2014 ANNUAL REPORT
Letter from the President

In 2014 we responded to events impacting 44 countries in six of the seven continents. A total of 46% of events monitored were earthquakes, 41% were severe weather and 13% were a combination of fire, drought, volcanic and other events. As we commemorate our five year anniversary at Humanity Road, I am looking back at our accomplishments. When we launched Humanity Road in 2010, we set a five year goal to become recognized as a global leader in the field of digital disaster response. I am proud to say that our team has clearly achieved that goal. Over the past five years, we have activated for over 900 events and tens of thousands of people around the world have been helped through the powerful network of Humanity Road volunteers.

Like a ripple across the water our operations and influence in digital disaster response has spread globally. Humanity Road response activities have been published in articles in CNN, CNN Mexico, CNN International, USA Today, and Forbes. We have appeared in translated news stories in French, English, Arabic, Spanish and German, we have been mentioned in white papers, statistical papers, dissertations, instruction guides, journals, hardback books, and blogs. We have been invited to speak at the White House, numerous governmental and nongovernmental audiences in the United States and abroad in Thailand, Cambodia, Singapore, Philippines, New Zealand, and France.

But perhaps most importantly is hearing from those who we have helped. The following is a message of thanks received from just one of the many people helped by Humanity Road volunteers: “One of the most valuable attributes any of us can ask for is professional reliability and Humanity Road is there, every time. Speaking for my own teams, remembering far-away nights in the dark linked only by satellite phone, Cat and her volunteers have our deep thanks”. ~ Dr. Eric Rasmussen

We would not have been able to achieve such rapid response in disaster and development of our organization and operations without the dedication and commitment of our volunteers and the financial support from our donors. I would like to recognize and thank them for their incredible commitment to saving lives. It is my personal privilege and pleasure to work with this incredible team.

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. Humanity Road strives to close the disaster communications gap through process improvement, collaboration, partnerships, education and training.
Program Summary

Humanity Road is organized around three core program service areas, Disaster Preparedness, Disaster Response and Process Improvement. As 2014 unfolded, the use of technology and social media in disaster was growing faster than most agencies could adapt. To help our private and public sector partners, we knew that we needed to step up our game.

Disaster Response

In 2014 we responded to 167 events with 57 events impacting 31 states in the USA and 109 events impacting more than 44 countries in six of the seven continents. A total of 46% of events monitored were earthquakes, 41% were severe weather, and 13% were a combination of fire, drought, volcanic, and other events. In our Disaster Response program, we leveraged lessons learned to improve upon 2014 operations and helped drive online traffic to officials.

Disaster Preparedness

Our primary goal for our 2014 Whole Community plan was aggressive and focused on supporting the whole community through our disaster programs and supporting our partners through education and community awareness. We contributed to large scale, highly visible, innovative exercises that included social media in emergency response. We also planned for and deployed a new communications strategy for vulnerable populations. In August, we participated in the annual Pacific Endeavor disaster exercise in Nepal. In 2014 The World Humanitarian Summit listed Humanity Road as an official supporter of the online summit in November, and Nadia Berger represented our organization as a moderator. During the year we designed and executed a social media exercise, dubbed “Quack Attack”, with Florida State University for the 28th Annual Governor’s Hurricane Conference’s First Social Media Exercise.

Process Improvement

Recognizing the importance of improving the digital humanitarian response, Humanity Road includes process improvement as one of our key program service goals. Process improvement includes tools testing, sharing lessons learned, serving in advisory roles, and helping to support education and knowledge management programs. In 2014, we participated in the White House Innovation for Disaster Response and Recovery Demo Day and published our EMDeck™ role playing and training aid that quickly creates tabletop scenarios. Our volunteers participated in the iCoast project from September 22 through November and we continued our tools development through a grant from the Office of Naval Research.

We have been working with Humanity Road since 2012 developing and supporting capabilities for which their assistance has been continuously professional, un-biased and spot-on. They are a true and proven leader in forming the way forward for open source information and intelligence.

