

# atma CONNECT 2018 REPORT



atmaGO  
Varga bantu warga



Dear Friends,

We have grown five-fold since our inception in 2015 and owe so much of this success to you. Thank you for joining us in our efforts to use technology to empower millions of people so they can help each other, share information, and build better lives. I am so proud of two of our most significant achievements this year: our growth to over 1.5 million users and an independent, evidence-based, impact study about AtmaGo, which we released worldwide in October 2018. The report was featured by Reuters and has reached hundreds of millions of readers in syndication.

Every year we see that better connected communities experience lower mortality, morbidity, and economic losses in disaster. We also know that being connected to your neighbors is a powerful resilience tool underutilized in disaster-prone low income communities. Through AtmaGo, we have connected people across 78 locations in Indonesia, including the two areas hit by the earthquakes and tsunamis this year, Sulawesi and Lombok. Our users posted messages to alert friends, family, and neighbors after the 7.5 magnitude earthquake and tsunami hit Sulawesi in September. We have so many heartfelt stories to share including how Ella Naila used AtmaGo to offer her home as a makeshift command center for up to 50 humanitarian workers. Similarly, following the 7.0 earthquake that hit Lombok in August, our users relied on the platform for immediate access to breaking news, with posts sharing information on the locations of temporary housing.

We hope you enjoy this report which shares our many accomplishments, recent organizational highlights, and our future ambitions. We are so pleased to have hired our first Vice President of Growth & Impact this year and with our diverse and talented 20-member team globally, we are ready to expand AtmaGo to three countries by 2020 and reach our goal of reaching 5 million users in 2021. With your invaluable support, we can connect and empower a billion people in the years to come!

With gratitude,



Meena Palaniappan  
Founder and CEO

1,500,000  
PEOPLE  
CONNECTED  
BUILDING  
BETTER LIVES  
NEIGHBOR TO  
NEIGHBOR



# USING Mobile TECHNOLOGY TO SAVE LIVES

Atma Connect – an award-winning 501(c)(3) global nonprofit headquartered in California – believes in using technology to empower people to help each other. Atma’s mobile app and platform, AtmaGo, has reached 1,500,000 users across 78 disaster-prone locations in Indonesia who use it to receive disaster alerts, report disaster-related issues, post local problems, learn about job opportunities, and share news and resources. In 2018, an independent evaluation of the impact of AtmaGo was conducted by the Center for Innovation in Policy Governance and found that the use of AtmaGo extended healthy years of life, reduced disability, and reduced economic losses in disaster.

**\$106 MILLION\***  
AVOIDED DAMAGES PER YEAR

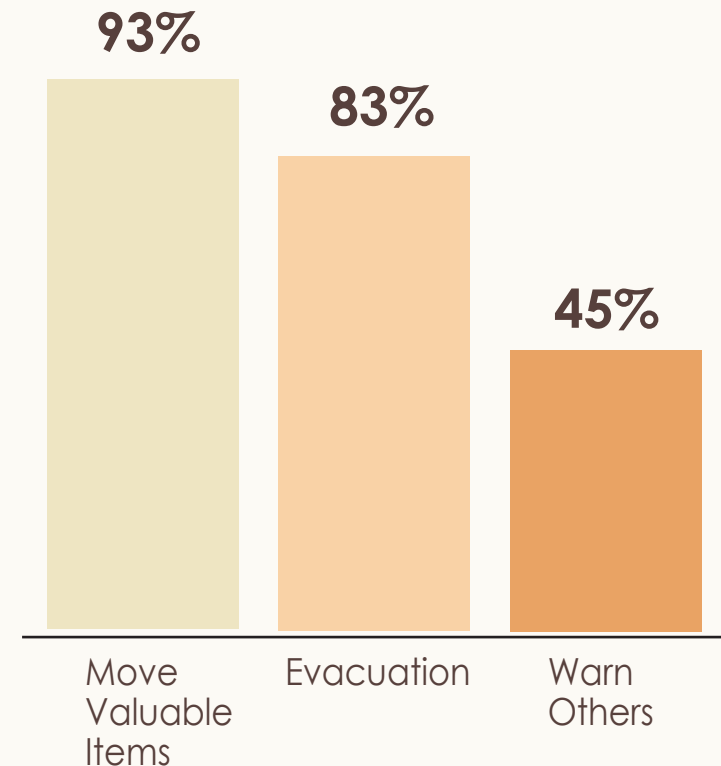
**\$4.7 MILLION\***  
AVOIDED HEALTHCARE COSTS PER YEAR

