



2021 ANNUAL REPORT

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Letter From Our Founder

Dear friends,

Throughout 2021, Greenlight Operation worked diligently to spread awareness about human trafficking and found that as awareness spread, more cases were brought to light. For example, a district attorney's office informed us that their caseload tripled since the start of 2021 simply because awareness increased in their county.

This is encouraging news, not because human trafficking cases increased, but because existing trafficking situations were brought to light—meaning current victims are being identified and rescued.

However, the survivor's journey toward restoration doesn't end there. As more cases are uncovered, there is an ever-increasing demand to address the needs of human trafficking survivors, such as long-term housing, trauma-informed therapy, and career development services. **This is why we exist—to shed light on human trafficking, work with law enforcement to identify victims, and offer a home where we can serve and walk alongside survivors through their healing process.**

In addition to actively raising funds to open a home, we spent the majority of the year thoroughly assessing the needs in Pennsylvania and laying a strong foundation to best serve survivors. As we continue to uncover this problem in our communities, we are committed to addressing it in a stable, consistent, and helpful way.

Thank you for joining us on this journey as we seek to turn red-light districts into Greenlight Districts and restore dignity to survivors through long-term restorative care. We couldn't do it without you!

For freedom,

Jordan Pine
Founder & CEO

The Problem

Human trafficking is modern-day slavery. It's the use of force, fraud, or coercion to obtain some form of labor or commercial sex act—and it still exists today:

- 40.3 million people are estimated to live in slavery worldwide¹
- 403,000 people are estimated to live in slavery in the United States²
- Over 3,600 victims were identified in Pennsylvania since 2007³

This is why Greenlight Operation exists. When established in 2018, we identified these areas of need in Pennsylvania:

Many remain unaware of human trafficking. Human trafficking is the second most profitable criminal industry.⁴ However, if people don't know the issue exists in their communities, they won't take action to collaboratively combat it.

Victims lack long-term housing. Sex trafficking is the most common form of slavery in Pennsylvania, bringing untold dangers and long-term traumas to survivors. Despite this, less than a dozen anti-human trafficking organizations exist in South Central Pennsylvania—and only a couple organizations provide long-term restoration housing.

¹[ilo.org/global/publications/books/WCMS_575479/lang-en/index.htm](https://www.ilo.org/global/publications/books/WCMS_575479/lang-en/index.htm)

²globalslaveryindex.org/2018/data/country-data/united-states/

³humantraffickinghotline.org/state/pennsylvania

⁴<https://www.justice.gov/usao-ri/human-trafficking>

The Solution

Mission: We fight to free the enslaved, together.

Vision: Our vision is to equip communities to transform red-light districts into Greenlight Districts, places free from sexual exploitation and human trafficking and known for liberating, collaborative, and restorative practices.

Our strategy

- **Prevent**

- We lead speaking engagements and tailored trainings at schools, churches, events, and community gatherings.
- We host community events to support anti-human trafficking efforts.
- We equip partners and the public with timely and accurate anti-human trafficking information.

- **Collaborate**

- We equip law enforcement with additional anti-human trafficking tools.
- We engage with public officials to strengthen state and local policies.
- We are building an anti-human trafficking coalition of volunteers, nonprofits, businesses, and members of the public sector.

- **Restore**

- We confront cultural practices that exploit and dehumanize individuals.
- We will establish a long-term restoration home in the Greater Harrisburg area for survivors of sex trafficking.
- We will enhance the rights of—and services to—existing and potential victims.

Our Story

In 2017, community members from South Central Pennsylvania gathered for an anti-human trafficking awareness event and were compelled to address modern day slavery in their communities. They learned that since 2007, thousands of victims of human trafficking had been identified in Pennsylvania, yet there was sparse education and awareness and few resources for survivors.

