



The Ice Age National Scenic Trail is...



... is a thousand-mile footpath winding across Wisconsin, showcasing some of the nation's most beautiful natural areas along the way.

More than 12,000 years ago, an immense flow of glacial ice sculpted a landscape of remarkable beauty across Wisconsin. As the glacier retreated, it left behind a variety of unique features: moraines, eskers, erratics, kettles, drumlins, kames and dells. These **glacial remnants** are now considered among the **world's finest examples** of how continental glaciation sculpted our planet.

The **economic impact** of the Trail is quantified at **over \$113 million** (and growing) annually. Wisconsin's tourism and travel industry widely recognizes The Ice Age Trail, one of only eleven National Scenic Trails, as a crown jewel in the state. Living within a two-hour drive of the Trail are 18 million Americans, and **over 1.25 million people from across the country use the Ice Age Trail each year.**

The Ice Age Trail Alliance, the organization charged with creating, supporting, and protecting the Ice Age Trail, turned **60-years-old** in 2018. **It's a worthy milestone reflecting effective collaboration between public, private, and corporate dollars.** During this span of years, **20,455 acres were purchased and now 128 miles of Trail is permanently protected** in an otherwise shrinking wilderness landscape.

It is a place where people of all ages and backgrounds come together to work and play. **Popular initiatives connect Wisconsinites to the personal benefits of the Trail experience:**

- **Trailtessa Retreats**, an initiative spurred by grant funding from REI's Force of Nature initiative, are focused on engaging multi-generational women and girls in immersive day-hikes and outings. Women are invited to expand their capabilities and push their personal limits out on the Trail.
- **Service Learning** experiences on the Trail **help shape tomorrow's leaders** by giving students ranging from 4 to 24-years-old the opportunity to work alongside community mentors, including local and state political leaders, as they restore the landscape, create stone steps, or install signage critical to the next person on the path.
- **Saunters** is dedicated to **combating "nature deficit disorder"** by taking youth on Ice Age Trail hikes infused with core curriculum concepts. Saunters is based on the idea that if youth are immersed in natural settings they will learn experientially, naturally, and collaboratively while navigating the glacial landscape on foot.

These immersive, interactive, and natural experiences apply to all Trail users. This linear park winds through woods, farm fields, small towns, and large cities, **making Wisconsin's natural beauty accessible and available to both rural and suburban populations.**

Ice Age National Scenic Trail – Achievements



Successful Trail Expansion

2018 was 12th consecutive year for outstanding volunteerism on behalf of the Trail. Last year 2,620 people contributed 82,000 hours of volunteer service with a private sector value of more than \$2 million!

Achievements of these Trail enthusiasts included:

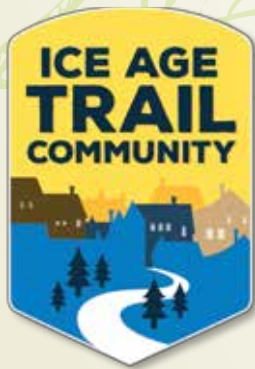
- 821 feet of boardwalk, bridges, and puncheon were constructed by well-trained volunteers.
- 693 feet of rock walls retain the integrity of the Trail along steep terrain.
- 19, 550 feet of brand new tread was constructed giving hikers more room to roam.
- 10 miles of Trail received significant repairs and new signage.

However, in spite of these successes, there continues to be a growing backlog of trail construction and maintenance projects which require a greater level of funding to ensure adequate user safety.

Cultivation of Thoughtful Conservationists

The Alliance is working hard to ensure the collective efforts of trailbuilding and land conservation continue into the future. One approach is **Saunters - a youth engagement platform** that changes the learning environment from one inside four walls to one where the Trail is the classroom.

In 2018, the Ice Age Trail Alliance partnered with 19 schools districts to bring 2,390 youth and educators out on the Trail for a series of educational hikes, service learning events, and multi-day backpacking outings. Collectively, these adventures are helping shape the minds of future generations; making positive impacts on mental and emotional wellbeing, and creating a culture of thoughtful conservation in communities across the glacial landscape.



Another approach is through our **Trail Community program**. Most of the blazed Ice Age Trail Segments fit hikers' ideas of a traditional, off-road hiking experience. Some segments, however lead hikers right down the main streets of 132 Wisconsin communities, connecting people, and the place they live, with Trail. Currently, 12 municipalities have chosen recognition as an Ice Age Trail Community, underscoring the Trail's positive economic impact, locally. Together, the Alliance and Trail Communities promote the unique qualities that make the Trail, and the community it travels through, a meaningful destination.



