



2018 Annual Report Summary

APPALACHIAN MTN CLUB

We are pleased to report that, thanks to your support, 2018 marked another successful year in advancing AMC's mission, with strong operating and programmatic performance and significant capital investment, much of which is highlighted on the following pages. We thank every one of our members, volunteers, staff, advocates, donors, and partner organizations for bringing this work to life. This year and always, we remain committed to responsible management of our resources in order to advance the protection, enjoyment, and understanding of the outdoors.





Stewardship

- On AMC's 75,000 acres of protected land in the Maine Woods, we've opened 130 miles of trails for biking, skiing, and hiking and restored connectivity to 54 miles of trout and salmon stream habitat. Since December 2018, AMC has been working to secure \$25 million for the acquisition and protection on an additional 26,740 acres, the Pleasant River Headwaters Forest, through The Conservation Fund's Working Forest Fund® program. We received a \$10 million grant from the Richard King Mellon Foundation to launch the initiative.
- Staff and volunteers maintained more than 1,800 miles of trails from New Hampshire to New Jersey. Across regular Saturday trailwork parties, chapter outings, and youth crew partnerships, volunteers alone contributed more than 23,000 trail hours.
- AMC continued to serve as the principal stewardship partner of the New England National Scenic Trail (NET) in Massachusetts, which celebrated its 50th anniversary in 2018. The NET Hike 50 challenge, a yearlong celebration of volunteerism and advocacy, garnered more than 1,500 participants from 20 states and four countries, many of whom used the Challenge to explore the trail for the first time.

Science

- We completed two carbon offset project verifications in 2018: The 4,000-acre Silver Lake project completed its initial verification and offset credit registration, and the 9,000-acre Katahdin Iron Works Ecological Reserve project completed a verification that registered credits from continued forest growth from 2013 through 2017. The sale of forest carbon offset credits has returned over \$1.1 million in "green endowment" funding to support the stewardship of the Maine Woods.
- AMC piloted the use of the iNaturalist mobile application for observing plant flowering and fruiting along mountain trails, leading to a National Geographic Society grant award, which enables us to continue this work in alpine areas across the northeastern United States.

Advocacy

- With AMC's leadership at the national level, Congress in 2018 renewed the popular Highlands Conservation Act for seven more years and provided \$10 million to fund open space projects in the Mid-Atlantic region. We have been working to reauthorize and fully fund the Act since 2014.
- A New Hampshire site evaluation committee, charged with key permitting authority over the now-infamous Northern Pass Transmission proposal, voted unanimously to halt the project in its tracks. The transmission corridor as proposed would have erected around 1,800 towers and strung 132 miles of power line across some of the state's most ecologically valuable and scenic lands. AMC worked in solidarity with thousands of citizens and 30 of the 31 impacted towns to oppose the project over the course of an eight-year-long saga.



Education

- Youth Opportunities Program (YOP) leaders engaged nearly 30,000 participants on 1,820 trips, with activities ranging from hiking and camping to canoeing and citizen science. Nearly 450 teachers and youth group leaders participated in YOP trainings, representing schools and youth-serving agencies from across New England and the Greater New York City area.
- Outdoors Rx engaged over 2,000 children and their families on outdoor programs in local parks throughout Greater Boston. The new program series structure and 10-program badging challenge enabled us to double the number of returning families.
- A Mountain Classroom (AMCR) designed an hands-on, data-driven climate change curriculum and tested it with 100 students and their teachers in 392 outdoor field days. Delivering more than 9,000 environmental and character development educational experiences annually, AMCR is now well poised to promote this important program to a wider student population.
- AMC and Eastern Maine Community College joined together to launch a new Associate Degree program in outdoor recreation management and eco-lodging. In addition to helping meet the needs of the regional outdoor economy, the program represents a strong recruitment and retention tool for new and future staff.

Recreation

- AMC hosted 187,500 guest and overnight experiences at our facilities, including lodges, huts, shelters, camps, and cabins. This number includes more than 10,500 guest nights at our Maine lodges—an all-time high.
- Volunteers led approximately 8,000 activities, including both chapter and adventure travel programs, ranging from day hikes in local parks to paddling, biking, and backcountry climbing adventures.
- Our leadership training and risk management team delivered 49 outdoor leader training sessions, which reached 971 volunteers, staff, and external constituents. More than 650 chapter members received high quality training focused on prepared leadership facilitated by our growing volunteer faculty, helping us to fulfill our mission of offering top-notch outdoor experiences to thousands of individuals.

Operations

- Donors and partner organizations contributed a record \$6 million to support our work and advance AMC's mission, fueling a total operating budget of nearly \$32 million.
- With increased occupancy, Outdoor Program Centers and Volunteer-Managed Camps and Cabins grew revenues to nearly \$14 million.
- Staff- and volunteer-led program activity reached \$10 million in spending, supported in part by direct revenues of \$3.8 million.
- The 2018 financial year closed with a small surplus of approximately \$30,000. This amount has been allocated to reserve funds, which will be allocated to priority initiatives by the AMC Board of Directors.
- The Leadership Giving Initiative, launched in 2014, successfully concluded in 2018, having surpassed its \$24.25 million goal by raising over \$30.24 million. Funds raised support and advance our mission through a number of strategic priorities, including recently opened outdoor centers at Medawisla in Maine and Corman Harriman Outdoor Center in New York; renovations to Pinkham Notch Visitor Center and a new trails training headquarters at Camp Dodge in the White Mountains; and investments in core AMC strengths like trail building, conservation research, and outdoor accessibility.

