Humanity Road is an Internet-based disaster preparedness and social media crisis response organization.

Summary
- Our mission is to educate the impacted public through Internet and mobile based technologies.
- Humanity Road is often the first responder online – prior to crisis mapping and UN engagement.
- We are seeking partial or full funding in the form of grants or sponsors for programs and services.

Background
Humanity Road has leveraged its Internet-based disaster experience to communicate with an increasingly mobile population during sudden onset disaster. When the earthquake struck Haiti in 2010, it was a natural transition for us to move to an online approach for helping those in Haiti. Within the first hours and days, we were helping collect, confirm and route incidents, providing first aid information online, broadcasting the need for blood supply at area hospitals, and providing GPS information and status of hospital facilities.

1. What is Humanity Road, Inc.?
Humanity Road is the first of its kind, non-profit Public Charity online volunteer organization. Volunteers with Humanity Road are trained to educate people and animal owners about disaster preparedness for hazards that may impact their area. Volunteers respond with formalized training in media monitoring and communications for emerging events, such as flood, earthquake, tsunami, hurricane safety. They work active support windows in Skype and perform research for specific online content in applications such as Youtube, Facebook, Google, G+ and other social media and mainstream media outlets. All volunteers are required to accept and uphold the code of conduct which includes the Humanitarian Principles from the United Nations. Humanity Road volunteers also are encouraged to support emergency response agencies by taking a more active role in emergency preparedness projects in their community.

2. What types of programs does Humanity Road run?

1) Disaster Preparedness This includes providing educational materials and information that improves the capability for the public to respond more efficiently and more effectively in times of disaster.
Clients include;
Public - Sharing general and hazard specific preparedness information via Social Media and blogs
Government - Assisting CERT & EMA organizations with training on tools, techniques & opportunities in online volunteering, Assisting military in providing training on media monitoring & crowd sourcing for humanitarian deployment

2) Disaster Response This includes providing volunteer resources during active disaster response who perform active listening and data mining of the public internet. This role is sometimes called media monitoring and includes social media, blogs, mainstream media, official response websites and other online content. Humanity Road volunteers also provide coverage for the Humanity Road official Twitter and Facebook accounts to perform updates and tweet helpful information during emerging disaster. Clients include;
Public - Sharing General and hazard specific information through Social Media and blogs
Government - Assisting Official disaster response organizations by providing surge support volunteer resources to perform media monitoring support and referral of identified urgent needs to aid agencies who can fulfill the need

3) Process Improvement This includes providing volunteer resources for research and testing support of new and emerging disaster response tools and techniques. This includes online tools that perform aggregation and analysis, crisis mapping as well as planning and support for conducting exercises and simulations that showcase and test emerging technology. Clients include;
Government – collaborating, exercises and to test new tools for humanitarian response
Academics - collaborating & opportunities for researchers and graduate studies including intern programs
Private - provide testing for emerging technology in support of humanitarian response
Public - Collaborate with organizations and community for exercises, disaster preparedness conferences

3. What is the Activation Protocol for Humanity Road?

The disaster desk at Humanity Road is activated by trained volunteers or when responding agencies request surge support.

4. What kind of training is required to be a Humanity Road Team Lead?
Team leaders are required to complete disaster response coursework such as FEMA sponsored NIMS IS700 training, as well as standard Humanity Road training coursework including Leadership of Self Directed Work teams.

5. Where is Humanity Road Headquartered?
While the organization conducts operations in a virtual online environment, the headquarters are located at 230 Washington Street, Boydton, Virginia.

6. What are others saying about Humanity Road?

"Humanity Road volunteers are on the leading, bleeding edge of the future of emergency communications. They are pioneers in the development of an interactive global village with the kind of knowledge and experience that we need to understand humanitarian crisis in the world today." - Rebecca Goolsby, Ph.D. Program Officer, Office of Naval Research

"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, and founder of Healthmap

"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

"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

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

"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

Mainstream Media

The world to the rescue - USATODAY.com Apr 12, 2011
Mapping a Crisis: *Humanity Road* Volunteers Lead Media Monitoring ... Mar 7, 2011
Humanity Road Volunteers Paying It Forward April 13, 2011
Inside Northern Virginia - Twin Sisters Offer World of Relief 10-Dec-2012
Domestic Preparedness Magazine Features Humanity Road 18-Jul-2012
Using Social Media to Enhance Situational Awareness *07-Jan-2013*
First Responder Blog: DHS Virtual Social Media Lessons Learned- Hurricane Sandy 31-May-2013
Digitizing Disaster Coordinating Relief to Crowdmapping Care – Emergency Journalism *18-Feb-2013*

Specific Urgent Needs Examples
In Japan, we assisted an aid agency in locating radiation detectors
In Pakistan, we assisted a doctor in locating snake anti-venom
In Haiti, we assisted medical facilities in locating critical air transport.
In the USA we assisted a community to install a whole community command center.
In the Philippines, we helped communities receive lifesaving airlift and aid.

Industry Statistics
Source: http://images.socialnewsdaily.com/wp-content/uploads/2013/05/diasters-infographic.png