



Annual Report

For the year ended December 31, 2012

WHO WE ARE

The Ice Age Trail Alliance is a 501 (c) (3) nonprofit organization whose mission is to **CREATE**, **SUPPORT**, and **PROTECT** the **ICE AGE NATIONAL SCENIC TRAIL**. The building of the Ice Age National Scenic Trail is accomplished with help from private donors, landowners, businesses, nonprofit organizations, city, county, and state governments, and volunteers. In 2012, 2,184 volunteers amassed a record 69,896 hours of service. That's an average of 32 hours per volunteer.

ABOUT THE TRAIL

The Ice Age Trail is a thousand-mile-long National Scenic Trail that lies entirely within Wisconsin. Winding its way through 30 of the state's 72 counties, it passes crystal lakes, thriving prairies, towering white pines, national forests, and charming towns, highlighting geological formations created ten thousand years ago during the last Ice Age. It is within reach of over 15 million people. Along its length lie opportunities for conservation, cultural interpretation, quiet recreation, glacial history and earth sciences education, and inspiration.

MANY ADVANCES IN 2012

In 2012, the Ice Age Trail Alliance made a record number of land acquisitions for the Trail and gained the support of the America's Great Outdoors Initiative from the Federal government. The Alliance hosted seven trail building projects, and local chapter volunteers hosted many more work days. The Washington/Ozaukee County Chapter took on the task of rerouting the Ice Age Trail in the Pike Lake Unit of the Kettle Moraine State Forest to separate it from groomed ski trails. With the help of local volunteers and countless additional local projects, our capacity to build, maintain and reroute many miles continues to grow.

The IATA formed new partnerships in 2012:

- The Walworth/Jefferson County Chapter and IATA staff acquainted members of the Uline Company with the Trail during a summer 2012 employee wellness hike.
- The Brady Corporation matched \$25,000 in donations to the IATA as part of a yearly charitable giving event.
- The Discover Wisconsin television program produced another episode featuring the Ice Age National Scenic Trail in southern Wisconsin.
- The Summer Saunters program expanded to include three new school districts in the 2013 season.

The IATA and partners undertook the first survey to estimate the economic impact of the Ice Age Trail. According to the research, the Ice Age Trail draws an estimated 1,252,685 visitors every year and Trail users contribute approximately \$113 million annually to statewide and local economies.

The Yellow Blaze Club took off in 2012, with 86 new and longtime members joining or renewing at the \$1,000 level or higher. Overall membership contributions rose from \$86 to \$122 on average.

Land Trust Accreditation for the Alliance proceeded apace. By the end of 2012, the IATA was in a position to prepare its final application for submittal in April 2013.

We improved our communication channels with members and supporters in 2012. A monthly eNews program began. We developed a new look and feel for *Mammoth Tales* and two existing brochures. We mailed the first edition of *Connections*, a Landowner Newsletter for hosts of the Ice Age Trail. And finally, we published the Trail Structures Notebook, the third in a series of educational guides for volunteers.

The IATA in 2012 received the Midwest Region Partnership Award in the Outstanding Trail category from the National Park Service. Deputy Regional Director Patricia Trap was on hand to present the award at the IATA's Annual Conference in April.

STAFF

Mike Wollmer, Executive Director
Tim Malzhan, Director of Field Operations
Kevin Thusius, Director of Land Conservation
Eric Sherman, Information Systems Coordinator
Laura Stoesz, Publications Coordinator
Brad Crary, Eastern Field Representative
Tiffany Stram, GIS Specialist
Joanne Ellarson, Administrative Assistant
Matt Kaufmann, Executive Assistant
Luke Klobberdanz, Saunters Coordinator

BOARD OF DIRECTORS

Rod Bartlow, Slinger, WI
Kevin Delorey, Lake Mills, WI
Jason Dorgan, Blue Mounds, WI
Cora Dversdall, Frederic, WI
Don Erickson, Birchwood, WI
Roy Gromme, Oconomowoc, WI
Rebecca Hamrin, Milwaukee, WI
John Helling, Orono, MN
Mary Hilfiker, St. Paul, MN
Gary Klatt, Whitewater, WI
David Lonsdorf, Verona, WI
Dave Mickelson, Madison, WI
Mike Mollerus, Birchwood, WI
Dave Phillips, Madison, WI

GROWING AND STEWARDING THE TRAIL

In 2012, Ice Age Trail volunteers helped open 6.1 new miles of Ice Age Trail for public use. Trail building highlights include:

- Merrimac Segment, Sauk County
- Montrose Segment, Dane County
- Jerry Lake Segment, Taylor County
- Hartman Creek Segment, Portage & Waupaca Counties
- Plover River Segment, Marathon County
- Devil's Lake Segment, Sauk County
- Local chapter projects that follow national standards and best practices

Together, new and veteran Ice Age Trail volunteers improved 40 miles of Trail, constructed four bridges, and completed more than 3,700 feet of elevated boardwalk and 450 feet of rock or timber retaining walls.

