Letter from the President

With the support of our donors, volunteers, and partners, we responded to 312 emerging events in 2012. This represented a 212 percent increase over our response activities for 2011.

We achieved some other rather significant milestones as well. To support disaster response in a collaborative arrangement, we became a member of the Digital Humanitarian Network and deployed several times in support of emerging events including on behalf of the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) for Typhoon Pablo.

For disaster preparedness, Humanity Road participated in the first Rim of the Pacific (RIMPAC) Humanitarian Aid and Disaster Response (HA/DR) Exercise and helped to develop and manage the largest crisis mapping exercise in the world to support this event.

To support ongoing process improvement, we became a member of the Department of Homeland Security Virtual Social Media Working Group (DHS VSMWG) to capture lessons learned in the use of social media for emergency management. In November, we also joined as a part of the unique and newly formed FEMA Innovation Team supporting process improvement and innovative solutions to solve complex problems facing the public after Superstorm Sandy.

By far the largest response in 2012 was our response for Hurricane Sandy. Through our operations, more than 40,000 people were provided access to communications, approximately 60 lives were saved, and dozens more were reconnected with loved ones and aid solutions. We were saddened by the loss of life and destruction caused by Sandy but were honored to provide support and help connect those who needed aid with those who could provide it.

I would like to take a moment to say thank you to our volunteers, our partners, and our donors. Without you, this incredibly important work would not be possible. Thank you for supporting our mission to help those impacted by disaster and for your ongoing support as we continue to close the black hole of communications during sudden onset disaster.

Christine Thompson
President, Humanity Road, Inc.
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# Mission Statement

*Using internet and mobile device technologies, Humanity Road’s mission is to deliver disaster preparedness and response information to the global public before, during, and after a disaster to help individuals survive, sustain, and reunite with each other and with their pets.*
Program Highlights

Our 2012 Program consisted of three areas of focus: Disaster Preparedness, Disaster Response, and Process Improvement. Throughout the year, we collaborated with organizations including military, non-military federal and state organizations, universities, Virtual Operations Support Teams (VOST), Virtual Technology Communities, Digital Humanitarians, and UNOCHA. Approximately, 212,000 visitors from 173 countries around the world visited our website.

Disaster Preparedness
Humanity Road participated in seven major disaster preparedness exercises that included elements of social media and crowdsourcing or crisis mapping. These included Camp Roberts Relief in the United States, Exercise 24 Europe (X24) in Montenegro, an exercise at Arizona State University, one for the U.S. Army, a donations management exercise with Virginia VOAD, Pacific Endeavor in Cambodia, and RIMPAC in Hawaii.

Disaster Response
Humanity Road volunteers monitored 312 events worldwide in 2012 with an average of 26 events per month. This represented a 212 percent increase over our response in 2011. A full 70 percent of disasters responded to were for emerging events outside of the United States. However, the largest event by resources, time, and impacts was the USA response for Superstorm Sandy in November 2012. In recognition of our disaster response efforts, Humanity Road was recognized as a finalist in the category of “Live Saving Hero” at the Shorty Awards in New York. The Shorty Awards honor the best in Social Media.

Humanity Road also became a member of the Digital Humanitarian Network (DHN) and deployed for the DHN in response to a request from UNOCHA to provide media monitoring for Typhoon Pablo/Bopha.

Process Improvement
Committed to ongoing process improvement for disaster response, in 2012 Humanity Road joined the Department of Homeland Security First Responders Communities of Practice as a member of the Virtual Social Media Working Group (VSMWG). The mission of this group is to document lessons learned in the use of social media for emergency management. Humanity Road was also invited to participate in the FEMA Innovation Team—a unique team identifying and implementing innovative solutions to complex problems to improve disaster response.

As an example of innovative solutions being developed, NYU students interviewed Humanity Road on its use of car batteries to power the Rockaway Community Command Center after Superstorm Sandy and developed a prototype of a new product called ‘The Power Clip,’ shown at right.

“This organization is very proactive in helping to get emergency managers to be able to connect with disaster survivors. They train emergency managers and volunteers during the “blue sky” times so they are prepared to use social media to connect those in need after a disaster with the responder community.”

Glenn Margoles, Broward County Florida Recovery/Mitigation Program Coordinator
2012 Preparedness Highlights

**RIMPAC HA/DR Exercise**

During the first ever Humanitarian Assistance and Disaster Response exercise conducted by RIMPAC, Humanity Road and the QuickNets team were invited to demonstrate crisis mapping technology.

