



A Review of 2012

Celebrating Ten Years of Mapping Expertise

Investing in Humanitarian Information

MapAction

Help to where it's
needed most



HRH Prince Henry of Wales
MapAction Patron



ST JAMES'S PALACE

The dedication and drive of MapAction's highly-skilled volunteers is a source of a great inspiration to me. They are a supremely committed group of people, who are prepared to drop everything to deploy to the scene of a disaster and help those affected. Their professionalism, hard work and diligence is evident and it is this which ensures the success of their missions.

From my own experience as a member of the armed forces, I know that quick and accurate situational information saves lives. MapAction delivers just this within the challenging context of humanitarian crises.

MapAction is a unique and agile organisation that plays a critical role in the coordination and delivery of international aid. I am proud to be its Patron and urge others to support its innovative and vitally important work.

A handwritten signature in blue ink, appearing to read 'Henry'.



Letter from the Chair

When disaster
strikes, it strikes
quickly...

MapAction's mission is to provide information and maps to humanitarian decision makers to save lives and alleviate suffering.

2012 was MapAction's busiest year to date. It was a coming of age for the organisation as we celebrated a decade of providing information and mapping expertise to the humanitarian community. Flooding in Paraguay, conflict in Syria, landslides in the Comoros, and food insecurity in the Sahel were some of the eight emergencies to which the team responded – eight emergencies, impacting millions of people.

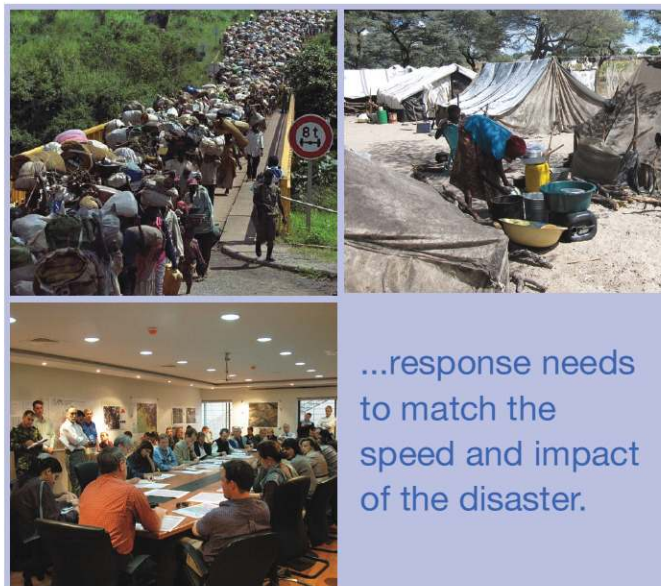
As with every emergency, each had their challenges for the humanitarian community. These crises impacted men, women and children, many of them already vulnerable – some catastrophically so. MapAction was there working to support the response to reach people affected by disaster and conflict.

The ease with which the organisation mobilised and deployed teams in 2012 belies the hard work of the last ten years.

Today MapAction comprises a team of over 70 trained volunteers; a deployment model which means we can respond within 24-48 hours following a rapid onset emergency. We take pride in well established partnerships with key United Nations agencies and Non-Governmental Organisations (NGOs), and value the confidence and support of many donors. Very many thanks to all those who have supported us, without whom we could not have achieved what we have.

MapAction's strategy is being refreshed this year, to ensure the organisation continues to be ready to meet the challenges of humanitarian crises now and in the future. We are ready for the next stage of MapAction's journey. We hope you will join us.

Roy Wood,
Chair of Trustees



...response needs
to match the
speed and impact
of the disaster.

MapAction is a highly-valued and trusted partner of the United Nations Office for the Coordination of Humanitarian Affairs. They deploy with great speed and can be relied upon to deliver in even the most challenging circumstances. The fact that this is achieved through a team of skilled volunteers makes it all the more remarkable.

MapAction exists to help inform the humanitarian response so that vulnerable people get the help they need when they need it most. Information contributes to saving lives.

Valerie Amos, Under Secretary General and Emergency Relief Coordinator for the United Nations (formerly UK Secretary of State for Development).