PROTECTING THE TRAIL

In 2012, the Ice Age Trail Alliance and partners acquired 929 acres and, in doing so, protected 5 miles of Trail. Nearly every corner of the Trail got additional protection, and this set the stage for the building of significant new Trail and a substantial reroute in coming years. At a glance:

- 16 - Properties acquired in 2012
- 929 - Total acreage
- 3.5 acres - Smallest parcel
- 206 acres - Largest parcel
- 5 - Miles of Trail protected
- \$4 million - Total cost

Enhancing the experience of Ice Age Trail users and being good stewards of the land are part of the vision for the Ice Age Trail. In 2012, the IATA continued to perform land management activities around the state. IATA staff and volunteers worked to keep invasive species at bay and, in a few cases, continued to restore lands to resemble habitats that existed prior to European settlement.

SUPPORTING OUR VOLUNTEER CHAPTERS

Local volunteer chapters along the Ice Age Trail make real, lasting impacts in their communities by maintaining nearby trail segments and sharing the Trail with others through local events. In 2012, 3,370 members in 21 volunteer chapters sustained (and often jumped right into!) the work of building, maintaining, and sharing the Trail.

Baraboo Hills (Sauk County)
Blue Hills (Rusk County)
Chippewa Moraine (Chippewa County)
Dane County
Heritage Trail (Northern Columbia County)
High Point (Taylor County)
Indianhead (Polk and Burnett counties)
Lakeshore (Sheboygan through Door counties)
Langlade County
Lodi Valley (Southern Columbia County)
Marathon County

Marquette County
Northwoods (Lincoln County)
Portage County
Rock County
Superior Lobe (Barron and Washburn counties)
Walworth/Jefferson County
Washington/Ozaukee County
Waukesha/Milwaukee County
Waupaca County
Waushara County

STATEMENT OF REVENUES AND EXPENSES

Ice Age Trail Alliance's primary methods of fundraising are through private memberships and business donations as well as grants from foundations, governments, and corporations. The IATA is audited annually. The Annual Report and IRS Form 990 are available to the public online at <http://www.iceagetrail.org/annual-reports-and-form-990> and by request.

ICE AGE TRAIL ALLIANCE, INC.
STATEMENTS OF FINANCIAL POSITION
December 31, 2012 and 2011

	2012	2011
ASSETS		
Cash	\$ 527,282	\$ 402,097
Certificates of deposit	41,400	46,104
Unconditional promises to give	51,745	27,170
Accounts receivable	31,847	49,755
Other assets	1,000	3,500
Inventory	10,851	4,925
Investments	265,525	184,809
Membership interests in limited liability companies	514,955	504,167
Beneficial interest in assets held by Greater Milwaukee Foundation	67,584	59,153
Equipment and leasehold improvements - net	61,826	87,612
Conservation lands	<u>5,087,012</u>	<u>4,001,545</u>
Total assets	<u>\$ 6,661,027</u>	<u>\$ 5,370,837</u>
LIABILITIES		
Accounts payable	\$ 35,490	\$ 43,571
Donation payable	1,085,467	
Accrued expenses	47,875	38,676
Capital lease payable	14,632	20,353
Total liabilities	<u>1,183,464</u>	<u>102,600</u>
NET ASSETS		
Designated Funds	202,458	139,027
Undesignated Funds	562,651	469,444
Total unrestricted	<u>765,109</u>	<u>608,471</u>
Temporarily restricted	<u>4,712,454</u>	<u>4,659,766</u>
Total net assets	<u>5,477,563</u>	<u>5,268,237</u>
Total liabilities and net assets	<u>\$ 6,661,027</u>	<u>\$ 5,370,837</u>

ICE AGE TRAIL ALLIANCE, INC.
STATEMENTS OF ACTIVITIES
December 31, 2012 and 2011

	2012	2011
UNRESTRICTED NET ASSETS		
SUPPORT AND REVENUE		
Grants	\$ 1,709,130	\$ 462,478
Contributions	535,745	347,438
Merchandise sales	52,869	47,711
Chapters	35,487	23,471
Special events	18,052	21,712
Investment return	23,738	10,261
Rent	3,500	3,501
Return on agency endowment	7,231	(1,031)
Other	1,021	1,510
	2,386,773	917,051
EXPENSES		
Program services	2,071,779	877,521
Supporting activities		
Management and general	93,474	71,138
Fundraising	76,482	136,066
	2,241,735	1,084,725
Net assets released from restrictions		
Satisfaction of purpose restrictions	11,600	64,354
Satisfaction of time restrictions		5,000
	156,638	(98,320)
Change in unrestricted net assets		
TEMPORARILY RESTRICTED NET ASSETS		
Contributions	53,500	9,100
Net assets released from restrictions		
Satisfaction of purpose restrictions	(11,600)	(64,354)
Satisfaction of time restrictions		(5,000)
Change in value of interests in limited liability companies	10,788	9,830
	52,688	(50,424)
Change in temporarily restricted net assets		
Change in net assets	209,326	(148,744)
Net assets - beginning of year	5,268,237	5,416,981
Net assets - end of year	\$ 5,477,563	\$ 5,268,237