2011 ANNUAL REPORT
Letter from the President

2011 was very busy not only in terms of our digital disaster response but for exercises and process improvement activities as well. Our volunteers stepped up to the plate when disaster responses doubled, responding to one hundred and forty six events and ten disaster exercises.

We launched our new website, became a member of the Virginia VOAD and an affiliate member of the Broward County Florida Citizen Corps Council.

Throughout the year, we provided input to numerous industry and academic forums, conducted social media training across the country and opened our doors to allow higher education students access to study our processes and techniques.

I would like to recognize and thank the academic community for their contribution not only to crisismapping but also to the study of process improvement for tools and technology. We appreciated the opportunity to collaborate in 2011 with other volunteer technology communities, universities, military, civilian and governmental organizations both inside and outside the United States.

We are also proud of and deeply grateful for the 17,000 volunteer hours contributed by Humanity Road volunteers in 2011. Their dedication to excellence, humanitarian principles and commitment to helping those in need provided the capability for our online support for the global mobile public.

In closing, we are pleased to report that we maintained our commitment to fiscal responsibility and transparency with 99% of incurred expenses for direct response and an average expense of just about $60 per day.

Christine Thompson
President, Humanity Road, Inc.
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Mission Statement

Our mission is to provide the public with information on how to survive, sustain and reunite in a disaster. We use internet and mobile device technology to deliver disaster preparedness and response information to the public.
**Program Highlights**

Our 2011 program services consisted of three volunteer teams, Urgent Needs, Animals in Disaster and Volunteer Services. These teams enabled effective response management for growth during 2011. Market growth was unprecedented in Social Media history. In February 2011, after the Japan earthquake, 500,000 new Twitter users signed up in one day and by mid-2011 eight out of 10 of the top world event hashtags were crisis related. Midway through our performance year, in June 2011, there were 600 million Facebook and 190 million Twitter users worldwide and social media was forecasting users to reach 5 billion by 2012. In 2011 75% of the 4 billion mobile phones worldwide were SMS enabled and 1.08 billion were smart phones. Ninety-one percent of all mobile Internet usage was 'social' related (i.e. Twitter, Facebook) and in 2011, 50% of all local searches on the Internet were done on a mobile device. In a disaster, the public needs accurate information and they need it formatted on their devices in a way they can easily access it.

**Volunteer Cluster**

In 2011, over sixty volunteers from thirty countries contributed more than 17,000 hours in digital disaster support. These humanitarian efforts supported one hundred and forty six events and ten exercises under a self-directed work team approach. Humanity Road volunteers contribute their time and expertise in team based digital humanitarian work; their techniques have been studied and adopted in many ways over the past two years. They are true leaders in their field. Volunteer cluster Team Lead is Bettie Tussey, Richmond VA.

**Survive, Sustain, Reunite – Urgent Needs**

*Survive* includes providing hospital location and status inside the impacted area, disease outbreaks, and guidance from WHO, CDC and relevant responding agencies. This program area includes our *Urgent Needs* area which focuses on finding and fulfilling urgent need requests by connecting them with aid and solutions. Our *Sustain cluster* provides disaster recovery information on the availability of food, water and shelter, and our *Reunite cluster* provides information, links and tools to locate missing loved ones. Online volunteers collect, verify and communicate how to register, "I am safe", as well as information regarding search and rescue. Urgent Needs team lead is Christoph Dennenmoser of Laufenberg, Germany.