Fundraising

In \$1,000s

Funding Sources	2018	2017	2016
Contributions, Gifts, and Grants	6,001	5,864	5,575
Membership Dues	2,927	3,094	3,109
Outdoor Centers	13,455	12,903	12,273
Programs*	3,832	3,633	3,298
Publications	722	766	817
Rental, Interest, and Other	788	854	0
Endowment Spending Allocation	2,716	2,628	2,556
Special Project Funding**	963	2,208	1,007
Operating Funding Sources	31,404	31,950	28,635

*Programs include Conservation, Outdoor Engagement, Leadership Training, Trails and Research

**Special Project Funding is provided by capital campaign receipts and other reserves for Vision 2020 Initiatives

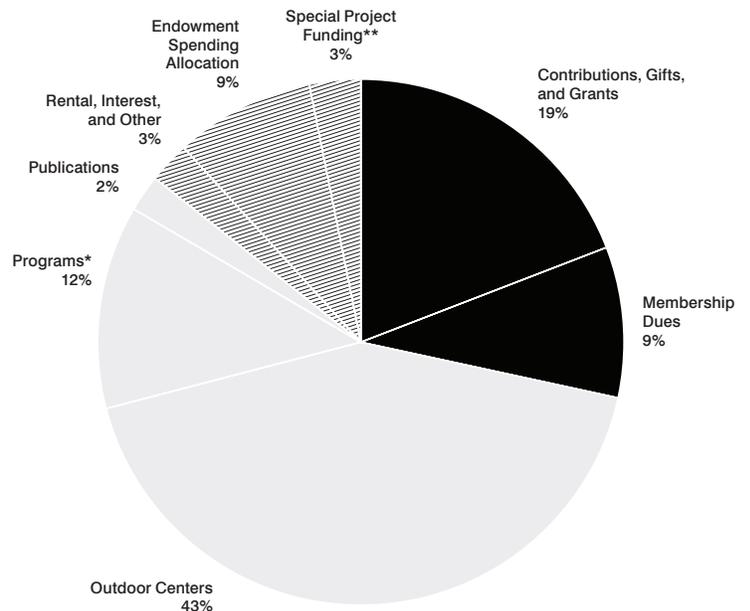
Expenses	2018	2017	2016
Outdoor Centers	13,011	12,528	11,738
Programs*	10,054	10,718	9,402
Publications	764	768	662
Member Services	2,760	3,294	2,918
Fundraising	1,618	1,512	1,333
Rental, Interest, and Other	715	643	0
Administrative	2,448	2,461	2,445
Operating Expenses	31,370	31,924	28,498
Operating Surplus	34	26	137
Non-Operating Contributions, Investment, and Other Activity	5,357	8,132	19,264
Total Change in Net Assets	5,391	8,158	19,401
Net Assets, Beginning of Year	142,036	133,878	114,477
Net Assets, End of Year	147,427	142,036	133,878
Additional Information: Capital Spending (Property & Equipment)	2,065	5,744	24,096

Endowment (in \$1,000s)	2018	2017	2016
Market Value	60,864	66,433	59,789

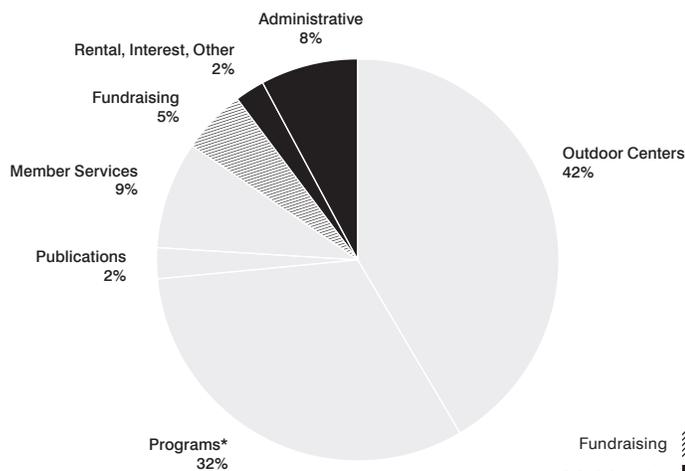
Endowment (in \$1,000s)



2018 Operating Funding Sources



2018 Operating Expenses



To view AMC's full audited financials and 990, please visit: www.outdoors.org/about/financial-information

Fundraising	Special Project Funding and Leasing
Administrative	Member and Donor Support
Program Delivery	Program Fees and Revenues

*Programs include Conservation, Outdoor Engagement, Adventure Travel, Leadership Training, Trails, and Research

**Special Project Funding is provided by capital campaign receipts and other reserves for Vision 2020 Initiatives