

# Appalachian Mountain Club SUMMARY OF 2008 ANNUAL REPORT

For the 21st consecutive year, AMC has balanced the revenues and expenses of its General Fund. Given the global economic downturn beginning in the second half, AMC's financial results for 2008 are a credit to the efforts of the entire AMC organization and community.

Combined revenues and annual funding sources for the General Fund were \$16.7 million, up modestly from the prior year but behind the expectations we set when the year began. As it became apparent during the year that revenues would fall short, we were able to make adjustments in expenses to offset the shortfall. We were helped by the diverse nature of our funding sources including membership dues, grants, endowment income, and revenues from our program activities and huts and lodges. We were especially pleased by the response to our year-end fundraising efforts when many of our members made a special effort to contribute, and in some cases, increase the level of support from that of prior years. We deeply appreciate the support and generosity of our members. We couldn't have achieved these results without you!

AMC's huts and lodges achieved a record level of occupancy and revenues in 2008 despite the tough economy and difficult weather conditions during much of the year. We believe our strong performance in 2008 was due to our ability to offer members and the general public great value and close-to-home outdoor recreation while still serving our education and conservation mission. Education programs continued to thrive and met budget. Also, the trails program exceeded expectations with the help of increased contract revenues.

AMC's Maine Woods Initiative continued to make progress in 2008. Total commitments to the Campaign for the Maine Woods exceeded \$40 million by year end against a \$45 million campaign goal. Cash outlays for the Maine Woods Initiative project exceeded income from its lodges, timber harvesting, and other sources by \$1.4 million in 2008. This deficit was fully funded by receipts from the capital campaign. Our long-term plan continues to be to make this project self-sustaining on an ongoing basis.

AMC's endowment investments were impacted significantly by the general market decline in the second half of last year. At year end the endowment stood at \$34.1 million, down approximately 25 percent from 2007. This performance is actually in line with some of the best performing endowments in the country and well ahead of many others. But it also clearly reflects the drastic decline in the capital markets during this period. AMC's endowment continues to be an important source of support for AMC's programs and provided \$1.7 million to those efforts in 2008.

Despite the impact of market declines, AMC's balance sheet remains very strong at year end. Larger than normal cash balances throughout the year helped generate meaningful interest income to support operations. Prudent, consistent financial management for many years has put AMC in this position and is an important strength as we enter 2009. Looking forward, we anticipate continuing financial challenges in the current economy. While this is not a time for many new initiatives to be launched, we are fortunate to be in a strong financial position. We are ready to make adjustments as needed but we believe we have the resources to vigorously pursue the mission of the AMC. You have our continued commitment that every dollar we raise and every dollar we spend will be used toward this goal.

**Wayne Thornbrough**  
TREASURER



CLOCKWISE FROM TOP RIGHT: Winter at Little Lyford Lodge; crew member packs in supplies for Madison Hut; White Mountain Volunteer Trail Crew; AMC dedicates Lisa and Leon Gorman Camps at Chairback Mountain.

## VISION2010 GOALS → 2008 PROGRESS REPORT

- MANAGE 2,000 MILES OF TRAIL**  
2008 PROGRESS → 1,576 miles managed
- PROVIDE OUTDOOR EXPERIENCES TO 150,000 PEOPLE**  
2008 PROGRESS → 154,000 guest overnights at AMC huts, lodges, camps, campsites, shelters
- PROTECT 2 MILLION ACRES OF LAND**  
2008 PROGRESS → 1,714,800 new acres protected with partners, for total of 1,425,665 acres
- PROVIDE ENVIRONMENTAL EDUCATION EXPERIENCES FOR 60,000 KIDS**  
2008 PROGRESS → 38,382 young people reached through AMC programs
- PROVIDE OUTDOOR SAFETY AND RECREATION INFORMATION**  
2008 PROGRESS → Over 100,000 members, advocates, and supporters, and over 2 million outdoor enthusiasts reached through visitor centers, media, print, and online resources.
- INCREASE NUMBER OF VOLUNTEERS TO 25,000**  
2008 PROGRESS → More than 16,000 leadership, trails, camp, information, recreation, and conservation volunteers

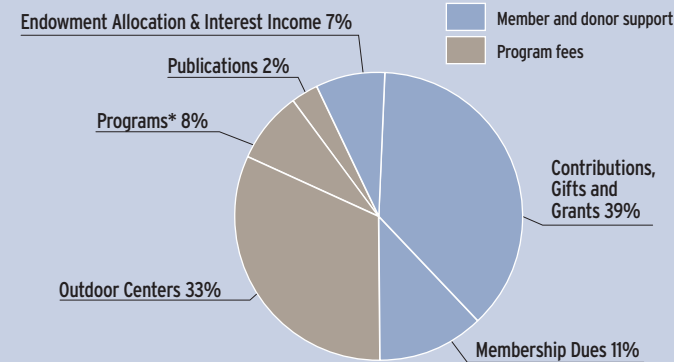
PHOTO CREDITS: JERRY AND MARCY MONKMAN; HERB SWANSON; ALEX DELUCIA; ROB BURBANK

## FINANCIAL HIGHLIGHTS

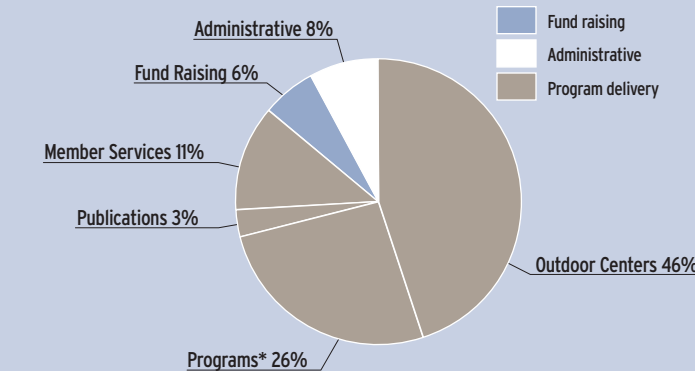
For a detailed financial statement, see:  
[www.outdoors.org/about/financial-information.cfm](http://www.outdoors.org/about/financial-information.cfm)