The team, led by QuickNets and orchestrated by Humanity Road, collaborated with NOAA, the University of Hawaii’s National Disaster Preparedness Training Center, Wellington City Council Emergency Management Office, University of Hawaii, Asia-Pacific Center for Security Studies, Department of Defense, and members of the Pacific Area Command Center, as well as the Pacific Disaster Training Center.

Dave Leng, Humanity Road Event Lead and Director of HEAL from Apia Samoa, orchestrated the deployment of the online teams in concert with Humanity Road Exercise Lead Justine Mackinnon of JusTech. “I was impressed with the commitment of the volunteers involved in this worthwhile exercise.” said Justine. The initiative explored the dynamics of crisis mapping and crowdsourcing information in an emergent disaster.

“We were happy to assist in facilitating as a local host, and we were very impressed with execution of the exercise and the capabilities that QuickNets offers.”

*Ed Young, NOAA National Weather Service Pacific Region Deputy Director*
August – Pacific Endeavor
Each year over twenty nations in the Pacific Basin meet under the Multinational Communications Interoperability Program (MCIP) for a multinational communications interoperability exercise, code name: Pacific Endeavor.

The aim of the exercise is to enhance interoperability between participating nations, non-governmental organizations (NGOs), and the international humanitarian community in order to enable greater collaboration on communication systems for humanitarian assistance and disaster relief.

Humanity Road collaborated with QuickNets in support of Pacific Endeavor in Phnom Penh, Cambodia. Twenty volunteers from 8 nations helped create content for a robust tabletop exercise.

“We have been working with Humanity Road (HR) now for over three years as they have been a key part of our experimentation on Social Media and its inclusion in our exercise process”

J. Holloway, Office of the Chief Information Officer for the Department of Defense
**Financial Highlights**

**Leadership Team**
- Christine Thompson
  President, Director
- Catherine Graham
  Vice President, Director
- Robert A. Enholm
  Treasurer, Director
- D. Cary Mitchell
  Secretary, Director
- Art Botterell
  Director
- Adam Crowe
  Director

---

**2012 Financial Report**

| **Revenue** | 
|---|---|
| Contributions | $16,828 |
| Program Services | $59,154 |
| Total Revenue | $75,982 |

| **Expenses** | 
|---|---|
| Program Services | $52,943 |
| Administrative Costs | $6,706 |
| Fund Raising Costs | $0 |
| Total Expenses | $59,649 |

| **Assets & Liabilities** | 
|---|---|
| Total Assets | $18,737 |
| Total Liabilities | $5,459 |
| Net Assets | $13,278 |

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“Highly knowledgeable, trained, and compassionate volunteers swiftly provided me with contact info, specifications, and guidance that facilitated my donation to the intended recipients in an incredibly expedient and efficient manner. With great satisfaction and gratitude, I knew I made the right choice to collaborate with Humanity Road.”

*Anonymous Donor, New York*

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In 2012 Humanity Road was recognized as a Top Disaster Response Nonprofit by Great Nonprofits and by Guidestar for transparency in reporting.
Disaster Response Highlights

2012 SUMMARY

Humanity Road volunteers contributed over 20,000 hours of service and monitored 312 events worldwide in 2012 including all that were listed by NatCatSERVICE as significant catastrophes (see graphic below). This represented a 212 percent increase over our response in 2011. Where possible, information on public safety measures and amplification of official guidance as posted on social media were provided in languages other than English including French, Spanish, Italian, German, Azerbaijani, Persian, and Arabic. Forty-eight percent of the events monitored in 2012 were earthquakes. Fourteen earthquakes were measured with magnitudes over 7.0. Despite the intensity, the death toll of 768 in 2012 was significantly lower than that of 21,953 lives lost in 2011. Throughout the year, eight tsunami risks were monitored and volunteers monitored floods, severe storms, tornadoes, and winter weather to help people and animal/livestock owners who were impacted by these events. Our most significant response in resource hours, length of response, and impact was for Hurricane Sandy. Humanity Road facilitated the rescue of 60 people in the Dominican Republic and our on-site response in Rockaway, New York, assisted 40,000 people.

<table>
<thead>
<tr>
<th>2012 Summary</th>
<th>All</th>
<th>USA</th>
<th>Non-USA</th>
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<tbody>
<tr>
<td>Jan</td>
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<td>Total</td>
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</tbody>
</table>

Humanity Road continues to connect disaster survivors with the assistance needed to recover.

