

Pacific Crest Trail Association



2010 Annual Report





Executive Director's Letter

As I reflect upon 2010, I realize that PCTA has a lot to be grateful for. In a year of continued economic uncertainty throughout the country, you have shown your passion for the Pacific Crest Trail in so many ways. This speaks volumes about the level of enthusiasm that the Trail inspires in thousands of people every year. Even in challenging economic times, you show how important it is to have access to an international treasure like the PCT by making the PCTA a priority in your philanthropy.

Hours of volunteer and crew work to support the PCT skyrocketed, increasing by 68% to a record breaking total of 136,155. Logistically, we were able to reach this amount because of a two-year grant through the American Recovery and Reinvestment Act (ARRA). We were able to leverage this grant into such a resounding success because of the commitment of our hardworking staff and our 1,433 enthusiastic volunteers.

In 2012, the ARRA grant will come to an end and PCTA will face more challenges as we continue to grow our programs. I know that with your help, we are in a strong position to meet whatever challenges come our way.

Liz Bergeron, Executive Director



**“The Pacific Crest Trail is a lot more than a trail – it’s a journey of a lifetime.
The Trail is more than a line on the land, it stands as a vision....”**

- Former Secretary of Interior Bruce Babbitt



You Made a Difference

You are crucial to our work. Thanks to the financial support from 10,173 members and donors, Pacific Crest Trail Association (PCTA) finished the 2010 fiscal year with \$855,337 in individual contributions. That generosity, along with support from our federal partners and corporate supporters, made our fiscal year a success – and one of our strongest yet. We expanded our programs to engage youth as new stewards of the Pacific Crest Trail, protected the promise of a wilderness experience for the Trail, promoted the Trail to a broad audience of outdoor enthusiasts in the United States and beyond, and provided meaningful volunteer opportunities to hundreds of trail enthusiasts.



You Are Our Partners

Spanning 2,650 miles across three states, the PCT needs a broad coalition of support. You are our partners in safeguarding this national treasure: members and donors, volunteers, agency partners, corporate partners, and partnering nonprofit organizations. Working together, we are ensuring the Trail is here for today's hikers and equestrians and for the future generations to enjoy a true wilderness experience as well.

Members and Donors: Whether you are sending a check, giving through a payroll deduction or adding us to your will, you are putting your money where your heart is. You are taking action to make a difference. Our work depends on you.

Volunteers: Many of you spend countless hours maintaining the Trail so that others can enjoy its beauty. You help with our events, serve on our board, help in the office, travel to Washington D.C. for advocacy work, and send us photos and stories to share. You inspire us. You bring your perspective and enthusiasm to the table every day.

Agency Partners: You are the **U.S. Forest Service**, **National Park Service**, **Bureau of Land Management**, and **California State Parks**. You share the responsibility of managing the PCT with us. Your professionalism and dedication makes you worthy partners, and we are always better at what we do with your support.

Corporate Partners: Through grants and sponsorships, you communicate your commitment to preserving the PCT and promoting an active, outdoor lifestyle. You help us spread the news of this amazing trail and help connect your customers to our work.

Nonprofit Organizations: As land trusts, fellow trail groups, and other nonprofits interested in protecting the environment, your work and mission supports our work as well. You bring creativity and new ideas on how we can work together toward our common goals.

Thank you all for sharing your passion for the Pacific Crest Trail.

**The Trail, and all of us who love it,
are beneficiaries of your passion.**





You Helped Young People Find Work Maintaining the Trail

At first glance, 2010 could be framed as the year the Pacific Crest Trail Association (PCTA) received a very generous, two-year grant through the American Recovery and Reinvestment Act, more commonly known as the federal stimulus or ARRA. Through the **U.S. Forest Service (USFS)** and **Bureau of Land Management (BLM)**, PCTA received \$947,084 in ARRA dollars for 2010 and 2011. We spent about \$470,000 of that in 2010 and the rest is in the budget for this year.

But the real story of 2010 is how we leveraged that federal funding, with the help of your donations, to get the most value for taxpayers, the Pacific Crest Trail (PCT) and the hiking and horseback-riding public. It also speaks to our ability to capitalize on opportunity.

The success of ARRA funding on the PCT is due in large part to the quality of our partnerships with the federal land management agencies – and to our donors and

volunteers who give us the strength to be a good partner. The results of our work together are a testament to our trusting relationships and common goals. We work hard to make these connections because we realize they are the key to our continuing strength.

