



**Chapter Funding Opportunities
Programs and Projects**

2019

Working for Wilderness

ADK.org

How your financial support helps ADK

ADK relies on contributions from chapters and other sources to help cover annual costs. Nearly \$1 million in charitable income is budgeted for 2019, membership dues excluded. These funds sustain all aspects of ADK's day-to-day operations, most notably work in advocacy, stewardship, and education, including the programs that follow. Chapter gifts further the ADK mission, serve the interests of chapter members, and support the fiscal health of the organization.

Whether unrestricted, directed to a particular program, or restricted for a special project, Chapter donations are tremendously helpful to ADK's immediate and long-term efforts to protect and preserve New York State's wild lands and waters while also teaching people how to enjoy natural places responsibly.

❖ General Operating Support ❖

General donations are always welcome and will be directed to ADK's most compelling need at the time of the gift.

❖ Trails ❖

40 Year Anniversary of Pro Trails Crew

General Trails Program Support:

Annually, ADK receives about 65% of the revenues it needs to fulfill its work on state-owned trails. The rest of the costs *must be raised annually* through individual, chapter, and corporate donations and special events. Trail crews need new equipment and tools, as well as vehicle and tent upgrades.

Teen Trails Program scholarship: \$300 per student

Fund participation by one or more high school students in ADK's week-long volunteer trails experience. Five projects are currently scheduled for 2019, which can accommodate up to 30 teens in total.

National Trails Day: \$5000 total cost (staff time excluded)

Help fund ADK's single largest annual trail project, which takes place June 1, 2019 in Cranberry Lake. Adopt one or more of the ten designated projects (\$500 each) or underwrite specific expenses, such as volunteer t-shirts or the celebration dinner.

❖ Future Capital Expenses ❖

Adirondak Loj Roof Replacement: up to \$300,000

In 2020, ADK will have to replace the roof at Adirondak Loj. We invite chapters to help with this significant capital cost and ask that you consider a gift in addition to program or general donations you would normally make to ADK.

Heart Lake Property Interpretive Sign Project Phases II and III: \$10,000

Effective directional and informational signage is long overdue at the Heart Lake property. In 2020, professional guidance will be enlisted to determine how best to direct hikers and guests throughout the property.

*Pledges for a future contribution toward these capital projects are welcome.

❖ Chapter Challenge Idea ❖ Engaging Your Members

Issue a challenge in which the chapter will match donations made by your members (with a set maximum if desired). Promote the challenge via your newsletter, web site, social media pages, etc. ADK staff will track donations and report back. Other ideas are welcome and encouraged!

Contact:

Lynn Shanks
Development Director

518-668-4447, ext. 23
lynn@adk.org

ADK Member Service Center
814 Goggins Road
Lake George, New York 12845

❖ Recreation and Facilities ❖

Johns Brook Lodge Fly-In: \$30,000 annually

Each year, materials, propane, food staples and equipment are flown by helicopter to our JBL Lodge and property so that guests can engage with nature and enjoy a safe and comfortable wilderness experience.

Johns Brook Lodge

Solar Panels: \$5000

This green initiative will provide for the majority of Johns Brook Lodge's electricity needs.

Heart Lake Property

HPIC Deck Roof: \$30,000

The deck roof is the final project to complete key upgrades to the High Peaks Information Center.

Staff Cabin Kitchen Renovations: \$5000

Heart Lake Property Interpretive Sign Project

Phase I: \$6000

New signs are being designed to draw hikers to the new concession stand, recently renovated High Peaks Information Center, and a few other locations. They are brand compliant and part of a larger plan for improved signage at Heart Lake. Phase II and III will follow in 2020 (see the next page).

❖ Membership and Development ❖

Capacity building: Software Upgrade

\$17,500 migration/start-up expense, \$13,500 annually

The membership and development departments will rely on the new software to attract major and legacy gifts, retain and engage current members and donors, and improve communications. Integration with other departments is an added benefit.

***ididaride!* Bike Tour: July 27, 2019 \$100+**

ADK depends upon this annual event, now in its 14th year, to provide essential support for core program areas. Sponsorships are key to reaching revenue goals and start as low as \$100 for a mile marker sign that will include the chapter's logo. Chapters can also underwrite specific event costs, such as rider t-shirts, food and beverages, insurance, supplies and equipment, advertising and promotion, registration fees.

❖ Advocacy ❖

General advocacy program support:

Fund ADK's mission of protecting New York State's wild lands and waters. Assist in efforts to fight aquatic and terrestrial invasives, protect land from overuse, secure environmental funding, and ensure proper land classifications. Recent priorities include protecting clean air and water (state and federal issues), increasing the number of NYS Forest Rangers, and restoring state funding to combat tick-borne diseases. Contributions help cover personnel expenses for ADK's highly qualified conservation and advocacy staff and citizen scientist training.

