

# 2014

ANNUAL REPORT



PACIFIC CREST TRAIL  
ASSOCIATION



PACIFIC CREST TRAIL ASSOCIATION

[WWW.PCTA.ORG](http://WWW.PCTA.ORG)

Photo by: Goldpaint Photography

# PCT

we're on a mission to protect it forever.



Photo by: Ethan Gehl

## To our members and supporters:

We cannot look back upon 2014 without thinking about the movie *Wild*, released in December 2014. Throughout the year, as the release date approached, the Pacific Crest Trail Association staff was consumed by our responsibility to the trail, ensuring that the publicity brought to the trail by this wide lens was properly focused.

We saw the movie as an opportunity to raise awareness of the trail and broaden support for our work to maintain and protect it. We knew that Cheryl Strayed's book and the movie it fostered generated a lot of new interest in the PCT. It was going to happen with or without us and we felt it was our responsibility to channel that interest into long-term support for our work.

Much of the trail runs through federal wilderness, so bringing film crews to the backcountry was not practical. So early on, we helped filmmakers scout shooting locations so the trail was accurately portrayed. We worked with a long-time PCTA supporter, John Ptak, whose career in the film industry was essential to forming our good working relationship with the filmmakers. We created a *Wild* marketing team that included staff and volunteers and built a *Wild*-focused website that included tips for new hikers, day-hike information and stories of personal growth. And we worked with the film company, Fox Searchlight, to promote the PCT and the PCTA to movie audiences.

Looking back, we can see growth in our membership, which means new and lasting support for the trail. We have much more to do to tap into the attention and the potential support brought forth by Cheryl's story.

All this added to a very busy year for the PCTA. We've made great strides in our efforts to build a land protection program through two major donations that have allowed us to hire a full-time land protection director and seed a protection fund. We began a three-year effort to relocate a six-mile section of trail in Northern California. And we continued to make strides in our partnerships with land managers, our youth corps and volunteer groups, such as our horse packers.

If there is one thing to take from 2014, it's that the experience the PCT provides is both powerful and essential. We see it in Cheryl's transformation. We see it in the stories shared by PCT lovers on our website and in the pages of our magazine. We see it in the increasing donations to our cause and in the tireless dedication of our volunteers, who painstakingly care for this trail, step by step, mile by mile.

We are fortunate to be a part of so much positive energy and we take seriously our responsibility to be stewards of this incredible legacy that is the Pacific Crest Trail. Thank you for all you continue to do for the trail.

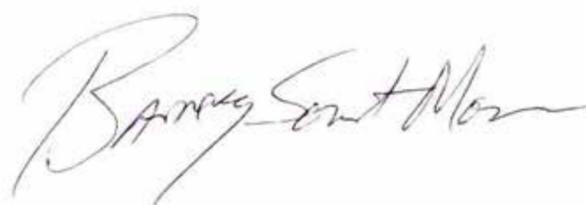
Sincerely,

**Liz Bergeron**



**Executive Director and CEO**

**Barney Mann**



**Chair, Board of Directors**



# 2014

**ANOTHER GREAT YEAR OF  
ACCOMPLISHMENTS FOR  
THE PACIFIC CREST TRAIL  
ASSOCIATION (PCTA)  
AND ITS STEWARDS.**

Photo by: Garik Asplund



**Your dedication to the PCTA pays off in many ways. We had great success in 2014. We were able to continue and improve our day-to-day operations and start some exciting new projects. We are grateful for your continued support.**



