

# Development Report – Summer 2021

submitted by Matthew Nelson and Brittany Chavez

## Recent Fundraising Accomplishments

### Federal Grants

\$310,000	US Forest Service – Region 3	Great American Outdoors Act (GAOA)
\$298,360	US Forest Service – Region 3	Challenge Cost Share Agreement
\$75,000	Coronado National Forest	Trail Construction & Maintenance
\$48,000	Coconino National Forest	Trail Construction & Maintenance (GAOA)
\$25,000	Coconino National Forest	Trail Construction & Maintenance

### State Grants

\$149,900	RTP grant/State Parks	Temporal Gulch Reroute
\$48,000	RTP grant/State Parks	P21 Maintenance – Bush Fire

### Non-Federal Grants

\$50,000	Energy Foundation	State to Federal Climate Initiative
\$20,000	Western Conservation Foundation	Public lands conservation (federal)
\$10,000	Western Conservation Foundation	Public lands conservation (state)

### Corporate Donations

\$25,000	Pioneer Title Agency	unrestricted
\$20,000	Tucson Electric Power	youth programs + wildlife monitoring
\$30,000	South32	Temporal Gulch Reroute
\$25,250	REI Co-op	Trail Operations + Diversity & Inclusion
\$10,000	Circle Z Ranch	Temporal Gulch Reroute

### Other

\$20,000	Southern AZ Hiking Club	Temporal Gulch Reroute
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**\$1,164,510 TOTAL**

## Recent Grant Applications & Funding Requests pending

*\$250,000	Arizona Trail State Fund	Trail Construction & Maintenance
\$50,000	Bureau of Land Management	Wildlife Monitoring Program
\$50,000	Fiesta Bowl Charities	Seeds of Stewardship
\$20,000	Athletic Brewing Company	Casa Blanca Canyon Trailhead
\$25,000	Cox Charities	Rainwater Collector
\$5,000	Women’s Sports Foundation	Gear Girls
\$5,000	Arizona Community Foundation	Seeds of Stewardship
\$5,000	ClifBar	Seeds of Stewardship

**\$390,000 TOTAL**

\*funding does not flow through the ATA, and will not be reflected in our Operating Budget

### **Springtime Fundraiser – Temporal Gulch Reroute**

- Mailed out 350 stickers to supporters giving \$20 or more.
- Raised approximately \$18,000, which motivated the \$20,000 Southern Arizona Hiking Club donation!

### **Current Partnerships & Campaigns**

- [JuneShine](#) – During the month of June, JuneShine will be donating 5% of all sales within the state of Arizona of their hard kombucha in a can to the ATA!
- [Arizona Trail Virtual Adventure](#) – In partnership with Wanderlust Running, we are once again offering individuals an opportunity to log miles with a goal of completing 50, 100, 200 or 800 miles. A portion of registration benefits the ATA.
- [Erem Desert Inc](#) – Launching in July, Erem will be donation a portion of their desert-specific shoe sales to the ATA during their 3-month launch period. They’re also providing a 20% discount to all ATA members, and much more as part of our “the official footwear of the Arizona Trail” agreement.
- [Binary Bicycles](#) – in August, Binary Bicycles will donate a custom titanium mountain bike frame to the ATA. We will sell raffle tickets online, with the winner chosen in September.
- Seasonal wildfires may inspire small fundraising campaigns to supplement funding for restoration and reopening segments of the AZT impacted by fire.

### **AZT in a Day**

- Registration opens July 1
- Goal – Raise \$50,000, and to hike, run, pedal or ride all 800 miles in a single day.
- Board Member Goal – \$1,000 --- THANK YOU, LISA!!
- Why?? This is our largest fundraiser of the year, that raises much-needed funds for the ATA but provides a time to honor and celebrate the ongoing success of the Arizona Trail!
- Seeing \$10,000 already raised helps boost the motivation and morale of all those hiking, biking, riding, running, and fundraising for the ATA.
- Fundraising Focus is on four key programs:
  - Trail Maintenance
  - Veterans Program
  - Seeds of Stewardship
  - Wildlife Monitoring
- Promotional Sponsor
  - Sent out invitations to all Business Partners to become the presenting sponsor at \$10,000.

### **Other**

- ATA may qualify for up to \$19,000 in Employee Retention Tax Credit through the IRS – a component of the CARES Act. ATA Staff will pursue this opportunity, in addition to full forgiveness of our current Paycheck Protection Program loan.