Anonymous Donor, Pennsylvania
Hurricane Sandy

By far the largest response in 2012 was to Hurricane Sandy. Through our operations, 60 lives were saved in the Dominican Republic and 48,000 people were provided access to communications in Rockaway, New York. Dozens more in other locations were reconnected with loved ones and aid solutions. As a member of the FEMA Innovation Team, Humanity Road was recognized at the White House for its innovative contribution to the Sandy response efforts. A brief timeline of our response activities;

- Fri Oct 26 Dominican Republic – facilitated flood rescue of 60 lives with Dominican Navy
- Tues Oct 30: NYVOST for Social Media monitoring for Suffolk County NY
- Thu Nov1 Maryland State Emergency Management for Crisismapping
- Sun Nov 4 St. Francis Church & School, Belle Harbor Rockaway - deployed a physical communications Command Center for Monsignor Brown

The Rockaway, New York solution deployed included a mobile office and internet hotspot to provide 'information aid' in the community command Center at St. Francis De Sales Church and School, 219 Beach 129th Street, Rockaway, NY. Equipment delivered included a working portable office and self-sufficient power supply. We also helped the community center in organizing and printing public information flyers and volunteer resources to staff their command center

“I do not know what I would have done without the help I received from Humanity Road.”
Super Storm Sandy Survivor, New York
The Coordinated Assessment Support Section in the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) activated the Digital Humanitarian Network (DHN) on December 5, 2012, at 3:00 p.m. Geneva time with a request to collect all relevant social media posts about Typhoon Pablo posted between December 4th and 5th, including pictures or videos of damage and flooding. The request also required that they be geo-located, time-stamped, and categorized into OCHA-defined categories. The UN requested that this data be shared with them by 5:00 a.m. Geneva time the following day.

To accomplish this task, Humanity Road and the Standby Volunteer TaskForce (SBTF) came together to form a solution team. By 4:55 a.m., the team had curated approximately 20,000 social media messages and compiled the results into a Google document for OCHA. The data was returned to OCHA and it created several products including a map of initial impact assessments and a regional overview of damage impacts. [Available in PDF]
2012 Response Highlights

Animals in Disaster

The Humanity Road Animals in Disaster Team activated on October 25, 2012, and began releasing hurricane preparedness information around the clock via Twitter and Facebook. While Sandy grew in size and intensity and traveled through the Caribbean, Cindy Becker, Aline Carr, and Sylvia Myers, volunteer members of Humanity Road’s Animals in Disaster Team, mobilized to compile information in preparation for her arrival in the United States. Lists of animal rescue organizations, shelters, veterinarians, and wildlife rescue organizations in states that were projected to be in Sandy’s path were created and included in Humanity Road’s Situation Report.

Since many animal rescue organizations and shelters in the United States have a Facebook presence, but don’t have a Twitter account, we monitored their pages for animal urgent needs including food, crates, and cleaning supplies. We tweeted information from their Facebook pages. We remained in close contact with these organizations throughout the ongoing disaster, and located facilities that were damaged and needed assistance.

As Sandy continued to affect the Northeastern United States, the hashtag #sandypets emerged as a critical part of communication in Twitter. Our Team had a dual role of helping animals, their owners and rescue organizations, plus supporting the Urgent Needs Team by monitoring Sandy at Humanity Road’s Disaster Desk.

While conducting online searches, we located and amplified urgent needs for food, shelter, power, and warming stations. We tweeted donation needs, volunteer needs, and locations where people could get help for themselves and their animals. Evacuation orders were also publicized. Many months after the super storm abated, the Animals in Disaster team continued monitoring social media and assisting victims of the storm with aid information.
Volunteer Recognition

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. We commend all citizens who step forward to donate their time and expertise in response to disaster. During 2012 Humanity Road volunteers donated over 20,000 hours in the service of disasters.

Cindy Becker, Sausalito California
2012 Global Fellowship & Mercury Award

This year the winner of the Global Fellowship award is Cindy Becker. The Global Fellowship award is given to a team member who is chosen by his or her fellow volunteers and who represents honesty, integrity, community, engagement, collaboration, and commitment. This is the highest award given by Humanity Road. As team lead for Animals in Disaster, Cindy supports a group of volunteers who respond to emerging events with a focus on helping animal owners find critical information about how to prepare and shelter their livestock and pets during disasters. Her support in helping her fellow volunteers respond to both people and animals in disaster in 2012 earned her this recognition. The Mercury award is given to the responder of the year. It is based on the number of hours worked and the number of events responded to. This year, for the first time, the same person, Cindy Becker, won both the Global Fellowship award and the Mercury award. Throughout the year, Cindy responded to 165 events representing more than half of all responses for the year in 2012.