## EVIDENCE OF IMPACT

### Can Mobile Phones Improve Disaster Preparedness?

The Centre for Innovation Policy and Governance (CIPG) in Indonesia conducted an independent impact study of AtmaGo in 2017. The study, entitled “Can Mobile Phones Improve Disaster Preparedness?” was released globally in October 2018 and found that being connected to your neighbors via a trusted social network during a natural disaster can save lives, decrease chances of injury and reduce economic loss. The study surveyed over 350 AtmaGo users and non-users in the greater Jakarta area in 2017. The study on the impact of AtmaGo found that by getting government and community disaster alerts directly to people’s mobile phones on a trusted platform, along with crowdsourced information on what to do and where to find help, users were able to better defend their communities, safeguard their property, reduce injury and prevent deaths from floods, fires and other natural disasters. Based on household surveys with residents in Jakarta, CIPG quantified per household impact of economic losses, deaths, and injuries in disasters over the last 5 years, and also quantified the impacts AtmaGo was having.

30% of AtmaGo Users Take Lifesaving Preventative Actions



\*Estimated impact assuming AtmaGo use in 10% of Jakarta.

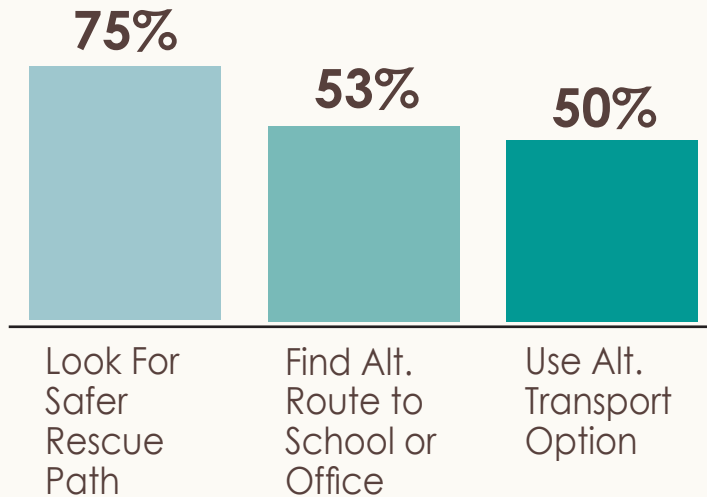
**643 YEARS\***

OF HEALTHY LIFE ADDED PER 100,000 USERS

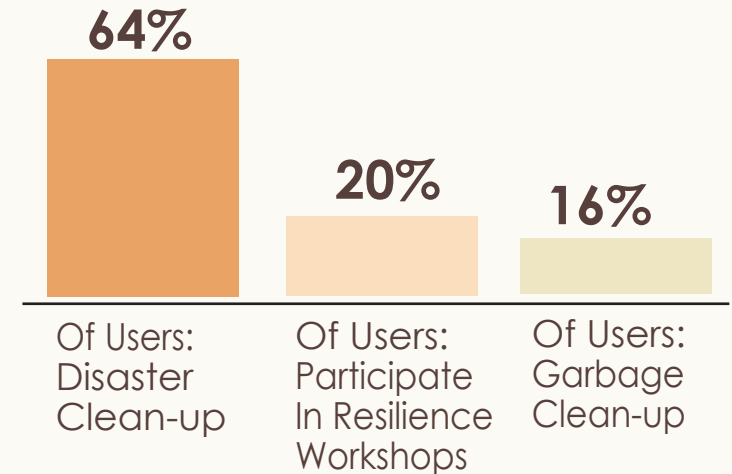
**\$324 REDUCTION**

OF PROPERTY DAMAGE PER HOUSEHOLD PER YEAR

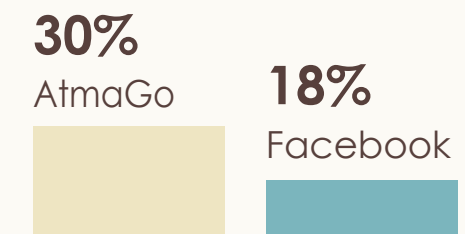
Users Take Actions When Receiving  
Disaster Warnings