Every Minute Counts

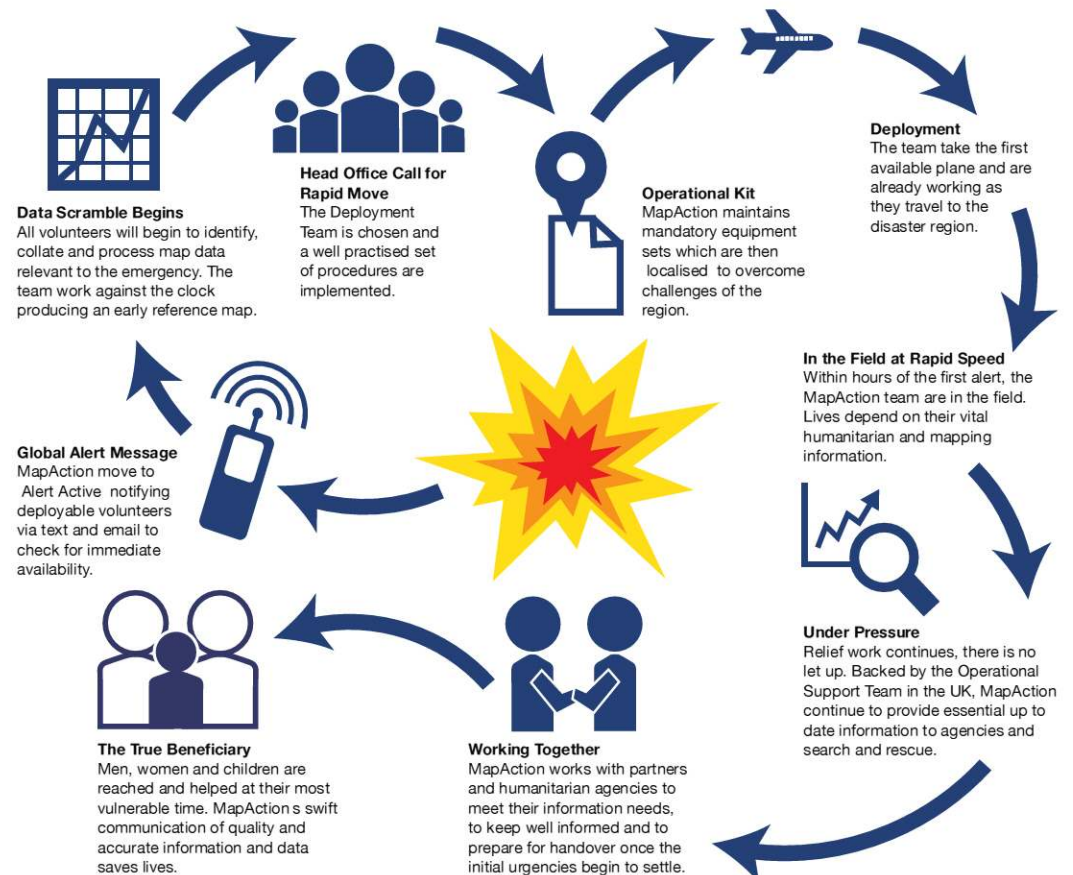
Within hours of a disaster or humanitarian emergency, MapAction responds. Highly skilled GIS (Geographical Information Systems) volunteers deploy to the field to support the response.

MapAction's ability to provide emergency mapping services to disasters around the world spearheads its unique service, ensuring partners can save lives equipped with reliable information and maps.