“Cindy is passionate about HR’s work and has spent many late nights monitoring disasters. She was a great help to me when I first began volunteering for HR and the AiD team. During Hurricane Sandy, she put in many long hours monitoring and researching information for both people and animals, and she was an indispensable part of the team.”

Aline Carr – Volunteer Management Team Lead, Humanity Road

Cat Graham, Boydton Virginia, President’s Choice

The President’s Choice is awarded to the volunteer selected by the President for leadership and team work. This volunteer excels in self-directed performance during disaster and throughout the year. This year the President’s Choice award is given to Cat Graham. Cat responded to almost half of all emerging events in 2012 and deployed to Rockaway where she led the development and coordination of communications within a spontaneous community command center. She has provided outstanding leadership to the volunteers of Humanity Road, as well as providing direct support for people impacted by disaster. Cat also led the world’s largest crisis mapping exercise for RIMPAC and participated in a 22-nation tabletop communications exercise for the Pacific Endeavor Workshop in Singapore, and presented an Ignite Talk ICCM convention in September in Washington DC.
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. Because of a unique and innovative joint response, this year, for the first time, the Da Vinci Award is being presented to two organizations for their joint response in support of Humanity Road for Superstorm Sandy. We are very pleased to announce Disaster Tech Lab and ITDRC as recipients of the 2013 Humanity Road Da Vinci Award.

Disaster Tech Labs (Evert Bopp)
Following Hurricane Sandy’s landfall in the U.S., Humanity Road contacted Evert Bopp of Disaster Tech Labs in Ireland on Sunday afternoon, November 4. His team was on the ground in Rockaway by Monday afternoon. Throughout the following weeks, Disaster Tech Labs provided site support for the installation of the signal to St. Francis de Sales Church and School. But this was just a small part of their overall deployment for the storm.

The team provided signal assessment across the Rockaway Peninsula and also provided crowdsourced information on the availability of communications in the area. Disaster Tech Labs worked closely with ITDRC during the deployment of its communications services and equipment in Rockaway.

ITDRC (Joe Hillis)
The Information Technology Disaster Resource Center (ITDRC) was founded in 2009 to provide communities with the necessary resources to protect and recover their technology infrastructure from disaster. For Superstorm Sandy, its deployment activities in New York included locations in Coney Island, Staten Island, Red Hook, Point Breeze, Breezy Point, and the Rockaway peninsula. Twenty-six ITDRC technology volunteers, augmented by a host of strategic partners and nearly a thousand local tech volunteers, mobilized to provide temporary communications, resources, and technology assistance to communities, NGOs, and small businesses. Technology teams installed computers, networks, WiFi infrastructure, and Internet-based telephones in fire stations along the Rockaway peninsula and in community Disaster Response Centers (DRC) throughout the region. ITDRC strategic partner, ViaSat, donated and installed satellite, internet connections for many of the sites, providing critical communications in the absence of commercial public networks.

"Looking at the nascent organization’s impact, and building off Hess and Ostrom’s concept of a (single quote mark here)‘knowledge commons,’ we view Humanity Road — acting in both its educational role and through its consistent work to shape the information space after disaster events into usable resources—as stewards of the commons." - Kate Starbird
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

Cover Photo Credits:
2012 Digital Disaster Response Milestones
Volunteers contributed 20,000 hours in digital disaster response responding to 312 events and 7 social media exercises

- Global – Became a member of the Digital Humanitarian Network
- USA – Became a member of the DHS Virtual Social Media Working Group
- Philippines - Deployed for DHN at request of UNOCHA for Typhoon Pablo/Bopha
- Canada – Magnitude 7.7 earthquake offshore near Queen Charlotte Islands
- Multi-National – Participated with 22 nations in Pacific Endeavor Exercise
- Dominican Republic – Social Media Monitoring relay rescued 60 people after Hurricane Sandy
- USA – Activated by NYVOST, MDEMA, FEMA Innovation Team and local Community in Rockaway New York. Deployed onsite communications that helped 40,000 people communicate
- Multi-National – Conducted the world’s largest crisis mapping exercise for RIMPAC with 2,000 injects and 83 volunteers from 13 countries

www.humanityroad.org