- Partnerships help PCTA staff and volunteers get more done than if we were to act alone. Our partnerships with the packing community are critical to keeping the PCT open. We worked hand in hand throughout the year and packers continue to provide key logistical support and muscle to many projects that would not get done without them. PCTA continued to nurture and strengthen our collaborative relationships with packers and their support networks and volunteers in 2014.
- Young people volunteered just over 20 percent of all the maintenance hours on the trail in 2014. This important work not only restores the PCT, it connects youth to nature, helps them develop the workplace skills they'll need as adults and arms them with a stewardship ethic, ensuring that the PCT will have caretakers generations from now. Our youth programs include American Conservation Experience, AmeriCorps National Civilian Community Corps, Environmental Charter Schools and the Urban Youth Program.
- One of our long-term goals is to protect the more than 1,500 private properties the PCT crosses or that affect the trail experience. In 2014, PCTA received two large donations that put us on a firm footing to meet that goal. These gifts have allowed us to hire a land protection director and set aside funds for land purchases. Additionally, our continuing work in this area with the U.S. Forest Service and the Bureau of Land Management is paying off. The PCT received \$3.2 million in federal Land and Water Conservation Fund grants in 2014 that are earmarked for four vital properties. We are working with other trail groups through the Partnership for the National Trails System to advocate for and strengthen annual commitments from the federal government to use the LWCF to purchase critical parcels.
- In August 2014, PCTA volunteers and a crew from the American Conservation Experience started work on a new alignment for the PCT in the Sierra Buttes area of Northern California. It will take three years to complete a new six-mile section that will improve the experience for PCT hikers and horseback riders. This project took six years of fieldwork and planning between PCTA and the U.S. Forest Service and speaks to the value of our continuing partnership with federal land managers.
- PCTA continues to serve as the primary clearinghouse for information about the trail. We oversee a comprehensive, modern website that promotes the trail and our work helps to marshal volunteers and allows new members to commit to the cause. Our public outreach includes an electronic newsletter, *Trail Dirt*, a member magazine, the quarterly *PCT Communicator* and a strong social media presence. In addition to news, history and tales of adventure, these sources trumpet our protection and preservation efforts and provide hikers and horseback riders with comprehensive information about the trail and Leave No Trace ethics. Each summer, PCTA coordinates land use regulations and emergency response information, from fire closures to landslides. And we work hard to share trail condition reports through social media, our toll-free telephone line and trail conditions web page.
- Under our agreement with the U.S. Forest Service, PCTA issues long-distance permits to hikers and horseback riders traveling 500 miles or more in a stretch. At the end of 2014, we began work on a new online permit application system that went into place for the 2015 hiking season. Users are now able to go online and sign up for a permit electronically. This new system, designed and built completely in house, limits permits to 50 per day in Southern California. This helps spread out the seasonal thru-hiker crowd and protects the sensitive desert ecosystem. And it eliminated much of the paperwork of the old permit system, saving valuable staff time for other projects.



# Who We Are

The Pacific Crest Trail Association is the primary nonprofit steward of the Pacific Crest Trail, a 2,650 mile path from Mexico to Canada. Traversing through California, Oregon and Washington, and crossing 48 federal wilderness areas and 7 national parks, the PCT winds through some of our nation's most breathtaking sceneries, helping us escape to the backcountry and its blue lakes, lush meadows, snowcapped peaks, desert landscapes and much more.

PCTA members, volunteers and partners protect, preserve and promote this national treasure. Staff and volunteer crews work alongside federal land managers to protect the trail and its viewshed for the experience of all who use it. From the Southern California drylands, to the alpine tundra of the High Sierra, and the rainforests of the Pacific Northwest, there is much to be accomplished to protect this experience for future generations.

# Our Year

We measure ourselves in numbers. It's human nature. But it's only one of many ways of judging progress and success. The collective effort of our members, volunteers, donors, and partners – anyone who played a stewardship role for the Pacific Crest Trail – is reflected here.

