

2017

A YEAR IN REVIEW

LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS



STATE OF THE UNION: 2017

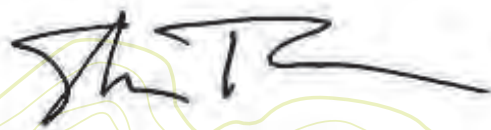
When I look back at the breadth of Leave No Trace’s accomplishments, I am struck by the influential roles of committed volunteers, scientific research and bold goals on the organization’s recent outcomes. Leave No Trace truly hums when people and communities collaborate to deliver its tenants to those who need it most. I believe we, together, saw that at its best last year.

Between volunteer state advocates and Traveling Trainers, over 550 workshops and service projects were conducted in the U.S.. Our large-scale research program in popular national parks including Yosemite, Grand Teton and Denali provided valuable insights to help change people’s behaviors in the outdoors. New youth research concluded that Leave No Trace makes a measurable difference in kids’ affinities for nature. These studies, among others the Center worked on in 2017, are helping shape the future of Leave No Trace education.

Nature, as we know, provides enormous benefits for young people. Through one of our major initiatives, Leave No Trace for Every Kid, we were able to provide a platform to teach kids to protect the places they play. In fact, the Center was able to provide hands-on training opportunities for 235,000 youths in 2017. As we continue our work on the Center’s other core initiative, Leave No Trace in Every Park, we are edging closer to satisfying the question, “What if everyone who spent time outdoors learned how to care for the natural world?” Our Hot Spot program is on the frontline of fulfilling this hope: repairing damaged natural resources while mobilizing the surrounding communities to commit to long-term change.

Though there is much still to do, I am excited about the Center’s trajectory with these important issues. Most of all, I am grateful to you, the members and partners who took effective action and inspired millions of people to put our planet first.

Yours in the Outdoors,



Shawn Turner
Chair, Leave No Trace Board of Directors



19 PARKS AND PROTECTED AREAS

In 2017, the Leave No Trace Hot Spots program worked with 16 parks and protected areas across the country facing irreversible environmental damage. The Hot Spots program, a component of the Center's Leave No Trace in Every Park initiative, identifies these areas suffering from the severe impacts of outdoor activities that can thrive again with Leave No Trace solutions. Each location receives a unique blend of education programs, service projects, follow-up programs and more. The result is areas on the road to a healthy and sustainable recovery with site-specific Leave No Trace tools in places.

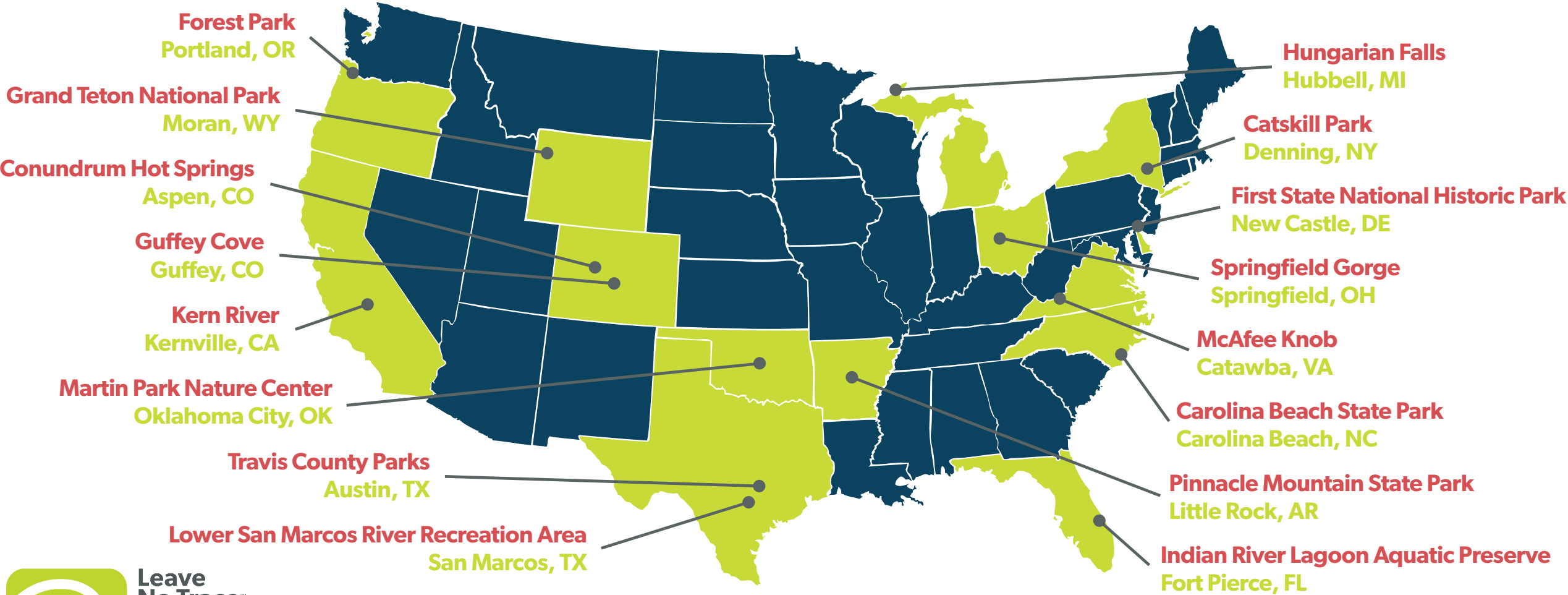
With more than 11 billion visits to public lands in the United States each year, many outdoor areas across the nation are negatively impacted by recreational use.

