HUMANITYROAD

2018 ANNUAL REPORT
Cover Photo Credits: left to right Photo 1: Crystal Chavis guides local community members during the national level exercise in Boydton, VA  Photo 2: Humanity Road Volunteer responding to animal needs in Lumberton, NC for Hurricane Florence,  Photo 3 — Process Improvement image virtual reality headsets

Cover Photo #1 The Boydton Public Library in Mecklenburg County Virginia was the location for an important disaster exercise as part of the FEMA National Level Exercise. The exercise enabled local aid agencies, citizens, churches, and the local library to practice coordination and communications for a large-scale disaster. Humanity Road conducted the exercise and launched a community emergency response center. We also practiced our business continuity plan by partnering with the Boydton Public Library, DataPath, a satellite communications and networks expert, to establish a local recovery resource center and also with Lake Country Amateur Radio to perform critical Ham Radio notifications for local businesses and the community.
Letter from the President

Hurricanes Florence and Michael devastated areas along the east coast, including Florida and North Carolina and we were there to help, both online with resources and heat maps, and in the field. With the support of our donors and volunteers, we were able to deploy into areas that were heavily impacted and provide onsite support for communications in North Carolina and Florida.

The year 2018 disaster response efforts saw an increase with 68 events worldwide as compared to 65 in 2017. The 2018 wildfire season which was the most destructive on record for California. Overall, we responded to 21 earthquakes, 17 floods, 13 severe weather events, 7 fires, 5 volcanic eruptions, 4 tornadoes, and one technology event.

For hurricanes and wildfire, we were able to leverage Facebook Disaster Maps to provide response organizations with population density changes, to help in identifying where to position resources. Also in 2018, we began working on reducing barriers to response efforts by providing subject matter expertise and testing support for a new program (LORELEI) that is intended to provide situation awareness based on information from any language.

With a focus on continuous improvement, we launched a series of internal drills that will help our volunteers learn and grow their skills, conducted one field exercise in conjunction with the National Level Exercise and participated in the annual Pacific Endeavor exercise hosted by U.S. Pacific Command.

And finally, I was honored to be chosen by TIAA as one of the top 100 Difference Makers in 2018. The recognition awards individuals working in the nonprofit sector who have made significant contributions in their communities and throughout the world. All I can say, is that is my privilege. Thank you TIAA.

Christine Thompson
President, Humanity Road, Inc.
Mission Statement

Humanity Road delivers disaster preparedness and response information to the global mobile public before, during, and after a disaster. Providing aid information helps individuals survive, sustain, and reunite with each other and with their pets. Humanity Road strives to close the disaster communications gap through process improvement, collaboration, partnerships, education and training. Humanity Road strives to close the disaster communications gap through process improvement, collaboration, partnerships, education and training.
2018 Program Summary

Disaster Response:
Our award winning team of Volunteers responded to 68 events in 31 countries for an estimated total of 7,000 hours. There were 15 named storms, eight hurricanes and two major hurricanes in 2018. We responded to Hurricane Willa in Mexico, Hurricane Michael in Florida and Georgia, and Hurricane Florence in North Carolina. The team responded to 21 Earthquakes the strongest being an 8.2 seake near Fiji and the deadliest 7.5 M in Indonesia which caused 4,340 deaths. Volunteers responded to 7 Fires, 4 Tornadoes, and 17 floods including three dam breaks, 13 significant weather events, 5 volcanic eruptions, 4 tornadoes and 1 technology event. Here are the 22 situation reports published in 2018.