“Volunteering for the PCTA enables me to do two thing I love at the same time: being in nature and getting exercise while improving the famed Trail.”

- Allyson Gaarder, U.S. Forest Service Youth Conservation Corps

The overall goal of ARRA was to put Americans back to work. On the PCT, this meant hiring youth corps crews and young professionals for trail management and reconstruction projects. As the primary non-profit partner of the USFS, BLM, National Park Service and California State Parks for management and maintenance of the Trail, the PCTA has a long-term obligation to muster the resources needed to ensure the Trail is there for generations to come.

We hired seven full-time and two seasonal employees to coordinate with government agencies on trail work that needed to be done and to oversee the projects in the field. These are two-year positions. For years, we have had to prioritize a backlog of trail maintenance, and this stimulus funding allowed us to tackle many important and overdue projects. These new staff members, along with our existing trail maintenance experts, oversaw both volunteer and corps crews that tackled more than 380 separate trail maintenance and reconstruction projects in 2010. The ARRA funding supported the PCTA's Windigo Trail Crew and allowed the PCTA to partner with other ARRA-funded crews, including EarthCorps, Northwest Service Academy's AmeriCorps, Northwest Youth Corps and Student Conservation Association. The ARRA-funded corps crews and volunteers contributed 68,854 hours to the Trail in 2010.

These programs contributed significantly toward helping the PCTA increase its total volunteer hours by 68 percent last year ~ from 81,286 hours in 2009 to 136,155 hours in 2010. That equates to an in-kind value of more than \$2.8 million ~ a record in the number of volunteer hours our organization logged both on and off the trail in a single year. We're hoping to equal that in 2011.

With your support, PCTA is ready to meet the continuing challenge of protecting, preserving and promoting the Trail for future generations. From the beginning of the stimulus grant process, we knew it was temporary funding. So we focused on strengthening our volunteer base, training new crew leaders, and building new volunteer crews. We increased our focus on youth, not only to provide worthwhile outdoor programs for young people, but in an effort to build future stewards of the PCT.

PCTA engages the help of youth corps crews and youth volunteers to ensure that the Trail will have stewards in the future.

60 percent of volunteer hours were accomplished with youth corps and other youth programs.

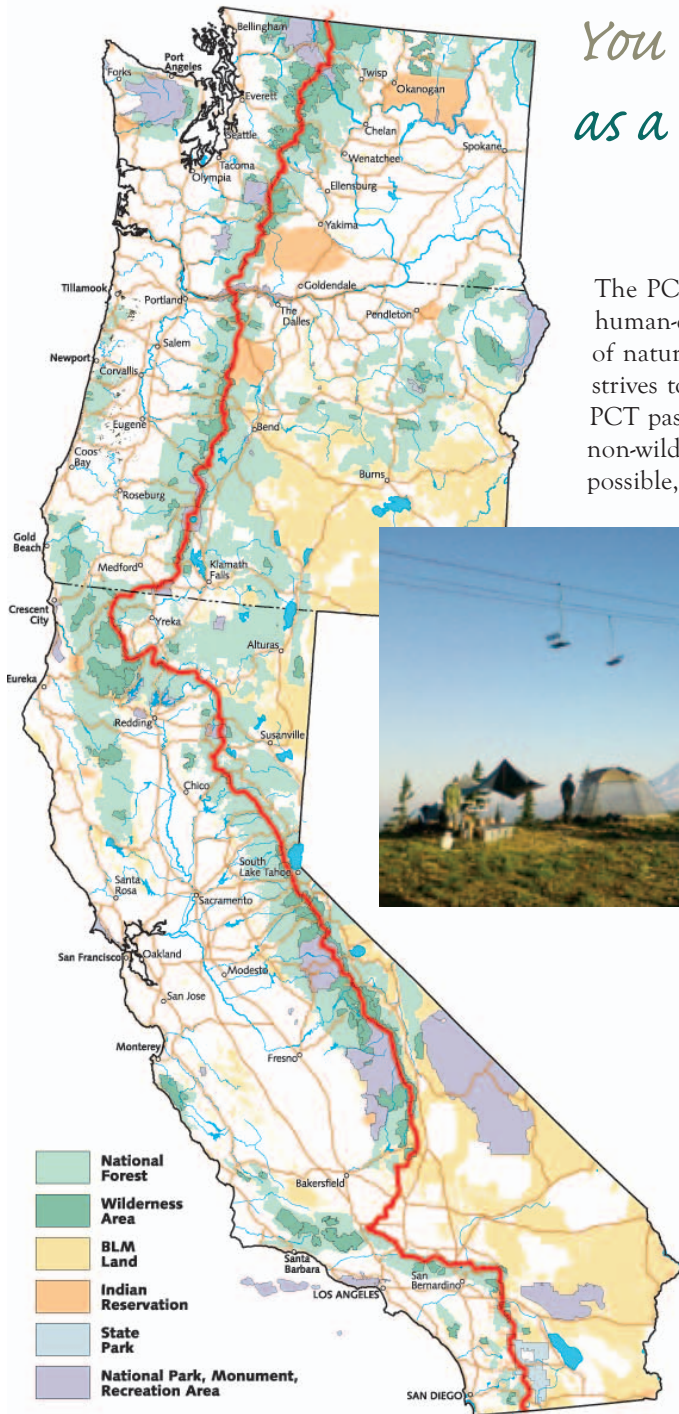
86,965 volunteer hours were from PCTA-affiliated youth corps and high school volunteer programs.