Ice Age National Scenic Trail – Achievements

Effective Land Protection

The Ice Age Trail Alliance, in 2018, continued to make strides towards completion of a contiguous Trail through Wisconsin. We worked to fill in the gaps by acquiring **6 properties** totaling **176 acres** and protecting **3 miles** of Trail. IATA partners including the City of Madison were able to help protect half of these properties.

We Did It!

Just WOW. The generous support of 530 Trail users from across the nation, joined together and exceeded the \$60,000 Challenge Match created by an inspiring group of donors. Our Trail friends and fans gave through social media, check, and IRAs. They shared the Match with their friends and family. Loyal supporters generated more than \$124,000 for the Alliance and ultimately the Ice Age National Scenic Trail.

Most importantly, they showed belief in the Alliance and the positive impact the Ice Age Trail has on communities across Wisconsin. We are grateful for this groundswell of support for our mission. It will help us create new experiences, protect new landscapes, and reach new audiences. Generosity like this is what helps make the Ice Age Trail a treasure for all generations to enjoy.



ICE AGE NATIONAL SCENIC TRAIL By the Numbers

2,620 organization-wide
volunteers

82,000 organization-wide
volunteer hours



19
SAUNTERS
YOUTH
PROGRAMS

2,390
SAUNTERS
PARTICIPANTS

10 MILES of Upgraded
Trail Signage

3,839 members

5
TRAIL COMMUNITIES
WELCOMED

LAND
ACQUISITIONS
6

176 acres protected

821 feet of trail structures built

8
MSC
events

693
feet
of Rock Walls

19,550 feet of
sustainable tread

2018 Annual Report

Executive Director's Report

The Ice Age Trail Alliance is fortunate in recent years to be able to look back on prior years with great pride. 2018 was no different. It was a banner year. We celebrated our 60th anniversary as an organization. We counted significant victories. Trail improvement projects at the local level and through the statewide Mobile Skills Crew program met many weather-related challenges head on and achieved their objectives. Successful property monitoring visits stayed on track. Traditional efforts and new, creative land protection strategies, led increasingly by the Alliance, helped us protect significant parcels across the state. In doing so we engaged new partners and supporters. Our outreach efforts (over 600 activities!) continued to expand the number of children and young people introduced to the Trail. With an eye to the ever-evolving diversity of trail enthusiasts, we're excited to bring the "Trail experience" we relish to new audiences.

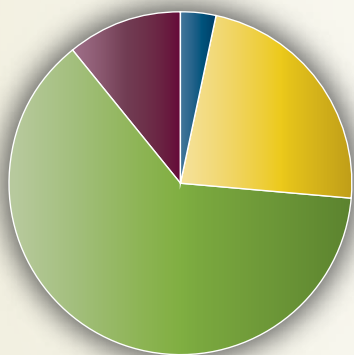
Looking ahead, there's no shortage of things to do. We have a newly expanded building in Cross Plains, WI, allowing us to grow our efforts to "create, support and protect" the Trail. This new space is dedicated to recognizing Alliance volunteer service and our commitment to support them as our highest priority. Our staff will grow slowly within the capacity of our financial resources and guided by our strategic plan.

Looking back to our 50th anniversary, we've moved light years ahead in every program area from what we envisioned then. Now, our 60th anniversary has set us on a solid launch pad for many planned and unimagined successes.



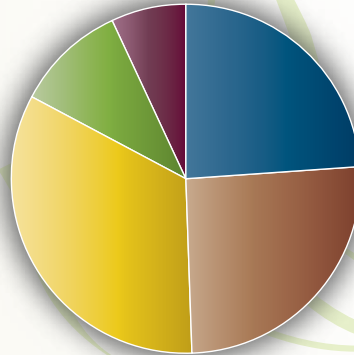
Mike Wollmer
Executive Director

IATA Revenue and Expenses 2018



■ Government (state & local) - \$57,451
■ Government (federal) - \$364,621
■ Individuals & foundations - \$1,060,725
(includes chapters, in-kind)
■ Other (events & sales) - \$171,659
Total revenue - \$1,654,456

Note: in addition, IATA received \$298,991 that was used to acquire land and expand the HQ in 2018. Of this total, \$152,155 was from government units; the remainder was from private sources. Based on January 18, 2019 number.



