



Annual Report

2010

Humanitarian response work has been, historically, delivered in person in the impact area. The size and nature of response work has demanded a broader approach to reach citizens impacted by a catastrophic event. 2010 represents the first year for Humanity Road, Inc., and it was filled with many challenges as well as successes.

**Virtual
Disaster
Response**



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Mission Statement

We are a global citizens action team of experienced and focused individuals dedicated to educating the public by providing accurate and critical recovery information, before, during and after a catastrophic disaster. We are a non-governmental not-for profit organization aligned with the United Nations global disaster response clusters as well as U.S. federal, state and local disaster response groups. We pledge to act responsibly and quickly in identifying, facilitating, collecting and disseminating required information and solutions to the public affected by the event.

Cover Page: Top: PORT AU PRINCE, Haiti- A tie down crew aboard Coast Guard Cutter Forward work to unhook an MH-65 dolphin helicopter crew from Air Station Detroit, Mich., from the flight deck while underway January 18, 2010. The MH-65 dolphin crew med evaced nine injured people to a medical facility in Milot, Haiti where they received medical attention from the Red Cross. U.S. Coast Guard photo by Petty Officer 3rd Class Sabrina Elgammal Courtesy: U.S. Coast Guard ([Source](#))

Letter from our President



The year of 2010 will be remembered as the year that launched wide-scale use of social media during disasters. In our first year of operation, no one could have anticipated the overwhelming number of disaster responses that would require the involvement of online disaster response volunteers. A catastrophic earthquake in Haiti in January followed by another in Chile in February was just the beginning of a very long year for those impacted by disasters. We were already three months into our disaster response activities when we formalized as a nonprofit organization.

Throughout the year we focused to establish our organization's operating processes and procedures as well as recruited and trained volunteers for this emerging field of work. We did this while responding to some of the most complex and largest scale disasters on recent record.

While the public use of mobile web skyrockets around the world, there is a need for people who understand their use and how to deliver information to these devices, and in a way that will provide the person holding the device during the onset of a disaster with information that is relevant for their unique situation. With the emergence of unique and powerful online tools for mapping and tracking resources, the need for highly trained resources who understand how to use these tools is critical. Individuals impacted by disaster need to know what they should do in a disaster and where they can go to receive medical attention, food, water and shelter. In 2010, we honed our skills and training on this aspect of information and communications with the public.

The public, aid agencies and first responders all need information that is verified, actionable, timely, brief and readily accessible. Those in the midst of this event have neither time nor reliable Internet connectivity to be able to search through massive amounts of information. By focusing our attention on what they need, we are able to provide critical information in a timely manner and increase the ability for those impacted to survive, sustain and reunite. Our organization was founded to speed aid to the impacted population and reduce the time from onset of an event to rescue. It isn't an easy task when the situation on the ground is rapidly changing and connectivity to information sources is degrading. We ascertained much last year and will need to continue to learn and grow.

Looking forward, we must remain committed to ongoing improvements in 2011. We will continue to partner with traditional disaster and non-traditional responders and collaborate on ways to provide the public with the information and services that will increase survival rates and reduce suffering in emerging disaster. We will continue to grow and evolve our organization, building on our baseline operations from last year and developing and enhancing our training curriculum for volunteers.

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. I would like to recognize and thank them for their incredible commitment to saving lives in 2010. It has been my personal privilege and pleasure to work with this incredible team.

A handwritten signature in black ink that reads "Christine Thompson". The signature is written in a cursive, flowing style.

Christine Thompson
President, Humanity Road, Inc.

Bringing the Vision to Life –1999-2010

Disaster response is improving with every event. Events such as Hurricane Katrina, Hurricane Ike and the Haiti 7.0 earthquake have proven time and again that the public must have available information in non-traditional ways immediately after a disaster. Because of its unique design and approach, Humanity Road helps fill this gap in public communications when the need to communicate effectively with the public is at its greatest.

The communications concept Humanity Road employs was developed initially by C. Thompson in 1999 after the telecommunications network was shut down during civil unrest in Kosovo. She noted that in 1999 the technology to implement the plan was not in place. From 1999 through 2004, Thompson, a marketing manager for Verizon and C. Graham of Hollywood, Florida; an experienced disaster responder, refined the plan and implemented their first operation in 2005.

Hurricanes Katrina and Ike

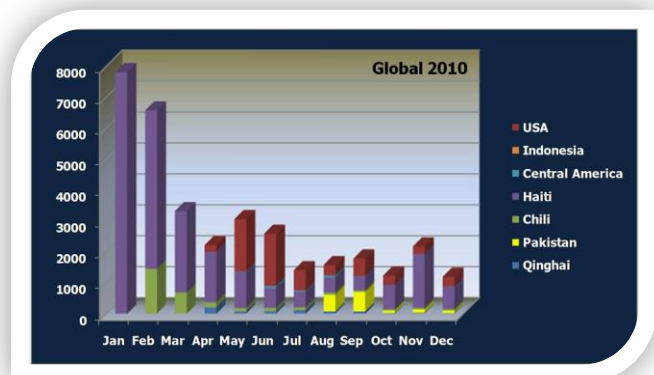
A phone call from Thompson's twin sister, Catherine Graham, who was in Lawrenceville, Georgia 14 days after Katrina hit the Gulf Coast, put Thompson and Graham into action to create the first virtual Internet Café for disaster victims.



