

2013 Annual Report



D. Caliebe

Your support makes our work possible, and our greatest accomplishments in 2013, the successes described here, happened because of you. Thank you for supporting us and for helping to carry the Ice Age Trail's legacy forward.

2013 by the Numbers:

- **3,363** members
- **9.3** miles of new Ice Age Trail open
- **1,300** volunteers participated at **10** Mobile Skills Crew events
- **369** participants at the Gibraltar Rock MSC event broke the record for number of volunteers at a single project
- **11** land acquisitions
- **920** acres protected
- **4.7** miles of Trail protected (estimated)

Opening of the Plover River Segment

After four years of hard work and inspiring volunteer commitment, we finished building the third and final phase of the Plover River Segment at an August Mobile Skills Crew event and officially opened the completed segment.

Throughout this project, the on-the-ground effort to build the Trail was driven by dedicated and perseverant volunteers. Nearly 900 volunteers connected to the Trail at Plover River through Mobile Skills Crew events; 250 came out in 2013 alone. Community partnerships resulted in student groups, the Wisconsin Army National Guard, Boy Scouts and university clubs joining in to help build the Trail, introducing many people to the Ice Age Trail for the first time. Your support gave volunteers the tools, skills and fuel they needed to create an incredible outdoor experience.

The result of their work, the Plover River Segment in Marathon County, adds 5.5 miles of signature hiking to the Ice Age Trail. The route follows the Plover River, rises to the crest of the terminal moraine and travels past a number of other glacial features, all under the canopy of Wisconsin's Northwoods. Visit it sometime and see what you made possible.



Since 2007, I have been honored to serve the Alliance as Executive Director. In every year since, I am overwhelmed by your generosity. I am thankful for your volunteer time, your philanthropy and your stewardship.



In 2013 the Ice Age Trail Alliance marked 55 years of dedication to our mission. The seeds planted in the late 1950's were sewn well. The pioneers of the Trail had a dream, and we are just that – their dream. In 2013, we made them proud again.

With your support, we again operated within budget, continued our commitment to further strengthen our financial position and planned for the future with specifically identified endowment. Stability, the result of your support and solid organizational leadership, allows us to make a compelling case when we advocate support of the Ice Age Trail.

Our strategic plan identifies programs that embrace our future. We had multiple successes in this arena that you will read about here, successes that you made possible. Our application for Land Trust Alliance Commission Accreditation was submitted and received with a favorable initial review, and we are optimistic that accreditation will be granted by summer.

With your support, we will continue to protect the trail experience and inspire those who use it. The commitment to our mission "to create, support and protect a thousand-mile footpath tracing Ice Age formations across Wisconsin" is in good hands.

A handwritten signature in black ink that reads "Mike Wollmer".

Mike Wollmer
Executive Director

New Trail in the Kettle Moraine State Forest – Northern Unit

The story of the Milwaukee River Segment is deep with meaning. At an August Mobile Skills Crew project, we built 2.5 miles of new Trail on properties that two families worked to protect in order to preserve the natural beauty of their land.

The new Trail extends one of the oldest sections of the Ice Age Trail through the Northern Kettle Moraine State Forest. Thanks to you, it was the first time that area saw new trail in more than 30 years. Hikers can now take on a 36-mile off-road section of Ice Age Trail, complete with seven backpacking sites along the way.

At the August project, 30 members of the Schaefer family reunited to build Trail on the land their ancestors homesteaded more than 160 years ago; the family sold their 223-acre property to the Wisconsin Department of Natural Resources in 2004. The event also celebrated the continued support the National Scenic Trail community receives from U.S. Representative Tom Petri, partnering with the North Country Trail Association to present Petri with the NCTA's Vanguard Award.

This project turned out to be one of our biggest of the season, with 258 volunteers coming out to work on the Trail. More than 100 were at an Alliance trail building project for the first time.

Now that the dust has settled from all the excitement, one thing remains: a winding segment of Ice Age Trail that traverses through beech and maple woodland, along wetlands, above glacial kettles and across classic Wisconsin dairyland.

A Growing Trail Classroom

Our educational efforts on the Trail took a leap in 2013. Saunters, the youth program that puts kids throughout Wisconsin on the Ice Age Trail each summer, had a record number of participants and double the number of school districts involved from 2012. More than 300 children got outside and learned about themselves, their classmates, and their natural surroundings along the Trail.

Saunters co-founder Chris McNeill, who teaches at the Ouisconsin School of Collaboration in Lodi, was awarded the 2013 Educator of the Year Award from the Wisconsin Association for Environmental Education, recognizing his innovative contributions to the program. Moving forward, the growth of Saunters is spurring a change in its structure in order to meet the demand of school districts that want to take part.

