

Continental Divide Trail Coalition 2013 Annual Report



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As we have shared, 2013 was an amazing year for the Continental Divide Trail Coalition and we hope that you will review our 2013 Annual Report and learn more about our success and why we are excited for 2014.

Developing a Solid Foundation for the Future:

Our goal for 2013 was to officially launch the Coalition while building a grassroots base of support that could sustain the organization and help us expand our capacity and reach. WE knew that if we met this goal, it would allow us to provide tangible services to the CDT Community in 2014. We employed a strategy built around our “Finding Our Way on the Continental Divide” Indiegogo Campaign to maximize the reach and effectiveness of social media and networks, and hoped to capitalize on a “viral” buzz that we might create.

We are happy to report, we met our goal and the success of 2013 effort has positioned CDTC to deliver services across all of our program areas. Our measures of success included growing our Facebook presence from 2,000 followers to 4,600 followers, website traffic from 20,000 visits in 2012 to over 150,000 visits in 2013, our twitter reach from 130 followers to 600 followers and building a membership base of 575

members in our first year. In addition, through our Indiegogo Campaign, we reached 2,200 people, from 9 countries, and had over 562 individual contributors. In addition to this achievement, our Board strengthened our organization with review and update of our mission and by-laws, our financial reporting processes, and review and approval of a long range work plan (you may find all of these on our website). We added one new Board member, and have begun the cultivation of two additional Board Members. Finally, in September, CDTC hired its first employee, Teresa Martinez, as the managing director of the Coalition.

Volunteer Support:

We could not accomplish any of this without the commitment of our volunteers to the Trail and to helping us make achieve our goals to support it. In 2013, over 200 CDTC volunteers provided more than 8,301 hours of service valued at \$183,785. This is an incredible contribution in the stewardship of the CDT and is equivalent to four full-time employees working on behalf of the CDT!

Financial Health:

We could not operate without the financial support that is critical to building a strong foundation for the future success for our and mission and programs. You contributed more than \$41,000 to support our organization in 2013, including 100% Board commitment to this effort. We raised over \$11,000 in membership dues and an additional \$2,800 in sales of merchandise. In our Financial Report, you will notice we spent a good portion of the revenue we raised on membership and development as well as postage expenses. These

expenses were a result of our Indiegogo Campaign and the mailing of incentives to contributors based on their level of support in the campaign.

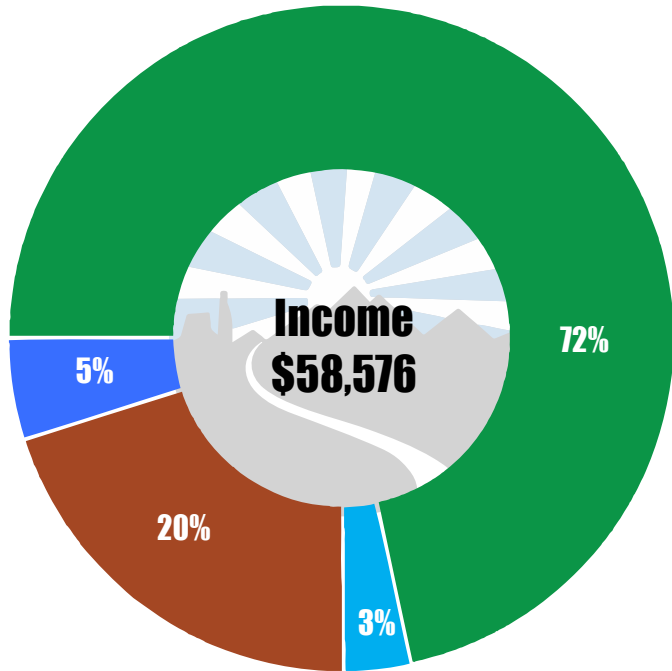
To those of you who are not involved yet, we ask that you consider volunteering, and/or financially contributing to the Coalition, your contributions make a huge difference in our ability to accomplish our goals. CDTC is also part of the EBay Giving Program, Mission Fish, 1% for the Planet, a Silver Member of Guidestar, and as of Spring 2014, a member of Local Independent Charities of America. We are also a member of many corporate matching gift programs and welcome you to contact us if you would like to support CDTC in any of these ways. Please remember, every dollar we raise will enable us to leverage additional funding in additional private grants and federal dollars.