Catherine remembers; "I was standing in an empty Wal-Mart superstore that had been closed earlier in the year. Our Red Cross Service Center was too small, and we moved into the empty store to accommodate the masses of people who were showing up and needed service." Within 36 hours, the Internet Café, as it came to be known, was in operation. Six weeks later, 10,000 applications had been processed online by families sheltering in the area. Three years later, after Hurricane Ike devastated his district in Texas, Congressman Nick Lampson secured the mobile communications unit owned by the House of Representatives to implement a mobile communications center for his constituents. Thompson and Graham flew to Texas at the request of officials operating the center to provide operational guidance. Within four days, the Clear Lake, Texas operation processed online applications for aid from 4,000 residents who were sheltering in place inside the impacted area.

Iran and Haiti – Taking the Vision Online

In 2009 independent online volunteers were providing first aid information to those experiencing injuries during protests after the June election in Iran. And when the earthquake struck Haiti in 2010, Christine adds; "It seemed a natural transition for us to move to an online approach for helping those in Haiti considering the devastation caused by the January 12th earthquake," Thompson said. "Within the first hours and days, we were helping collect, confirm and route incidents, broadcasting the need for blood supply at area hospitals, and providing GPS information and status of hospital facilities."



Humanity Road Services

Our Focus – Disaster Education and Situational Awareness

Humanity Road specializes in identifying emerging info in a crisis, and in getting that information into the hands of the folks who need it. Humanity Road, Inc. volunteers are everyday people and professionals around the world. Our volunteers are highly skilled in the use of Internet and mobile technology. Some are experts in using online social networking tools and resources. Some use Google, blogs, news feeds and mainstream media. Our volunteers continuously hone their skills to be ready to educate the public on where to find aid before, during and after a disaster.

Our Commitment

In the act of providing services during disaster, we are committed to Safety, Lawfulness, Professionalism, Responsibility, Good Fellowship, Loyalty and Integrity. Each volunteer is required to accept our code of conduct which includes the United Nations Humanitarian Principles listed on page 18.

Our Technology

Humanity Road draws upon a diverse set of public information multi-media platforms. These include voice wire line and wireless, text messaging, Internet applications, including social media for social good, both online and broadcast media, and field solutions including physical hardware such as wireless handsets, net books, and physical equipment that facilitates the accessibility of the public to the Internet for disaster preparedness and response. This *is* Disaster 2.0; people using technology to help in times of disaster. Even the geeks call us geeks.

Our Customer

Social Media, 500 Million users in Facebook, 100 Million users in Twitter and 80% of them are viewing it on their mobile devices. Our services support the affected population both inside and outside the impacted geography. Our primary client is based on the location and type of response required. Our services are offered both inside and outside the U.S.

Our Training

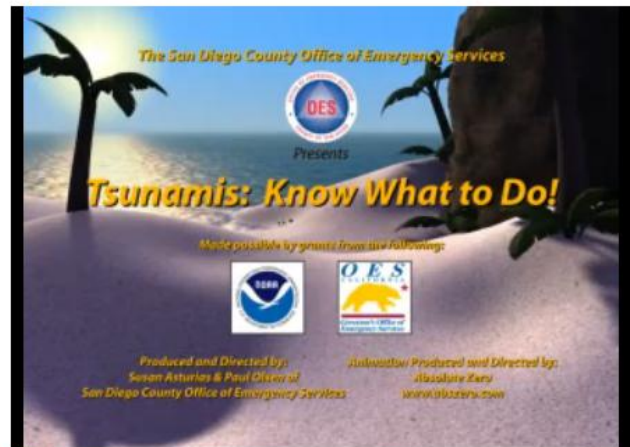
We employ a wide variety of disaster reporting processes, procedures, incident reporting, data tracking, and a wide range of cutting edge technological solutions for managing and sharing information. We train our volunteers on specific methods to respond online during disaster. We conduct training and disaster drills about once a month. New volunteers are required to complete new volunteer orientation training within 60 days of becoming active in order to maintain active status on our volunteer roster.

"In the initial hours of a catastrophic event, our team of volunteers around the world is constantly updating information so that people know where to go and whom to call to begin the road to recovery."
Christine Thompson, President Humanity Road



In a #Tsunami would u know what to do? Rockin with the crabs
<http://www.youtube.com/watch?v=UzRoRt3i4kc> #HmRd.

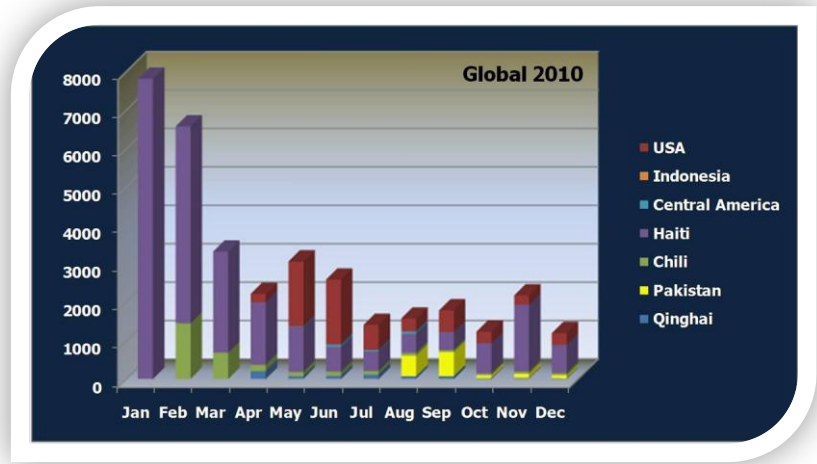
31 Mar via Twuffer ☆ Favorite ↻ Retweet ↩ Reply