You Helped Protect the PCT as a Unique Wilderness Experience

The PCT experience is an opportunity for people to leave behind their typically human-dominated world and find respite in an environment shaped by the forces of nature. Whether out for an evening stroll or a long distance backpack, PCTA strives to provide the best possible experience for Trail users. A good deal of the PCT passes through serene and beautiful wilderness,, although many miles are in non-wilderness areas. The Trail makes its way through the most natural corridor possible, avoiding intrusions.

While our trail maintenance program is always highly visible and its accomplishments easier to quantify, it's more difficult to measure our efforts to protect the Trail. As our Trail Operations team managed the daily maintenance workload, it also worked behind the scenes with our agency partners to monitor and react to threats to the Trail from proposed logging operations, road construction proposals, pipeline and other utility projects and off-road vehicle infringements, among other things. And we continued our ongoing efforts to ensure that the Trail is located in the proper place along the Pacific Crest with the goal of optimizing the trail experience for all users.



We kicked off our land acquisition program with the long-awaited deal on the Keene Creek property in Southern Oregon, which created a perpetual conservation easement that protected a crucial mile of the PCT. You made this happen by donating to our First Mile Campaign, and your ongoing gifts enable PCTA to have the staff and resources to devote to opportunities such as this.

Protection activities also included the PCTA's advocacy for federal funding for trail management, operations and land acquisition. During the annual "Hike the Hill" trip to Washington, D.C. to advocate for trail funding, PCTA was a standout among recreation groups by including young people among delegates who visited with Congressional representatives and their staff members.



You Helped Us Tell the World about this International Treasure

With your support, we also had much success in 2010 meeting our goals of increasing awareness of the PCT and the PCTA. We capitalized on **National Geographic's** release of its PCT film, combining information and outreach events with several screenings. We continued to publish our quarterly magazine, the *PCT Communicator*, and added new ways to reach out to our members and the public. We are now sending regular electronic newsletters to our members and we're using our Facebook page to engage with you and the online trail community.

PCTA has members in all 50 states and 14 countries. Visitors from all over the world traveled to California, Oregon, and Washington to experience this unique trail that is both easily accessible and blissfully wild.

Promotional Activities for 2010 included:

8	National Geographic PCT film events
732	calls made to the toll-free Trail Conditions telephone line
52,312	issues of the <i>Pacific Crest Trail Communicator</i> distributed
1,061	wilderness permits issued
414,576	website visits on the pcta.org site
6	new PCT promotional items on sale at PCTA online store
4,200	Facebook friends

You Provided Quality Volunteer Experiences

PCTA offers a positive opportunity for volunteers to connect with nature and to help protect, preserve, and promote the PCT. The majority of our volunteers work on trail crews, but others travel to Washington, D.C. for our advocacy work, organize outreach events, help out at the PCTA headquarters with administrative tasks, serve on our board or board committees, write articles or submit photos for the *Communicator*, and so much more.

In 2010, 1,433 people volunteered with PCTA. In a survey, 95 percent agreed or strongly agreed they would volunteer for PCTA again.

For volunteers to be successful in their trail maintenance efforts, they need education, training, and oversight in trail construction and maintenance. PCTA trainings offer new volunteers an opportunity to learn basic restoration and safety skills. Experienced volunteers improve their restoration skills in advanced training sessions. With your support, PCTA sponsored twenty-one training events in 2010. This included four Trail Skills College trainings, weekend-long events providing trail crew skills from beginner to advanced in both the classroom and out on the trail.