People generally do not intend to negatively impact the environment. Rather, they are simply uninformed about how to protect wildlife and the natural world. The result is significant damage: polluted water sources, litter and dog waste left behind, the spread of invasive species, wildlife that develops dangerous relationships with humans, trail and campsite erosion and more.

In 2017, the Leave No Trace teams provided 163 workshops, trainings, outreach events and service projects, reaching over 28,000 people. In the Hot Spots that included service projects, 5,000 pounds of trash was removed, 7 trails built or naturalized, and 1.5 acres of invasive species removed. The Center has completed work

at over 60 Hot Spots sites nationwide so far. By identifying and working with these Hot Spots and their communities across the country, we can move towards recovering and protecting natural areas facing the threat of irreversible environmental damage. Ultimately, the program aims to turn every Hot Spot into a Leave No Trace Gold Standard Site to ensure the area is healthy and sustainable into the future.

Each location receives a unique blend of education programs, service projects, follow-up programs and more.



163
Workshops,
Trainings, Events
and Projects



28,000
People
Reached



5,000
Pounds of Trash
Removed



7
Trails Built or
Naturalized



1.5
Acres of Invasive
Species Removed



SPOTLIGHT ON PEAKAMOOSE BLUE HOLE

New York’s Peekamoose spring-fed water Blue Hole is a gem of the northeast. The cool, spring fed water keeps this swimming hole a stunning blue color. The pool’s rising fame has exponentially increased visitors and the impacts that come along with them. With anywhere from 600-2,000 visitors in a weekend, the ¾ acre Blue Hole sees its fair share of impacts including soil erosion, trampled vegetation, litter, food waste, human waste, loud music, social trails and more.

During the Hot Spot week, the Leave No Trace team conducted 3 events including several public workshops, effective communication workshops for agency employees, environmental organization/educators as well as a service day. Much of the teams’ time was spent at Blue Hole where they made an educational connection with each visitor on site. The Hot Spot armed visitors with crucial Leave No Trace information and the story was continued in a feature in the [New York Times](#).



