

2014

ANNUAL REPORT



PACIFIC CREST TRAIL
ASSOCIATION



PACIFIC CREST TRAIL ASSOCIATION
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.

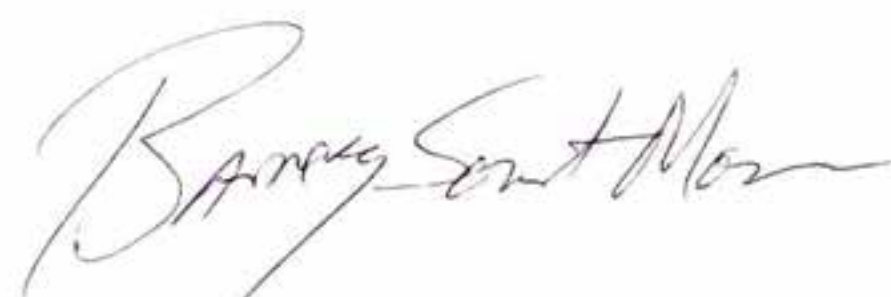
Sincerely,

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

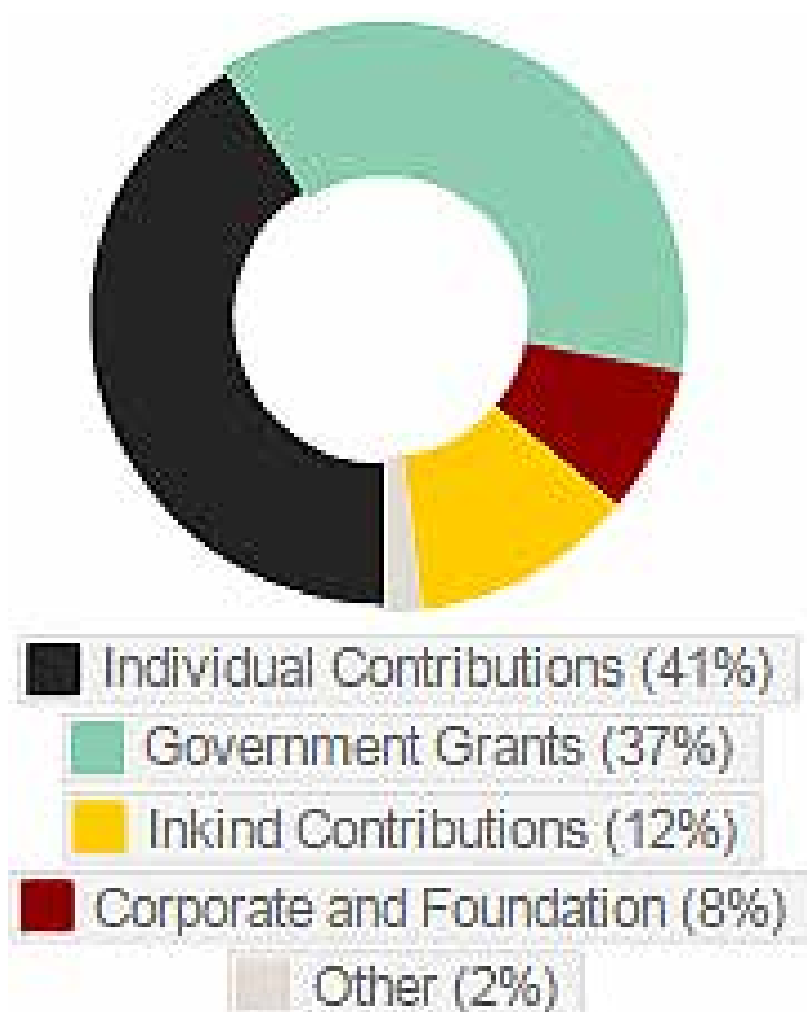
We measure ourselves in numbers. It's human nature. But it's only one of many ways of judging progress and success. The collective effort of our members, volunteers, donors, and partners – anyone who played a stewardship role for the Pacific Crest Trail – is reflected here.

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.