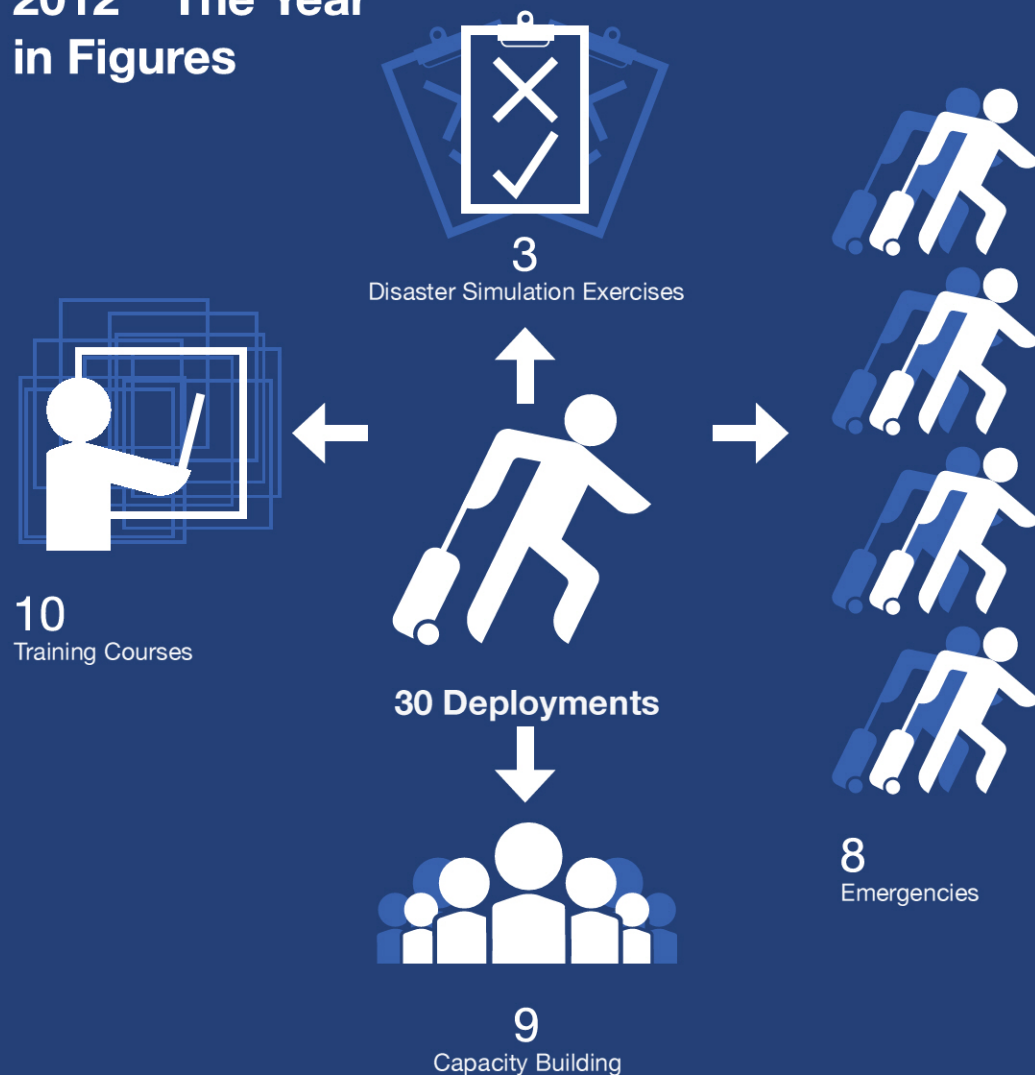
In the future, MapAction will deploy to even more emergencies around the globe than previous years and is formalising partnerships with a number of humanitarian organisations to achieve this.

When Disaster Strikes

The following takes place within 24–48 hours...



2012 The Year in Figures



MapAction produces a range of products that inform decision making in the emergency response community.

Information maps cover:

- Reference and orientation
- Situation and damage analysis
- Pre disaster and affected population information
- 'Who is doing What and Where' coordination
- Nutritional and health information
- Water availability
- Shelter damage and needs
- Camp coordination and management information
- Logistics information

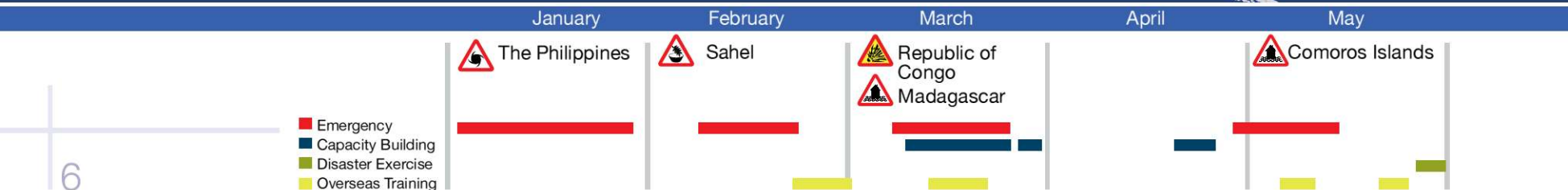
End of mission analysis told us how humanitarian responders used maps and information:

- Provided a clearer picture of the situation
- Helped define priorities
- Aided decision making
- Allowed better tasking and organisation and provided a clearer picture of progress

Overseas Deployments of 2012

Volunteers donated 288 days to emergency deployments to a value of £57,600


-  Floods
-  Food Security
-  Munitions Explosion
-  Storm
-  Complex (Conflict)
-  Capacity Building
-  Disaster Exercise
-  Overseas Training





Sharing Information, Saving Lives

On the ground



During my deployment we were in a camp at the airport. The work was pressured and unrelenting. We slept on camp beds and lived on military rations. We were there for one reason to help to save lives.