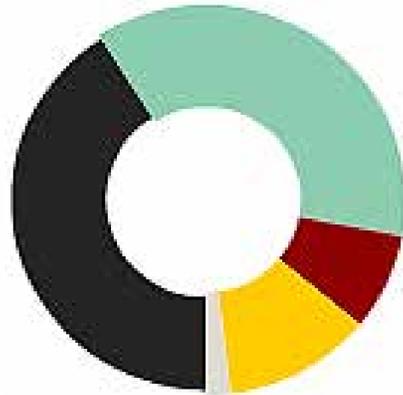
In 2014, our volunteers gave 81,703 hours to the trail, an in-kind value of \$1, 854,009. We raised another \$1,524, 945 in private funds to supplement \$902,477 in government grants. We held 40 volunteer training events and maintained 1,712 miles of the trail. All that and other aspects of our work certainly put us on solid operational and financial footing. And that's important. These are amazing numbers. We should all be proud of what we've accomplished. Even so, success not only lies in our ability to raise money, increase volunteer participation or maintain the trail – it's also based on the human experience the trail provides.

The beauty of the backcountry can bring joy, personal triumph, stronger relationships between friends and family and an appreciation for the land and its potential to heal and inspire. The PCT is a path to that beauty, one you should celebrate, because it's your dedication that makes it happen. We've said it here before: Pacific Crest Trail Association supporters are givers. You give a place for reflection, solitude, happiness, and change. You fulfill dreams and touch countless lives.

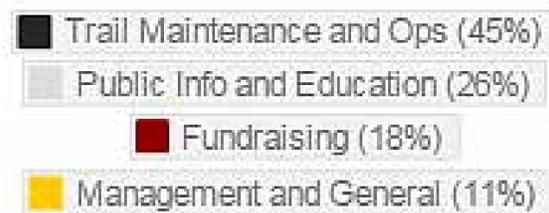
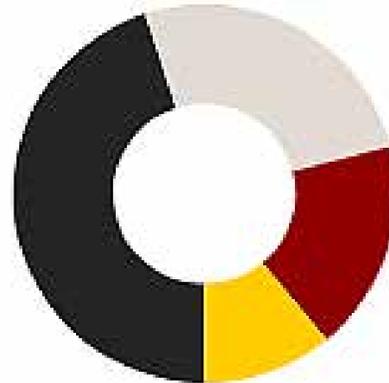
And that gift is immeasurable.

