Letter from the President

With the support of our donors, volunteers, and partners, we responded to 201 emerging events in 2013 including one physical deployment in Moore, Oklahoma and one significant catastrophic event response for the Philippines.

One afternoon in November of 2013 my phone rang and I knew someone needed help. What I didn’t realize was how dramatic that help would be for those impacted half a world away.

Typhoon Haiyan had just struck the Philippines in what was the strongest storm ever recorded and for 20 days and nights our team helped those in need. One request we made to a first responder agency resulted in the direct rescue of 121 people stranded on an atoll. Another 10,000 received food and water as a result of the outstanding accuracy our volunteers provided in pinpointing underserved locations and relaying that information to those on the ground who could provide aid.

Not every event monitored turns into disaster and not every disaster has such dramatic impacts. But I cannot help but wonder, what would happened if we were not there, every day, online practicing, monitoring and standing ready to help.

And so I would like 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.*
Financial Highlights

In 2013 Volunteers contributed a total of approximately 15,000 hours of service. The estimated value of volunteer time for 2013 is $22.55 per hour which translates to $338,250.

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
Program Summary Disaster Response

Our 2013 program focused on three areas: Disaster Preparedness, Disaster Response, and Process Improvement. We responded to 201 emerging events. We reinforced our global position through international participation & industry leadership initiatives. In 2012 we were under contract for Pacific Endeavor but in 2013 we became an independent invited subject matter expert and were informed we will be invited back in 2014. We secured significant funding for contract work that will sustain us in 2014. We became approved with USAID on their PVO Registry. Registered PVOs are permitted to apply for USAID grant assistance programs, participate in training and events on USAID programs. Throughout the year, we collaborated with UNOCHA, military organizations, emergency managers, Virtual Operations Support Teams (VOSTs), other government and non-government organizations (NGOs), digital humanitarians, and virtual technology communities. Here are a few highlights from the year.

Disaster Response Highlights

- Activated and deployed onsite to Moore, Oklahoma in June following a tornado outbreak
- Activated by UNOCHA after earthquake in Pakistan
- Activated by Knoesis.org and UNOCHA through the DHN after flooding in India
- Served as Coordinator for the Digital Humanitarian Network
- Activated by UNOCHA for Palau after Typhoon Haiyan
- Activated by Americares to locate urgent medical supply needs after Haiyan in the Philippines
- Provided information to an aid provider that resulted in saving 121 lives in the Philippines
- Provided information to an aid provider that resulted in 10,000 people receiving aid
Program Summary Preparedness and Process Improvement

**Preparedness**
- Helped develop and execute a social media exercise for New Zealand
- Participated in first of its kind weapons of mass destruction (WMD) port exercise in USA
- Participated in the Pacific Endeavor Disaster Exercise in Thailand

**Process Improvement**
- Recognized for 2012 Sandy disaster response at the White House in February.
- Selected to Co-Chair DHS Virtual Social Media Working Group (DHS VSMWG)
- Contributed to DHS VSMWG Lessons Learned: Social Media and Hurricane Sandy.
- Participated in DHS/NGA Social Media Workshop Community of Practice.
- Became a member of United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) Information Management Working Group (IMWG).
- Joined the UN Inter-Agency Standing Committee (IASC) Sub-Working Group on Emergency Telecommunications (WGET)
- Participated in the National Capital Region Social Media Summit
Preparedness Highlight - Pacific Endeavor Exercise

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 was honored to be invited to participate for the second year in a row.

During the exercise, Cat Graham, Humanity Road Vice President, participated in the "white cell" and delivered a panel talk on social media during disasters. The white cell was a team of about 30 advisors from industry and non-governmental organizations (NGOs). This year's participants included FIST, CISCO, Humanity Road, the Pacific Disaster Center (PDC), International Federation of the Red Cross (IFRC), and the Global VSAT Forum. The white cell helped guide the exercise through real life situations that helped the communications players from each nation practice their response.

“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
Preparedness Highlight - New Zealand Social Media Exercise

February 28, 2013 dawned like many others, but unsuspecting citizens attending the 12th Annual Emergency Management conference in Wellington, New Zealand were in for a BIG surprise! Participants were shocked by a sudden unexpected Zombie attack on the city!.... (in a well-prepared and thoroughly enjoyed Social Media Emergency Management Exercise).

