepared and more responsible hikers, and on how to become future Trail stewards.

Advanced the protection of the Trail's incomparable views by collecting data on 116 scenic views across the A.T. as part of the Visual Resource Inventory.

Improved the A.T. hiking experience at multiple heavy-use areas, including Franconia Ridge in New Hampshire, the Triple Crown in Virginia, Max Patch on the North Carolina/Tennessee border, and multiple locations throughout Georgia.

Developed COVID-19 safety protocols to help protect A.T. volunteers and Trail Crew members, ensuring the Trail could continue to be safely maintained and conserved throughout the pandemic.

Continued the fight against invasive species across the A.T. In particular, more than 700 ash trees across the Trail corridor were treated against the emerald ash borer, helping to protect genetic diversity in A.T. forests.

Enhanced our understanding of resource management across the A.T. and its surrounding landscape by co-hosting multiple science and stewardship webinars with the National Park Service.

Continued to build out the Damascus Trail Center, scheduled to open in summer 2022. The Center will serve as a hub for outdoor enthusiasts and Trail lovers across the region.

Celebrated the 100th anniversary of the vision that set the Appalachian Trail project in motion: the groundbreaking essay, “An Appalachian Trail: A Project in Regional Planning,” by Benton MacKaye. Through a yearlong retrospective, we examined the impact of MacKaye’s vision and how it will continue to inform our work for the next century and beyond.



**“We build for ourselves, on the frontier, a better, wider place in which to live a better, wider life.”
-Benton MacKaye**

2022 marks the beginning of a second century for the Trail, and a new opportunity for us to build upon 100 years of work behind us. It is a chance for us to reinforce protections for the A.T. landscape, to help solve some of the greatest challenges of our time such as climate change, and to ensure that the Trail is truly a resource for everyone to enjoy, forever.

All of this is only possible thanks to your support, and we hope you will continue to join us on this journey.