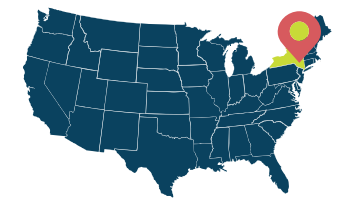
150
Volunteer
Hours



200
Trash Bags
Handed Out



1,663
People Educated
in Leave No Trace



**GRAHMSVILLE,
NY**

*// Climb the mountain not to plant your flag,
but to embrace the challenge, enjoy the air
and behold the view. Climb it so you can
see the world, not so the world can see you."*

– DAVID MCCULLOUGH JR.
Speaker, Author, Teacher





2017 FINANCIAL SUMMARY

OVERVIEW FOR THE FISCAL YEAR JAN 1 - DEC 31, 2017

The Leave No Trace Center for Outdoor Ethics had a successful financial year. Total Unrestricted Revenues grew approximately 20% over the prior year, and correspondingly total Education and Outreach Program spending increased 21%. This was a direct result of increased contributions, grants and education program services.

The accompanying summary financial information is derived from the Leave No Trace Center for Outdoor Ethic’s audited financial statements. The complete audited financial statements and annual tax return are available for download on our [website](#).

K. Achtenhagen

Kurt Achtenhagen, CPA
Director of Finance and Operations

Sources of Support & Revenue	\$2,058,665
Partnerships & Grants	63%
Individual Giving	15%
Program Services	11%
Merchandise Sales	6%
In Kind Donations	5%
Use of Funds	\$1,906,175
Program Services	83%
Fundraising	10%
General & Administrative	7%
Total Assets at 12/31/17	\$629,234
Cash & Equivalents	58%
Inventory	17%
Accounts Receivable	14%
Furniture & Equipment	7%
Prepayments & Other	4%
Based on annual audited financial statements.	

LEAVE NO TRACE NOW

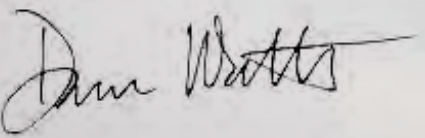
As we are now deep into the second half of 2018, you have undoubtedly heard from the Center about the *Leave No Trace in Every Park* initiative which set out to ensure that everyone who steps into the natural world is provided with tools to develop an outdoor ethic. Simultaneously *Leave No Trace for Every Kid*, established along with the Every Park initiative, is in play to connect all children to the outdoors and what it means to care for and protect wild and natural areas. In strategic terms, these key initiatives help poise the organization to ensure the long-term integrity of the outdoors; healthy wildlife, appropriate use of fire, clean water, parks and trails — and arguably ensure the long-term health of the human population.

Today, we are amplifying and executing on critical work to support these two initiatives. Throughout this report you will see that success. Along with our now established Hot Spots program, innovative offerings for kids and other key efforts, we also formed key new partnerships. A case in point is with the outdoor tourism sector. The Center’s pilot partnership with the Colorado Tourism Office, allowing us to influence visitors to and around the state with Leave

No Trace education. Through hotel, lodging and outdoor outfitters, we created Colorado-Ready principles specific to the and unique recreational opportunities in the state. Testing and building upon this model, we will soon forge similar partnerships in more states.

Looking forward, these initiatives remain vital to the Leave No Trace mission. The flood of people enjoying the outdoors continues, yet the resources to care for them lag behind, leading to critical concerns about our environment’s long-term health. Leave No Trace works tirelessly to reach every visitor to public lands. Together with you and the community of Leave No Trace advocates across the nation, we will do just that.

Yours in the Outdoors,



Dana Watts,
Leave No Trace Executive Director



MAJOR DONORS | Hearty thanks to these generous supporters

The Leave No Trace Center for Outdoor Ethics is a membership-based organization. We deeply appreciate all of our supporting members and partners — the Center’s programs and projects would simply not be possible without your generous support. No group is more valuable to our work than our major donors. The individuals and families on this page made significant gifts in the past year and we offer our sincere thanks to all of you!

LEADERSHIP CIRCLE | Members of the Leadership Circle contributed \$1000 or more to Leave No Trace.

Mike Thomas	Daniel Segersin	Erika Meyers	Susan Eitel
Ange Workman	Adam Rovit	Matt McLaughlin	Richard & Rebecca
Shawn Turner	Thomas Roberts	Julie Klein	Crosson
Kevin Sweere	Skip Rapp	Allison Gosselin	Skip Clemmons
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Rob Stephens	Julie Oswald	James Fuller	Anonymous
Dan Slack	David O’Leary	Steven Fraim	
Jamie Seiffer	Jeff Neitzel	Chris Enlow	

MAJOR DONORS | The individuals and families listed here contributed \$250 or more.