Corporate Support:

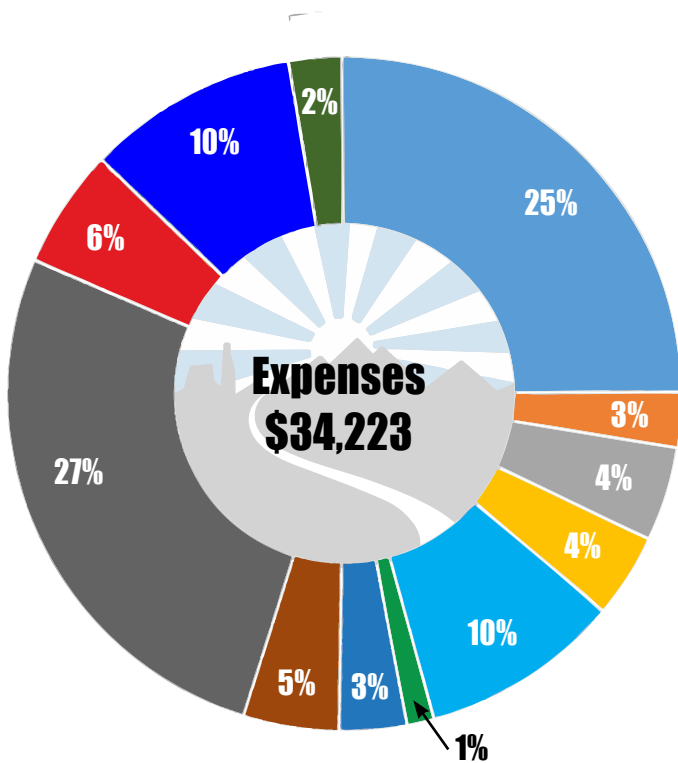
CDTC would like to thank all of its business partners who have helped the Coalition launch its efforts this year. Without such incredible kindness and generosity there is no doubt we would not have been as successful as we have been. CDTC would like to thank AC Golden Brewery, ULA Equipment, Great Harvest Bread Company-Lakewood, Berardi Distributors, Bear Creek Survey, Jennifer Hansen, Greenpackin', High Country Market, Twin Lakes General Store, Lipsmackin' Campin', Natural Elements Photography, Flagler Films, Tell it on the Mountain, Double Diamond Digital, and the Trail Show. To learn more about our partners, please check out our corporate partner page on our website.



CDTC 2013 Annual Report: The Numbers



INCOME	
Total Donations	\$41,967
Special Events	\$1,906
Membership	\$11,825
Sales	\$2,878
Total	\$58,576



EXPENSES	
Salaries	\$8,580
Office	\$908
Insurance	\$1,550
Printing	\$1,372
Postage (Indiegogo)	\$3,287
Website and Technology	\$445
Special Events	\$1,100
Dues/Subscriptions/License	\$1,570
Membership and Development	\$9,115
Trail Management and Maintenance	\$1,954
Volunteer Program	\$3,471
Marketing	\$871
Total	\$34,223
Net Income	\$23,785

CDTC's 2013 Program Highlights:

In October 2012, the CDTC Board identified four organization pillars of focus for the Coalition. These are stewardship of the Trail, promotion of the Trail, building a strong trail community to support the Trail, and building an organization with sound governance to support its efforts. It is the desired outcome of CDTC to focus on these four pillars to generate a broader culture of stewardship and belonging within and amongst the Trail Community.

Stewardship-Embracing the Vision for the CDT. CDTC recognizes the Trail belongs to the American Public and that we have a responsibility to future generations to responsibly manage the Trail's resources and to place those resources in a sacred trust that will ensure the Trail continues to nurture others the way it has nurtured us.