Year in Review - Global Geography

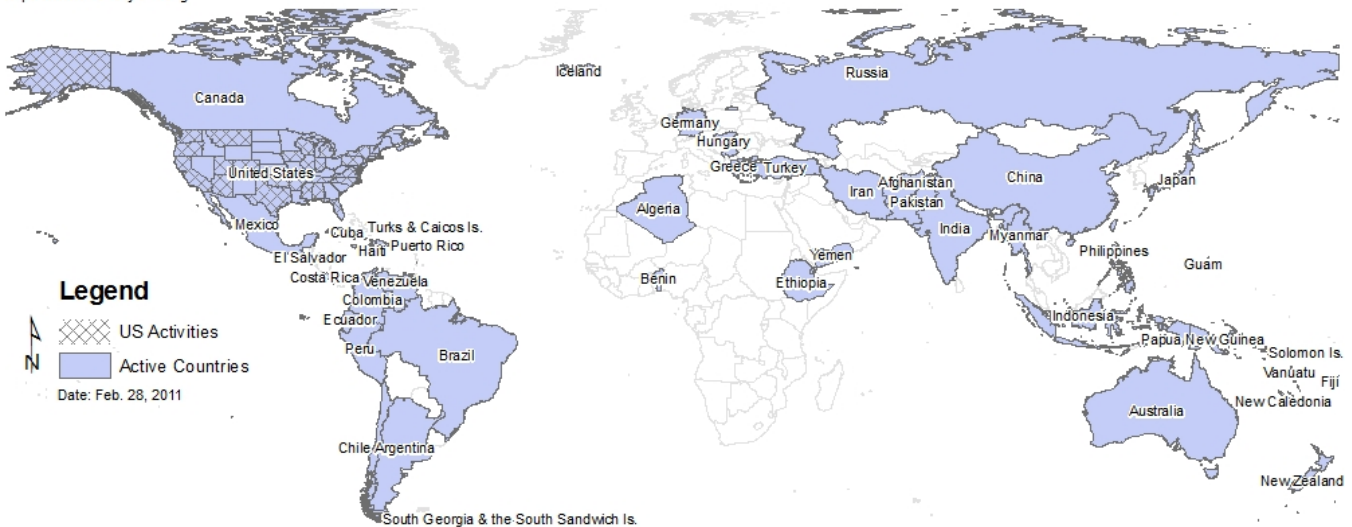
In our founding year, Humanity Road volunteers responded to 72 events in 53 countries. Highlights of several of the major responses are included in more detail on the following pages.

The chart reflects unique visits to major event response pages. The map below reflects the locations of active events in 2010.



Humanity Road Activities in 2010, by Country

<http://www.humanityroad.org>

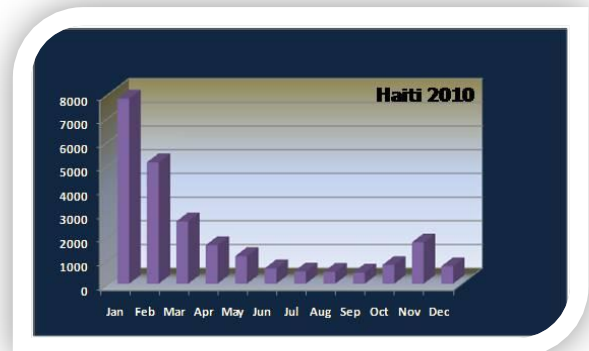


Year in Review - International Major Response Highlights

January - Haiti Year Zero Day 1

Volunteers began supporting online in Twitter during the first hours of the January 12th 7.0 earthquake. In order to curate critical situational awareness information and provide the public with access to reference materials, we launched the blog <http://HelpHaitiHeal.wordpress.com> on the morning of January 14th. Online volunteers and our website provided the first and sometimes the only online reference material of its kind available to the general public in the first two weeks. During the month of January, 8,000 unique visitors were recorded as viewing the materials and 20,000 by the end of 2010.

The information that was provided for those impacted by the Haiti earthquake included the first online list of hospitals, where status was confirmed, and the first online reference of Creole First Aid instructions when there is no doctor or hospital. The hospital status information collected by Humanity Road volunteers was used to update status in other data repositories (i.e.; Ushahidi, Sahana disaster management system).



As aid workers began arriving, a communications gap was recognized as few of the arriving rescue workers spoke Creole. There was a great need to establish orderly lines for food and water and to communicate during rescue attempts. Rescue workers needed to hush crowds so they could hear victims.

When biscuits were being distributed, a communications gap within the Creole speaking population led them to believe that the energy biscuits were expired. On January 17th, a volunteer from inside Haiti assisted with translating key phrases which were published online for aid workers who were printing these phrases to take with them to Haiti. Also, urgent calls from Haitians were being routed to the Haitian Embassy in Washington, D.C. which was staffed by volunteers in the D.C. area. Members of the Greater Washington Haiti Relief Committee, supporting the remote Emergency Operations Center in the Haitian Embassy in Washington, DC., contacted Humanity Road in January and expressed appreciation for the translated materials which had been printed and placed at every desk in the Haitian Embassy emergency volunteer call center.