MapAction volunteer

On arrival MapAction volunteers identify where the humanitarian coordination is taking place. The United Nations (UN), in partnership with the National and Local Authorities, usually establishes an On Site Operations Coordination Centre (OSOCC) to harmonise the international relief effort in a rapid onset emergency. MapAction is a technical partner of the United Nations Disaster Assessment and Coordination (UNDAC) team and ordinarily secures a base in the OSOCC to begin to liaise with different humanitarian organisations.

The set up MapAction establishes a prominent workstation to receive data and information from different humanitarian agencies. One of the team members attends coordination and sector specific meetings to identify what decisions different agencies need to take, and what priority information is required to help with those decisions. Information needs vary from clarifying administrative units and place codes to aid coordination, to identifying which roads are passable and which are not for relief convoys. MapAction provides situation analysis information and 'Who is doing What and Where' to facilitate coordination. The most important thing for the MapAction team is ensuring that information provided is what the humanitarian agencies need. It needs to be provided quickly, efficiently and in the most comprehensible form for use.



When we handed over to the next MapAction team, we were exhausted. The whole experience had been so intense, the adrenaline was constantly going – but ultimately it was rewarding. I felt that I had done something important.



MapAction volunteer

Blue

- So far of
- Physical
- Assessment
- Geo
- Scenic
- Climate
- Geology
- Soils

Overview map

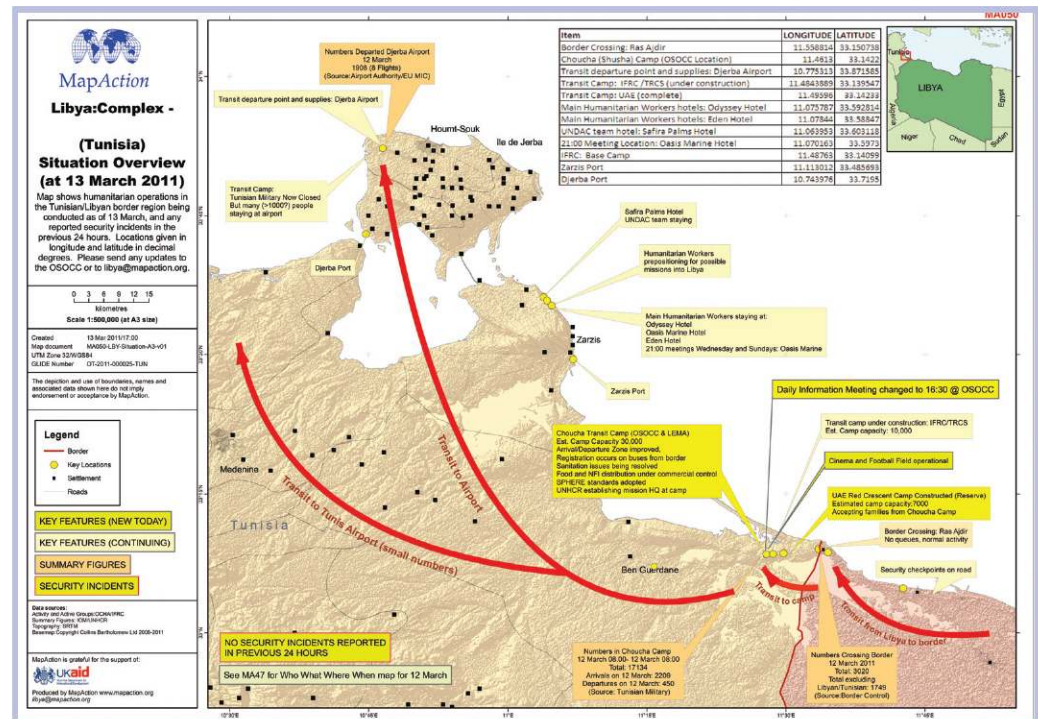
Where are we?
affected area extent
IDP camps
alternative roads
Schools/hospital