■ Trails - \$402,620
■ Lands - \$430,878
■ Outreach - \$539,330
■ Total program services - \$1,392,828
■ Administration - \$170,674
■ Fundraising - \$116,173
Total expenses - \$1,679,675

Note: these numbers include estimated in-kind services from Celtic, Godfrey Kahn, and others

Working to Create, Support and Protect the Ice Age National Scenic Trail

Ice Age Trail Alliance

2110 Main Street, Cross Plains, WI 53528

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An Award-Winning Organization



George & Helen Hartzog Awards for National Park Service Volunteers

- 2008** Outstanding Volunteer Service by a Group: Ice Age Park & Trail Foundation, Ice Age National Scenic Trail
- 2009** Enduring Service award (Midwest Region winner): Joe Jopek (Langlade County Chapter volunteer)
- 2010** Outstanding Volunteer Youth Group (Midwest Region & Service-wide winner): Ice Age Trail Alliance Summer Saunters Program
- 2010** Outstanding Park Volunteer Program (Midwest Region winner): Ice Age and North Country National Scenic Trails
- 2014** Enduring Service (Midwest Region & Service-wide winner): Thelma Johnson (Superior Lobe Chapter volunteer)
- 2016** Enduring Service (Midwest Region winner): Dean Dversdall (Indianhead Chapter volunteer)
- 2016** Outstanding Park Volunteer Program (Midwest Region winner): Ice Age National Scenic Trail
- 2016** Outstanding Volunteer Group (Midwest Region & Service-wide winner): Ice Age Trail Alliance Mobile Skills Crew program
- 2017** Outstanding Volunteer Youth (Midwest Region & Service-wide winner): Nick Gilson (Boy Scout project on the Ice Age Trail)

Additional National Park Service Awards

- 2017** Volunteer Accessibility Achievement: Jenny Addis (Waushara County Chapter volunteer)
- 2016** American Recreation Coalition's Legends Award: Dolly McNulty (Lakeshore Chapter volunteer) for ColdCache program
- 2012** Midwest Region Partnership: Ice Age Trail Alliance
- 2012** Director's Safety Achievement: Dan Watson, Ice Age and North Country National Scenic Trails
- 2017** Midwest Region "Achieving Relevance" award for Interpretive Safety, Health & Wellness: Ice Age National Scenic Trail

Recognition Beyond the National Park Service

- 2016** United States Forest Service Eastern Region Honor award for Volunteerism and Service: Ice Age Trail Alliance Mobile Skills Crew program, Taylor County MSC project
- 2017** Outstanding Trail Leader award presented by American Trails: Director of Trail Operations for the Ice Age Trail Alliance, Tim Malzhan

Philanthropy Highlights

What It Takes

LUKE KLOBERDANZ, DIRECTOR OF PHILANTHROPY

The final day of just about any Mobile Skills Crew (MSC) program event has some common denominators: a sense of pride; stories told at the tool trailer re-living challenges; friendly laughter and pats on the back; a walk on new Trail; and of course sore muscles. However, long before these euphoric moments, the gears of project planning begin their motion.

Years in advance, layout and design begins to form a line, project team meetings occur in barrooms and living rooms, and the vision is agreed upon. During the shortened days of December, the next year's MSC schedule is announced. Volunteers eagerly plan vacation days so they can participate in one or more of these trailbuilding events. This is also when philanthropic efforts kick into high gear.

The fundraising includes conversations and agreements forged with partners ranging from corporations to individuals. This coalescing of supporters, along with remarkable volunteer effort, help make the stories around the tool trailer possible. In 2018, seventeen foundations and corporations, along with individual donors, provided over \$110,000 in direct financial and in-kind support for the MSC season.

These organizations are not supporting our work because they have to; they are supporting our work because they are motivated by the dedication of the individuals who contribute both time and resources to the Alliance's mission. They see an opportunity to support the Trail and be a part of the crew.

As the momentum of our work continues to build, so do the numbers of the corporations, foundations, and individuals joining us in the creation, support, and protection of the Ice Age National Scenic Trail. Undoubtedly, our requests for funding are fortified by the overwhelming support of volunteers, like you, who believe in the vision of a contiguous Trail through Wisconsin, and give it life.

2018 MSC SPONSORS:

Outdoor Foundation
REI
Rotary Foundation
West Foundation
Community Foundation of North
Central Wisconsin
Waukesha County Community
Foundation
Wisconsin Energies
(WE Energies)
Alliant Energy Foundation
Granite Gear
Sitka Salmon Shares
Maihaugen Foundation
Jones Dairy Farm
Kohls
Ruder Ware
Nueske's
Vermont Valley Community Farm
StoneHaus