Gary Sikora, Progeny Systems
Program Highlights

Balkans Flooding Response

Between May 14 and 18, 2014, a cyclone named Tamara and Yvette affected a large area of Southeastern and Central Europe. Serbia, Bosnia and Herzegovina suffered the greatest damage after facing the strongest rains in more than a century and consequent floods.

As a member of the Digital Humanitarian Network, Humanity Road responded to an activation request from the United Nations Office of Coordination for Humanitarian Affairs (UN OCHA) with a cutting edge new approach. To fulfill their request and the needs of the international community for evaluating the spread of the floods, Humanity Road not only performed excellent social media data-mining but also hosted the first damage localization assessment online survey ever made. The survey was not only developed and hosted through the Humanity Road’s web site but was also widely amplified by our committed volunteers through social media.

This innovative solution was directed to the Croatian and Bosnian population with the objective of broadly identifying geographical areas where the situation was most critical in order to establish the immediate needs of populations affected by the floods. The results of this first online assessment survey were key elements for international aid agencies to better understand the situation on the ground and plan for better on-going aid delivery. Humanity Road is very proud to set an important precedent for the future of emergency response through online surveys, and we hope to contribute further to this practice.

Photo: A group is evacuated on an amphibious vehicle over flooded streets in the town of Obrenovac, 40 kilometers west of Belgrade, on May 17, 2014 AFP Photo

Region: Bosnia & Croatia
Event Type: Floods
Size of Impact: Catastrophic
What Happened?
Between May 14 and 18, 2014, a cyclone named Tamara and Yvette affected a large area of Southeastern and Central Europe. Serbia, Bosnia and Herzegovina suffered the greatest damage after facing the strongest rains in more than a century and consequent floods.
Typhoon Hagupit Response

Humanity Road activated to monitor Typhoon Hagupit (Ruby) from December 4-10, 2014. A total of 18 volunteers contributed over 400 hours to this online disaster response. We supported the Digital Humanitarian Network’s activation by UNOCHA and published three reports: a general Situation Report, a Regional Situation Report, and a 3W Report listing aid agencies responding in the Philippines. These reports were published on our website, ReliefWeb, and the All Partners Access Network (APAN). Our 3W report was picked up by UNOCHA through ReliefWeb and by the United States Pacific Command through APAN. Additionally, we collaborated with GISCorps to collect a special mapping report published on APAN.

Volunteers also responded to urgent needs cases including a request from a woman in the Philippines asking for help for her hometown of Santa Rita in western Samar. Coastal barangays in the municipality of Santa Rita suffered heavy storm damage, and people were in need of food, clothing, and shelter. The information was forwarded to official Philippines agencies @RubyResponse and @DSWDserves and other relief agencies on the ground. Six days after landfall we were able to connect to Young Pioneers Disaster Response (YPDR). They responded by sending someone to Santa Rita to conduct a needs assessment, reporting back to us that indeed there were extensive needs, and other relief agencies began to respond in the area.

Region: Philippines
Event Type: Severe Weather

What Happened?
Super Typhoon Hagupit struck the Philippines on December 3. The typhoon was categorized as a Category 5 super typhoon as it was approaching the Philippines on December 3. Although it lost strength before hitting land, it caused extensive damage to the same areas hit by Typhoon Haiyan (Yolanda) in 2013 causing further devastation to a population not yet recovered.

Figure 2 A man climbs on top of his damaged house in Tacloban, central Philippines on December 7, 2014 after typhoon Hagupit sent waves tore apart homes and sent waves crashing through coastal communities ©Marlon Tano (AFP)
Preparedness - Pacific Endeavor Exercise

As part of the process of sharpening techniques and expanding knowledge, the organization participated for the third consecutive year in Pacific Endeavor. Humanity Road was honored to be invited to participate in the “white cell” and delivered a panel talk on social media during disasters. We facilitated the creation of an Information Telecommunications Cluster (ITC) Meeting, bringing our field experience to the table for process improvement. The exercise scenario was a large earthquake in Nepal’s capital, Kathmandu.

Our Vice President not only traveled to Kathmandu and played a key role at the earthquake built scenario, but also contributed helping hundreds of Nepalese hit by a landslide and flooding 500 miles from the capital. We recognized the gap in shelters and volunteers and contacted the organization ShelterBox, which reached more than 400 families with their ShelterBoxes.