Red

- So far of
- Physical
- Assessment
- Geo
- Scenic
- Climate
- Geology
- Soils

affected people
roads
infrastructure
hospital, schools

Identifying data requirements for initial maps



*Situation Overview Map of Tunisia
complex emergency 2011*



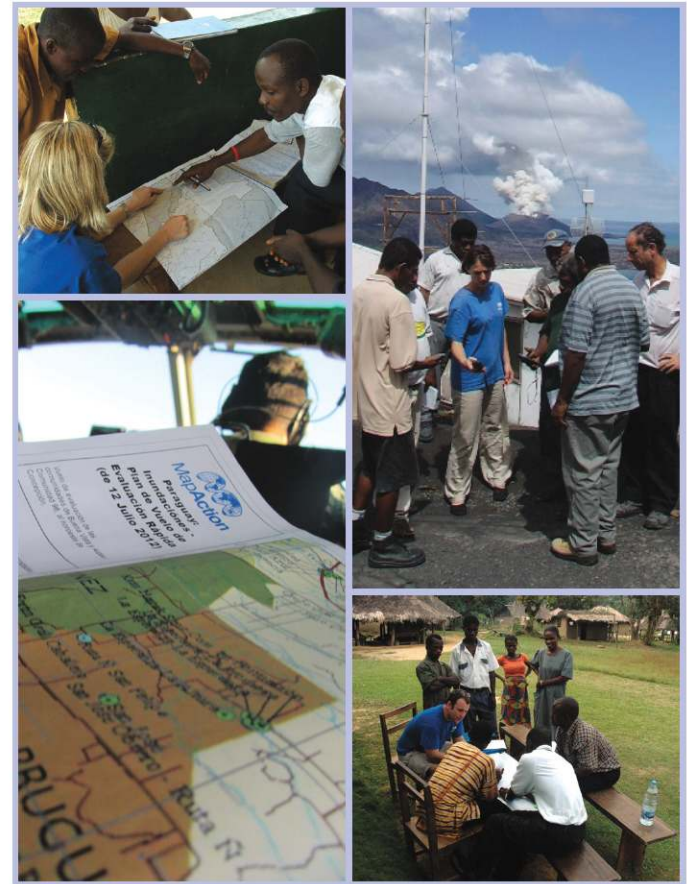
Disaster Preparedness

In 2013 MapAction will roll out its information preparedness project and operationalise its web mapping facility.

MapAction has a range of development projects which complement its rapid deployment capability. Specific projects seek to ensure that the team can achieve enhanced response times and improved information sharing in difficult emergency contexts. Projects also ensure that technology is adapted to the demanding humanitarian environments in which MapAction teams operate.

MapAction's disaster preparedness activity is cost effective, trains others in mapping and data management methodologies, saves time and enables a wider base of people to provide maps in an emergency.

Web mapping – In many humanitarian situations internet connectivity can be lost making it difficult to share information. MapAction has been developing a specialist web mapping facility. Users will be able to access situation maps using just a browser on their laptop, tablet or smartphone over a local wireless network – even when internet access is not available.



The MapAction Team

In 2013 MapAction will maintain its operational readiness with the recruitment of 12 new volunteers. The average service of an operational volunteer with MapAction is over 5 years.



MapAction has over 70 professionals within its volunteer membership, half of whom are available to deploy. The remainder form the Operational Support Team (OST) and provide GIS and other technical support from their home base. Volunteers attend training throughout the year as part of their commitment to the MapAction service. All residential training weekends involve camping to save costs and prepare for possible field deployment. MapAction seeks individuals who will display a high level of commitment and are willing and available to deploy at short notice.

The UK office – Providing direction and essential support to the professional volunteers is a team of full time and part time staff and an independent board of trustees.





A Decade of MapAction



Example of coordination mapping prior to offering the MapAction service.

MapAction began to develop its present capability in 2002. Subsequently funding from a private donor enabled a full time official to be appointed. I was that person, entrusted by the trustees with the task of getting the organisation up and running.