AtmaGo Is Used To Organize Activities  
That Mitigate Future Disasters



More AtmaGo Users Take Preventative  
Action Compared To Other Social  
Networks



# 1,500,000

USERS



# 700,000

POSTS, COMMENTS, AND VOTES



Atma's theory of change is that people who live in low-income communities are resourceful and ingenious, and by connecting them to each other AtmaGo can multiply their strengths. Atma uses technology to empower people to help each other by sharing solutions that matter most to them. Today, our evidence-based tool, AtmaGo, is being used by over a million people to amplify their cooperative work, to rebuild their neighborhoods, build their local economy, and prepare for the next disaster. Our approach is supported by four key focus areas: 1) disaster resiliency, 2) social cohesion, 3) economic development, and 4) women's empowerment.





**46%**  
WOMEN USERS



**10,000**  
POSTS ON DISASTER RECOVERY



**68%** of users share  
AtmaGo posts with  
**28** other  
people

*"As a humanitarian volunteer in Indonesia, I find AtmaGo really useful in helping me input data, for example to understand which coordination posts don't have clean water etc. The data I upload on AtmaGo also helps humanitarian agencies work on recovering from quakes, tsunami and liquefaction impacts in Palu, Sigi and Donggala."*

— Martasono (photo above right) used AtmaGo daily in the aftermath of the 2018 earthquakes in Indonesia.

# DISASTER RESILIENCE



**INSIGHT** Extreme weather events, drought, and resource scarcity disproportionately affect those living in poverty around the world. The global damage of disasters from 2005-2014 was \$1.4 trillion, and the total number of people affected by disasters was 1.7 billion, with nearly 1 million people killed. Disasters disrupt daily life, increase poverty and cause families to lose their communities and livelihoods. Lastly emergency alert systems in poor countries often fail to warn people in time, and rarely serve those in remote, hard to reach areas.

**PURPOSE** AtmaGo reaches people in disaster-hit communities with real-time disaster news, emergency alerts and disaster information to help people survive and recover in the aftermath of a disaster.

# SOCIAL COHESION



**INSIGHT** People in many disaster-prone neighborhoods lack effective, low cost, place-based communication systems that empower them to connect, cooperate and achieve shared well-being. Studies have proven that social cohesion is an overlooked tool for strengthening resilience to disasters, with good outcomes in low-income communities. Social connections generate trust and collective action after a disaster. They also fuel economic growth in disaster prone communities.

**PURPOSE** AtmaGo builds and amplifies community power, enabling neighbors to help one another create safer communities, build trust with their local government and become disaster resilient. Since 2015, we have seen over 22,700 posts and actions build social cohesion, demonstrating the value of AtmaGo in connecting people to help each other.



# ECONOMIC DEVELOPMENT



**INSIGHT** Disasters stunt economic growth; they destroy buildings and equipment, force businesses to shut down, cause spikes in utilities, food and gas prices, cause families to lose their homes and jobs, and often cause long term emotional trauma. In studies of natural disasters in Chicago, Hurricane Sandy, and the Japan tsunami, communities with good social networks had lower mortality and faster economic recovery from disaster.

**PURPOSE** Atma enables disaster prone communities to bounce back from the devastation of these events. People on our platform exchange information about local jobs, entrepreneurship, job fairs, job training classes, networking opportunities, locations of markets to sell crafts and goods, and more.

# WOMEN'S EMPOWERMENT



**INSIGHT** Women and children are 14 times more likely to die in disasters than men. Of the 1.7 billion people affected by disasters from 2005-2014, 75% of those displaced were women. Women find disaster risk warnings more credible and act on their knowledge by protecting themselves and their family first.

