2016 ANNUAL REPORT
Volunteers gather for a retreat at Lake Anna, VA Photo credit: Damon Talbot, Humanity Road

Cover Photo Credits: left to right Photo 1: Exercise Tangaroa, Ministry of Civil Defence and Emergency Management in NZ, Photo 2: Hurricane Matthew, Haiti by Infinitum Humanitarian IHS / Lorenzo Moscia. Photo 3 – World Humanitarian Summit by Humanity Road.
Letter from the President

From supporting communications needs for an orphanage in Haiti, and governmental preparedness and response efforts in the United States, to attending the first ever World Humanitarian Summit in Istanbul, Turkey, I am very proud of what the team accomplished in 2016.

Volunteers responded to 105 events throughout 2016. Central Italy was rattled by three strong earthquakes in just three months. Tremendous downpours inundated Louisiana in August, when some regions received more than 20 inches (50.8 cm) of rain over a 72-hour span. Hurricane Matthew was a powerhouse of a storm that circulated through the Atlantic Ocean in October. The total estimated volunteer hours of service topped 11,000 hours. This translates to a valued service of $262,160.

In May of 2016, Humanity Road was among only 250 international charities honored with an invitation to the first ever World Humanitarian Summit in Istanbul, Turkey. Hosted by United Nations Secretary-General Ban Ki Moon, the summit was a global call to action to reinvigorate a commitment to humanity and humanitarian principles.

Throughout 2016, we focused on capacity building, training, and reducing unnecessary work. The self-directed work teams improved how we track our activations and implemented a color coded system for our digital operations. We increased training and reduced unnecessary meetings. A series of seven specialized internal drills were developed and implemented during the year to improve and expand the team’s skills and readiness. And in October, we conducted a volunteer training retreat which included a tour of the National Response Coordination Center in Washington, DC.

Finally, we kept our focus on financial stability and ended the year within budget, and with increased cash reserves. I wish to thank all of our partners, our donors and our volunteers for helping us achieve this success. We look forward to a bright and promising new year.

Christine Thompson
President, Humanity Road, Inc.
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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.*
2016 Program Summary

Disaster Response

Our Humanity Road Disaster Desk was active for 3,878 hours in 2016. Volunteers responded to 105 events in 45 countries for an estimated total of 11,000 hours. Eleven events exceeded 100 hours of activation including three public health event, three hurricanes, two earthquakes, two floods, and one fire.

- **Tropical Cyclone Winston, Fiji**, Feb 15-26, 2016. Published three situation reports and one special regional report.

- **Floods, Louisiana, US**, March 11-22, 2016. Published two situation reports and partnered with the Standby Task Force (SBTF) on a parish map.

- **Kumamoto Earthquake, Japan**, April 14-22, 2016. Published three situation reports in English and Japanese, and partnered with Translators without Borders (TWB).


- **Fort McMurray Fire, Alberta, Canada**, May 3-9, 2016. Published a special resource list including resources for vulnerable populations (seniors, and people with disabilities and medical needs) to assist the 88,000 people evacuated.


- **Floods, Louisiana, US**, August 13-18, 2016. Published two situation reports and one special report for the Louisiana State Emergency Operations Center (EOC) focused on urgent needs, misinformation and rumors.

- **Italy Earthquake**, August 23-29, 2016. Published three English/Italian situation reports and supported the event in language from @HR_Italian. Reactivated from Oct 26-Nov 4 for more strong earthquakes in the same area in central Italy.

- **Hurricane Matthew, Caribbean and US**, Oct 3-18, 2016. Published three situation reports and a Special Medical Report for Haiti that was shared with medical partners. Supported a local orphanage with cell phone credits to restore their communications ability.
Process Improvement Highlights

Humanity Road continues to support improvement and innovative methods and tools for saving lives.

In 2016, production testing, beta user training, and performance assessments continued for the social media analytics tool Scanigo. Scanigo has now been used by Humanity Road to aggregate, analyze, and assess tweets for 248 incidents in 30 countries and has analyzed 93 million tweets. Within the USA, the tool has provided support for 124 incidents in 34 states and the Commonwealth of Northern Marianas Islands (CNMI). In 2016, using Scanigo, Humanity Road provided incident and beta user training support on Scanigo to a large international medical aid provider, one national health governmental agency, and a large local disaster response organization responding to disaster in the Metropolitan Dallas, Texas area.

Also in 2016, Humanity Road continued its support on Operation Dragon Fire (ODF). ODF is a design collaborative initiative between the Centers for Disease Control and Prevention (CDC), the National Voluntary Organizations Active in Disasters (NVOAD), and many stakeholders to develop a technology solution to aid decision makers during times of disaster. Humanity Road has provided requirements input, data analysis, and social media monitoring support for Operation Dragon Fire in 2015 and 2016.