My principal task was to develop a structure that would enable the organisation to deploy a mapping team quickly in response to a sudden onset disaster. Key to this was people – professionally trained and able to drop everything when the call came. Volunteers were sought who had the professional skills needed, and who possessed the character and personal attributes required to cope with the challenging conditions of a disaster zone. Many of them remain committed to the organisation today.

Systems and procedures were developed to operate safely and effectively in the field. Liaison visits to other NGOs were made to seek knowledge and promote our collective capability to the humanitarian community at large, and UN departments. Volunteers attended humanitarian courses and overseas exercises to learn from other, more experienced hands and to test our ideas. MapAction grew fast in creating efficient and effective operating techniques.

The organisation's first deployment came in 2003 to Lesotho in response to a food security emergency. The following year MapAction conducted its first rapid response emergency mission to the 2004 Indian Ocean tsunami.

Lessons were learned during these initial deployments. Demands were made of the team who, under pressure, learned as they worked ceaselessly alongside humanitarian partners. These experiences became enduring contributions that still provide the basis of the MapAction model that is so successful today.

MapAction has now sent teams to 38 humanitarian emergencies over the last ten years. Thirteen of these missions have taken place in the last two years, demonstrating the increasing growth in the charity's development. Natural disasters such as the shocking Haiti earthquake and Pakistan floods in 2010, and conflict-driven emergencies in Africa and Asia are numbered amongst the organisation's missions. MapAction has supported numerous national and international aid teams bringing help to millions of people whose welfare and very existence has been threatened by devastating events.

It has been a privilege to be part of such a fantastic organisation. MapAction has achieved much in its short existence. From modest beginnings, the organisation has developed a professional expertise and an ethos that places it at the heart of humanitarian efforts to save lives and reduce suffering when disaster strikes. All this with a small team of high quality staff and noble volunteers who give freely of their time, energy and skill to the humanitarian cause.

David Spackman, MapAction CEO 2002–2009



Overseas Deployments of 2002 2012

38 emergencies

29 capacity and preparedness missions

20 disaster simulation exercises

106 training courses delivered

-  Floods
-  Food Security
-  Munitions Explosion
-  Storm
-  Earthquake
-  Tsunami
-  Volcano
-  Complex (Conflict)
-  Deployed to multiple emergencies
-  Emergency Supported from Neighbouring Country
-  Capacity Building
-  Training & Disaster Simulation Exercises



2003

2004

2005

2006

2007

2008

Lesotho
Food Security

Sri Lanka
Tsunami

Niger
Food Security

Pakistan
Earthquake

Suriname
Floods
Java
Earthquake &
Volcano

Kenya
Floods

Jamaica
Hurricane

Ghana
Floods
Dominican Republic
Hurricane

Mexico
Floods

Bolivia
Floods
Myanmar
Tropical Storm

Haiti
Hurricane



2009

2010

2011

2012

Namibia Floods
Pakistan IDP
Sri Lanka Post Conflict
Benin Floods
Burkina Faso Floods
Philippines Typhoon
Sumatra Earthquake
El Salvador Floods

Albania Floods
Haiti Earthquake

Pakistan Floods
St Lucia Hurricane

Libya Complex
Japan Tsunami
Cote d'Ivoire Complex

Nicaragua Floods

Philippines Typhoon
Sengal Sahel Food Security
Madagascar Floods
Republic of Congo Munitions Depot Explosion
Comoros Islands Floods
Paraguay Floods
Philippines Typhoon
Syria Complex

Building Long Term Partnerships

What MapAction partners say

MapAction strives to build its understanding of partners' information needs. The organisation is developing a robust monitoring and evaluation system to demonstrate the impact of providing information and maps for decisions that the humanitarian community takes during an emergency response.

MapAction is proud to hold long term relationships and be aligned with key partners in the humanitarian emergency response community.

MapAction's model focuses on providing better information analysis that can assist in decision making to meet acute needs.

MapAction's maps are in every UN, NGO and donor office. They have informed our decision making and proved essential to the planning of the humanitarian response.

Daniel Baker, UN Humanitarian Coordinator for Myanmar Cyclone Nargis, 2008



“ The organisation has a cost conscious ethic. Its volunteer model enables MapAction to keep costs low. ”

Excerpts from Independent Progress Review Report on MapAction for DFID, October 2012



“ The contribution of MapAction services and products to the humanitarian sector is significant. Feedback about MapAction's work from external stakeholders all over the world was incredibly positive. All commended the high quality of MapAction's work, its service ethic and the professionalism of MapAction volunteers and staff. The speed of deployments and map production to meet operational needs was praised. ”





MapAction Supporters

Volunteers gifted person hours to an estimated value of £57,600 throughout 2012 that is a fantastic donation!