**PURPOSE** By strengthening the network of female users on AtmaGo, we will contribute to the reduction of mortality, morbidity and economic loss from disasters. We amplify women's voices to rebuild their communities, enhance social cohesion and fuel women's leadership and participation in disaster planning, management and recovery efforts.



## 2018 DISASTERS IN INDONESIA

Following the 7.0 earthquake that hit Lombok, Indonesia in August 2018, AtmaGo users relied on the platform for immediate access to breaking news and locations of temporary housing. “AtmaGo has helped me better connect with my community in this difficult time,” shared Siti Sanisah an AtmaGo user in Lombok.

After the 7.5 magnitude earthquake and Tsunami in Sulawesi, Indonesia in September 2018 that caused more than 2,000 deaths, a user posted on AtmaGo to alert friends, family, and neighbors about a makeshift command center for up to 50 humanitarian workers.

Our work in Indonesia improves disaster risk reduction and recovery efforts by working collaboratively with governments and NGOs to implement community-based emergency warning systems in Indonesia and to build up social cohesion – where neighbors work collaboratively to improve their communities.

Emergency warning systems are proven to save lives and protect property. Our users in Jakarta now receive early warnings and important disaster information such as the location of flooded streets, safe routes to shelters and food banks, and where emergency shelters and resources are located.

67%  
of AtmaGo users report that  
AtmaGo is very or extremely  
helpful in **preparing for  
disasters**

## EXPANSION INTO PUERTO RICO

In early 2018, Mercy Corps invited Atma to investigate economic conditions and disaster recovery efforts in Puerto Rico. Hurricane Maria hit the island in September 2017 as a Category 5 storm causing severe damage to homes, business and lives. People were overcome with fear and depression after the hurricane. "I was very depressed during that time. I cried every day after the hurricane," shared 58-year-old Ida who lives on the east coast of the island in Naguabo. More than a year later, people are still unable to return to jobs, children have no school, and health care is limited. Many people still do not have functioning roofs or homes.

In 2019, we are bringing AtmaGo to Puerto Rico to help 100,000 people prepare for the next hurricane. We will improve disaster prevention and recovery efforts by working with governments and local groups in Puerto Rico. We will scale up social cohesion so people start connecting, helping each other, and building stronger social networks. And, we will improve economic development opportunities by providing a platform where people exchange information on local jobs and fairs, entrepreneurship, and job trainings. We also want to improve women's resilience to disasters, increase their public safety, and reduce the short-term and long-term impacts of disasters on women.