Thousands of community volunteers performed hard, physical labor to help PCTA, the USFS, our partners and corps crews maintain a safe, passable trail so that others may enjoy the beauty of the wilderness.

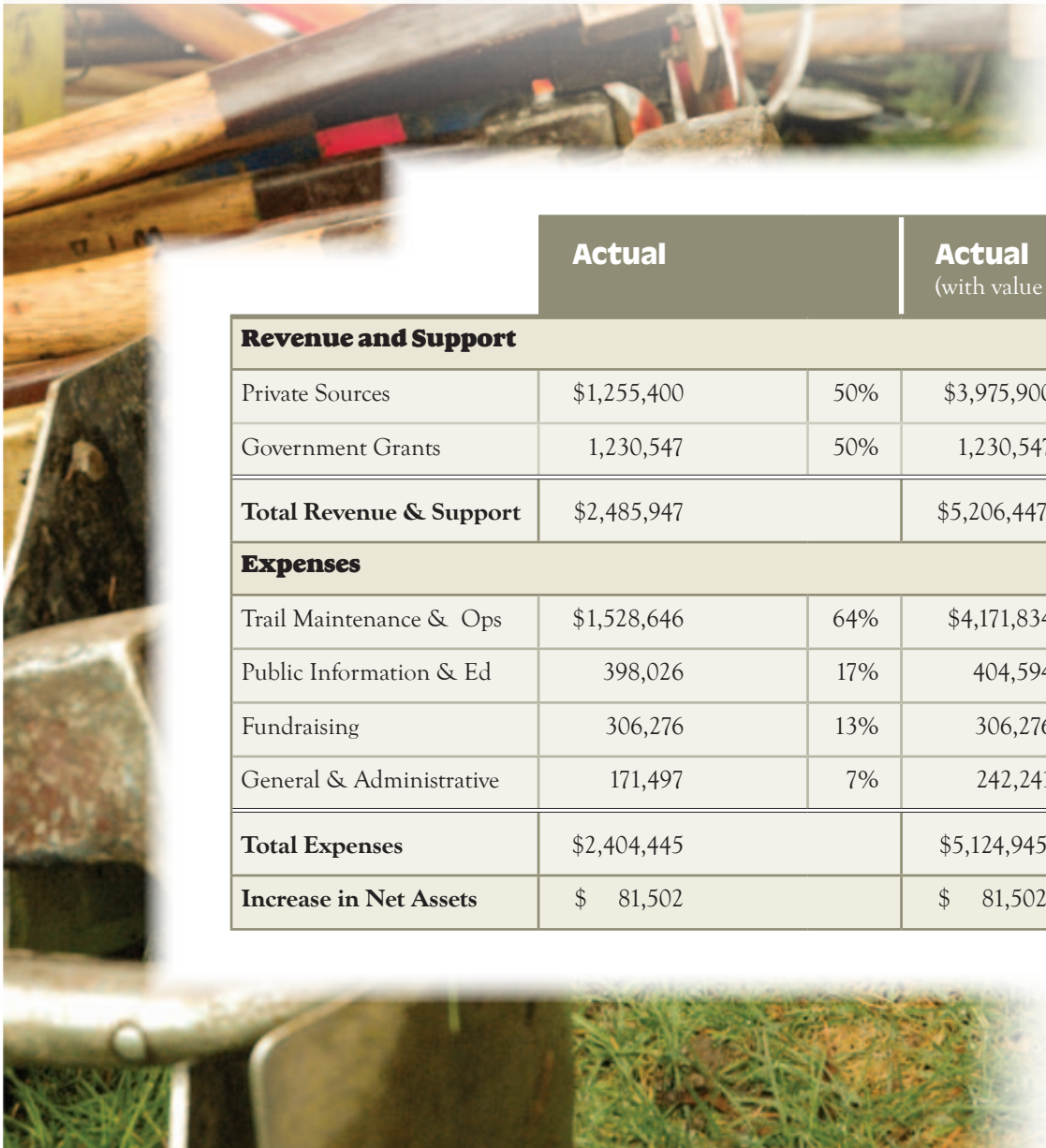
132,447	volunteer and corps crews hours maintaining, constructing or reconstructing the Trail
914	miles of Trail maintained
384	Trail projects completed
106	miles of Trail constructed/reconstructed to standard



2010 Financial Highlights

- ◆ Increase in net assets (or surplus)
- ◆ Increased cash reserve by \$50,000
- ◆ Clean Audit

PCTA goes through a financial audit every year. We are subject to a more in-depth audit because of the level of federal funding we receive. As part of the audit process, auditors test to make sure that we comply with government standards. We are happy to report there were no audit findings or questioned costs with respect to our management of federal funds.