# FINANCIALS

## Revenue



## Expenses w/Volunteer Hours

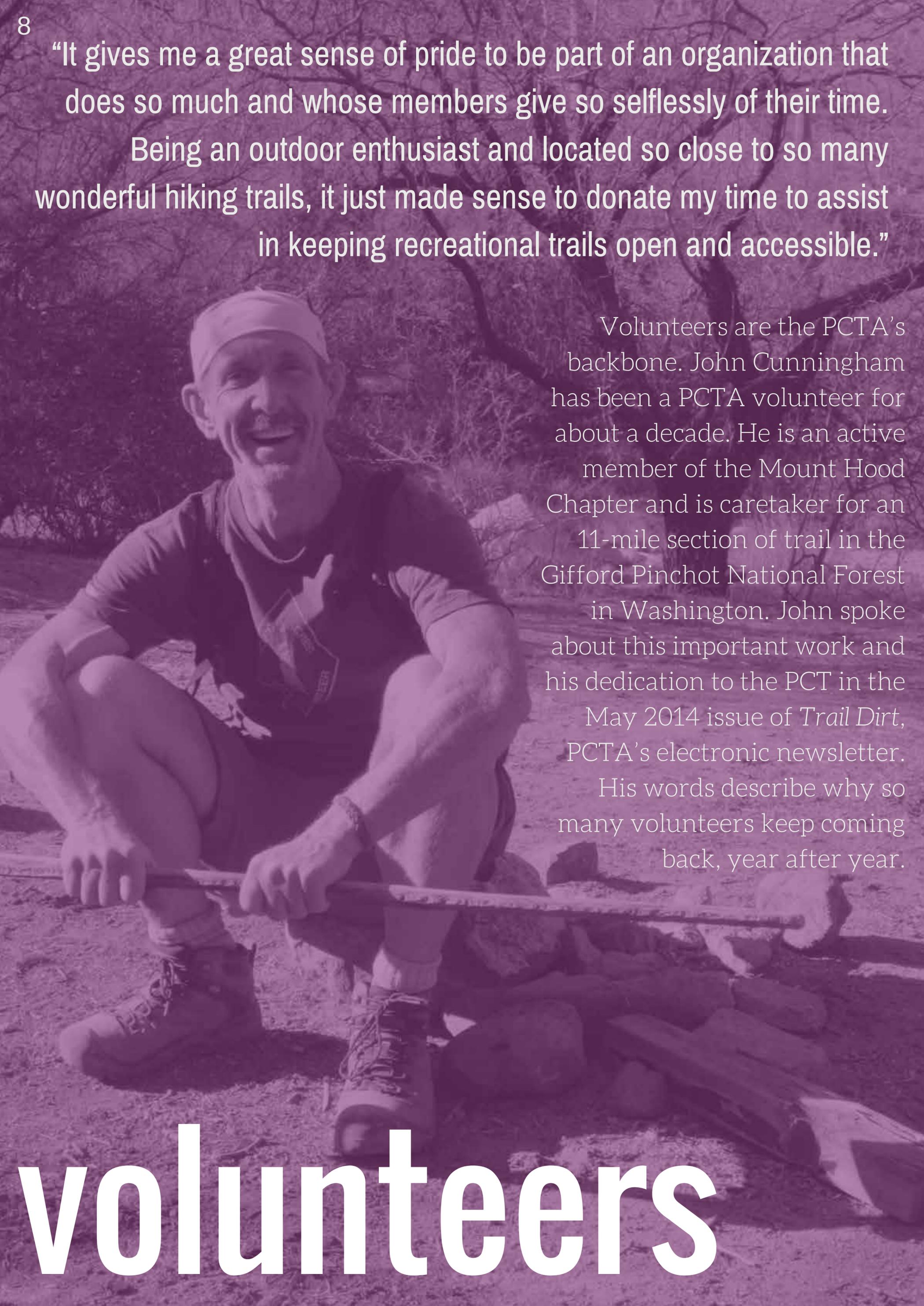


PCTA goes through a financial audit every year. We are subject to a more in-depth audit because of the level of federal funding we receive. As part of the audit process, auditors test to make sure we comply with government standards. We are happy to report there were no audit finds or questioned costs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

	Actual	Actual (with value of volunteer hours)
<b>UNRESTRICTED NET ASSETS:</b>		
<b>Revenue and Support</b>		
Private Sources	\$ 1,524,945	\$ 3,222,103
Government Grants	902,447	902,447
<b>Total Revenue and Support</b>	<b>2,427,392</b>	<b>4,124,550</b>
<b>Expenses</b>		
Trail Operations	1,116,258	2,714,284
Public Info & Education	631,025	650,734
Fundraising	445,454	445,454
Management & General	271,195	350,618
<b>Total Expenses</b>	<b>2,463,932</b>	<b>4,161,090</b>
<b>CHANGE IN UNRESTRICTED NET ASSETS</b>	<b>\$ (36,540)</b>	<b>\$ (36,540)</b>
<b>TEMPORARILY RESTRICTED NET ASSETS:</b>		
Individual Contributions	\$ 556,425	\$ 556,425
Investment Income	65,735	65,735
Net Assets Released from Restriction	(114,720)	(114,720)
<b>CHANGE IN TEMPORARILY RESTRICTED NET ASSETS</b>	<b>\$ 507,440</b>	<b>\$ 507,440</b>
<b>PERMANENTLY RESTRICTED ASSETS:</b>		
Individual Contributions	\$ 103,136	\$ 103,136
<b>TOTAL CHANGE IN NET ASSETS</b>	<b>574,036</b>	<b>574,036</b>
<b>NET ASSETS, Beginning of Year</b>	<b>1,565,766</b>	<b>1,565,766</b>
<b>NET ASSETS, End of Year</b>	<b>\$ 2,139,802</b>	<b>\$ 2,139,802</b>

“It gives me a great sense of pride to be part of an organization that does so much and whose members give so selflessly of their time.