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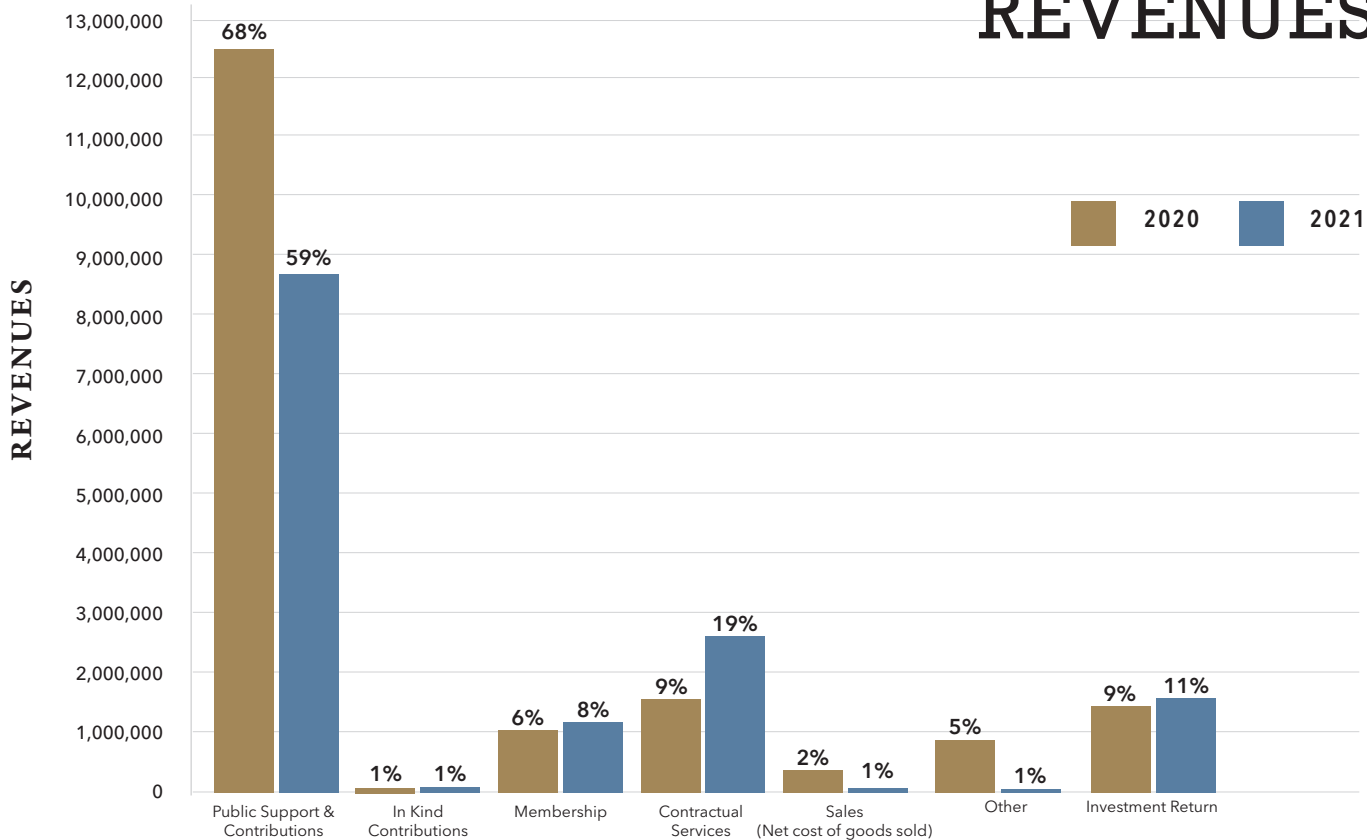
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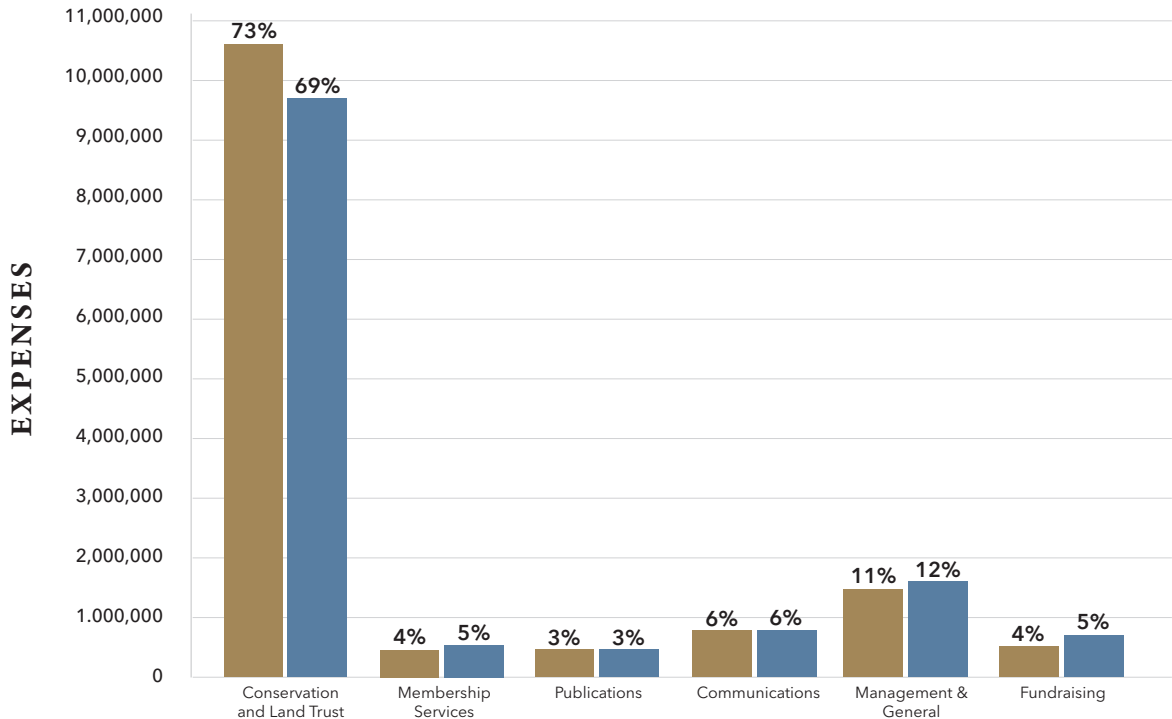
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REVENUES



SUBTOTAL REVENUES	SUBTOTAL EXPENSES	ANNUITY ACTUARIAL ADJUSTMENT	INCREASE/(DECREASE) IN NET ASSETS
14,939,161	13,877,200	(31,000)	1,030,961
18,285,944	14,467,158	(27,225)	3,791,561
2020	2020	2020	2020