- Mudslides - Montecito California *Situation Report* 1/11/2018
- Cyclone Gita - Tonga *Situation Report* 2/12/2018
- Earthquake M7.5 - Papua New Guinea *Situation Report* 2/26/2018
- Volcanic Eruption - Hawaii Kilauea *Situation Report* 5/14/2018
- Volcanic Eruption - Fuego Volcano Guatemala *Situation Report* 6/4/2018
- Tornado Outbreak - Iowa *Situation Report* 7/20/2018
- Wildfires - Northern California *Situation Report* 7/28/2018
- Earthquake M7.0 - Lombok Indonesia *Situation Report* 8/6/2018
- Flooding - Kerala India *Situation Report* 8/19/2018
- Hurricane Lane - Hawaii *Situation Report* 8/23/2018
- Hurricane Florence *Heat Map* 9/12/2018
- Hurricane Florence *Situation Report* 9/15/2018
- Earthquake 7.5 – Dongalla Indonesia *Situation Report* 9/28/2018
- Hurricane Michael – Florida *Situation Report* 10/12/2018
- Hurricane Michael – Georgia *Situation Report* 10/14/2018
- Hurricane Michael – Florida Bay County *Situation Report* 10/17/2018
- Hurricane Willa – Mexico *Situation Report* 10/24/2018
- Super Typhoon Yutu – CNMI *Situation Report* 10/25/2018
- Cyclone Gaja – India *Situation Report* 11/18/2018
- Tsunami – Indonesia Sunda Strait *Situation Report* 12/23/2018
Disaster Response: Hurricane Florence

**Hurricane Florence, NC Sept-Oct, 2018.** Humanity Road activated its Hurricane Florence response on September 10 and remained on active response for 25 days supporting those impacted by Hurricane Florence. We produced a vulnerable resources report for Southeastern Virginia, a Strategic Heat Map for Search and Rescue, Two situation reports for North Carolina and a physical deployment to Lumberton, NC in support of the boat relief teams. In September, Humanity Road activated a physical deployment in North Carolina at the Allenton Rural Fire Department in Lumberton supporting the local community in North Carolina with information needs and communications services.

Members of FEMA Tech Sector Humanity Road, ITDRC and Sprint provided a WIFI hotspot, laptops and communications gear for operation. Operation Blue Horizon involved the mapping of rescue requests made through different sources including Cajun Navy and Crowd Relief databases, and incorporated Facebook and Twitter social media data. The tasks were completed through the cooperation of sharing database information, leveraging a data aggregation tool, automated and manual scanning of social media platforms.
Disaster Response: California Wildfires

The 2018 wildfire season was the most destructive on record in California, with a total of 7,579 fires burning an area of 1,667,855 acres (674,957 ha), the largest amount of burned acreage recorded in a fire season.

Humanity Road activated on the morning of November 8, 2018. A local ham radio operator, resident of Paradise, and volunteer for Humanity Road guided the team for our response. We shared critical evacuation information and monitored for urgent needs. Paradise, a town of about 27,000 people 180 miles (290 kilometers) northeast of San Francisco was destroyed in the fire. The team compiled Facebook disaster maps to assess population density changes. These visualization maps were derived from Facebook’s Disaster Maps product. The data provides privacy-preserving insights from people using Facebook on their mobile phones with location services turned on. Disaster Maps datasets are shared with trusted partners during times of crisis to ensure they have information needed to provide life-saving services.

In 2018, the results of the Facebook Data for Good program for the Camp Fire revealed a clear indication of population shifts as a result of the Camp Fire. We were proud to be an early adopter and supporter of this innovative use of anonymized data. The result improves how we work with our partners for disaster response.
**Process Improvement**

Thinking outside the box is crucial to successful process improvement for improved disaster preparedness. Our goal is to improve and enhance the disaster response chain of care. We collaborate with government, academia, industry, and technology companies testing technology, and projects that improve mapping, machine learning and pattern recognition and natural language processing for disaster response information.

**Process Improvement: Mapping Products:**

In 2018 Humanity Road improved situational awareness through partnerships with our continued collaboration with Facebook. We leveraged the Facebook disaster maps platform after Hurricane Florence and Hurricane Michael made landfall to assess population movement, and cell network availability. These maps provide aggregated, privacy-preserving insights from people using Facebook. These anonymized datasets contribute to maps that are shared with trusted partners during times of crisis to ensure they have information needed to provide life-saving services.