Caroline (“Caz”) Milligan, Team Lead for the New Zealand Virtual Operations Support Team (NZVOST) and Social Media in Emergency Management Consultant (www.smem.co.nz), planned and led the social media exercise during a workshop at the conference. Participants were given the scenario, a Zombie attack in Wellington, and asked to find missing puzzle pieces hidden in social media to solve a puzzle to save lives.

Humanity Road provided planning support in the form of some exercise design components and graphics. We also provided surge support by posing as zombies and locals impacted by zombies in Twitter and tweeting under the hashtag #ZombieEMNZ. We also released crucial puzzle pieces at scheduled intervals. A series of puzzle pieces were released in social media in predetermined time slots by predetermined individuals. Workshop Attendees are given the puzzle pieces they are looking for but must search through volume and noise to find them.

1. Puzzle piece 1 - Text Alert (releases at start of the event)
2. Puzzle piece 2 - Protection - Gloves & Shelter
3. Puzzle piece 3 – Chill out - Ice & Duct tape, delay the decay
   (*) Bonus - Thriller song - delays the zombies they have to dance, you escape (Unproven... but worth a go: Zombies are suckers for Michael Jacksons Thriller and they can’t help but dance.)
4. Puzzle piece 4 – Serum – the Cure!
Disaster Response Highlight - Typhoon Haiyan

Region: Philippines  
Event Type: Typhoon  
Size of impact: Category 5 Super Typhoon  
What Happened?  
More than 121 people were rescued and another 10,000 received food and water

Humanity Road completed five separate activations in response to Super Typhoon Haiyan in the Philippines and was responsible for the direct rescue of 121 people and food and water air drops for another 10,000. Support for the Philippines focused on providing information and requests for aid for locations that were emerging as underserved or not visible at all in social media but had populations impacted that needed to be assessed by aid providers because the community may have been unable to communicate their need to response organizations.

The use of emerging tools and the analysis of information performed by volunteers on emerging data in open source reporting and social media (both the presence of information and the absence of information) directly increased the number of lives saved and the number of people receiving access to life saving food, water, medical supplies and transport. We add though that this was only possible because we were able to relay these needs directly as a request to aid providers who could fulfill the need and then report that the need was fulfilled.

Within its operations, Humanity Road volunteers performed such tasks as data mining, translations, triage of emerging data, requesting clarifications, documenting local contact information, routing urgent needs and resolving geo-location discrepancies. Also used were emerging tools to aggregate, filter and triage urgent needs.

The information collected and analyzed by Humanity Road was received and used by organizations such as UNOCHA, U.S. Military via APAN, Americas and other traditional relief organizations via ReliefWeb and HumanitarianResponse.info.
2013 was a busy year for our Animals in Disaster (AID) team. In June numerous wildfires raged in Colorado, the worst of which was the Black Forest Fire near Colorado Springs. At the same time, massive flooding occurred in many regions of the world, including Calgary, Alberta, Canada, where zoo animals were at risk of losing their lives. People and animals were also still recovering from the destructive tornados in Oklahoma. During these natural disasters, AiD Team members remained in contact with local animal rescues, animal shelters, and wildlife rescue organizations to assist with locating urgent needs such as food, shelter, bedding, cleaning supplies, and pet walkers for rescued animals. Since most animal rescue organizations in the United States maintain Facebook pages but few twitter accounts, AiD volunteers amplified the animal urgent needs by tweeting information found on their Facebook pages.

One specific area we focused on was meeting urgent needs for the large horse population in Colorado. We collaborated with Horse Evacuations East and other horse rescue personnel to publicize available pasture, trailering, hay locations, etc. At the same time, horse and bird feed proved to be urgent needs for animals near Moore, Oklahoma, following the tornados in May. Humanity Road Animals in Disaster team deployed virtually and physically to support citizens impacted and we assisted a family who needed a fence for their yard. Additional team activity included circulating lost and found information for animals displaced in Colorado, Oklahoma, and Alberta.

“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
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.