MapAction is grateful to have a generous and extensive supporter base.

MapAction particularly acknowledges support from the UK government, the Dulverton Trust and the Man Charitable Trust.

Throughout 2012 important relationships were formed with corporate partners. In a number of cases long term engagements yielded repeat funding. This type of ongoing financial involvement is vital to ensuring the organisation is equipped to fund work in preparation of an emergency response. Particular thanks go to Vladi Private Islands GmbH, Esri UK, Ordnance Survey, Fugro and Océ.

MapAction recognises a number of individuals who take on challenge events such as the London Marathon and promote MapAction within local communities. Raising awareness of our work in such a way helps strengthen the MapAction brand.

MapAction values the huge commitment from volunteers who in total contributed 288 volunteer field days throughout 2012, and their employers who demonstrate flexibility to allow individuals to deploy at short notice.



Doing the 2012 London Marathon was a life enriching experience. MapAction supported us at every stage of the process. I would certainly do it again.



Chris, MapAction supporter



What greater honour than to carry the Olympic torch on behalf of MapAction in the presence of its patron, Prince Harry? Now that's something to tell the grandkids about!



Ming, MapAction volunteer

Looking Forward

Strategy and vision



MapAction helps emergency responders to be more effective. By giving responders information quickly, they gain a clearer picture of the emergency situation and what is needed. In turn this helps them make informed decisions more rapidly, about where to distribute aid and what aid is required.

MapAction has come a long way. But it is important not to be complacent. Today the world is relentlessly changing – climate change and poverty are making people more vulnerable. The type of emergencies MapAction is dealing with are also changing. New actors are entering the humanitarian arena to help and different technologies are available.

The Challenge – The future forecast is one in which the line between conflict and natural disaster will be more blurred; where affected populations will try to pull together in their response to a disaster but will need assistance to achieve this; where climate change will continue to wreak havoc on finely balanced communities and where migration and urbanisation will have great impacts on society locally, nationally and regionally. Embarking toward a future that is expected to have more mega disasters, more multiple disasters and more urban disasters, the challenge is to remain a step ahead to make sense of these complicated situations and communicate a clear picture to emergency responders – fast.

It is in the DNA of MapAction to respond to today's crises. For the future, we are developing our products in tandem with these challenges. At our core,

MapAction will remain a highly flexible, 'tuned in' organisation. This will ensure we remain relevant through understanding the context in which we work and by knowing what responders need.

The Opportunity – The ability to deploy and assist rapidly, within hours, can save lives during an emergency. Through strengthening relationships with partner organisations, the MapAction service can support first responders at a time when needs are most significant and immediate access to local information is critical. Ensuring a wider portfolio of partners in its network enables the organisation to mobilise in the early phase of a response. It also permits MapAction to support many smaller emergencies providing equally valuable assistance during the early phase as the response develops.

The Strategy – MapAction's aim is to save lives and alleviate suffering in countries affected by disasters and conflict. MapAction will offer a global service, at local, national and regional level to support emergency responders and humanitarian agencies in assisting people affected by crises. Short term rapid response will remain at the heart of MapAction's work, but helping countries prepare for disaster in partnership with others will be increasingly important. Being connected to the wide range of voluntary information providers who are active online, and to those where the disaster has happened, will be the focus. MapAction will ensure partners are linked together, working





towards a common picture, based on international standards of information management. Central to this will be keeping an eye on the pace of technology. Wherever technology will enable and benefit the organisation's work, it will be embraced. Where tasks can be achieved in simple forms and formats, these will be used ensuring information is accessible to the widest range of potential users. The aim at all times will be to utilise all capacities in order to communicate quality information with speed and performance.

The Focus – We envisage a world where those affected will become a great deal more involved in the aid they receive. MapAction will need to work more closely with the organisations promoting the involvement of affected communities in the delivery of aid. MapAction will aim to continually learn from experience by listening to the voices of those whose vulnerability often makes it hard for them to be heard. The organisation will also work with the voluntary and technical communities that exist, and those that emerge with each new humanitarian crisis, to ensure an accurate and complete picture of what is required can be provided as efficiently as possible.