**Process Improvement: Languages**

With more than 7,000 languages in the world and the difficulty of predicting the next language for which technology will be needed, universal human language technology coverage by existing means is an unattainable goal. Humanity Road is providing subject matter expertise, and testing support for the LORELEI project. The goal of the Low Resource Languages for Emergent Incidents (LORELEI) Program is to dramatically advance the state of computational linguistics and human language technology to enable rapid, low-cost development of capabilities for low-resource languages. LORELEI capabilities will be exercised to provide situational awareness based on information from any language, in support of emergent missions such as humanitarian assistance/disaster relief, peacekeeping or infectious disease response.
Process Improvement: Civ-Mil and Industry Partnerships

Supporting and enhancing chain of care technology is crucial but we’re focused on the full life cycle of the innovation including building and connecting transition partners. In 2018 Humanity Road collaborated with signal and communications officers from 22 nations in the Asian basin during Pacific Endeavor 2018, the Multinational Communications Interoperability Program and exercise. We brought our partners in to the exercise providing DARPA an opportunity to engage as a member of the white cell during the exercise. While in Nepal we organized a technology meeting with Kathmandu Living Labs (KLL) to follow up on our work after the Nepal earthquake. We introduced KLL to communications technology opportunities from our industry partners Next Century and DARPA. They had a hands on opportunity to review LORELEI and THOR. They also met with Flinders University to discuss the Serval Project.

The technology these partners offer helps to improve connectivity in low and no bandwidth areas, and compile, analyze translate and filter large quantities of data to more quickly filter emerging information.

White Papers
Since launching Humanity Road in 2010, our organization has been studied and cited in more than 150 scientific papers in the academic world. In 2018, seventeen more papers were published including a paper we authored; “Getting Disaster Data Right: A Call for Real-time Research in Disaster Response, Peterson et al”
Disaster Preparedness

In 2018 we focused on community preparedness, business continuity planning and improving our volunteer’s skills for data integrity and Information Sharing. We conducted five internal drills, participated in FEMA’s National Level Exercise and supported Pacific Endeavor 2018 in Kathmandu, Nepal. Aline Carr created and led the Internal Drills team, which developed and implemented a series of skills-based internal drills to help strengthen team capabilities and capacity. Volunteers practiced team coordination, communication, situation reporting, crisis mapping, and data verification techniques.

Internal Drills
- Jan: Operation Eagle Eye – Photo Verification
- Feb: Operation Globetrotter – Mapping
- Jun: Operation Fireball – Disease Outbreak Situation Reporting

External Exercises
- Multinational Communications Exercise - Pacific Endeavor 22-nation communications preparedness exercise hosted by US Pacific Command.
- Full scale local field exercise as part of FEMA’s National Level Exercise
- Table Top Exercise: Naval Post Graduate School, Monterey California
Testimonials
Humanity Road achieved status as a top rated nonprofit by reviews submitted on Great Nonprofits. Below are just a few testimonials:

“Charleston County (SC) 9-1-1 identified a gap in our methods of emergency communications with the public. We did not have the ability to monitor social media for those people that would turn to that medium as a last resort for help during a disaster. We also realized that there is a large amount of useful crowd sourced information available on social media during disasters that we did not know how to aggregate into a useful tool. A chance meeting with Chris Thompson led to a Humanity Road training course at our facility and discussions on how Humanity Road could help us fill those identified gaps. On September 10, 2018, as Hurricane Florence approached the Carolinas, we put out the call to Humanity Road for assistance. Humanity Road began by amplifying our trusted source social media accounts and monitored for unmet needs from our public. They then added value to their service by providing us with crowd sourced and other information including the marine vessels still off our coastline. Although Hurricane Florence meandered to the north and brought only some wind and rain to Charleston County, we were able to rely upon the Team at Humanity Road to watch over our community in a way that we could not. Thank You Team Humanity Road!”

Charleston County (SC) 9-1-1

“Amazing People!
Amazing Team!
Amazing Work!
It was a HUGE HONOR to partner with Humanity Road on disaster relief in the Caribbean with the many storms that they faced last year. They are excellent with resources and passion. I love what they do and what they stand for with such excellence! I thank them sincerely and know they will continue to do amazing work!”

Mark Hattabaugh, With: Compassion Services International

“As the lead for the U.S. Dept. of Defense (DOD) for Information Sharing and Communications for Disaster Response, I put high value in the SITREPs that Humanity Road (HR) generates on various disasters both domestically and internationally. I'll pass the SITREPs onto the DoD Decision Makers, both at the Strategic and Tactical levels, providing them another view of what's happening in a disaster. This knowledge will add to their knowledge of the situation which will then create more effective and efficient DOD response decisions. HR or I will either post the SITREPs to the DOD’s public Humanitarian Assistance/Disaster Response portal or to the UN OCHAs Virtual On-Site Coordination Center's portal for wider dissemination.”