STATEMENT OF FINANCIAL POSITION

	GENERAL FUND	LAND ACQUISITION FUND	MONITORING FUND	DAVID N. STARTZELL STEWARDSHIP FUND	ANNUITY FUND	TOTAL FUNDS
ASSETS						
CURRENT ASSETS						
Cash and cash equivalents	\$4,415,171	--	--	--	--	\$4,415,171
Accounts receivable, net	\$8,413,863	\$17,898	--	--	--	\$8,431,761
Other interfund receivables	--	\$1,218,603	--	\$1,171,337	--	\$2,389,940
Inventory	\$291,132	--	--	--	--	\$291,132
Property held for sale	--	\$135,000	--	--	--	\$135,000
Prepaid expenses	\$230,113	--	--	--	--	\$230,113
Total current assets	\$13,350,279	\$1,371,501	--	\$1,171,337	--	\$15,893,117
NON-CURRENT ASSETS						
Long-term investments	--	\$452,682	\$288,137	\$13,722,096	\$1,036,996	\$15,499,911
Property and equipment, net	\$835,579	--	--	--	--	\$835,579
Other assets, deposits	\$8,649	--	--	--	--	\$8,649
Land held in conservancy	--	\$1,585,696	--	--	--	\$1,585,696
Total non-current assets	\$844,228	\$2,038,378	\$288,137	\$13,722,096	\$1,036,996	\$17,929,835
TOTAL ASSETS	\$14,194,507	\$3,409,879	\$288,137	\$14,893,433	\$1,036,996	\$33,822,952

LIABILITIES AND NET ASSETS						
CURRENT LIABILITIES AND DEFERRED REVENUES						
Accounts payable and accrued expenses	\$930,175	--	--	\$2,772	--	\$932,947
Deferred revenues	\$8,662,753	--	--	--	--	\$8,662,753
Other interfund payables	\$2,330,012	--	\$59,928	--	--	\$2,389,940
Current maturities of annuities payable	--	--	--	--	\$44,733	\$44,733
Total current liabilities	\$11,922,940	--	\$59,928	\$2,772	\$44,733	\$12,030,373
NON-CURRENT LIABILITIES						
Annuities payable, less current maturities	--	--	--	--	\$261,688	\$261,688
Total liabilities and deferred revenues	--	--	--	--	\$261,688	\$261,688
NET ASSETS						
Net assets without donor restrictions	\$533,448	\$106,398	--	\$10,019,997	\$467,337	\$11,127,180
Net assets with donor restrictions	\$1,738,119	\$3,303,481	\$228,209	\$4,870,664	\$263,238	\$10,403,711
Total net assets	\$2,271,567	\$3,409,879	\$228,209	\$14,890,661	\$730,575	\$21,530,891
TOTAL LIABILITIES AND NET ASSETS	\$14,194,507	\$3,409,879	\$288,137	\$14,893,433	\$1,036,996	\$33,822,952





Sandra Marra
President & CEO

THE NEXT CENTURY OF THE TRAIL

As you all know, the Appalachian Trail (A.T.) is often referred to as the “People’s Trail.” This is because that is exactly what it is.

A century ago a forester, planner, and conservationist named Benton MacKaye came up with an extraordinary idea: a single footpath that would connect Georgia to Maine. It took sixteen years and thousands of volunteers to complete.

In 2021, we celebrated the 100th anniversary of MacKaye’s world-changing dream. And to this day, ordinary people like us keep this dream of the Trail alive and moving forward as a way of honoring the past, celebrating the present, and giving a gift to all future generations.

But ask any volunteer, ATC staff member, donor, or lover of the Trail, and they will all say the same thing: “We are not done.”

2021 served as a time to reflect not only at the undeniable accomplishments of the past century — a continuous 2,193-mile footpath surrounded by 250,000 acres of climate-resilient lands, providing more than 3 million people annually with a connection to the great outdoors — but also the work required to ensure that the Trail continues to benefit us all.

As we look forward to what is needed for the continued protection of the Trail, we will continue to focus on the three key pillars of our work:

- **Protecting** the A.T. and its surrounding lands through large landscape conservation, by managing and maintaining the habitats of the land we protect, and by advocating for effective conservation-focused policies.
- Creating a world-class recreational **experience** for all by ensuring the A.T. is well maintained, helping all members of the public — from the dog-walker to the thru-hiker — create the A.T. experience of their dreams, and providing education in responsible use of the Trail.
- Fostering a sense of **belonging** for all people to the Trail, helping ensure that it can be enjoyed by all forever.

None of this has been or will be accomplished without your gracious support.

Finally, we have always believed in keeping you up-to-date in real time of the impact you made on the Trail, and moving forward, we look forward to sharing more robust content throughout the course of the year across all of our channels in addition to our Annual Impact Report.



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