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Ryan Yeh	Ordway	Tom Daggart	Kurt Achtenhagen
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Dana Watts	Catherine Miller	Jay Dement	John Satter
Charles Thompson	John R. Miller	Kaleen & Stephen	Martha Rowe
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The Leave No Trace Center for Outdoor Ethics partners with companies that share a passion and commitment for protecting our cherished outdoor resources. These important partners contribute a voice and resources to further our vital work.

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Subaru of America
KEEN Footwear
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Squire Patton Boggs
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GOLD:

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BRONZE:

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Ragnar Trail Relay
Restop
Sea to Summit
Stackpole Books
Telestream
Tenkara USA
Tentsile
Toad and Co
Trango
Transrockies
Under Canvas Group LLC.
Vacation Races
Vaude
Voss Signs

A photograph of a beach littered with plastic waste and debris, with several Canada geese standing in the background. The foreground is filled with a dense layer of trash, including plastic cups, bottle caps, and fragments of plastic, mixed with seaweed and sand. In the middle ground, a group of about seven Canada geese are standing on the sandy beach. The background shows a calm body of water meeting the shore under a clear sky.

*"The idea of wilderness
needs no defense, it only
needs defenders."*

– EDWARD ABBEY
Environmental Advocate, Author
1927-1989

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46Climbs
Abel Tasman Canyons
Abraham Path Initiative
Absolute Adventure
Academia de Montana La Cumbre
Access Fund
Active Vacations
Adirondack Watershed Institute
Adventure KT
Adventure Mamas Initiative
Adventure Treks
Adventuresports Institute of
Garrett College
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Alabama Hiking Trails Society
Alabama Outdoor Ethics
Education Partnership
Alabama State Parks
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Alaska Mountaineering School, LLC
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Association
An Ummerkja

Animosa
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of California
Backcountry Horsemen of
California Mid Valley Unit
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Bend Westy
Benegas Brothers Expeditions
Bertoldo, Baker, Carter & Smith
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Bob Jones Nature Center
Bob Marshall Wilderness Outfitters
Bound for Adventure

Brevard College Wilderness
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Council: Outdoor Ethics
Committee
BSA Troop 18, North Little Rock
Buncombe County
Recreation Services
Burning Man
Cal-Wood Education Center
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Chatham University
Chelan-Douglas Land Trust

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Recreation Department
City of Bellevue TRACKS Program
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City of Greenbelt
Recreation Department
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City of North Little Rock (Parks
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City of Phoenix Parks and
Recreation Department
City of Tampa Parks and
Recreation Department
Climate, LLC.
Colorado Backcountry Adventures
Colorado Christian University
Colorado Discover Ability
Colorado Parks and Wildlife
Colorado State University
Mountain Campus
Come into the Outside
Community Training Works, Inc.
/Young American Conservation
Corps (CTW/YACC)
Conservation Atlas
Conservation Legacy
Conserve School
Continental Divide Trail Coalition
CouponBuffer.com
Crested Butte Wildflower Festival
White Stag Project Taiwan
CU Science Discovery
Dali Leadclimb Outdoor School
Daring Adventures
De ville en forêt
Delano Park Conservancy
Desert Adventures Red Jeep Tours
& Events
Duke University Outdoor
Adventures
East Bay Regional Park District

Eastern Kentucky University
Eastern Kentucky University -
Department of Recreation & Park
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Center, Inc.
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Friends of Organ Mountains
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Geneva Glen Camp
Georgia Appalachian Trail Club
GiroVai.com
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Golden Mountain Guides
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Granogi
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Information Consulting Co., Ltd
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High Mountain Institute
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IGLU.CH - Leben im Schnee
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Initiative Outdoor
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Company
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North Hills Campus at
Winchester Thurston
Northeast Conservation