US Department of Defense
Global Impact Snapshot

In 2018 our global reach and penetration expanded. Our website was ranked in the top 1% of websites worldwide by Alexa.com. We supported 25 countries in disaster preparedness. Our cybersecurity program initiated in 2017, expanded in 2018 with internal processes and controls to identify, reduce, and recover from threats. In addition, Humanity Road President Christine Thompson was honored to be selected among the Top 100 Difference Makers by TIAA, recognizing only 100 individuals working in the nonprofit sector who have made significant contributions in their communities and throughout the world. Here are a few snippets about our global impact in 2018.

Disaster Preparedness
6 Internal Drills
2 External Partner Exercises
Collaborations with 23 countries

Process Improvement
Supporting Preparedness in 25 Countries
Improving next generation AI
Connecting transition partners
36 Collaboration Partnerships
Improving Machine Learning and Natural Language Processing

Disaster Response
365 Days – monitoring disasters
Responded to 68 Events
Over 7,000 hours of service logged

Digital Footprint
Our website ranked in the top 1% of all websites in the world - based on global Internet engagement by Alexa.com. In 2018 39,000 Visitors from 177 Countries and 5 continents visited our website.
Volunteer Overview

In 2018, we migrated our website and volunteer management platform. The focus was on providing a secure platform that would help volunteers engage in available opportunities and help improve tracking of volunteer hours. Our volunteers are our most valuable asset to the success of Humanity Road and the design was to help improve their experience. In August Humanity Road staff rolled up their sleeves to review potential platforms and design the new digital engagement strategy including a new platform. The end result improved volunteer tracking, improved the security of our online digital content and reduced the hours required for volunteer management and website management. We reduced the time demands on our volunteers by reducing our meetings and improving capacity. We held 50 trainings, filled 130 training seats, and held five internal drills.

New Volunteer Management System: Team Kinetic
At the end of 2017 we trained with Team Kinetic to offer a better system for our volunteers to log their hours and attend training opportunities. Since the rollout in 2018 we have 296 signups for volunteering and 109 active volunteers. Over 4,000 volunteer hours have been logged and we have several training and team opportunities. Explore or signup to volunteer with us here:
https://volunteer.humanityroad.org/vk/volunteers/index.htm

Volunteer Recognition: Times Square Tribute
In December we gathered volunteer pictures for a special tribute. We were gifted with ad space in New York Time Square for New Year’s. We spotlighted 12 volunteers with the time limit and space of the billboard. Over the past nine years, Humanity Road volunteers monitored over 1,265 events around the world and average from 10,000 to 20,000 service hours annually. View our Nine Year Tribute here
https://www.humanityroad.org/our-impact
**Statement of Financial Position**

**Statement of Financial Position**
December 31, 2018

**ASSETS**

<table>
<thead>
<tr>
<th>Current Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$25,014</td>
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<tr>
<td>Accounts Receivable</td>
<td>$2,013</td>
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<table>
<thead>
<tr>
<th>Property and Equipment</th>
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<tbody>
<tr>
<td>Equipment</td>
<td>$4,446</td>
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<tr>
<td>less: Accumulated Depreciation</td>
<td>($4,021)</td>
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<td>New Property and Equipment</td>
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<table>
<thead>
<tr>
<th>Other Assets</th>
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<tbody>
<tr>
<td>Prepaid Expense</td>
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**Total Assets**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>$27,381</td>
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</table>

**Liabilities and Equity**

<table>
<thead>
<tr>
<th>Liabilities</th>
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</thead>
<tbody>
<tr>
<td>Accrued Liabilities</td>
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<table>
<thead>
<tr>
<th>Net Assets</th>
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<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>$57,612</td>
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<tr>
<td>Net Income</td>
<td>$32,348</td>
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</table>

**Total Equity**

<p>| |</p>
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<th></th>
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<tbody>
<tr>
<td>$25,264</td>
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**Total Liabilities and Equity**

<p>| |</p>
<table>
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</thead>
<tbody>
<tr>
<td>$27,381</td>
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## Statement of Activities