Being an outdoor enthusiast and located so close to so many wonderful hiking trails, it just made sense to donate my time to assist in keeping recreational trails open and accessible.”

A man wearing a light-colored cap and a dark t-shirt is sitting on a log in a wooded area. He is smiling and looking towards the camera. He is holding a long, thin stick or branch across his lap. The background shows trees and a dirt path.

Volunteers are the PCTA's backbone. John Cunningham has been a PCTA volunteer for about a decade. He is an active member of the Mount Hood Chapter and is caretaker for an 11-mile section of trail in the Gifford Pinchot National Forest in Washington. John spoke about this important work and his dedication to the PCT in the May 2014 issue of *Trail Dirt*, PCTA's electronic newsletter. His words describe why so many volunteers keep coming back, year after year.

# volunteers

# members

From the Summer issue of the *PCT Communicator*, longtime member and donor Bill Jensen tells the story of his 1977 thru-hike, when such a feat was much more difficult, before the days of water caches, lightweight gear and many trail angels. His fondness for the trail and what it has meant to him is evident. He tells about reconnecting with friends who hiked the trail the same year he did, either on the Internet, at Kick Off, or through chance.



“In the summer of 2012, I was travelling to camp at Timothy Lake, Ore. The PCT crosses the road to the lake, so I slowed at the crossing to look for thru-hikers. I encountered a pair of women who had that look – dirty, tan, and small packs. I asked if they were hiking the PCT. When they said yes, I told them that I had done it in 1977. And then, much to my surprise, the older of the two said that she had as well. It was Nancy Gardener! She was doing most of the PCT with her daughter. It was an amazing reunion that lasted all of 10 minutes, but it made me truly appreciate the lifetime friendships that are created on the PCT.”

From the spring 2014 issue of the *PCT Communicator*, Barbara Adams of Corbett, Ore., writes about enjoying her trail rides in the Pacific Northwest. She and her husband, Dave, took long summer days to drive to trailheads with their animals, even before they had a tent. On these rides they saw abundant wildflowers and found awe and “thankfulness” in the beauty of the landscape.

Over the years, they left from many horse corrals built at trailheads by Oregon Equestrian Trails volunteers. Some of these also serve as base camps for OET volunteer equestrian crews, and Barbara and Dave were both PCT caretakers in the Mount Hood area for several years.

“Being a caretaker was a tremendous learning experience,” she wrote. “The dedication and knowledge of this group is a shining example of people who truly love the PCT and who are willing to learn, work and share to keep the trail maintained. The training and support provided by PCTA gave us the extra skills we needed.”

# horseback

“The feeling after a day with our horses is as good as it gets.”

# riders

“An unbelievable joy comes from seeing mountain ranges unraveling from afar, from sunsets, from the ridge-top breezes, from a successfully accomplished river crossing via boulder hop, and from the starry sky on a crisp, cold night,” she said. “These moments still carry me through my days on the streets of Philadelphia. Crumbling sidewalks become tree roots and pieces of rope become snakes. Suddenly I see the sunset reflecting off canyon walls as concrete buildings sink away. I carry with me pockets of peace; they are the PCT’s gift to me.”

# hikers

From our *Wild* website, Erin Johnson writes that she found “pockets of peace” on the Pacific Crest Trail. She believes hiking is a grounding endeavor, one that can be very reassuring and centering in a world that is otherwise confused and chaotic.