“I met with Ms. Cat Graham, Vice President, during the Pacific Endeavor... I feel honored working with her as she is always ready to assist people affected by disasters and quite supportive, encouraging and motivating. I would love to keep working with her and Humanity Road in coming day”. Rajendra
Process Improvement Highlights

Guide to Social Media Emergency Management Analytics

We are happy to announce that this year, Humanity Road in collaboration with Statistics without Borders, published a guide to help emergency managers understand social media analytics. Emergency Management is a mature field of study, but Social Media Analytics is still in its infancy and navigating this field requires an understanding of the opportunities it presents. The publication is a helpful tool for emergency managers and decisions makers when planning their SMEM response. The twenty page guide includes best practices for data handling, analysis, and management based on the tweets from the days surrounding the landfall of Typhoon Haiyan. This is considered the deadliest Philippine typhoon recorded in modern history, killing at least 6,300 people in that country alone and devastating other portions of Southeast Asia. Based on this study the publication proposes a minimum set of items to be communicated in any analysis of social media for emergency management as relevance, geolocation, geography, language, etc.

Canada/USA Cross Border Exercise

At the invitation of the Department of Homeland Security Virtual Social Media Working Group, Humanity Road participated in the Canada-USA Enhanced Resiliency Experiment (CAUSE). This event was a test-and-evaluation experiment of non-traditional resources for emergency operations. Humanity Road volunteers assisted in simulating social media messages for the disaster exercise. CAUSE is a series of collaborative efforts that uses scenarios to validate and improve multi-agency and cross-border coordination and collaboration.

Our work contributed to a simulation based on fictitious Hurricane Kelly that hit the east coast of the US and moved on up into Canada. We created close to 400 pieces of simulated content for the exercise. Our participation in this event in simulating the crowd meets Humanity Road’s role in helping improve disaster response.
Volunteer Operations and Recognition

We celebrated 2014 as the year of the volunteer. Recognizing and honoring volunteers sets a standard for service, encourages a sustained commitment to civic participation, and inspires others to make service a central part of their lives. During the year we launched our new digital internship program and expanded our volunteer management team. We extend a special thank you to Robin Smith who helped create and launch our internship program. We also congratulate our 2014 Humanity Road Choice Award winners:

Global Fellowship Award – Aline Carr
The 2014 Global Fellowship Award goes to Aline Carr, our Volunteer Management Coordinator. She brings new volunteers up to speed and keeps their response efforts coordinated. She joined Humanity Road in September of 2012. In February of 2013, she was one of several Humanity Road volunteers invited to the White House to recognize the support they provided during Hurricane Sandy. In January 2014, she flew to Florida to assist Cat Graham in providing an introduction to Virtual Operations Support Group training at the annual FL state Citizen Corps Conference. Also in 2014, she assisted in coordinating Digital Humanitarian Network (DHN) member organizations providing program support for the World Humanitarian Summit. More recently she has focused on improving Humanity Road’s disaster response procedures, and on developing response roles based on the Incident Command System.

President’s Choice Award
Claudia Espinosa, our Public Information Officer for Social Media Emergency Management, graduated from Universidad de Chile’s Law School. She recently moved to the U.S. to expand her international experience in disaster relief and humanitarian aid. She’s interested in human rights, humanitarian law and emergency management. She is helping us develop our social media plan for our Animals in Disaster program area, and helps monitor and respond to disasters. She wrote articles for our 2014 Annual Report, and also does interviews for our HR Talk blog.

Mercury Award
The 2014 Mercury Award goes to Alice McGowen, who responded to 96 events in 2014. Alice is a committed volunteer and Team Leader of the Vulnerable Population Team for Humanity Road. She established the Disability, Accessibility and Functional Needs social media awareness program (#DAFN). Alice is a retired Certified Nurse, Central Service Tech, and Certified Nurses Aid; she lives in Illinois with her service animal, Annie. Alice has been disabled for 21 years and has a service dog, Annie, a Petit Basset Griffon Vendeen known as “PBGV”.