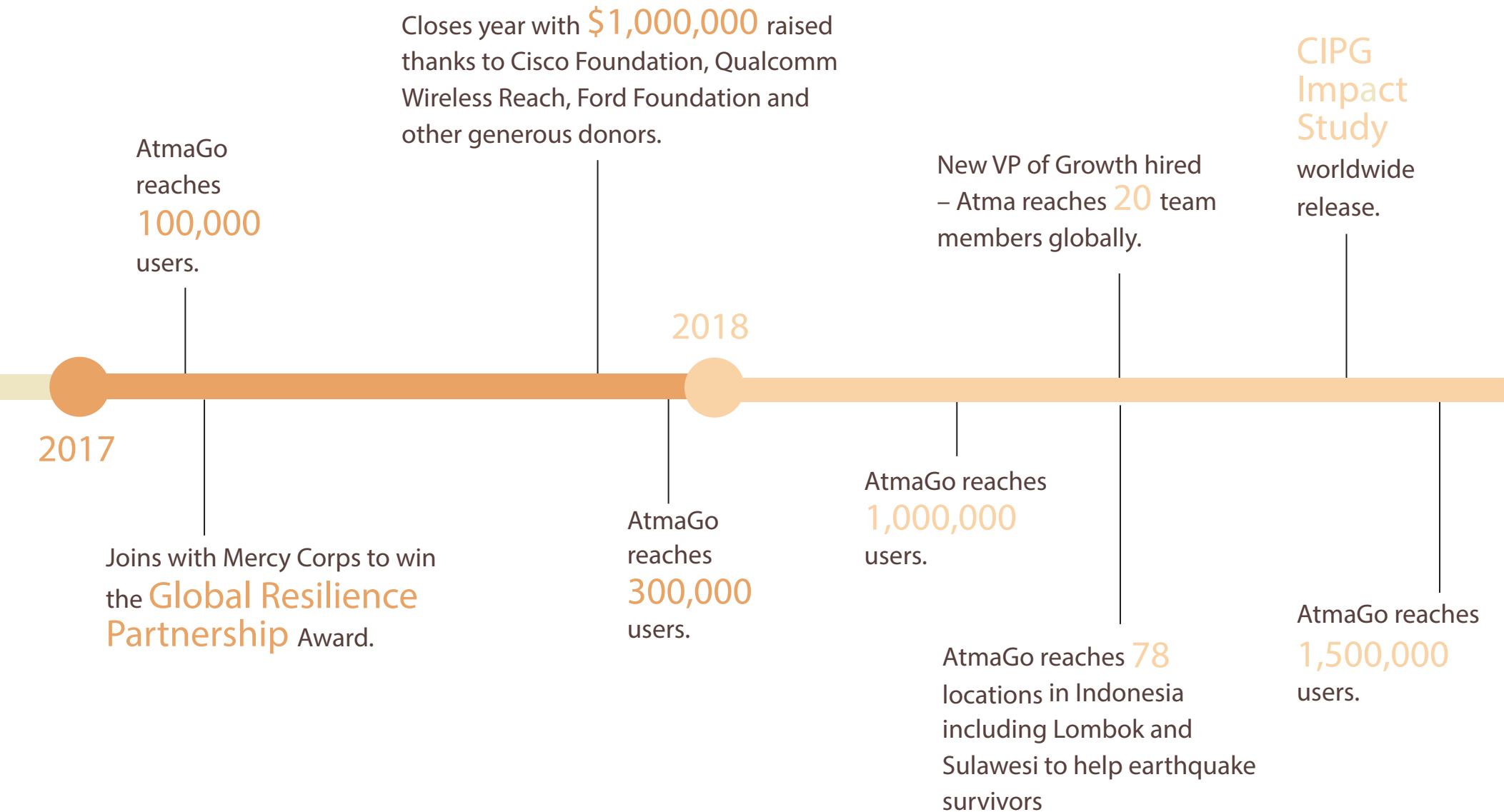
# 79%

of AtmaGo users report that AtmaGo is very or extremely helpful in **connecting them to the community**