## High Sierra- \$15,000 to \$50,000

REI

## Tuolumne Meadows- \$5,000 to \$14,999

Cordura

Eagle's Nest Outfitters

Gregory

Harney & Sons

HIKE for Mental Health

Leki

Moms Pie House

Royal Robbins

Sony Music/Legacy Recordings

The North Face

Woolrich

## Columbia River- \$1,000 to \$4,999

Boreas Gear

Buff

Cedar House Sport Hotel

Eagle Creek

Elsie Green House and Home

Granite Gear

Inviting Light Photography

Juniper Ridge

Osprey

Outdoor Viewfinder

Platypus

Salazon Chocolate

Six Moon Designs

Tarptent

The Muir Project

Ultralight Adventure Equipment

Ursack

Ziga Media

## Mojave Desert- Inkind Goods/Services \$1,000 or greater

Backpacker

Emerald Expositions

Google

LED Lenser

Mountain Khakis

Third Space

Trailspace

# CORPORATE PARTNERS

## Business \$250-\$999

Animal Athletics

Barton White Associates, Inc.

Bemco Backpacker Oven

Cascadian Fabrications

Corn Motors

Danner

Dirty Girl Galters

Domino's Pizza of NEPA

Fabricated Glass Specialties

National Geographic Maps

Outdoor Research

Pathfinder Writing and Career Services

RootsRated

Ruff Wear

Schoolhouse Realty

Shanahan Electric

Summit Wealth Management

Tahoe Oral Surgery and Implant Center

The Mountaineers

## Foundations

California Alpine Club Foundation

Harry and Yvonne Lenart Charitable Foundation

Metabolic Studio

Tarbell Family Foundation

Gwladys and John Zurlo Charitable Foundation

## Trailside Businesses \$250+

Timberline Lodge - Timberline Lodge, OR

The Cain House - Bridgeport, CA

Cedar House Sport Hotel - Truckee, CA

Kennedy Meadows General Store - Inyokern, CA

Moms Pie House - Julian, CA

The Silver Maple Inn - Bridgeport, CA

# THANK YOU

Thank you to all the extraordinary trail enthusiasts who contributed \$1,000 or more in 2014. These dedicated individuals 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.

## *Trail Blazers - \$10,000+*

Anonymous  
Janet "Rock-Kicker" Grossman  
David and Robin Hanna  
Scott Jacobsmeyer and Tiina Hameenanttila  
Barney and Sandy Mann  
Brian Morris  
Drew Morris  
Randy Morris  
Namaste Foundation  
Paul and Antje Newhagen  
James W. Newman  
Donald A. Oltmans  
Don and JoAnn Ralphs  
Tom and Teita Reveley  
Eric and Sharon Ryback

## *Trail Champions - \$5,000-\$9,999*

Anonymous  
David Brunjes and Mary Wholey  
John and Julie Crawford  
Judith and Andrew Gustafson  
Kevin Haggard  
Ben Hammett  
Bill Jensen '77  
Marcia L. and Gary D. Nelson  
Anita Nichols  
Kim and Pamela Owen  
Todd A. Richards, M.D., M.B.A.  
Frederick and Belle Tanis  
Joseph and Michael Wirth

## *Trail Defenders - \$2,650 - \$4,999*

Anonymous  
Dave Claugus  
Laraine Downer  
Daniel and Marina Eisenbud  
Anne and Joe Ewalt  
Pete and Joyce Fish  
Dan Hane  
Jim and Jan Hawkins  
Chip and Linda Herzig  
Lance and Suzette Olson  
Fred and Melouise Pfeffer  
Porter and Gail Storey  
Barry Teschlog