Haiti Earthquake Information Project "Our group really likes your site..." – Dr. Michael Caudy - HEIP

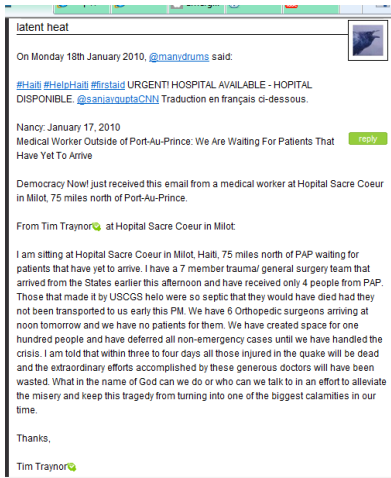
Year in Review - International Major Response Highlights

January 2010 - Haiti Year Zero Day 7

The use of multiple forms of cobbled communications was instrumental in connecting people in need with people who could help. Seven days after the initial earthquake, online volunteers were sending Twitter messages, receiving emails and inputting incident reports into the Ushahidi tracking system in efforts to connect those who needed aid with those who could provide aid inside Haiti. Meanwhile, the staff of Sacre Coeur Hospital in Milot was attempting to relay information to first responders and rescue teams.

Located about 75 miles outside the affected area, Sacre Coeur had beds, staff and surgical facilities available. Infrastructure damage and power and traditional communications outages prevented communication between rescue teams and the hospital.

On January 17th, Milot had sent a desperate plea in email that was widely distributed across the Internet. On the morning of January 19th, the hospital was still without patients. Via Twitter, online volunteers relayed the critical information regarding the facilities, including GPS coordinates, to CNN and the U.S.



Coast Guard, with a request to medevac patients. Within 2 hours of this message on January 19th, CNN broadcasted live from a helicopter transporting the first patient by helicopter to Sacre Coeur Hospital in Milot.

On January 20th, Traynor sent a follow up email confirming that Milot was now receiving patients and requested another relay to the Coast Guard that Sacre Coeur could accommodate additional inbound patients.



Summary: PORT AU PRINCE, Haiti- Petty Officer 2nd Class Duane Zitta holds the hand of a 6-year-old Haitian girl who suffered from compound fractures to the lower left leg January 18, 2010. The MH-65 dolphin helicopter crew from Air Station Detroit, Mich., Med-Evac.

@carepedre pls RT Jan20 12pm ET
Urgent frm Dr. Traynor - Milot Sacre
Coeur has room for 2 choppers & 50-60
more (cont) <http://tl.gd/4gicd>

9:32 AM Jan 20th, 2010 via web
Retweeted by 2 people



redcrossmom
Christine Thompson

"Thanks to people like you, we are getting patients..." - Tim Traynor – Milot Hospital

Year in Review - International Major Response Highlights

May 2010 - Central America Storm and Volcano

The Humanity Road response began the evening of May 30th and continued for several days into June. The United Nations emergency alert system (GDACS.org) did not issue a humanitarian alert for this event. But evacuations due to volcanic activity concurrent with severe flooding caused by tropical storm Agatha forced more than 94,000 to evacuate their homes (Reuters). The initial death toll was 113 and was expected to go higher. A new Humanity Road event page was launched for Central America on May 31st (<http://helpcentralamerica.wordpress.com/>) due to the volcanic and tropical storm activity that was impacting Guatemala and Honduras. Primary issues were flooding, road debris, and collapsed homes, with families and in some cases whole villages being evacuated. Information on where those inside the impacted area should call to report urgent incidents was provided as well as first aid information for when there is no doctor. Safety messages on flooding, power outages, safe drinking water and other locally issued alerts and information were sent in Twitter and were being tweeted and retweeted in English and Spanish by volunteers.

Volunteers monitored mainstream and social media verified and updated the Humanity Road event response page for Central America with current response information, first aid, hospitals and shelters. In addition, volunteers used social media to locate individuals with urgent needs and did communicate with individuals in Twitter who were sheltering in place during the severe flooding. Two other significant earthquakes were monitored during this event and determined to be low impact events (6.4 Andaman Islands, India and 6.0 Moro Gulf, Mindanao, Philippines). Due to multiple water based significant quake activity, Humanity Road volunteers used online tools to monitor buoy data for high waves in S. Pacific.



June 2010 Oaxaca, Mexico Earthquake

Humanity Road responded within 10 minutes to this event and the disaster response team remained active for 3 hours. Initially reported by USGS.gov as magnitude 6.5, the size was downgraded to a 6.2 and struck on June 30 at 2:22am local time, at GPS Location 16.530N 97.707W, depth of 10 km, 41 km (25 miles) NE (55 degrees) of Pinotepa Nacional, Oaxaca. The United Nations emergency alert system (GDACS.org) issued a Green humanitarian alert. Twitter Hashtags used included #terremoto #Oaxaca #seismo #tremblormexico #Oaxaca. Volunteers responded in Twitter (@HumanityRoad) from 2:30am to 6:00am Eastern time with American Red Cross on "What should I do during an earthquake?" "What do I do after an earthquake?" translated in English and Spanish.

Volunteers also used social networking and Internet news and blog search techniques to identify impacts and locate individuals with urgent needs. There were no indications of individuals with urgent needs. A new resource page was added to the Humanity Road Virtual Emergency Operations Center (<http://humanityroad.wordpress.com>) providing earthquake tweetables in Spanish.