Stewardship accomplishments:

- In 2013, we partnered with the Carson National Forest to support volunteer construction projects as they constructed two miles of Trail in the Magote Ridge area. This included feeding over 50 volunteers over a period of 12 days. We also partnered with Volunteers for the Outdoors by providing support for volunteer meals for those projects they ran along the new CDT in the Winfield and Clear Creek Areas. In addition, through volunteer efforts in Colorado, in areas not maintained by other Trail groups or partners, volunteers signed over 100 miles of CDT where the Trail desperately needed markers north of Georgia pass and North of Herman Gulch all the way toward

Rocky Mountain National Park. Working with Bear Creek Survey, we helped GPS new trail locations between Argentine Pass south to Santa Fe Peak.

- We supported Tom "Bigfoot" Holz while he thru hiked the CDT as he collected signage needs data along the CDT with GPS waypoints in locations where signing was needed to improve "on Trail" information. This information will be used to build a Trail Adopter program and help get the CDT signed well for future CDT users. He collected over 10,000 points along the CDT... way to go Tom, future hikers everywhere thank you for this information. Check out his article in this edition of passages.



- We attended and participated in the 2013 Annual Hike the Hill event with our other partners from the National Trails System. This included meeting with Washington Office Agency Staff and Congressional Representatives to advocate for continued funding, and maintaining a high level of interest and support for the CDT.
- CDTC also participated in several public processes to ensure the adequate protection of the CDT

Corridor through countless agency project proposals and energy developments along the CDT between Mexico and Canada.

- Finally, CDTC coordinated the CDT projects included in the 2015 National Trails Collaborative Landscape Proposal to the Land and Water Conservation Fund and which was submitted for inclusion to the 2015 Presidents Budget, and we re-engaged agency and land trust partners to develop land protection strategies to address connectivity issue in the Muddy Pass, CO and Pie Town, NM areas of the CDT.



Building a Strong Trail Community. CDTC formed to establish strong community-based relationships through activities that support the construction, maintenance and support of the CDT. We seek to engage a wide audience of volunteers, supporters, and partners in an on-going process that will inform the work and the priorities of CDTC as the organization evolves. Through building this network of individuals, groups, and local communities, we know we will build a strong and healthy voice for the CDT that will help promote the Vision for the

CDT and ensure it remains a national landmark for generations to come.

Community Engagement Accomplishments:

- As part of our Indiegogo Campaign, we developed strong partnerships with the Appalachian Trail Conservancy and the Pacific Crest Trail Association, American Hiking Society, Volunteers for Outdoor Colorado, Appalachian Long Distance Hikers Association, and Leave No Trace. The Coalition cultivated and is now sustaining a strong partnership with the Back Country Horseman of America.
- CDTC has strengthened its relationship with the Continental Divide Trail Society and have worked side by side on many issues impacting the Trail and protection of its corridor on a whole myriad of issues. CDTC is proud of our relationship and look for many more great outcomes to be produced from the alignment of our two organizations.
- The Coalition continued our strong support and active engagement with the Partnership for the National Trail System, including participation in the PNTS Advocacy and Policy Committee, Board Nominating Committee, 14th Conference Planning Committee, and our director (and PNTS Board Member) Teresa Martinez led the incredibly successful PNTS Trail Apprentice program, which she has done since its inception in 2009, to engage the next generation of trail professional and leaders. Here is a great video to the documentary produced by Teresa and her team regarding the PNTS Trail Apprentice Program (<http://youtu.be/800Nw8RR7YM>).

- CDTC worked to build and has now signed a partnership agreement with the Headwaters Trail Alliance to help build a strong alliance to support the CDT in and around Grand County, CO. We also maintained our strong relationships with the Volunteers for Outdoor Colorado and Colorado Trail Foundation.
- In early 2013, CDTC began work with local citizens from Silver City, NM to apply for a Rivers Trails and Conservational Assistance (RTCA) Program Grant from the National Park Service to support development of Silver City as CDTC's first designated Gateway Community. In late summer, the grant was awarded and CDTC began working with local community members to launch this effort. The effort has been very successful and all partners hope to have announcements regarding this effort in 2014.
- CDTC launched our CDT Flat Stanley Program to help connect people from all across the globe to the CDT. Our goal for the program is to engage with local CDT towns and libraries and grow the program along the Trail and hope that by sharing Flat Stanley and Bill the goat, local communities might connect to each other and share their Trail connections and stories. At the same time, anyone is able to download Flat Stanley and his friend Billy from the CDTC website and take them on their CDT journeys.