## *Trail Guardians - \$1,000 - \$2,649*

Anonymous (5)  
Robin Acock  
Ralph and Susan Alcorn  
David and Joan Allen

David Anders  
Tom and Ann Bache  
Jim Backhus  
Kevin M. Bacon  
Tim Bailey  
Thomas A. Banks  
Luann and Dana Basque  
Dick Baumgartner and Liz Salzer  
Karen Bennett and Drew Foster  
Liz Bergeron and Lori Harmon  
Dave "Lightened Up" Bewley  
John Blevins  
California Towing  
Dale R. Call  
Duncan and Cindy Campbell of The Campbell Foundation  
Roger Carpenter and Cindy Kleinegger  
Jim Chiboucas  
Helen Choi  
Nancy and Larry Church  
Roberta M. Cobb  
Lon "Halfmile" Cooper  
David H. Corry  
Christy Corzine and Nicholas Dennis  
David G. Covell, M.D. and Anne E. Covell  
Jeremy Cowperthwaite  
Paul and Lisa Dally  
J. Zach Downing  
Jan "Ranger Jan" Ealy  
Chris and Bob Feibusch  
David and Ellen Foscue  
Robert Francisco  
Carol Frick  
Denise Gilbert  
Clinton and Mary Gilliland  
Benedict G. Go  
Edwin and Donna Gookin  
Del P. Granlund  
Lenny Gucciardi  
Rami Hanna  
Niles and Mary Ann Hanson  
Steven Hawley and Kathy Jubitz  
John W. Hays  
Karsten and Josephine Hazelett  
Amanda Hicks  
Jim and Peggy Hilton  
John Hoffnagle  
Jean Holden and Jim Sanford  
James and Patricia Holly  
Michael and Nancy Honkomp  
Dan and Kathy Huntington  
James and Patricia Holly  
Michael and Nancy Honkomp  
Dan and Kathy Huntington  
Paul and Patty Janke  
Allan Joachim

Richard W. Jones  
Vicki Kellerman and Laurie Fink  
Doug Korn and Jeanne Toulouse-Korns  
Frank F. Kroger  
Hollis G. Lenderking  
Donald E. Lewis  
Don "Section B" Line  
George and Judy Lockhart  
Peter Lombard  
Eric A. Long  
Phil Long  
Hank Magnuski  
Jim and Jackie Manning  
William P. McConnell  
Sarah Merner  
Read C. Miller  
Eric and Mady Miraglia  
Sam Molinari  
Ronald and Anne Murphy  
Lisa Newman  
Jeannine and Bob Nida  
Michael O'Shea  
Crystal "Nectar" Parker  
Carol Peterkort and Richard Gibson  
Pittman Family Fund of the Community Foundation of Northern Illinois  
Powers Candy & Nut Co.  
John A. Ptak and Margaret Black  
Steve Queen  
Kurt Rasmussen  
Tammy Richter Jones and Brent Jones  
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Arthur and Toni Rembe Rock  
Peter Rosmarin  
Benjamin Schifrin  
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Dr. Ken and Kathy Schwarz  
Y Smith  
Chad and Amanda Sorensen  
Robert Stein  
Cheryl Strayed and Brian Lindstrom  
The Thalhammer Family  
Gregory Thomas and Martha McMurry  
Ginny "Steiner" Too  
Sandals and Sheepdog  
Michael Unger and Naomi Hudetz  
Eric Weinmann  
Don Wellmann and Lynn Yamaoka  
Jerry and Matthew "JerrMatt" Welter  
Angie Williamson and Paul Kawasaki  
Jack and Nancy Wires  
Jack and Shirly Yates  
Kirt and Bev Zeigler

# ORGANIZATION PARTNERS

Adventure 16, Calif.  
 ALDHA-West, National  
 Alta Land People, Calif.  
 American Conservation Experience, National  
 American Hiking Society, National  
 Appalachian Mountain Club, National  
 Ashland Woodlands and Trails Association, Ore.  
 Backcountry Horsemen of America, National  
 Backcountry Horsemen of California, Calif.  
 Backcountry Horsemen of Oregon, Ore.  
 Backcountry Horsemen of Washington, Wash.  
 Bellevue College, Wash.  
 Boy Scouts of America, National  
 California Alpine Club, Calif.  
 California Conservation Corps, Calif.  
 Environmental Charter Schools, Calif.  
 Equestrian Trails, Inc, Calif.  
 EarthCorps, Wash.  
 Friends of the Inyo, Calif.  
 High Cascade Forest Volunteers, Ore.  
 High Sierra Volunteer Trail Crew, Calif.  
 ICF International, National