**Animals in Disaster and Pet Safety**

Volunteers with our Animals In Disaster (AID) cluster provide disaster preparedness and disaster response information to help mitigate loss of life for all types of pets as well as farm animals and livestock. Tweets, blog and Facebook entries provide pet news, health, safety and emergency preparedness tips with links to FEMA, Ready.gov, Humane Society of the U.S., the American Veterinary Medical Association, Red Cross and other official resources. This information is reinforced on the Animals in Disaster Digest blog. According to a recent U.S. survey, 62% of households (71.4 million homes) own a pet during a disaster and often people may not leave their homes because of fear of losing a pet. Cindy Becker from Mill Valley, California is the Team Leader for the Animals in Disaster Cluster.
New Programs - Volunteer Recognition

Volunteers have received public media attention in mainstream news outlets such as USA Today and have been asked to teach others on the use of social media during disaster, such as Exercise 24; a global exercise by U.S. European Command and San Diego Viz Center (Department of Homeland Security training program). In 2011, Humanity Road, announced it has teamed with the White House to become a Certifying Organization for the President’s Volunteer Service Award, a national program recognizing those who have demonstrated a sustained commitment to volunteer service. In addition, the organization also launched a special campaign to recognize individuals based on peer as well as performance contributions, such as level of engagement. Here are the 2011 Humanity Road Choice Awards.

**Global Fellowship - Christoph Dennenmoser**
Team Chosen. The Global Fellowship award is chosen by team mates as team MVP and shines in fellowship and Humanitarian Principles. This is the highest award for Humanity Road, and Christoph demonstrates a dedication to honesty, integrity, community, engagement, collaboration and commitment.

**Mercury Medal - Bettie Tussey**
Chosen by event engagement. The Mercury award is our responder of the year. Bettie is quick footed and consistently provides coverage for emerging events. She provided the team with public awareness as well as collaborative support with other groups such as Crisis Commons after tornadoes struck Alabama.

**President’s Choice - Toni McNulty**
High Paw of Honor is selected by the President for leadership and team work. Toni excels in self-directed performance during disaster. Toni provided online support after the Japan Earthquake, New Zealand Earthquake, Tuscaloosa tornado was instrumental in the development and deployment of our Animals in Disaster program.

**Da Vinci Medal - Kerkian Consulting**
Board Chosen. Significant service or product contribution, this medal is awarded to a contributor who has added significant value in support of Humanity Road programs. Kerkian Consulting delivered outstanding service and key milestones in 2011 with establishing our website presence, providing significant value to our organization.
**Financial Highlights**

Humanity Road has been recognized by GuideStar Exchange as a Valued Partner for its compliance to nonprofit reporting.

**Leadership Team**

*Fiscal Year 2010 – 2012*

Christine Thompson  
President, Director

Catherine Graham  
Vice President, Director

Robert A. Enholm  
Director and Treasurer

D. Cary Mitchell  
Director and Secretary

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**2011 Financial Report**

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Ending Balance  
$917

Your donation dollars are working hard! 99% of all expenditures for 2011 went to direct response.
2011 Response Highlights

In 2011 every populated continent on Earth endured a significant natural disaster. Humanity Road Volunteers worked throughout the year with public officials, community groups, colleges, military and other organizations both in responding to events and collaborating to improve the disaster response chain.

Volunteers assisted in monitoring, verifying and providing information to the public impacted as well as the officials who need that information. In 2011, 66% of the events we monitored were earthquakes. Half of those had potential for coastal impacts. We responded to ten volcanic eruptions, numerous floods and manmade disasters such as nuclear, oil spills and civil unrest. In 2011 Humanity Road took its message on the road providing input, speeches and content for training seminars and conferences all over the USA.

In 2011 Humanity Road participated in ten social media exercises. This was a dynamic increase over only one in 2010, which was X24. X24 was a global social media exercise created and hosted by San Diego State University Immersive Visualization Center. Humanity Road also partnered with organizations such as U.S. Navy, U.S. Army, and U.S. European Command, and partnered in conducting an exercise with Samoa.

Throughout the year Humanity Road achieved many milestones. In February we launched our website www.humanityroad.org. Humanity Road became a member of the National Emergency Management Association, the Broward County Florida Citizen Corps. Council, the Virginia VOAD (Voluntary Agencies Active in Disaster) and Guidestar has listed us as a “Partner in Trust” which means as a 501c3 Public charity we have been recognized for our transparency in reporting. During 2011, other collaborations included working with colleges and universities and research was conducted on us using Humanity Road processes and techniques to improve their curriculum for disaster response training.
Brazil Landslides

January – Brazil Flooding and Landslides

Massive landslides were triggered by excessive rains and flooding in Brazil in January 2011. Rio de Janeiro, Sao Paolo, Santa Catarina and Minas Gerais were the heaviest impacted areas. Flooding and landslides took over 800 lives and during Mid-January, rescue workers were searching for 513 missing people. Critical needs were identified as the need for clean water, food and shelter. New volunteer Simone Coutinho from Minas Gerais led a team of Brazilian Humanity Road volunteers who created our first response page in Portuguese.

