Adirondack ADK Mountain Club 2020 ANNUAL REPORT

Trails

Hours Worked
5692

Professional Trail Crew Members
10

Volunteer Hours Lost
~6700

"While the pandemic limited our volunteer efforts this past year, allowing us to log only 5692 hours (a 45% drop from 2019), it has made us even more excited to get outside and make the maximum impact in 2021."

Bob Grimm
Awards & Recognition Committee Chair,
Former JBL Committee Chair,
Former ADK Director

"Fewer volunteers is a detriment to the Forest Preserve. It will take several years to regain these lost stewardship efforts."

Andrew Hamlin
Trails Coordinator

Education

Communication

Estimated Digital Impact:
Website visitors, social media followers, and email subscribers
500,000

Publications

Total books, maps, and calendars sold
21,950
Increase over 2019 2348

Copies of *Adirondac* magazine distributed
109,000

"In early 2020, ADK's Education Department was unable to host in-person workshops, programs, hikes, and trainings due to COVID-19. But from crisis, innovation was born. We created skills workshops, a school program, and volunteer training—all online—to continue fulfilling ADK's educational mission. Our numbers may not reflect growth, but our reach expanded as we broke down participation barriers and met people where they were."

Seth Jones
Education Director

Bringing Heart Lake to Your Backyard
Schools 13
Homeschool Families 24
Students 418

Other Education Programs
Participants 516

Advocacy

ADK is the only advocacy organization on both the Adirondack and Catskill high use working groups.

ADK advocated at the Adirondack Park Environmental Lobby Day for stewardship funding to address high use.

ADK helped fund the Leave No Trace Assessment Report to manage recreation-related impacts in the Catskill Park.

ADK helped protect the Bluestone Wild Forest.

Membership

"ADK was happy to be able to support record numbers of new members who took refuge safely outside during 2020. Included in those record numbers are essential workers in New York State, who were awarded free memberships as a way for ADK to show our gratitude and appreciation for their sacrifices during the worst of the pandemic."

Jules Greiner
Membership Director

Increase in Member Households
37%

Increase in New Members
4.14%

New *Essential Worker* Members
560

Members Joined at the Heart Lake Program Center
270

Development

Increase in First-Time Donors
71%

Donations Made With a Purchase
341

Increase in Recurring Donors
63%

Donations Made at Heart Lake Program Center (HLPC) **675**

Total Donations Received at HLPC **$19,657**

Total Donors **4596**

"Although the past year was a challenge for everyone, individuals took an active interest in the outdoors, and supporting the wilderness they enjoy. As a result, we saw big increases in first-time and recurring donations. These are good indications of strong continued support for ADK and our work now and into the future."

Karim Becker
Development Director

Financial Summary

Revenue:
$5,283,680

- Program Revenue
- Donations and Grants
- Membership Dues
- Investment Income
- PPP Loan Forgiveness
- Other Income



Expenses:
$4,168,883

- Program Costs
- Fundraising
- Membership (Chapter Share and Other Costs)
- Management and General



A special thank you to those who contributed $2500 or more

Individuals

Anonymous (2)
William Barber
John and Karen Beekley
Rebecca and Alan Bennett
Bobolink Hills
Kevin Bouquot
Mary and William Coffin
Dan and Alicia Cunningham
Jeffrey Glans and Dr. Louise Perkins
Robert and Margaret Goodwin
Erik and Elaine Gregory
Arthur Haberl
Kate and Richard Hacker
Keith and Nancy Johnson
Charles E. Kilbourne III
Bobby Kotick
Mary Loose
Lee Maschler
Donald McNeil
Heather Miller
William Nixon
Suzanne Peterson
Matthew Quigley and Nina Bogosian Quigley
Richard and Lisa Reichman
Evelyn Rinella
Thomas Rosato
Karen Ross
Jennifer and Jason Ryan
John Swanson
Mr. and Mrs. Steven Tadler
Kevin and Sharon Todd
Georgette Weir and Jean-Claude Fouere

Chapters

Adirondak Loj Chapter
Albany Chapter
Genesee Valley Chapter
Glens Falls-Saratoga Chapter
Lake Placid Chapter

Corporations, Foundations, and Organizations

Adirondack Forty-Sixers, Inc.
Chapel Hill Foundation
Cloudsplitter Foundation
Eastern Mountain Sports
General Electric
Helen and Ritter Shumway Foundation
IBM Corporation
JP Morgan Chase Foundation
New England Interstate Water Pollution Control Commission (NEIWPCC)
North Country Trail Association
Northern Forest Center
ParsonsKellogg LLC
REI
Stewart's Shops/Dake Family
The Catskill 3500 Club, Inc.

MISSION

ADK works to protect New York's wild lands and waters by promoting responsible outdoor recreation and building a statewide constituency of land stewardship advocates.

ABOUT US

Based out of the Adirondack Park in New York State, ADK is a leader in providing outdoor education, promoting responsible recreation, and organizing stewardship experiences. Since 1922, the organization has worked to increase access to the backcountry by building trails, conserving natural areas, and developing a stewardship community that supports the ethical and safe use of New York's outdoor spaces. A member, donor, and volunteer-supported organization, ADK reaches across New York through its 27 chapters to inspire people to enjoy the outdoors ethically.