Advocacy Tools:

Ujoin: \$2,500.00 per year

ADK uses this grassroots advocacy platform to broadly alert supporters to conservation issues and mobilize them to take action. Ujoin enables an individual to easily contact politicians by one of several methods, most commonly email or phone. The software enables ADK to establish an ongoing relationship with those who act on recommended issues.

The Legislative Retrieval System (LRS): \$2,250 per year

LRS contains the full record of Legislature activity, maintained by the New York Legislative Bill Drafting Commission. ADK and other advocacy groups and lobbying firms use LRS to track bills as they move through Assembly and Senate committees on their way to passage in each chamber and signing into law by the Governor. ADK uses the system to monitor both good and bad legislation so that we can draft bill memos of support or opposition to distribute to legislators, and put out calls to action for ADK members to send letters to their legislators.

Westlaw: \$6,000 per year

Westlaw, a product of Thomson Reuters, is an online legal research service for lawyers and legal professionals. Information resources on Westlaw include more than 40,000 databases of case law, state and federal statutes, administrative codes, newspaper and magazine articles, public records, law journals, law reviews, treatises, legal forms, and other information resources. ADK uses Westlaw for legal research for advocacy issues as well as other issues of the organization.

Wilderness Legal Defense Fund

Contribute to this special fund managed by the Adirondack Foundation that provides necessary resources for ADK to take legal action, when necessary, to protect wilderness areas of NY State.

❖ Education ❖

Three Seasons at Heart Lake

Marie L. Haberl School Outreach Program:

\$90,000 total annual cost, \$180 per student

400-500 fourth grade students from twelve schools experience the great outdoors and develop a wilderness ethic through this highly regarded program. A combination of classroom visits by ADK staff and field trips to the Heart Lake Program Center help children connect with the natural world. The program integrates State Education Standards with environmental education through science, language arts, physical education, the arts, math, and history.

Summer Naturalist Intern Program (SNIP):

Program Support: \$25,000 total annual cost

Each year ADK employs five interns to educate visitors at the Heart Lake Program Center, through one-on-one interaction, nature museum tours, and group programs. SNIP interns receive some of the best training in the country and apply their learned skills to future roles in environmental fields, often as ADK employees. The program serves the dual purpose of public education and professional development.

Heart Lake Nature Museum: \$200

Fund exhibit items and other supplies for the museum.

Megan Spindler Education Scholarship Fund:

Donations to the Megan Spindler Scholarship Fund help cover the cost for a student to participate in one of ADK's education programs. Currently the expense per student is about \$525.

Leave No Trace:

Staff Development: \$1200

Underwrite the cost of ADK staff coordinators to attend the annual national conference.

Program Materials: \$1000

Fund materials for trainings provided by ADK education staff.

High Peaks Wilderness Hot Spot: Display Banners \$1000

The Leave No Trace Center for Outdoor Ethics has selected the Adirondack High Peaks Wilderness as a Hot Spot for 2019. A week of activities promoting Leave No Trace principles at will be hosted by ADK at Heart Lake this August.

Heart Lake Education Facility: \$15,000

Pellet stoves are needed for each of the three education yurts in order to support year-round programming.

❖ Summit Steward Program ❖

30 Year Anniversary

General Summit Steward Program Support:

\$120,000 total annual cost, \$10,000 per Summit Steward

ADK hires five summit stewards each summer and two each fall to protect the fragile alpine ecosystems atop the most heavily traveled Adirondack high peaks. They, along with trained volunteers, spend many hours talking with hikers on the summits. Through education, hands-on conservation, and alpine research, this program makes a meaningful difference. Now in its 30th year, the highly regarded program serves as a model for other environmental groups. ADK must raise about \$80,000 annually to cover program expenses.

Northeast Alpine Stewardship Gathering:

\$100 to \$5000 sponsorships

As the Summit Steward Program celebrates its 30th year, ADK is honored to host the 2019 gathering of alpine researchers, planners, land managers, hiking clubs, stewards, and interested parties to share information and improve the understanding and management of the alpine areas of the Northeastern US. This event provides a forum for the discussion of challenges and opportunities common to all Northeastern alpine areas, as well as a chance to celebrate the qualities that make each of these areas unique.

#507 Fund

This endowment, held and managed by the Adirondack Foundation, was established with a long-term goal of sustaining the Summit Steward program. ADK receives annual distributions, currently at \$3,300 per year, toward program expenses.

❖ Publications ❖

Kids on the Trail! Hiking with Children in the

***Adirondacks*, 2nd edition: publication costs \$11,700**

Release Autumn 2019

***High Peaks Trails*, 15th edition: publication costs \$7,200**

Release Spring 2020

Underwrite all or a portion of the above publication costs.

Adirondac Indexing: Cost TBD

Donate an amount to help ADK complete indexes for *Adirondac* magazine. These are a valuable research tool for staff, members, and the public and especially pressing as ADK's centennial approaches.