Year in Review - International Major Response Highlights

September 2010 - Christchurch, New Zealand Earthquake

A magnitude 7.0 earthquake struck 27 miles west of Christchurch, New Zealand, (population 386K) at 4:35am local time on September 3, 2010. A Tsunami was generated but did not cause damage or a threat to lives. Significant twitter traffic was created when widespread power outages caused the population to become isolated from the news. Humanity Road volunteers used advanced twitter search and tools and crowd sourcing (<http://bit.ly/IxDFW>) to locate and communicate with local population affected to provide standard guidance from Red Cross on what to do after an earthquake and aftershocks, and informational updates from the New Zealand Civil Defence website <http://www.civildefence.govt.nz/memwebsite.nsf>. New Zealand Civil Defence began providing updates in social media and Humanity Road volunteers added the preferred hashtags and retweeted the public information and situation reports for local residents. Humanity Road also provided general first aid instructions in Twitter for when there is no doctor. Volunteers monitored Twitter, Facebook, GDACS reports, New Zealand Civil Defence web presence and guidance on this event as well as NOAA Buoy data for high waves.

"@jimpick Twitter is better than the media for getting news on earthquakes eg. [#hmrdr](http://twitter.com/christinagr/christchurch)"

November 2010 – Haiti Cholera

In late October and early November volunteers monitoring the health impacts inside Haiti began to track cholera reports from various sources within the chain of care established inside Haiti. Volunteers researched the initial information and contacted officials at Healthmap.org, an organization of spatial epidemiologists that uses GIS to track disease outbreaks. Humanity Road was already partnered with aid agencies assisting in a special project auditing and updating the Haiti hospital resource finder, an online application for MSPP and PAHO.



In response to the outbreak Humanity Road volunteers broke new ground in online collaboration by launching a Skype collaboration window with representatives from the volunteer tech community inviting members from Healthmap, Crisismappers and

Openstreetmaps. Volunteers continued to support the ongoing needs of the Cholera epidemic in Haiti by communicating information about prevention, control and reporting methods through social media. Support also included monitoring and relaying information on urgent needs and supplies needed. The first aid initiative included the posting of information and Tweets in English and/or Kreyòl for Cholera, Sanitation, safe water methods from Hesperian.org and other agencies as well as relaying local guidance on handling remains, and information on how to deal with emotional aspects of recovery.

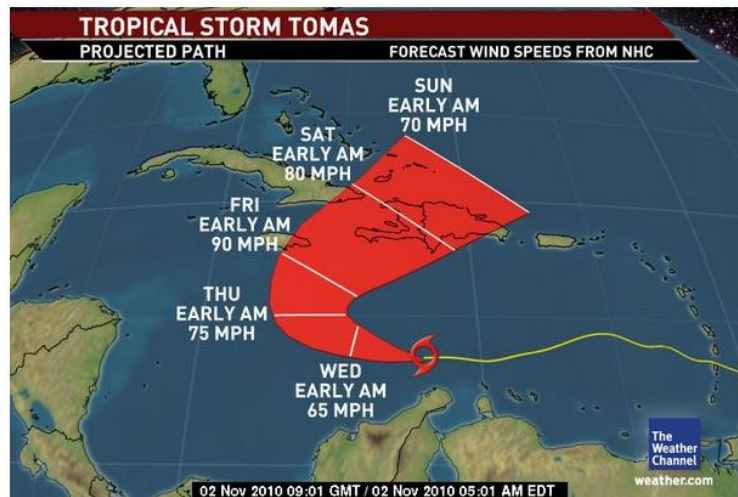
"Humanity Road volunteers played a key role in communicating the initial outbreak and subsequent spread of the 2010 cholera epidemic in Haiti. Their effort was essential in informing government agencies and non-profit organization about disease risk and available resource." - John Brownstein, Assistant Professor Harvard Medical School <http://healthmap.org>

Year in Review - International Major Response Highlights

November 2010 –Caribbean Hurricane Tomas

During the first week of November, volunteers provided support as Hurricane Tomas approached and made landfall across the Caribbean including Haiti. Public safety messages were provided ahead of the storm; emergency shelters were identified, collected and published online. Volunteers continued to monitor for urgent needs as the storm crossed Haiti. During this event, situational assessment support was also provided for The Weather Channel.

In addition, on Sunday morning November 7th, volunteers responded to an urgent situation regarding a child in Haiti who was in need of oxygen and helicopter transport to a hospital equipped with dialysis equipment. Humanity Road volunteers assisted in routing this urgent request and within two hours, we were notified by Dr. Tico Chandler that the helicopter was en route.



"Miracles CAN happen when we get together!!!" - Dr. Tico Chandler

*"Humanity Road was a total team player when I required useful and pertinent information on Haiti while on assignment for The Weather Channel. Thanks so much" **Jim Cantore, The Weather Channel***

Year in Review – United States Major Response Highlights

During 2010, Humanity Road monitored events in 33 states and territories for the USA. Event response types ranged from earthquakes, winter storms, severe thunderstorms, hurricanes, rip tides, wild fires, Gulf Coast oil spill, flash floods, tornadoes, earthquake drills, water contamination, and potential terrorist events. The public was provided safety information on what to do before, during, and after disaster as well as whom to contact for urgent needs.