Your support allowed us to expand on another educational opportunity we are committed to – training



J. Fisher

IATA Member Audray Schaefer Wiesen (fourth from left, front row) is pictured above with her Schaefer relatives. In an article for the 2013 Fall/Winter issue of Mammoth Tales, Audray reflected on returning to her childhood home to help extend the Milwaukee River Segment of the Ice Age Trail:

"The land looks different to me now as a visitor than it did to me as a farmer's daughter. It is re-purposed. Come walk that Trail, and think of the farmer who cared for his land and promoted it for outdoor activities like fishing, picnicking, hunting, canoeing, trapping and hiking. The rolling hills and deep kettles will become special to you, too."

our volunteers with the skills and knowledge they need to build and maintain the Trail. Ice Age Trail University, our main setting for volunteer training, was held twice in the trail building season for the first time in 2013.

It also offered new courses, such as Rigging for Trail Work (learning the safe movement of heavy rocks and timber for use in trail building), Ecological Management of Invasive Plants, and Trail Plumbing (learning how to build and maintain the Trail with an awareness of the erosional effects of water). Volunteers' feedback showed their enthusiasm for the expanded courses and their eagerness to learn more about how to care for the Trail.

Cross Plains Headquarters Building Purchase

The Alliance took an historic step toward its financial stability in 2013: thanks to a lead gift from the Henry and Margaret Reuss Family and the generosity of a group of supporting donors, we were able to purchase our national headquarters office in Cross Plains.

We are humbled by the opportunity to make such a commitment – to our members, volunteers and supporters, to our work for the Ice Age Trail, and to the Cross Plains community. This permanent home houses our largest staff yet and contributes to improved efficiency and work environment, and the building's location along the Trail allows us to be a readily-available resource for hikers.

2013 Contributors – thank you!

\$18,000 - \$22,000

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We gratefully acknowledge
the support of all our 2013
members and donors. Thank
you!

*Volunteers in the Trail Plumbing course at Ice Age
Trail University learn how to create a drainage dip, a
feature that encourages water to flow off the Trail.
Eastern Lodi Marsh Segment, Columbia County.*



D. Caliebe



IATA file photo

A Saunters student from Milwaukee rests with the Spirit Stick, an annual award given to a dedicated Ice Age Trail Alliance volunteer. Sharon Dziengel, longtime IATA member and volunteer and current holder of the Spirit Stick, hiked with the group of students that day.

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Ice Age Trail Alliance

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Cross Plains, WI 53528
Phone: (800) 227-0046
www.iceagetrail.org

The mission of the Ice Age Trail Alliance is to create, support and protect a thousand-mile footpath tracing Ice Age formations across Wisconsin – the Ice Age National Scenic Trail.

For more information about the Alliance or to make a donation, please visit www.iceagetrail.org.

Yellow Blaze Club

Members of the Yellow Blaze Club are trail blazers, leading the way in supporting the Ice Age Trail Alliance with an annual gift of \$1,000 or more. We are grateful for their generosity.

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Dr. Allen Young
Anonymous (6)

Glacial Leadership Circle

Glacial Leadership gifts have a dramatic effect on the financial and programmatic health of the Alliance and provide sustainability to our efforts on the Trail. A very special thank you goes out to the following members:

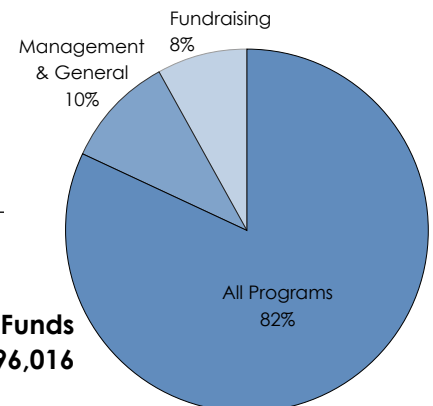
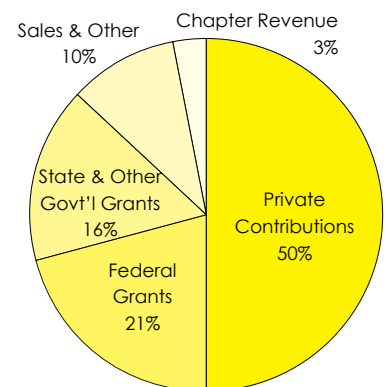
Natalie Beckwith
Anonymous (1)

2013 Financials

Balance Sheet

	2013	2012
Assets		
Checking/Savings		
Cash & equivalents	\$235,097	\$466,316
Chapter bank accounts	103,720	102,365
Investments	316,245	333,109
Property & equipment	6,136,135	5,148,839
Other assets	607,270	610,398
Total Assets	\$7,398,467	\$6,661,027
Liabilities & Net Assets		
Liabilities	1,936,578	1,183,464
Assets		
Restricted	4,667,355	4,712,454
Unrestricted	794,534	765,109
Total Liabilities & Net Assets	\$7,398,467	\$6,661,027

Sources of Funding Total = \$1,028,581



Use of Funds Total = \$996,016

The IATA is audited annually. The Annual Report and IRS Form 990 are available to the public online at www.iceagetrail.org/annual-reports-and-form-990 and by request.