Figure 6 Aline Carr, Alamogordo, NM, Fellowship Award
Figure 7 Claudia Espinosa President’s Choice Award
Figure 8 Service Dog Annie and Alice McGowen, Mercury Award
Volunteer Operations Da Vinci Award

The Da Vinci Award is given for significant and noteworthy service or product contribution. This medal is awarded to a patron or contributor who has added significant value in support of Humanity Road’s programs. Through donations, in-kind or contributions, they have helped shape and support the organization. Award recipients of the Da Vinci Medal are chosen by the Humanity Road Board of Directors. We are pleased to announce the Humanity Road board of directors’ two Da Vinci Award honorees for 2014: Statistics without Borders and Young Pioneer Disaster Response.

**Young Pioneer Disaster Response** is a Philippine organization, founded in 2013 after Typhoon Haiyan (locally known as Yolanda). They implement innovative and sustainable responses to disasters and post-disaster rehabilitation, working to help communities recover quickly and build back more resiliently than before. After Typhoon Hagupit (locally known as Ruby) struck the Philippines in December, Humanity Road picked up a single tweet from a relative of someone in Santa Rita; as of December 8th, no aid had reached that community. Santa Rita is a municipality with a population of about 30,000 and is located in Western Samar in the Eastern Visayas. In reviewing multiple information sources, we found an absence of any reported aid being provided to the community. We are grateful for the support provided by the staff and volunteers of the Young Pioneer Disaster Response team for their rapid response to our request to deploy to Santa Rita to assess the situation. For their assistance the Board of Directors have selected YPDR as a recipient of the Da Vinci Award.

**Statistics Without Borders** is an apolitical organization under the auspices of the American Statistical Association, comprised entirely of volunteers. SWB provides pro-bono statistical consulting and assistance to organizations and government agencies to support these organizations’ not-for-profit efforts to deal with international health issues. Transformation through innovation is possible through discovering, testing and leveraging digital humanitarian and technology partners. We are recognizing Statistics without Borders for their work in coauthoring and publishing the "Guide to Social Media Emergency Management Analytics", helpful tool for emergency managers and decision-makers. This guide helps them identify and discuss relevant questions when planning their SMEM response. We wish to thank them for all their help in performing the data study and in contributing to this important guidebook. Improved disaster response requires a broad front, and that includes our valued partners. “It is through such collaboration that we are able to improve the chain of care.

We are delighted to honor these organizations with the 2014 Humanity Road Da Vinci award,” says Chris Thompson, President of Humanity Road.
Financial Highlights

Leadership Team

Christine Thompson
President, Director

Catherine Graham
Chief Ops Officer, Director

Robert A. Enholm
Treasurer, Director

D. Cary Mitchell
Secretary, Director

Art Botterell
Director

Chuck Hardy
Director

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Expense Reporting 2014

- $159,736 (89%)
- $0 (11%)
**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 are activities 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.

*Follow Us Twitter*
- Official @Humanity Road
- Pet Safety @jAIDdog
- Animals in disaster @DisasterAnimals

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**Cover Photo Credits:** Photo 1 left to right Chris Thompson, Sara Cohen and Tom Erickson at JIFX, Camp Roberts, California by Chris Thompson. Photo 2 ShelterBoxes on the way to Kunithari Village in western Nepal. Photo: David Hatcher/ShelterBox. Photo 3 – Guide to Social Media Analytics Photo: Humanity Road.
2014 Digital Disaster Response Milestones

Volunteers responded to 167 events during the year including 31 states in the USA
And more than 44 countries in six of the seven continents

Global – Became an official supporter of the World Humanitarian Summit.

USA – Deployed a new communications strategy for vulnerable populations.

Nepal – Panel Talk on social media and disasters to 21 Nations in Kathmandu.

California – Contributed to the DHS JIFX Field Experimentation at Camp Roberts

Multi-National – Participated with 21 nations in Pacific Endeavor Exercise

USA – Participated in the White House Innovation for Disaster Response and Recovery Demo Day

Global – In collaboration with Statistics without Borders we published “A Guide to Social Media Emergency Management Analytics”

Global – Published our EMDeck™ role playing and training aid that quickly creates tabletop scenarios.

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