“Just to know there are people out there coordinating their efforts to help other people and pets in disaster situations is amazing, but to realize how all these resources are being implemented is outstanding”

Humanity Road Volunteer Nancy Thomson, Kincardine, Ontario, Canada
2011 Response Highlights

Tuscaloosa Tornado

Humanity Road Volunteers were monitoring the outbreak, and relaying information to the impacted population. In support of their core mission they identified a crisis map that was launched by Tuscaloosa News. Humanity Road volunteers reached out to Tuscaloosa News to support their crisis mapping effort and were asked to lead and manage the platform, the “Recovery Alabama” project was born.

New volunteer Cindy Becker assisted the effort by staffing the “Recovery Alabama” twitter account, guiding the public to the online resource. Humanity Road Volunteers also helped staff the crisis map, coordinated the migration of the map to a stable hosted solution and assisted with transitioning the map to the Journalism team at the University of Alabama.

Cindy Becker has continued with Humanity Road team and is currently a Team Lead for the Animals in Disaster cluster.

April - USA Tornado Outbreak & Tuscaloosa Tornado

The 2011 Super Outbreak, which occurred from April 25 to 28, 2011 and impacted millions of people. The outbreak affected the Southern, Midwestern, and Northeastern United States, leaving catastrophic destruction in its wake. It produced destructive tornadoes in Alabama, Arkansas, Georgia, Mississippi, Tennessee, and Virginia, and affected many other areas throughout the Southern and Eastern United States. National Weather Service confirmed 359 tornadoes in twenty one states and in some areas of Canada. Humanity Road collaborated with Crisis Commons and members of the crisismap community on a project solution for Tuscaloosa news and the local emergency operations center.

"It’s comforting to know that competent people all across the globe were eager and able to help when tornadoes clobbered Alabama."

Chris Roberts, Journalism Professor, University of Alabama
Humanity Road volunteers relayed information before, during and after Hurricane Irene as it advanced from the Caribbean and along the Eastern seaboard of the USA. Media monitoring support was provided for NC and Northeast states when a crisis map was launched by the crisis mapping community. A triple threat hazard created complex communications conditions in VA when a wildfire and earthquake complicated evacuation planning and execution.

As Irene struck, incoming messages in social media emerged from thousands of residences in multiple states who were without power and water. Volunteers identified and referred reports of people stranded by flood waters to specific local county emergency management staff. The resourcefulness and tireless efforts of volunteers continued as they monitored social media and Hurricane Irene around the clock.

**August – USA Earth Wind and Fire**

August 2011 was a very busy month for Humanity Road disaster volunteers. Communities were ravaged and four million people left without power by Hurricane Irene as it battered the U.S Eastern coast, Puerto Rico and the Virgin Islands. A total of 2.3 million people were under mandatory evacuation orders and 26 river flooding records were broken, according to an NOAA report. Humanity Road led a media monitoring volunteer team collaborating with Crisis Commons, Ushahidi, Healthmap, and other volunteer technical communities on a crowd sourcing map for the East Coast. Our support ramped up as the impacted population and geography grew. In addition to high winds, Virginia residents faced wildfire and a 5.9 Earthquake.

"Humanity Road is great at changing the color of red tape and really getting help to where it is needed, they are always out there to help us ... I highly praise their work."