After Hurricane Sandy in NYC our team of designers had a chance to work with Humanity Road, who were in the midst of supporting the most vulnerable citizens in New York City. HR gave us invaluable information about the immediate needs of rescue workers in a crises. Our product development benefitted greatly. They have continued to support and help our efforts by connecting us to people in different countries that do first responder work. HR are organized, compassionate and up to date with communication strategies and needs for emergency workers.

R.Nicole - 7/13/2016
Disaster Preparedness

In 2016 we focused on capacity building by creating and implementing seven internal disaster drills, participating in two external disaster exercises, and holding two special training classes. 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, and urgent needs response.

**Internal Drills**

- **Jan:** Operation Wobbly Moose Drill – earthquake scenario, Canada, focused on situation reports.
- **Feb:** Instagram? Or Snapchat? Class - focused on social media and graphics
- **Feb:** Operation Bloodhound Drill – earthquake scenario, Utah, focused on urgent needs response.
- **Mar:** Operation Apollo Drill – Disease outbreak scenario in refugee camps, focused on 3W Report.
- **May:** Spring Scavenger Hunt (drill) – focused on a wide range of core capabilities testing.
- **Jun:** Hill AFB Air Show – tested a new method for collecting and organizing data.
- **Aug:** Operation Wet Sheep / New Zealand Exercise Tangaroa – earthquake and tsunami scenario, focused on situation reporting.
- **Oct:** All Hands Retreat – HAM radio class and strategic planning.
- **Dec:** Operation Soggy Brew – flooding scenario in UK, focused on urgent needs response.

**External Exercises**

Supported Pacific Endeavor 2016 – a 22-nation communications preparedness exercise hosted by the United States Pacific Command. Support in 2016 included exercise scenario injects and planning workshops in Hawaii and Mongolia as well as the main exercise event in Brisbane, Australia in August.

Supported FEMA for Salt Lake City tabletop exercise

Supported New Zealand Ministry of Defense for Exercise Tangaroa

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*We reached out to Humanity Road and are engaging with them around capability building for our public information function and exercise planning and development. Humanity Road has been wonderful, happy to share knowledge, answer questions and provide advice. We look forward to continuing to strengthen our relationship in the future.*

*Ministry of Civil Defense and Emergency Management in NZ*
Innovation Spotlight – World Humanitarian Summit

The first-ever World Humanitarian Summit, held in Istanbul, Turkey from May 23-24, 2016, was a global call to action by United Nations Secretary-General Ban Ki-moon. The Summit had three main goals: 1) To re-inspire and reinvigorate a commitment to humanity and to the universality of humanitarian principles, 2) To initiate a set of concrete actions and commitments aimed at enabling countries and communities to better prepare for and respond to crises, and be resilient to shocks, and 3) To share best practices which can help save lives around the world, put affected people at the center of humanitarian action, and alleviate suffering.

The plenary sessions were by invitation only, and Humanity Road was one of only 250 International Non-Government Organizations (INGOs) in the world that were invited. The Summit included approximately 9,000 participants from 173 Member States of the United Nations, including 55 Heads of State and Government.

Humanity Road was also selected from among thousands of applicants to be featured jointly with Infinitum Humanitarian as one of the top 100 Innovations in the world in the Summit’s “Innovation Marketplace”. Since January 2014, our team has been a part of the Digital Advocates Program supporting the Summit as part of our activation through the Digital Humanitarian Network (DHN).
The Disaster Desk Responded to
46 Earthquakes
12 Fires
11 Hurricanes
9 Severe Weather
8 Public Safety Events
8 Floods
4 Health Events
2 Winter Events

Global Impact Snapshot

**Disaster Response**
365 Days – monitoring disasters
Responded to 105 Events
Over 11,000 hours of service logged
11 events exceeded 100 hours activation

**Disaster Preparedness**
7 Internal Drills
2 External Partner Exercises
53 Classes and Trainings
218 Class seats and 1 Retreat

**Process Improvement**
Scanigo - 248 incidents and 93 million tweets
have now been analyzed in 30 countries and
124 USA incidents in 34 states, 1 protectorate
Operation DragonFire - social media support
provided for National VOAD and CDC

**Digital Footprint**
6,700 website pages in the world link to the
Humanity Road website which in 2016 had
98,500 Visitors from 182 Countries and 6
Continents covering 135 Languages

Cleaning up after Hurricane Matthew near Jeremie, Haiti. Image Credit IHS / Lorenzo Moscia
Volunteer Overview

In 2016, we reduced the time demands on our volunteers by reducing our meetings and improving capacity. Volunteer Capacity includes volunteer recruitment, retention, recognition, training, and internships. We held 53 trainings and filled 218 training seats and held one onsite retreat. Our Disaster Desk Working Group created a new self-directed training class. We maintained a volunteer roster which averaged between 50 and 70 volunteers, and we hired a new part-time employee to support project and administrative work at corporate headquarters.