	Actual		Actual (with value of volunteer hours)	
Revenue and Support				
Private Sources	\$1,255,400	50%	\$3,975,900	76%
Government Grants	1,230,547	50%	1,230,547	24%
Total Revenue & Support	\$2,485,947		\$5,206,447	
Expenses				
Trail Maintenance & Ops	\$1,528,646	64%	\$4,171,834	81%
Public Information & Ed	398,026	17%	404,594	8%
Fundraising	306,276	13%	306,276	6%
General & Administrative	171,497	7%	242,241	5%
Total Expenses	\$2,404,445		\$5,124,945	
Increase in Net Assets	\$ 81,502		\$ 81,502	





2010 Board Members

Our board members work tirelessly on behalf of the PCTA. PCTA would not be the extraordinary organization it is without their dedication and commitment.

Thank you.

Chair: Dave Hanna	(Paradise Valley, Arizona)
Vice Chair: David Allen	(Seattle, Washington)
Treasurer: Christy Corzine	(Weed, California)
Ed Bergeron	(Hayden, Idaho)
Nick Donnelly	(Ontario, California)
Denise Gilbert	(Portola Valley, California)
John Hoffnagle	(Napa, California)
Barney Mann	(San Diego, California)
Melouise Pfeffer	(Sebastopol, California)
Eric Ryback	(St. Louis, Missouri)
Donna Saufley	(Agua Dulce, California)
Terri Shettle	(Sacramento, California)
Henry Shires	(Nevada City, California)
Rick Thalhammer	(Sacramento, California)
Peggy Willis	(Seattle, Washington)





Thanks to Our Partners



- Adventure 16 ♦ CA
 ALDHA-West ♦ National
 Alta Land People ♦ CA
 American Hiking Society ♦ National
 Ashland Woodlands and Trails Association ♦ OR
 Backcountry Horsemen of America ♦ National
 Backcountry Horsemen of California ♦ CA
 Backcountry Horsemen of Oregon ♦ OR
 Backcountry Horsemen of Washington ♦ WA
 Basin Climbing and Outing Club ♦ OR
 California Alpine Club ♦ CA
 California Conservation Corps ♦ CA
 Confederated Tribes of Warm Springs ♦ OR
 Crater Lake Land Trust ♦ OR
 EarthCorps ♦ WA
 Effervescent, Inc./Waldies ♦ National
 Environmental Charter High School ♦ CA
 Equestrian Trails, Inc ♦ CA
 High Desert Runners ♦ CA
 High Sierra Sport Company ♦ National
 High Sierra Volunteer Trail Crew ♦ CA
 ICF International ♦ CA
 Jetboil ♦ National
 Kern Recreational Landowners Association ♦ CA
 Laguna Mountain Volunteers ♦ CA
 Leave No Trace ♦ National
 Leki ♦ National
 Mountain Hardwear ♦ National
 Mt. Shasta Trails Association ♦ CA
 NAACP Vancouver Branch ♦ WA
 Northwest Service Academy (AmeriCorps) ♦ WA/OR/CA
 Northwest Youth Corps ♦ OR
 Oregon Equestrian Trails ♦ OR
 Pacific Forest Trust ♦ CA/OR
 Pacific Northwest Trail Association ♦ WA
 Partnership for the National Trails System ♦ National
 PCTA Can Do Crew ♦ CA
 PCTA Carsonora Area Volunteers ♦ CA
 PCTA Lyons' Pride Volunteers ♦ CA
 PCTA Mid-Oregon Volunteers ♦ OR
 PCTA Mt. Hood Chapter ♦ OR
 PCTA Trail Gorillas ♦ CA
 PCTA Will Work for Krumms Trail Crew ♦ CA
 REI ♦ National
 Rogue Riders Endurance Club ♦ OR
 Save Burney Falls ♦ CA
 Sierra Health Foundation ♦ CA
 Siskiyou Outback ♦ OR
 Southern Oregon University ♦ OR
 Student Conservation Association ♦ National
 Tahoe Rim Trail Association ♦ CA
 Trust for Public Land ♦ National
 Washington State Department of Natural Resources ♦ WA
 Washington Trails Association ♦ WA
 William S. Hart Unified School District Trails Program ♦ CA



2010 Trail Guardians



Special thanks to our 2010 Trail Guardians.