(in \$1,000s)

### 2008 TOTAL FUNDING SOURCES\*



### 2008 TOTAL EXPENSES\*

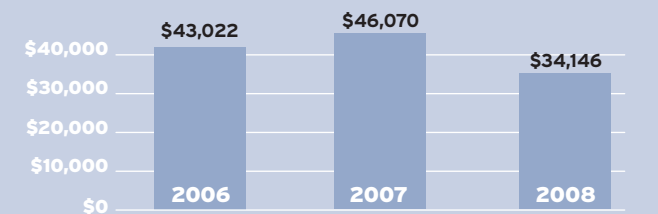


\* Excludes endowment investment losses not allocated

FUNDING SOURCES	GENERAL FUND	MAINE WOODS INITIATIVE	MAINE CHAPTERS, CAMPS, & AFFILIATES	FUNDS & OTHER ENDOWMENT	TOTAL 2008
Contributions, Gifts and Grants	3,340	5,170	26	2,614	11,150
Membership Dues	2,779		304		3,083
Outdoor Centers	7,101	313	1,911		9,325
Programs*	793	223	1,226	109	2,351
Publications	666		4		670
Endowment Income Allocation	1,751	9	54	(1,814)	-
Interest & Investment Income	291	(76)	10		225
<b>Total</b>	<b>16,721</b>	<b>5,639</b>	<b>3,535</b>	<b>909</b>	<b>26,804</b>
EXPENSES					
Outdoor Centers	7,404	776	1,547	142	9,869
Programs*	3,484	821	1,347	33	5,685
Publications	671				671
Membership Services	2,502				2,502
Fund Raising	1,036	267		10	1,313
Administrative	1,624		20	120	1,764
<b>Total</b>	<b>16,721</b>	<b>1,864</b>	<b>2,914</b>	<b>305</b>	<b>21,804</b>
2008 Surplus before Endowment Losses	-	3,775	621	604	5,000
(Losses) on Endowment Investments	-	-	(389)	(11,448)	(11,877)
<b>2008 Surplus/(Deficit), net</b>	<b>-</b>	<b>3,775</b>	<b>232</b>	<b>(10,884)</b>	<b>(6,877)</b>

\* Includes Conservation, Education, Leadership Training, Trails, Research

### ENDOWMENT (in \$1,000s)



## 2008 HIGHLIGHTS

- ▶ **Maine Woods Initiative:** AMC launches Moosehead Schools Project, with goal of getting every student in Piscataquis County outdoors; the Worcester and Maine chapters fund and build a new shelter on Trout Pond; AMC dedicates Gorman Chairback Camp, to open in 2011. AMC actively engages in the Plum Creek hearings to contain and improve the plan for developing Moosehead Lake; AMC signs new purchase agreement, including a reduction in price of more than \$3 million for 28,000-acre Roach Pond Tract, a critical ecological and recreational link in protecting Maine's 100 Mile Wilderness.
- ▶ **Conservation:** AMC hosts rally leading to passage of Massachusetts Environmental Bond Bill; publishes Mahoosucs touring map; advocates for federal land conservation funding in New England and Pennsylvania, building public support for several projects; completes PA Highlands Greenway mapping and forms steering committee for 100-Mile PA Highlands Trail Network project.
- ▶ **Research:** AMC is a leader in getting state wind power siting legislation passed in Maine and advanced in NH and MA; AMC northeastern mountain research on air pollution and climate change accepted for publication in two scientific journals; citizen scientist Mountain Watch program logs 3,089 mountain flower observations in a climate change study.
- ▶ **Trails:** Volunteers contribute more than 40,000 hours to trails. Mohican volunteer trail crew logs a record 5,364 hours; 714 AMC North Country Trails Volunteers contribute 15,684 hours. Chapters adopt 42 new miles through Coleman Trails Challenge; White Mountain and Berkshire teen trail crew programs sell out; White Mountain Adopt-a-Trail program involves a record number of volunteers. AMC pro crews complete major Appalachian Trail projects on Kinsman Ridge and Eisenhower Loop; new Webster Cliff Trail bridge dedicated.
- ▶ **Youth:** AMC's Youth Opportunities Program serves over 10,000 at-risk youth, a 30 percent increase over 2007, and expands into New Haven; AMC reaches more than 1,300 Coos County, N.H. youth through local school programs. Chapters expand family outings and Chapter Youth Program partnerships.
- ▶ **Destinations:** Highland Center named one of Top 50 Ecolodges worldwide by *National Geographic Adventure*; record participation in Family Adventure Camps.
- ▶ **Education and outreach:** Mountain Leadership School turns 50; website visits to [www.outdoors.org](http://www.outdoors.org) grow 29 percent; outreach expanded to include Facebook and YouTube; online Member Center launched.