“Humanity Road is one of the most inspiring and relevant nonprofits that I have worked with in recent times. With a passion to help people during the disasters, the tools, support, the volunteers are always there providing reliable and accurate data & information. A truly digital humanitarian organization in spirit & grit making sure there is always someone to help!”  - Yogita
“I have worked with Humanity Road for a number of years. During this time, I have managed a number of disasters and planned events. Humanity Road has consistently been involved on a global scale while maintaining their interest in what happens locally. Humanity Road is an excellent Non-Profit.” - KC5FM

Volunteer Retreat

In October Humanity Road Volunteers and staff gathered at Lake Anna, Virginia for a training retreat and planning session. In addition to staff led training and recognition programs, two of our volunteers gave a presentation on HAM Radio (amateur radio) which can be considered as the “Foundation of Social Media”. With HAM Radio, you can communicate within various distances. The team learned about a lot of resources/websites that involve using radio. Lloyd Colston and Damon Talbot delivered an informative talk, including how volunteers can become HAM Radio operators.

As part of the program, the team was invited to tour FEMA’s National Response Coordination Center (NRCC) facility in Washington DC. The tour included an overview of the activation process, and the team met briefly with representatives from the FEMA Private Sector, Voluntary Agency Liaison, Individual Assistance, and National VOAD. Once the tour concluded, we sat down with several FEMA representatives and had an engaging discussion on the role of social media in disaster response.

“We all have different backgrounds and interests. It was really cool to see how we all fit together in what we do at Humanity Road. This retreat was a great way to step away from our everyday routines and get to know each other on a more personal level” - Skye
**Financial Highlights**

We ended 2016 with increased cash reserves, lower outstanding liability, and under budget. Program service fees contributed more than 75% of our total income in 2016. Once again in 2016, Humanity Road was approved as a National member of the Combined Federal Campaign (CFC). Donations from both the CFC and individual and business contributions exceeded established targets for the year. A more focused effort on engagement with companies that match volunteer hours led to increased donations. In 2016, we implemented text-to-donate capabilities through Mobile Cause and developed more integrated messaging campaigns across social media platforms.

**Statement of Financial Position**

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<th>Statement of Financial Position</th>
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<tr>
<td>December 31, 2016</td>
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**Assets**

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<tr>
<th>Current Assets</th>
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<td>Cash</td>
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<td>Accounts receivable</td>
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<td>Less: Accumulated Depreciation</td>
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<th>Other Assets</th>
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<table>
<thead>
<tr>
<th>Total Other Assets</th>
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<table>
<thead>
<tr>
<th>Total Assets</th>
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**Liabilities and Net Assets**

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<th>Net Assets</th>
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<table>
<thead>
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<th>Total Liabilities and Net Assets</th>
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Financial Highlights Statement of Activities

Statement of Activities
Year Ended December 31, 2016

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<tr>
<th>Revenues, Gains, and Other Support</th>
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<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
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<td>Individual donations</td>
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<td>in-kind donations</td>
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<td>Disaster preparedness income</td>
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<td>$137,266</td>
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<td>Reimbursements income</td>
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<td>Total Revenues, Gains, and Other Support</td>
<td>$265,525</td>
<td>$0</td>
<td>$0</td>
<td>$265,525</td>
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</tbody>
</table>

Expenses

| Programs Services                        | $190,947     |                        |                        | $190,947 |
| Management and general                   | $42,449      |                        |                        | $42,449 |
| Total Expenses                           | $242,396     | $0                     | $0                     | $242,396 |
| Changes in Net Assets                    | $16,686      |                        |                        | $16,686 |
| Net Assets - Beginning of Year           | $18,414      |                        |                        | $18,414 |
| Net Assets - End of Year                 | $35,100      | $0                     | $0                     | $35,100 |
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
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.
2016 Digital Disaster Response Milestones

Volunteers responded to 105 events during the year in 45 countries.

USA – one of the first to receive the 2016 Top Nonprofits from Great Nonprofits

Global – Scanigo has now been used by Humanity Road for 248 incidents in 30 countries and has analyzed 93 million tweets

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

Global – The Humanity Road disaster response desk was active for 3,878 hours for 105 Events. We held 53 trainings, filled 218 training seats and held an offsite retreat.

Global – One of only 100 innovative nonprofits in the world highlighted at the first ever World Humanitarian Summit in Istanbul Turkey

Multinational – Designed and participated with 20 nations in Pacific Endeavor Multinational Communications Interoperability Exercise.

Global – 6,700 website pages in the world link to the Humanity Road website, which in 2016 had 98,500 Visitors from 182 Countries and 6 Continents covering 135 Languages.

Global – Received honorable mention from Translators without Borders for their Humanitarian Communicator Award.

www.humanityroad.org