Trail Guardians are an extraordinary group of trail enthusiasts who contribute \$1,000 or more within a calendar year to the PCTA. These dedicated individuals, foundations and companies not only set the pace for others who wish to support our work, but they play a critical role in helping to protect, preserve and promote the Pacific Crest Trail.



Anonymous

Robin Acock

Ralph and Susan Alcorn

David and Joan Allen

Thomas A. Banks

Luann and Dana Basque

Bill Batchelor

Jane and Jay Baxter

Edmond P. and Sandra E. Bergeron

Liz Bergeron and Lori Harmon

James Bradley

Richard and Ursula Brower

David Brunjes

California Alpine Club Foundation

Dale R. Call

Duncan and Cindy Campbell of The Campbell Foundation

Dr. Bill W. Carter

Joan and Andrew Chitiea

Timothy and Christine Connors

Christy Corzine and Nicholas Dennis

Patrick Craddock

John and Julie Crawford

Paul Dally

Nick and Claire Donnelly

Laraine Downer

Suzanne Finney

Pete and Joyce Fish

Tom Fisher

Leslie and Joseph Floren

David and Ellen Foscue

Robert Francisco

Heidi Furer

Denise Gilbert

Enid and Martin Gleich

Benedict G. Go

Edwin and Donna Gookin

Del P. Granlund 07

Lenny Gucciardi

Ben Hammett

David and Robin Hanna

Greg Hardwick

Jim and Jan Hawkins

Steve Hawley and Kathy Jubitz

Karsten and Josephine Hazelett

Jim and Peggy Hilton

Charles Hoepfner



2010 Trail Guardians

Michael and Nancy Honkomp
Rees Hughes, Corey Lewis and *The Pacific Crest Trailside Reader*
The Hyde Family Foundation
Scott Jacobsmeyer and Tiina Hameenanttila
Paul and Patty Janke
Frank F. Kroger
Harry J. Krueper
Hollis G. Lenderking
Gregory A. Long
Phil Long
Barney and Sandy Mann
Jim and Jackie Manning
George and Ish Mendonsa
Moms Pie House
Namaste Foundation
Paul and Antje Newhagen
Anita M. Nichols
Jeannine and Bob Nida
Dr. Frederick G. Novy, III
Donald A. Oltmans
Osprey Packs Inc.
Carol Peterkort and Richard Gibson
Fred and Melouise Pfeffer
Steve Queen
REI
Mark Roberts
Peter Rosmarin

Eric and Sharon Ryback
Ben Schifrin
Jason Schripsema
Dr. Ken and Kathy Schwarz
Terri L. Shettle
Henry Shires and Cynthia Gilbert
Siskiyou Outback Trail Run
Mark Sleeper
Sorensen's Resort
Porter and Gail Storey
Jeff Taussig
The Thalhammer Family
Gregory Thomas and Martha McMurry
Robert Thurber
Don Twohey
Mike Unger and Naomi Hudetz
Jiri Vanourek
Jocelyn and Gene Vick
Richard Walsh and Patrick Dowd
Jim E. Weinell
Carolyn Westelaken
White Pass
Peggy Willis and Ted Willhite
Jack and Nancy Wires
Joseph and Michael Wirth
Jack and Shirlie Yates
Alan Young





As we approach 2012 without the stimulus funding, we will have new challenges to face as we continue our mission of making the PCT one of the most beloved and well-known long-distance hiking and equestrian trails in the world. We are proud of where we are, but we know we have a long way to go. While we take satisfaction from our accomplishments in 2010, we cannot rest on them. There's more trail to take care of, more people to reach and more trail users who are counting on us to maintain this wonderful resource.

We are grateful to you for your support. Thank you for sharing the journey with us.

Visit www.pcta.org or call **888-728-7245** for recorded toll free trail conditions & general information.

For questions, comments, or information, please contact one of the following:

Liz Bergeron

Executive Director
916-285-1850
lbergeron@pcta.org

Mike Dawson

Trail Operations Director
916-285-1854
mdawson@pcta.org

Teresa Fieth

Finance and HR Director
916-285-1848
tfieth@pcta.org

Angie Williamson

Development Director
916-285-1849
awilliamson@pcta.org

Pacific Crest Trail Information:

Jack Haskel
Trail Information Specialist
916-285-1846
jhaskel@pcta.org

Volunteer Programs:

Jennifer Tripp
Trail Operations Manager
916-285-1853
jtripp@pcta.org

Membership:

Shari Hansen
Annual Fund Manager
916-285-1851
shansen@pcta.org