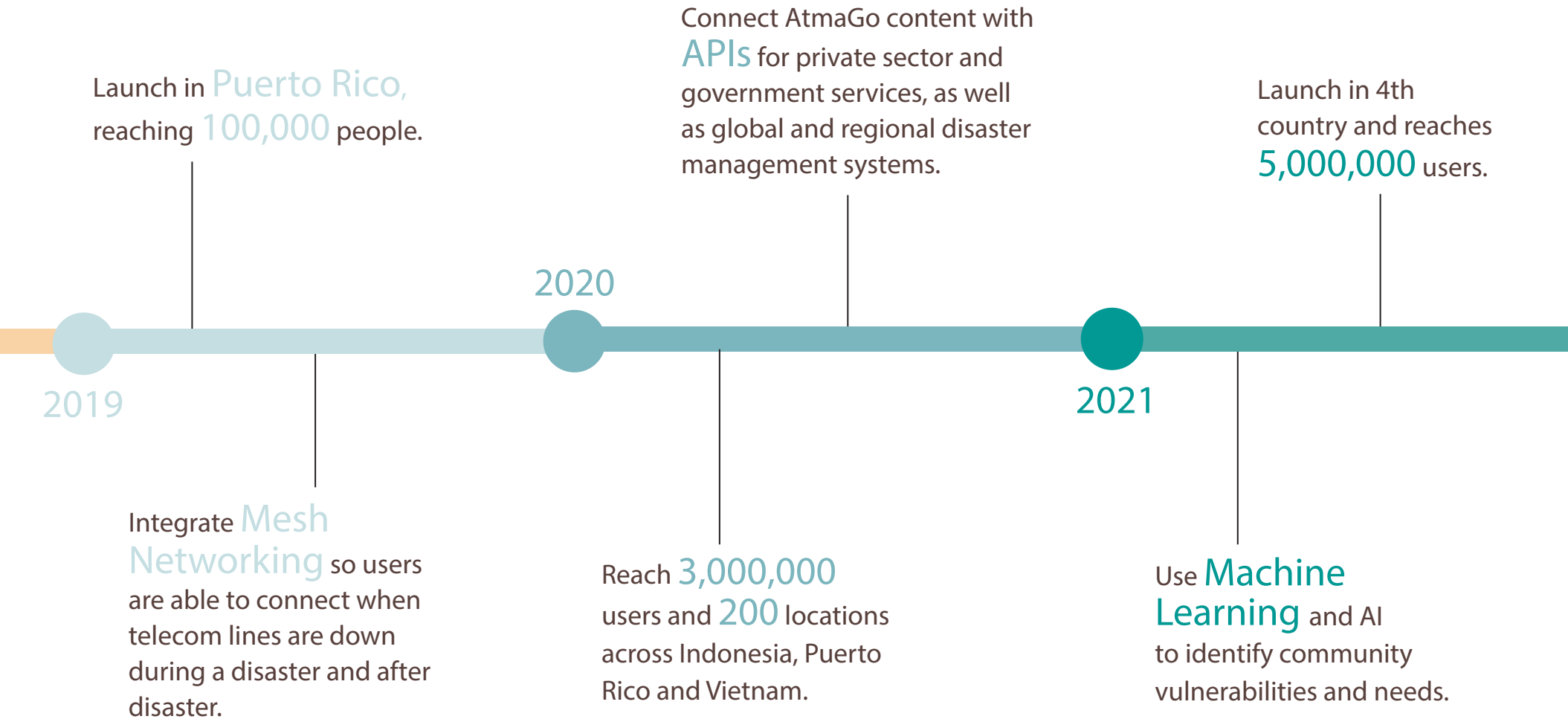




## ACHIEVEMENTS: 2017-2018



## GROWTH: 2019-2021



20 TEAM  
MEMBERS  
WORKING ACROSS  
TWO CONTINENTS  
BRINGING  
ATMAGO TO  
78+ DISASTER  
LOCATIONS

## TEAM USA

**Ari Turrentine**, Program and Operations Manager  
**Barbara Finnin**, Chief Financial Advisor  
**Meena Palaniappan**, Founder and CEO  
**Minh Chau Nguyen**, Global Strategic Advisor  
**Natasha Mevs-Korff**, Administrative Assistant  
**Silke Knebel**, VP, Development and External Relations  
**Zev Lowe**, VP, Growth and Impact

## TEAM ASIA

**Alfan Rodhi**, Indonesia Field Director  
**Ayu Kusumastuti**, Women's Content  
**Dave Turner**, Senior Technology Advisor  
**David Khoirul**, Community Manager and User Onboarding  
**Eka Ayuningtyas**, Front End Developer  
**Hesti Wulandari**, Product Manager  
**Jimmy Welles**, Social Media Manager  
**Ramadhi Irawan**, Product and Growth Lead  
**Pevrizal**, Software Developer  
**Silvia Yulianti**, Women's Outreach Manager  
**Syafdia Okta**, Software Developer  
**Yessi Butar Butar**, Quality Assurance  
**Vivek Dharmani**, Android Developer

## BOARD OF DIRECTORS

**Adrienne Bloch**, Senior Fossil Fuels Attorney, Earthjustice  
**Kushith Amerasinghe**, Computer Scientist/Futurist, Adobe Systems  
**Lisa Diaz Nash**, Board Member, We Players  
**Meena Palaniappan**, Founder & CEO, Atma Connect  
**Nicholas Cain**, Senior Consultant, Nexant  
**Sergio Paluch**, Founder, Montparnas



# MORE THAN 10 STRATEGIC PARTNERS WORKING WITH ATMA TO BUILD DISASTER RESILIENT COMMUNITIES

## PARTNER ORGANIZATIONS

American Red Cross  
Diskominfo  
Education Community NTB  
IDEA Yogyakarta  
Indonesia Women Information Technology Awareness  
Indonesian Red Cross  
Plan C  
Perkumpulan Idea Yogyakarta  
Himpunan Serikat Perempuan Indonesia  
Mercy Corps  
Semarang City Development Planning Agency  
Wilson Sonsini Goodrich & Rosati (Pro Bono Services)