Global Fellowship Award
Aline Carr is the recipient of the 2013 Fellowship award. This is the highest award for Humanity Road, and represents honesty, integrity, community, engagement, collaboration and commitment. Aline Carr is volunteer management team leader for Humanity Road and joined Humanity Road in September of 2012. She has volunteered hundreds of hours with the organization. In February if 2013 she was one of several Humanity Road volunteers invited to the White House in recognition of the support provided to Hurricane Sandy. In June of 2013 Aline deployed to Moore Oklahoma after a devastating tornado struck that community and worked at the Multi-Agency Resource Center in Moore to provide survivors with resources for unmet needs. She has responded to all of the 2013 major events including Super Cyclone Haiyan for the Philippines.

President’s Choice Award
Nadia Berger is the recipient of the 2013 President’s Choice Award. Nadia Berger joined Humanity Road in September 2013 after completing her Masters dissertation on Digital Humanitarianism at Oxford Brookes University. She quickly became a very valuable contributor to the volunteer team. Nadia provided support for emerging events on the disaster desk including flooding in Northern Colorado, storms in UK and Super Typhoon Yolanda and supported preparedness and response campaigns in social media. When we activated for the Philippines response, Nadia prepared our daily situation reports for submission to aid providers and Reliefweb. Her ability to work under tight deadlines and understand and summarize large volumes of complex information is a huge asset.

Mercury Award
Alice McGowen is the recipient for the 2013 Mercury Award. The recipient of the Mercury award is volunteer who is quick footed and consistently provides coverage for emerging disasters throughout the year; whether it’s the disaster desk, social media support or administrative support. This individual is selected based on the hours and responses worked during the year. Alice joined us in April of 2013 and felt right at home with our family of volunteers. During 2013 Alice put in over 1,100 service hours and earned the Gold President’s Service Award as well as qualifying for this year’s Mercury Award. She lives in Jerseyville, Il with Annie, a Petit Basset Griffon Vendeen known as “PBGV”.


Volunteer Recognition (Cont’d)

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.

This year’s recipients are Translators without Borders for their support during Typhoon Haiyan and Progeny Systems for their small business innovation partnership dedicated to process improvement. Both organizations provided critical support for Humanity Road disaster response operations for the Philippines.

More than 10,000 people in the Philippines received direct aid as a result of our Philippines response. “Through these kinds of global partnerships we help improve the disaster response model.” Said Chris Thompson, President and Chairman of the Board for Humanity Road “Our board is committed to excellence and innovation, and we’re very fortunate to have the opportunity to work with Translators Without Borders and Progeny Systems.” It was a great pleasure working with both of them in 2013 and we’re very appreciative for their contributions. Their service has been significant and noteworthy, and we extend our thanks to them for their service in 2013”

Translators without Borders: As Typhoon Haiyan approached the coastline of the Philippines, Humanity Road reached out in partnership with Translators without Borders for assistance. Their response to our request was fast and within hours we had our first translation assistance. Lois Goldman and Noemi Katuin were assigned to our team and their support continued for weeks. They helped monitor social media in language and translated text and video messages emerging in social media. The support provided by Translators without Borders helped save lives and also provided message relay support to reunite families who were rescued. To learn more about the work of Translators without Borders, visit http://translatorswithoutborders.org/

Progeny Systems: In 2013 Humanity Road worked in conjunction with Progeny Systems under The Small Business Innovation Research (or SBIR) program on the development of a tool to help collect and classify actionable data. This project helps support our mission goals by rapidly identifying high priority signal within the noise of social media. For the Philippines, this involved rapid assessment of more than 1 million tweets which were filtered and classified to just 4,000 potentially actionable essages. Progeny Systems offers a full array of computing systems to support the development, testing and integration of leading edge technology systems. To learn more about the work of Progeny Systems visit https://www.progeny.net/
**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:**
2013 Digital Disaster Response Milestones

Volunteers responding to 201 events and social media exercises

- **Global** – Became a coordinator of the Digital Humanitarian Network
- **USA** – Selected to Co-Chair the DHS Virtual Social Media Working Group
- **Philippines** – Deployed for DHN at request of UNOCHA for Typhoon Haiyan/Yolanda
- **New Zealand** – Developed and conducted Zombie Exercise
- **Multi-National** – Participated with 22 nations in Pacific Endeavor Exercise
- **Philippines** – Social Media Monitoring relay rescued 121 people after Typhoon Haiyan
- **USA** – Deployed to Oklahoma after tornado outbreak – supported urgent unmet needs for animal and livestock owners
- **USA** – Provided lessons learned on the use of social media during disaster for Hurricane Sandy

www.humanityroad.org