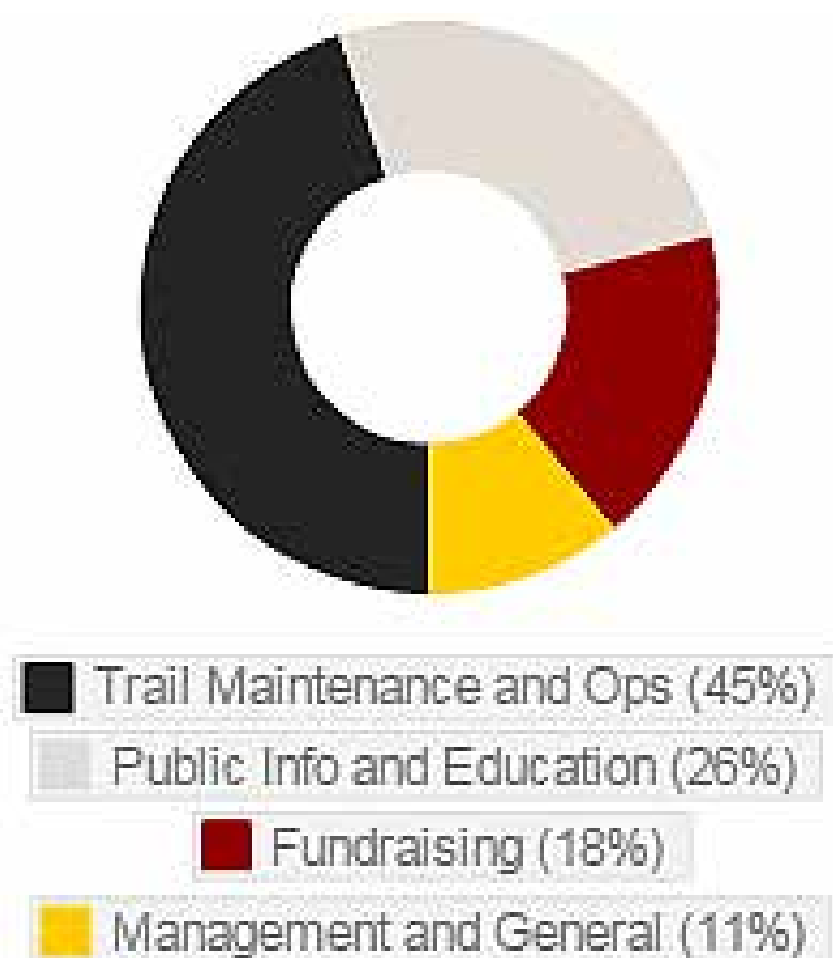
The beauty of the backcountry can bring joy, personal triumph, stronger relationships between friends and family and an appreciation for the land and its potential to heal and inspire. The PCT is a path to that beauty, one you should celebrate, because it's your dedication that makes it happen. We've 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)
UNRESTRICTED NET ASSETS:		
Revenue and Support		
Private Sources	\$ 1,524,945	\$ 3,222,103
Government Grants	902,447	902,447
Total Revenue and Support	2,427,392	4,124,550
Expenses		
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
Total Expenses	2,463,932	4,161,090
CHANGE IN UNRESTRICTED NET ASSETS	\$ (36,540)	\$ (36,540)
TEMPORARILY RESTRICTED NET ASSETS:		
Individual Contributions	\$ 556,425	\$ 556,425
Investment Income	65,735	65,735
Net Assets Released from Restriction	(114,720)	(114,720)
CHANGE IN TEMPORARILY RESTRICTED NET ASSETS	\$ 507,440	\$ 507,440
PERMANENTLY RESTRICTED ASSETS:		
Individual Contributions	\$ 103,136	\$ 103,136
TOTAL CHANGE IN NET ASSETS	574,036	574,036
NET ASSETS, Beginning of Year	1,565,766	1,565,766
NET ASSETS, End of Year	\$ 2,139,802	\$ 2,139,802

“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.”

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 riders

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

“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 Korns 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
Mark Roberts
Arthur and Toni Rembe Rock
Peter Rosmarin
Benjamin Schifrin
John Schuyler and Priscila Franco
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 Shirlie 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 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



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Angie Williamson

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Shari Hansen

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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

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Photo by: Bryce Allison