Ohio State University, Rec Sports
Onward & Upward
Opal Outdoors / Full Circle Sewing
and Production
Orange Connecticut Cub Scout
Pack 922
Oscillation Transia Film Festival
OSU Research Forests
Ouray Canyon Coalition, Inc.
OutBeyond - Education beyond the
walls of the classroom
Outdoor Edutainment, LLC
Outdoor Outreach
Outdoor Project
Outward Bound Hong Kong
Overall Cafe
Ozark Society
Paddle Nova, LLC.
Pali Institute
Park City SUP
Partners In Conservation
Pathfinder Challenge
Paula Lane Action Network
(P.L.A.N.)
Pennsylvania Bureau of State Parks
Pennsylvania Wilds Center
Pikes Peak Outdoor
Recreation Alliance
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Pinedale Aquatic Center
Pingora Outdoors
Plymouth State University
Pok-O-MacCready Camps
Potomac Appalachian Trail
Club/NPS
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PROJECT Inc.
PromoCodeWatch
Proyecto Ambiental
Quapaw Canoe Company
Quixote Expeditions
Race SLO

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Rifle Climbing Guides
River Oaks
Riverstone International School
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Roxborough State Park
Ruby Range Adventure
Saco River Recreational Council
Salmon Raft
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San Marcos Lions Club
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Boys Camp
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Girls Camp
Santa Barbara Adventure Co.
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Scandinavian Outdoor Guides
Scottsdale Community College
Scout Association of Hong Kong
Sedona Destination Adventures/
Trail Sports
Sentinel Outdoor Institute
Shaver's Creek
Environmental Center
Shenzhen Vanke Firefly Camp
Education Co
Sherwood Forest
Shoestring Adventures
Sierra Mountain Center LLC
Sierra Nevada College
Slackline U.S.
Sleek Wristbands
Snow College Outdoor Leadership
& Entrepreneurship Program
Solid Rock - Climbers for Christ
SOS Outreach

Southeastern Cave
Conservancy, Inc
Southeastern Foot Trails Coalition
Southern Nevada Conservancy
St. Regis Canoe Outfitters.com
Step Outdoors, LLC
Stinson Wine Company
Summit Expeditions & Nomadic
Experience
Summit King
Sunshine Rafting Adventures
T3 Adventures
Tahoe Rim Trail Association
Tall Man Outfitters
Tanglin Trust School
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TECHE Project
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Tent.net
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The Wildlands Conservancy- Wind
Wolves Preserve
Tierra Wild
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Town of Breckenridge Open
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TrailHeads PHILIPPINES
Trailpost
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Trek DMC
TREKS
Trex Private Limited
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Two Tree Recreational
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Ultimate Safaris
Unexplored Scotland
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Walk the Masar
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Outdoor Rec.
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YOUR SUPPORT MADE IT HAPPEN

Here's a look at what your support accomplished last year ▶



16
Hot Spots Revived
and Protected



2,102
Service Hours at
Damaged Parks



7,500+
National Park Visitors
Participated in Leave No
Trace Research



591
Training Programs
Conducted by Leave
No Trace



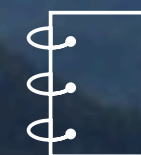
15.4
Million People
Received Leave No
Trace Education



235,000
Youth Connected to the
Outdoors with Leave No
Trace Programs



4,701
New Trainers & 375
New Master Educators



11,244
Educational Books Put in
the Hands of Advocates



10
Gold Standard Sites
Designated as Model
Leave No Trace Areas



608
Organizations and
Companies Partnered to
Spread Leave No Trace



Center for Outdoor Ethics | LNT.org

**1000 North Street
Boulder, CO, 80304
800-332-4100
www.LNT.org**

You can make a difference.

As a member of Leave No Trace, you provide critical support to help educate and advocate for the responsible use of the outdoor places we all love and enjoy. For every dollar we spend, \$0.83 goes directly to Leave No Trace outreach and education.

Please join or renew your membership today. Visit LNT.org/join



Top-Tier Rating ★★★★★