- In late July 2012, CDTC was contacted by a program called Warrior Hike to partner on an effort to bring a team of combat veterans to the CDT to help them “walk off the war” and trace the footsteps of the first A.T.

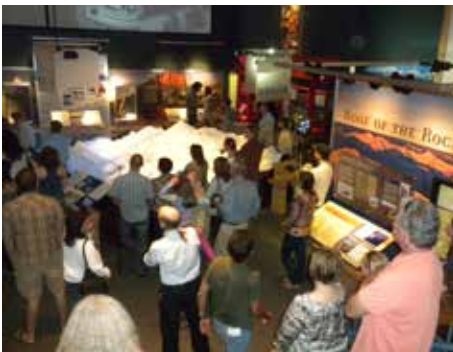


through hiker, Earl Schaeffer. Throughout 2013, Warrior Hike and CDTC developed their program and in late 2013, it was announced the program was solidified for not only the CDT, but the PCT and the A.T. as well. The goal for our partnership is as the Warrior Hike CDT heads North from Crazy Cook (Start date 4/13/14), they will help us connect with Trail towns and communities and help us educate people why these long distance Trails are so important and critical to the landscape of our public lands, and share just how transformative these experiences truly are.

- **Trail Information, Outreach and Education.** CDTC seeks to ensure the Trail enjoys a high profile with the public, and to ensure all Trail data and information remain of high quality and easily accessible to the various audiences who desire this information.

Trail Information, Outreach and Education Accomplishments:

- In early 2013, CDTC launched its CDT Register Program in order to capture accurate numbers and statistics from users throughout the year. CDTC placed 7 registers in businesses and hostels along the Trail and was able to capture 2013 statistics on CDT thru hikers and section hikers. The success of the program has allowed us to document accurate use statistics that will help us continue to demonstrate the importance of the CDT not only for recreationalists, but the local communities that benefit from tourism created by the CDT. In 2014, CDTC will add five additional registers along the Trail.
- CDTC provided 43 completion certificates to thru hikers reporting completion of their CDT journeys. This includes 3,000 miles dating as far back as 2002, and through this effort, we connected with several of the individuals who completed the trail in the early 70's including the couple who may have been the first to ride the CDT on horseback in 1974. We hope to share some of these stories soon!
- **Special Events and Presentations-** On May 21, 2013 we hosted our official Kick Off Party for our Indiegogo Campaign and our organization, which was



attended by 175 people. In addition we hosted two online parties, events at Copper Kettle Brewery, (Englewood, CO) and Great Harvest Bread Company (Lakewood, CO), and ended the year with the Embrace the Brutality Premier that was attended by 98 people. In addition we supported 10 CDT Information Presentations across the country and helped reach over 300 people through these efforts, and through our own presentations, reached over 120 people at several presentations across the Greater Denver Metro Area.



- CDTC continued its efforts to manage the GIS data for the US Forest Service Region 2. This included providing management data to several field units needing Trail data for proposals and project work. CDTC also continued its efforts to provide as much information to the public so that users can access the Trail with relative ease. To this end CDTC released Google Earth files (with 127 downloads so far), along with maintained its CDT Interactive Map. In addition, CDT continued to develop a multitude of user-friendly trail data and information for all lengths of Trail experiences.

Check out CDTC's website ([Link](#)) to see some of this great work. Region 2 Forest Service.

- The Coalition cultivated a partnership with the National Geographic Society (NGS) and this resulted in donation of the Geo-story application for use by CDTC to help share the story of the CDT. Our work will begin in full force with this project in 2014 as we begin to collect trail stories to share on this interactive web tool.

In closing, it has been a tremendous year for the Continental Divide Trail Coalition, and we could not have accomplished so much without your help and support. Thank you for all you have done to help us work on behalf of Continental Divide National Scenic Trail. We hope that 2014 builds upon our 2013 success and we have even more to show on behalf of our volunteers, donors, supporters, staff, and most importantly, the Trail.