April 2010 - Gulf Coast Oil Spill

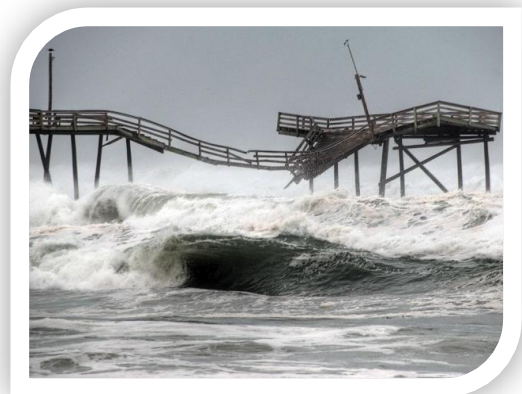
Humanity Road launched its Gulf Oil Spill response on <http://helpgulfcoastheal.wordpress.com> on Friday April 30th following public reports indicating a Spill of National Significance (SONS). A SONS is defined as, "a spill that, due to its severity, size, location, actual or potential impact on the public health and welfare or the environment, or the necessary response effort, is so complex that it requires extraordinary coordination of federal, state, local, and responsible party resources to contain and clean up the discharge" and allows greater federal involvement. Volunteers provided the public with information on where to volunteer to assist with clean up efforts, health precautions and safety, wildlife rescue centers and how to report oiled wildlife.

May 2010 - Tennessee and Midwest Flooding

Record-breaking flash floods across Tennessee, Mississippi and Kentucky led to the launch of <http://helptennesseeheal.wordpress.com> on May 26th. Humanity Road volunteers provided information to the public on where to find shelter, apply for FEMA and Red Cross aid, locate missing loved ones and find locations of Mobile Disaster Recovery Aid centers.

August 2010 - Hurricane Earl

Humanity Road Hurricane Earl Coverage spanned more than a week. Volunteers provided updates for Haiti on <http://helphaitiheal.wordpress.com> as well as information in Twitter on rip currents. Shelter information from the Red Cross, evacuation routes from state agencies and information on what to do before and during and after a hurricane was provided as Hurricane Earl travelled through the Caribbean impacting St. Lucia, Jamaica, and Haiti and up the East Coast of the USA. Twitter Hash tags were modified based on the countries and states in the path of the hurricane.



Year in Review – Disaster Preparedness Exercises & Collaborations

September 2010 – Exercise 24



On 24-25 September 2010, the Immersive Visualization Center (VizCenter), San Diego State University, California, hosted a virtual HADR event called "Exercise X24". X24 involved over 12,500 people from 79 nations and 90 U.S. government, non-government organizations, and public/private partners in a collaborative environment using crowd sourcing, social media, and cloud computing applications. This was the first time a collaborative HADR exercise of this scale occurred online and integrated into real events. Humanity Road collaborated with San Diego VizCenter and participated in the exercise by providing media monitoring for simulated situational awareness, identifying simulated urgent needs and publishing information on what to do before, during and after an earthquake and tsunami standard safety messages from Red Cross and FEMA.

"Citizen Groups can be invaluable in identifying and spreading vital information during a disaster. Individuals were willing to share updates from trusted sources - @Exercise24, @HumanityRoad, @CNN. These trusted sources must be established quickly in response to disaster." - Kathleen Hessert, Buzz Manager X24

October 2010 - California Shakeout

On October 21, at 10:21am local time, the great California Shakeout occurred in California. This event was widely publicized and social media conversations indicated that the public appeared well aware of the planned drill and prepared to stop, drop and cover. At 10:21 the earthquake sirens were activated for San Francisco. Social Media was active in the minutes following the drill. Local residents reported on their activities during the drill. About 20 minutes after the shakeout drill, an actual earthquake occurred in the Gulf of California. The 6.9 magnitude quake reported by USGS at a depth of 6.2 miles occurred approximately 65 miles S of Los Mochis, Mexico. Humanity Road volunteers investigated and confirmed the validity of the earthquake by verifying both USGS and LISS.org. Public safety information was provided in Twitter. Mainstream media was monitored to confirm no major damage or injuries. The disaster desk was active for 1 hour for this event.



November 2010 – Standby Task Force Earthquake Exercise

After the 2010 Crisismappers ICCM conference in September, The Standby Task Force was formed and Humanity Road volunteers were invited to join and collaborate in this new initiative. Humanity Road leadership were tapped to provide coordinator roles for the media monitoring team within the Standby Task Force. September and October were spent organizing and training. In November, the Standby Task Force participated in their first simulation with UN OCHA, and the Media Monitoring team, including volunteers of Humanity Road, participated in the drill November 15 through November 18, 2010.

"Thank you for being an invaluable part of the Standby Volunteer Task Force! Looking forward to taking Media Monitoring & Mapping to infinity and beyond!" - Patrick Meier

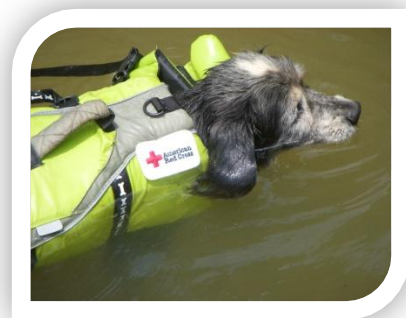
Year in Review – Animals In Disaster

Animals in Disaster cluster of Humanity Road was launched officially in August of 2010. This area of expertise is being led by Toni McNulty, a dedicated and founding volunteer for Humanity Road and passionate about animal safety. According to a recent U.S. survey, 62% of households, approximately 71.4 million homes¹ own a pet. During a disaster, people may not leave their homes because of fear of losing a pet.