We Advance Clinic – Haiti, August 22, 2011
October - Van Turkey Earthquake

On Sunday October 23 a magnitude 7.1 earthquake struck Eastern Turkey. The earthquake was felt in all the neighboring countries and over 4,000 search and rescue and 1800 medical personnel responded. The quake reportedly killed 604 people, and damaged more than 11,000 buildings. During data mining, volunteers located information on two urgent situations where people trapped by debris had been posted on a Turkish blog. Volunteers from England and Germany provided translations assistance and also confirmed that the Turkish search and rescue team was already aware of one of the two incidents.

"The volunteers of Humanity Road are doing a superb job of providing useful and actionable advice to disaster affected communities, both before and after disasters strike."

Gisli Olafsson, ICE-SAR Team Leader
Exercises & Collaborations

Humanity Road participated in ten social media exercises in 2011 and was identified by the Office of Naval Research (ONR) as social media experts. Humanity Road was invited by the Department of Homeland Security in conjunction with European Command to participate in the design and launch of the first European Social Media Exercise. We were invited to participate in the U.S. Army Command Post Exercise (CPX) exercise at Ft. Bragg, and participated in an exercise hosted by ONR and Arizona State University. Volunteers were interviewed for the “Volunteeters” empirical study of “digital volunteers” by Kate Starbird ATLAS Institute, Technology, Media & Society, University of Colorado at Boulder and Leysia Palen, Department of Computer Science, University of Colorado at Boulder. Humanity Road was also invited to participate in other events such as:

- SMEM Camp at NEMA 2011 Conference on March 24, 2011
- X24 Europe, Montenegro March 28 - 30, 2011
- Exercise: Arizona State University Game, August 25 - 26, 2011
- South Florida Citizen Corps Conference Sep 23, 2011
- Virginia Voluntary Agencies Active in Disaster - Region III NDMN Exercise Nov 3, 2011
- Emergency Management Magazine Miami All-Hazards/All-Stakeholders Summit 2011 Dec 7, 2011

In 2011 we were invited to speak as subject matter experts in forums such as the Inter-Agency Standing Committee for the United Nations, the National Emergency Management Association, University of Colorado at Colorado Springs Humanitarian Aid conference and the DHS Emergency Mgt. Institute. We were invited to lead the Media Monitoring Team for the launch of the Standby Task Force and collaborated with Emergency Operation Centers during active disasters in the USA. As a small nonprofit with global reach, we are proud of our volunteers and their accomplishments.

"As an Emergency Management student, this group is teaching me more about how technology is helping people connect with those in need anywhere in the world than the text books are teaching right now."

Humanity Road Volunteer
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:
“2011 Face of Humanity Road” – A collection of Volunteer faces of 2011
Rio De Janeiro Mudslide - aerial picture released by Rio de Janeiro's governor press office
Van Turkey Earthquake Search and Rescue – by permission image copyright Alexander Christie-Miller
USA Tuscaloosa, Alabama Tornado - Samual Anderson photo to FOX 5 Atlanta Tuscaloosa Tornado/Facebook
2011 Digital Disaster Response Milestones

Over 60 volunteers from 30 countries contributed more than 17,000 hours in digital disaster support.

Volunteers responded to 146 events and ten social media exercises, here are just a few:

- **Japan** – First relay Tsunami wave arrival times and radiation exposure mitigation
- **Brazil** – Flooding & Landslides, First published in Portuguese via Brazil Team Lead
- **Libya** – First Social & Mainstream Media Monitoring Lead UN OCHA Crisis Map
- **X24 Europe** in conjunction with U.S. European Command, Montenegro March, Largest Global Social Media Exercise
- **Turkey** – Social Media Monitoring, relay trapped and injured for rescue
- **USA** – Social Media Monitoring, relay for trapped and injured in USA - Hurricane Irene
- **USA** – Tornado outbreak - 359 tornadoes in 21 states including Tuscaloosa, AL. First hosted twitter account for Collaborative Support @RecoveryAlabama with Tuscaloosa News & University of Alabama
- **USA** – #SNOmg First Map Monitoring/relay life threatening incidents to local CERT - Social Media incidents Collaboration with Chicago Tribune & Crisis Commons

www.humanityroad.org