We have a great deal to do. We will learn from our experiences and continuously develop our work. We are ready for the challenge.

We hope you will join us.





Engaging with MapAction

MapAction is on standby 365 days a year, ready to contribute its expertise to save lives. It costs approximately £450,000 to deliver this service each year.

Investing in the work of MapAction can help ensure the organisation is able to respond promptly when an emergency strikes.

Each year MapAction needs to raise around £450,000 to deliver its emergency information and mapping service. MapAction is grateful for generous support from the UK government, corporates, trusts, foundations and individuals.

Corporate Engagement MapAction has developed successful partnerships with a wide range of companies. From charity of the year relationships to cause related marketing campaigns, MapAction's team can help tailor support to meet specific Corporate Social Responsibility objectives.

Charitable Trusts & Foundations MapAction has an established track record of developing successful relationships with charitable trusts. The MapAction team would be delighted to work with organisations to meet shared interests and bring donors closer to MapAction's humanitarian work.

Individual Giving – There are many benefits for individuals who engage with MapAction. Emergency information and mapping services can be supported through single donations and regular giving. MapAction will launch its ambassador programme for philanthropic giving in 2013 which allows individuals to engage more closely through bespoke projects. The fundraising team are on hand to discuss personal interests in supporting the organisation's cause.

Challenge Events & Community Fundraising

MapAction's team is available to support fundraising activity on behalf of the organisation whether through community fundraising or challenge events.

Supporting MapAction, a charity with a Royal Patron, can add leverage to activity and campaigns.

If you are a UK taxpayer, MapAction can further increase the value of your donation at no extra cost to you through Gift Aid and tax effective giving.

Join MapAction to support in their humanitarian emergency response, reaching men, women and children at their most vulnerable time of need.



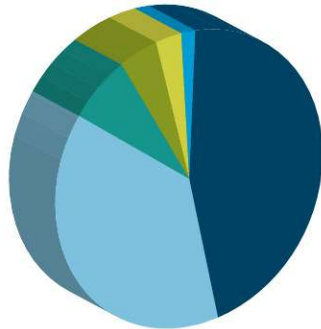
Costs of a mission vary considerably depending on location. However, it costs around £3,000–£6,000 to fund one volunteer on an average deployment.

Income and Expenditure

2012 financial activity

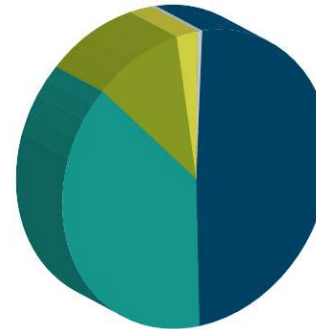
MapAction has three full time staff, two part time staff and the assistance of two part time specialists. Governance is carried out by an independent Board of Trustees, ensuring accountability. Annual reports and accounts are submitted to the UK Charity Commission.

Income 2012

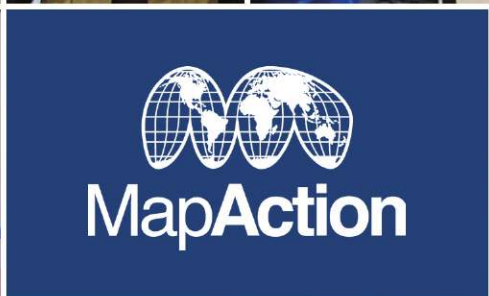


Trust and Private Donors	£182,522
Government and Institutional	£151,158
Corporate Donors	£29,682
Other Charitable Activities	£17,475
Field Operations	£5,509
Interest Received	£4,337
Total	390,683

Expenditure 2012



Disaster Response	£201,172
Capacity Building	£158,064
Fundraising Costs	£41,972
Monitoring and Evaluation	£11,157
Governance Costs	£1,341
Total	413,706





MapAction

MapAction

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For further information about engaging with MapAction through financial support, please contact Chloe or Mim on 01494 56 88 99 or email: fundraising@mapaction.org.

Acknowledgements

Thank you to all MapAction funding partners that have made a difference to the speed with which aid has reached men, women and children in times of urgent need.

With special thanks to Esri UK for the sponsorship and production of this publication and their continued support to MapAction's work.

www.mapaction.org

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