The mission of our Animals in Disaster team is to promote preparedness in order to mitigate the impact of disasters on animals and their owners. We also recognize the need to promote disaster preparedness for owners of livestock and farm animals, not only because owners are attached to them emotionally, but also because of their importance to the food supply.

Our public awareness program is implemented primarily through Twitter. Tweets by @RedCrossDog provide pet news, health, safety and emergency preparedness tips with links to FEMA, Ready.gov, and Humane Society of the U.S., the American Veterinary Medical Association, Red Cross and other sound resources. This information is reinforced on a blog maintained by a volunteer. (Footnote 2) During a disaster, the Animals in Disaster team locates and tweets information to help animal owners survive, sustain and reunite with their pets.

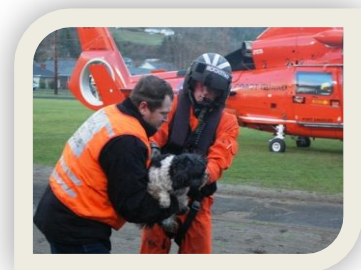
July 2010 - Red Cross Dog



Jade drowned on July 5th, 2010 while swimming in the lake, and was resuscitated by his owner, Chris Thompson. As a veteran Red Cross volunteer, Chris was able to resuscitate Jade because she knew CPR. The American Red Cross learned of Jade's rescue, and asked to feature Jade's story in their "Dog Days of Summer" campaign. Because Christine's personal Twitter ID is @redcrossmom, she set up a Twitter account for Jade as @redcrossdog. Red Cross Dog became an official team member of Humanity Road on July 29, 2010, and volunteers began tweeting pet disaster preparedness and pet news, health and safety tips.

December 2010 Pacific Northwest Flooding

SEATTLE - Petty Officer Second Class Steve Sergeiko delivers a rescued dog into the hands of an emergency service worker Dec. 4 at Chehalis High School's football field in Chehalis, Wash. The Coast Guard along with several other state and federal agencies rescued 106 people and six animals from flooding in the Pacific Northwest over the course of two days. (Official Coast Guard photo by Petty Officer Second Class Shawn Eggert)



¹ http://www.americanpetproducts.org/press_industrytrends.asp

Humanity Road Volunteers

In 2010, 73 volunteers from 13 countries and 17 states within the USA contributed thousands of man hours to humanitarian efforts for 72 events in 53 countries. Humanity Road is formed from the bond and unity of global citizenship and that bond only strengthens in the face of disaster. They are drawn together into a united team that works to help improve the process of disaster response and assist with the flow of communications. Volunteers joined from all over the world including Belgium, Brazil, Canada, Chile, England, France, Germany, Haiti, Ireland, Pakistan, Sri Lanka, Switzerland, and in the USA from Alabama, Alaska, California, Colorado, Connecticut, Washington DC, Florida, Georgia, Illinois, Louisiana, Massachusetts, North Carolina, New Hampshire, New Jersey, New York, Oklahoma, Texas, and Virginia.

Driven by Need

Powered by Volunteers

Led by Experience



"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, Team Leader ICE-SAR

Humanity Road 2010 Volunteer Spotlight

Toni McNulty, Team Lead Animals in Disaster and Red Cross Dog



Toni is an administrative support professional who enjoys interacting with people globally via the Internet. Volunteerism has been a part of her life since childhood. She has served others in many ways, from working in a soup kitchen to being a court advocate for battered women. She joined Humanity Road shortly after the 7.0 earthquake in Haiti. She has completed FEMA's Course: "IS-10.a Animals in Disasters: Awareness and Preparedness."

She implements the mission of Humanity Road's "RedCrossDog" by increasing public awareness about safety and disaster preparedness for pets and other animals.

Christoph Dennenmoser, Team Leader, Urgent Needs



Christoph is working as EMS paramedic for German Red Cross Rescue Services. He is also volunteering as Disaster Manager and teacher and is doing Public Relations. The connection of disaster management and Information Technology and the immense possibilities in an effective use of Social Media in disaster situations is what raised his interest in the work of HumanityRoad. As team leader of the urgent needs cluster he enjoys

being able to bring in his experience as Disaster Manager and passion for new media for serving people in need.

Bettie Wootten Tussey, Team Leader Volunteers



Bettie is a full time Realtor in the Richmond, Virginia metro area where she has been providing first class service to her clients for over 30 years. Volunteering has been a part of her life since an early age and the opportunity to provide aid in disasters through the internet is an opportunity that she has embraced with open arms. Over the years her involvement has been with MDA, Red Cross and Girl Scouts of America. She is currently Vice

President for Education for the Richmond Symphony Orchestra League, involved in community management for her homeowners association, and is an avid supporter of Massey Cancer Center.

Leadership Team 2010



Christine Thompson,
President and Chairman



Cathy Graham
Vice President, Director



Robert A. Enholm
Director and Treasurer



D. Cary Mitchell
Director and Secretary



Donna Lee Weber
Director



Kenold Pierre-Louis
Director

Philosophy and our Future

Over 500 million users on Facebook and 100 million users of Twitter participate in interactive dialogue on a daily basis. This forms the largest socially-connected community in our earth's history. We would like society and future generations to understand that we are a global society, treat yourself and each other as a good neighbor. Reach out a hand to help your neighbor when they need it. Your neighbor is the person next door as well as the person who is 6,000 miles away. We are all neighbors, we are citizens of Earth, and we are Humanity.