## 2017 INDIVIDUAL DONORS (>\$250)

Adrienne Bloch  
Joe Greenstein Foundation  
Kushith Amerasinghe  
Lisa and Michael Nash  
Monica and Anand Mehta  
Minh Chau Nguyen and Per Ljung  
Nilofer Ahsan  
Pamela Bartlett  
Sergio Paluch  
Suvi Sharma and Meena Palaniappan  
Tyroan Hardy

## 2017 FOUNDATIONS & CORPORATIONS

Adobe Foundation  
Cisco Foundation  
Ford Foundation  
Global Resilience Partnership  
IDEO.org  
Network for Good  
Qualcomm Wireless Reach  
Shugar Magic Foundation  
Silicon Valley Community Foundation  
Thrive Networks Global

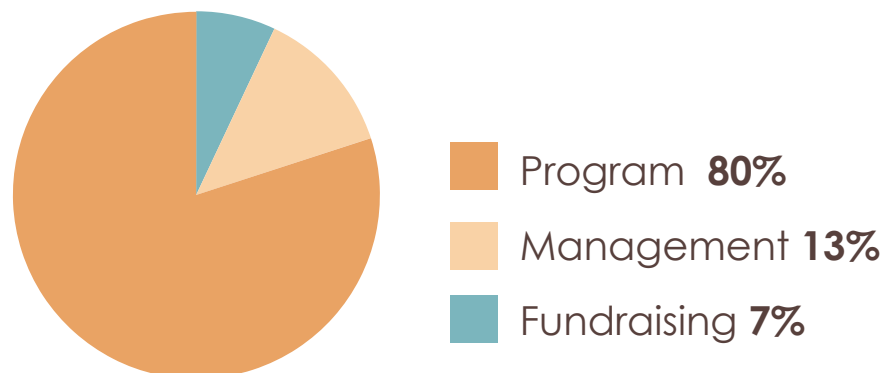
## 2017 INCOME STATEMENT

SUPPORT AND REVENUE	2017
Foundation Grants	\$854,341
Individual Contributions	\$18,966
Pro Bono Services	\$69,074
Earned Revenue, Other	\$7,000
<b>Total Support and Revenue</b>	<b>\$949,381</b>
<b>EXPENSES</b>	
Program	\$442,862
Management and General	\$70,647
Fundraising	\$39,320
<b>Total Expenses</b>	<b>\$552,829</b>
<b>Change in Net Assets</b>	<b>\$396,552</b>
<b>Unrestricted Net Assets, Beginning of Year</b>	<b>\$103,938</b>

## 2017 BALANCE SHEET

ASSETS	2017
Current Assets	
Cash	\$519,544
Grants Receivable	\$3,310
Contributions Receivable	\$5,681
<b>Total Current Assets</b>	<b>\$528,535</b>
<b>Total Assets</b>	<b>\$528,535</b>
<b>LIABILITIES AND NET ASSETS</b>	
Current Liabilities	
Accounts Payable & Accrued Expenses	\$19,165
Accrued Vacation	\$8,880
<b>Total Liabilities</b>	<b>\$28,045</b>
Net Assets	
Unrestricted	\$165,083
Temporary Restricted	\$335,407
<b>Total Net Assets</b>	<b>\$500,490</b>
<b>Total Liabilities and Net Assets</b>	<b>\$528,535</b>

2017 Expense Allocation





**Email:** [info@atmaconnect.org](mailto:info@atmaconnect.org)

**Tax EIN #: 81-2938272**

**Donate:** [atmaconnect.org/donate](https://atmaconnect.org/donate)

**Visit Atma Connect:** [atmaconnect.org](http://atmaconnect.org)

**Media:** [atmaconnect.org/media](http://atmaconnect.org/media)

**Visit AtmaGo: [atmago.com](http://atmago.com)**

**Twitter:** @atmaconnect

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