Kern Recreational Landowners Association, Calif.  
 Leave No Trace, National  
 Mt. Adams Institute, Wash.  
 National Civilian Community Corps  
 AmeriCorps, National  
 National Wilderness Stewardship Alliance, National  
 New Currents, Outdoors, Ore.  
 New Seasons Market, Ore.  
 Oregon Equestrian Trails, Ore.  
 Pacific Forest Trust, Calif./Ore.  
 Pacific Northwest Trail Association, Wash.  
 Partnership for the National Trails System, National  
 San Diego Ultra Running Friends, Calif.  
 Sierra Health Foundation, Calif.  
 Siskiyou Mountain Club, Ore.  
 Tahoe Rim Trail Association, Calif.  
 Tahoe Truckee Community Foundation, Calif.  
 Trailkeepers of Oregon, Ore.  
 Trust for Public Land, National  
 University of Florida, Fla.  
 Washington State Dept. of Natural Resources, Wash.  
 Washington Trails Association, Wash.  
 White Pass Ski Area, Wash.

# AGENCY PARTNERS



# LEGACY SOCIETY

We are excited to announce the launch of the PCTA Legacy Society for planned giving.

The society was established to honor and recognize generous individuals who have included the Pacific Crest Trail Association in their estate planning through a bequest, life-insurance gift or other planned gift. When you become a member of the PCTA Legacy Society you ensure that your commitment to preserving the trail for future generations becomes part of your personal legacy.

For more information about planned giving, or to communicate your intentions of including PCTA in your estate plans, contact Angie Williamson, Development Director, at [AWilliamson@pcta.org](mailto:AWilliamson@pcta.org) or by calling 916-285-1849. PCTA publicly recognizes PCTA Legacy Society members who have expressly given permission to list their names and honors all requests for anonymity,

## Anonymous (7)

David and Joan Allen  
 Patty A. Andersen  
 William Ballenger  
 Jane and Jay Baxter  
 Stacey E. Beaulieu  
 Chris and Jason Benz  
 Liz Bergeron and Lori Harmon  
 Brian C. Booth  
 John and Julie Crawford  
 Mike and Tina Dawson  
 Cecil L. Dobbins  
 Laraine Downer  
 Robert Francisco (go-BIG, 2006)  
 Susan Gilliland  
 Mr. Arthur Hellman  
 John B. Hervey  
 Nancy Huber  
 Scott Jacobsmeyer  
 and Tiina Hmeenanttila  
 Dan A. Kayser

## Leann Knipple

Steven Kral  
 Janice and John Le Pouvoir  
 Boyd and Karen Levet  
 Gordie and Lynn Mac Dermott  
 Michael Mallory  
 Barney Scout Mann  
 and Sandy "Frodo" Mann  
 Chris McMullan  
 James A. Nee  
 Donald A. Oltmans  
 A. Quinn  
 John Reilly  
 Lexi Shear  
 Amanda L. Silvestri  
 Lolly Skillman  
 Jed L. Staley  
 Jay and Terri Thesken  
 Ronald Vaughn  
 Dick Vogel  
 Alan Young



**2014**  
**Board of Directors**

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Sacramento, CA



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## **Shari Hansen**

Membership  
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shansen@pcta.org

Or call 888-728-7245 for recorded toll-free trail conditions

# WHAT I STAND FOR IS WHAT I STAND ON.



-Wendell Berry





# PACIFIC CREST TRAIL ASSOCIATION

1331 GARDEN HIGHWAY  
SACRAMENTO, CA 95833



# 2014 ANNUAL REPORT

Photo by: Bryce Allison