HUMANITY ROAD INC


This report represents HUMANITY ROAD INC's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
Humanity Road delivers disaster preparedness and response information to the global mobile public before, during, and after a disaster. Providing aid information helps individuals survive, sustain, and reunite with each other and with their pets. Humanity Road strives to close the disaster communications gap through process improvement, collaboration, partnerships, education and training.

The content of this Charting Impact Report is the sole product and responsibility of HUMANITY ROAD INC. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
Our vision is to be a recognized global leader in online disaster response. Catastrophic events – Definition of a catastrophic event - sudden and extreme disastrous event, causing an upheaval in the order of communities, which requires an extensive recovery process that fundamentally changes the surrounding environment (Homeland Security, 2008). Catastrophic event example would be Hurricane Katrina, or the Japan Earthquake Geographic goals: to be a USA based leader with expertise expansion internationally and team leads in regions globally Project Goals: to support academic and private sector research, tools and development to improve disaster response.

2. What are our strategies for making this happen?
Our strategy involves the use of traditional and standardized organizational planning and operations techniques for reporting and managing baseline operations. And the use of advanced communications technology and forward thinking large work team staffing and management techniques such as the use of self directed work teams to manage our growing family of volunteers around the world. Traditional techniques include the use of approved accounting principles, formal legal organizational structures, standard Bylaws and board oversight, compliance to required training for USA based volunteers including training on the National Framework, Incident Command and other standard recommended training programs. Training on UNOCHA cluster approach for volunteers working internationally. Our strategy also uses a segmented approach for planning, objectives and capacity building for Disaster Response, Preparedness and Process Improvement.

3. What are our organization's capabilities for doing this?
Internal Capabilities As a relatively flat organization, we maintain a small highly skilled paid staff supported by trained volunteer team leads who provide coaching and training support for a broad base of volunteer resources. The board members provide a deep pool of expertise in legal, operational and industry specific expertise. External Capabilities Humanity Road draws on a broad network of partners in a whole community approach to disaster preparedness, response and process improvement. Collaborations include with USA based federal, state and local officials, universities across the nation and other nonprofits. As a member of VOAD, DHS Virtual Social Media Working Group and FEMA Tech Corps we support cooperation and communication among responding actors. Internationally we are a member of the Digital Humanitarian Network which responds to requests from nations and including UNOCHA for joint activation for emerging disaster.

4. How will we know if we're making progress?
We measure a variety of indicators on our performance and growth including but not limited to; - Number of activations inside United States and outside United States - Compliance for volunteer mandatory training - Conduct After Action Reviews to collect ongoing lessons learned - Conduct stakeholder surveys on satisfaction - Provide input to ongoing process improvement

5. What have and haven't we accomplished so far?
Our volunteers have supported the direct rescue of hundreds of people around the world who were impacted by disaster and provided lifesaving food, water, shelter and medicine to tens of thousands impacted by disaster. We are honored to have been rated by Great Nonprofits as a Top Nonprofit for the past 4 years in a row. We have achieved Guidestar Gold for the
past four years in a row Our innovative work has been highlighted and published in numerous academic white papers and mainstream media. Humanity Road has grown its capacity from 64 to more than 300 active and reserve volunteers. The organization has supported more than 900 events since its founding in 2010. We have established repeatable processes and successful partnerships with federal, state, local and international aid agencies and aid providers. We have increased funding and expanded capacity, but our work is far from over. We need ongoing support from donors and volunteers to help us reach more people impacted by disaster. We would like to provide training to local areas that are repeatedly impacted by large scale disaster, and we need your help to do that.