### Year Ended December 31, 2018

<table>
<thead>
<tr>
<th>Revenues, Gains, and Other Support</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Donations</td>
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<td>$-</td>
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<td>$37,078</td>
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<tr>
<td>Indirect donations</td>
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<td>$-</td>
<td>$23,863</td>
</tr>
<tr>
<td>Indirect Public Support</td>
<td>$97</td>
<td>$-</td>
<td>$-</td>
<td>$97</td>
</tr>
<tr>
<td>Disaster preparedness income</td>
<td>$82,647</td>
<td>$-</td>
<td>$-</td>
<td>$82,647</td>
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<tr>
<td>Reimbursements income</td>
<td>$1,305</td>
<td>$-</td>
<td>$-</td>
<td>$1,305</td>
</tr>
<tr>
<td><strong>Total Revenues, Gains, and Other Support</strong></td>
<td><strong>$144,900</strong></td>
<td><strong>$-</strong></td>
<td><strong>$-</strong></td>
<td><strong>$144,900</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$120,508</td>
<td>$-</td>
<td>$-</td>
<td>$120,508</td>
</tr>
<tr>
<td>Management and general</td>
<td>$50,583</td>
<td>$-</td>
<td>$-</td>
<td>$50,583</td>
</tr>
<tr>
<td>Other expense</td>
<td>$187</td>
<td>$-</td>
<td>$-</td>
<td>$187</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$177,339</strong></td>
<td><strong>$-</strong></td>
<td><strong>$-</strong></td>
<td><strong>$177,339</strong></td>
</tr>
</tbody>
</table>

| Changes in Net Assets                                | $-32,348     |                         |                        | $(32,348) |

| Net Assets - Beginning of Year                       | $58,843      |                         |                        | $58,843   |
| Net Assets - End of Year                             | $25,437      |                         |                        | $25,437   |
Leadership Team
Christine Thompson, President, Director
Catherine Graham, Chief Operations Officer, Director
Robert A. Enholm, Treasurer, Director
D. Cary Mitchell, Secretary, Director
Art Botterell, Director
Chuck Hardy, Director

Relationships - From Our Team to Yours – Thank You

Affiliations, Memberships and Working Groups

Our work is made possible by

Follow Us Twitter
Official @HumanityRoad
Vulnerable Population @DAFNReady
Pet Safety @jAIDdog
Animals in Disaster @DisasterAnimals
**Code of Conduct & Ethics Pledge**

Volunteers are committed to providing accurate information in the best interests of the public. They pledge a commitment to Safety, Lawfulness, Professionalism, Responsibility, Good Fellowship, Loyalty and Integrity. This pledge also includes the United Nations humanitarian principles.

Humanitarian Principles represent the foundation of humanitarian action. Key humanitarian principles include; Humanity, Neutrality, and Impartiality. Humanity Road, Inc. promotes humanitarian action and a work ethic free from harassment and discrimination.

Prohibited activities include those that discriminate based upon an individual's sex, race, ethnicity, national origin, age, religion or any other legally protected characteristics. Humanity Road staff and volunteers are required to abide by this policy.

“As a volunteer it brings me joy to help Humanity Road. The way this team springs into action to help those who need help is simply amazing. Their training and exercises are like none I have ever attended. This work gives me purpose in life to help others. I didn’t have much insight to the world outside of the US until volunteering for HR. I enjoy interacting with volunteers from around the world. Thank you Humanity Road for all you do in helping people sustain, survive, and reunite during and after a disaster.

- Humanity Road Volunteer
2018 Digital Disaster Response Milestones
Volunteers responded to 75 events in 31 countries.

Global – Our twitter followers passed the 9,000 Followers mark.

Global – We were rated “2018 Top Nonprofit” on Great Nonprofits, the people’s choice award for commitment to transparency.

Global – We began accepting cryptocurrency donations including Bitcoin.

Global – strengthened our relationship with global response partners such as YachtAid Global, Facebook and Americares.

USA – Chris Thompson was selected among the Top 100 Difference Makers by TIAA

USA - In 2018 Humanity Road became a member of National Voluntary Agencies Active in Disaster.

Out of 1.9 billion websites in the world, Humanity Road ranks in the top 600,000 globally.

https://humanityroad.org