Disaster is blind to economic, social or political status. It can happen to your neighbor next door or someone 6,000 miles away who speaks a language you don't know. Social Media empowers you to reach out, translate, research and learn about other cultures directly from the citizens. Volunteers working through social media can see for themselves what is happening now. You begin to realize that you really can connect and make a difference.

We are focused on building Humanity Road as a global organization of volunteers united to assist others and recognized as an organization that people can trust and rely upon for accurate information during a crisis. We are proud of our achievements in our founding year and look forward to building on that strong foundation.

Financial Statement

This was the first year of operation for Humanity Road, Inc. In its initial year of operation, Humanity Road did not incur any expense for administrative salaries (Note: For sustainability, the three year plan includes budget allocation for administrative salaries). For 2010, income and expenses were modest. On the income side, financial donations were \$785 and "in-kind" donations were \$2,685, showing a total income of \$3,470. Expenditures were internet-related (\$1,786), modest travel (\$785), and general business expenses (\$743), totaling \$3,329. The corporation closed out the year with a balance of \$141.

Income and Expense Highlights

- 96% of total income was allocated and expensed in same year
- 60% of total expense was for Internet and Travel for direct response activities
- 0% was budgeted or expensed for administrative or office salary



Humanity Road Code of Conduct and Ethics Pledge

Safety: I will place the highest priority on the safety of the general public and my fellow Humanity Road, Inc.® employees and volunteers.

Lawfulness: I will comply with all federal, state, local, and international laws and regulations as well as United Nations Humanitarian principles and Humanity Road corporate policies.

Professionalism: I will act in a professional manner when representing Humanity Road, Inc.

Responsibility: I will act responsibly and quickly in identifying, confirming, and communicating disaster recovery information in a helpful manner so as to educate the general public and those directly affected by a catastrophic disaster.

Good fellowship: I will not engage in any activity or communications that creates a conflict or appears to create a conflict with the interests of Humanity Road and with any organization in which I have a personal, business, or financial interest.

Loyalty: I will notify my supervisor or a senior official for Humanity Road, Inc. immediately should I become aware of any conflict of interest.

Integrity: I will maintain the confidentiality of all internal communications and information intended solely for Humanity Road employees and volunteers.

United Nations Humanitarian Principles - Humanitarian Principles represent the foundation of humanitarian action. Key humanitarian principles include:

Humanity: Human suffering must be addressed wherever it is found. The purpose of humanitarian action is to protect life and health and ensure respect for human beings.

Neutrality: Humanitarian actors must not take sides in hostilities or engage in controversies of a political, racial, religious or ideological nature.

Impartiality: Humanitarian action must be carried out on the basis of need alone, giving priority to the most urgent cases of distress and making no distinctions on the basis of nationality, race, gender, religious belief, class or political opinion.

Humanity Road, Inc. is committed to encouraging a working environment that promotes humanitarian action and a work ethic free from harassment and discrimination. Activities that discriminate based upon an individual's sex, race, ethnicity, national origin, age, religion or any other legally protected characteristics are prohibited. All volunteers and staff are required to abide by this policy.

Join us in Facebook

Humanity Road

Websites

www.humanityroad.org

www.humanityroad.wordpress.com

Humanity Road, 230 Washington Street, Boydton, VA 23917



Follow Us On Twitter

Official @HumanityRoad
 Pet Safety @Redcrossdog
 Animals in disaster @iamvatoni
 Volunteering @rvaregal
 Urgent needs @sahnettaeter
 Chris Thompson @Redcrossmom
 Cat Graham @peaceful_intent

Humanity Road - The First 100 Days April 15, 2010

On Earth Day, April 22, 2010 the Humanity Road name and website were presented to the world. Below is an open letter of gratitude from @redcrossmom Christine Thompson to the volunteers who laid the foundation of Humanity Road. [Source](#)

"It has been 100 days since the Haiti quake that shook the world. For many it seems a lifetime. For me it seems like just yesterday. As we make our official debut in the public eye, I would like to take a moment to tell you about the extraordinary efforts of a few very special people who came together during a time of great need to serve others around the world. There are so many volunteers helping Haiti in countries around the world every day. Each has a story about why now, why Haiti, why Chile, why Indonesia and why do so many feel the need to help. I want to take a moment to recognize some very special people who provided the initial foundation for our digital volunteer team. In 2010, it began in Twitter, and so in light of that, I would like to share with you using their twitter names, the @Twitter volunteers who made significant contribution to laying the foundations of Humanity Road, Inc.

@1staid4	@dcmitchell
@Peaceful_Intent	@RVAREGal
@Viequesbound	@Christinakr
@Manydrums	@Meira_Davi
@Kenold	@MireleMonte
@Icandigit	@Iamvatoni
@Ladybugsgrama	@Pgwoofado
@Carelpedre	@HansKirsch
@HeroldC	@Twik31
@georgeshenry	@Redcrossmom
@BHMHaiti	

Each of these volunteers has put in tremendous hours of their personal effort and resources to help others. They have been critical in helping to establish a process that will be repeatable in the future to help others. They have all been a personal inspiration to me in helping provide communications to the general public during times of great need. I hope you will join me in thanking them for their contribution. Because of our volunteers, we are here to stay and will continue our efforts to help the world, and your neighborhood, when you need us most.

With my deepest gratitude and respect"

Christine Thompson, President
 Humanity Road, Inc.
 @redcrossmom