After the event, a group of ordinary people—students, parents, business leaders, pastors, teachers, and health care workers—came together and asked themselves: **what more can we do? How can we prevent human trafficking, address it alongside lawmakers and law enforcement, and serve survivors who often lack resources after being rescued?**

These questions led to the formation of Greenlight Operation, a local grassroots ministry out of Christian Life Assembly in Cumberland County. In 2018, they set out to raise awareness about human trafficking, make connections in the anti-human trafficking community, and raise funds to open a long-term restoration home for trafficking survivors.

Why do we call ourselves Greenlight Operation? Because we're on a mission to turn red-light districts into Greenlight Districts. We don't just want to be known for what we're against, but what we're for: freedom, collaboration, and restoration. To fight against human trafficking, yes, but also to promote a culture that values the dignity of human life and loves our neighbor more than ourselves.

Since our founding, we have led over 75 human trafficking seminars, consulted and collaborated with a variety of community groups and law enforcement agencies, and have laid the groundwork to launch a sustainable and effective restoration home program.

In 2021, we officially launched as an independent nonprofit in Pennsylvania, joined the National Human Trafficking Sheltered Alliance, and were accepted into the nationally renowned Institute for Shelter Care's Mentorship Program.

While we continue gathering support and resources to launch a thriving restoration home program, we remain committed to addressing human trafficking in our communities through ordinary people doing extraordinary work.

Becoming a Nonprofit

When Christian Life Assembly first launched Greenlight Operation as a church ministry, the dream was to one day release it as an independent and sustainable nonprofit so it could continue to expand its programs and initiatives. Given our growth over the years, the church and our leadership team decided it was time to make this transition. So, in 2021, Greenlight Operation was incorporated as a nonprofit in Pennsylvania and we filed for 501(c)3 status with the IRS.

While this change may be unapparent from the outside, it took significant time, effort, and resources to smoothly transition and operate independently. We had to assemble a trusted board of directors; create and refine operational systems, processes, and policies; and restructure our leadership and volunteer teams. We did all this to steward our resources and set up a sustainable and strong foundation for the future.

Simultaneous to this hard work, we continued spreading awareness about human trafficking, collaborated with local partners, and raised funds for our restoration home. Although much of our work this year was behind the scenes, we now have solid groundwork upon which to build.

We are grateful for Christian Life Assembly's support these past few years. While Greenlight Operation is no longer a ministry within the church, there is still a close relationship between these organizations, and two of Christian Life Assembly's pastors continue to hold positions on Greenlight Operation's board of directors.

Board of Directors



Jordan Pine – President, Founder & CEO

Jordan Pine is the Founder, President, and CEO of Greenlight Operation. Her passion to combat human trafficking sparked at a young age and shaped much of her purpose in life. She received her B.A. in Politics with a minor in Criminal Justice from Messiah University and took every opportunity to better understand human trafficking and the ways it impacts society.

She holds years of experience in business management, executive-level strategy consultations, and team leadership. She also served alongside several organizations that work with human trafficking survivors, received training in crisis management, and continues to build a strong network of freedom fighters and law enforcement officials. Today, her passion to see freedom for all is stronger than ever.



Pastor Scott Ball - Treasurer

Pastor Scott serves as the Executive Pastor at Christian Life Assembly and is the Treasurer of Greenlight Operation's Board of Directors. Greenlight Operation is grateful for his strong counsel and experience in overseeing large teams, managing day-to-day operations, and directing marketing initiatives.



Pastor James Dinger - Secretary

Pastor James serves as the lead pastor of Pathway Community Church and Secretary on Greenlight Operation's Board of Directors. He has his B.S.B.A. in Marketing and Advertising and over two decades of executive-level management experience in marketing and business development. Greenlight Operation is grateful for his passion to combat human trafficking and willingness to utilize his years of leadership experience to advance freedom.

Board of Directors Cont.



Amy Thurston

Amy Thurston is the Founder and President of Hope Inspire Love. She works passionately to abolish modern-day slavery and provide freedom to victims. She holds a degree in Christian Leadership from Southeastern University and has a background in youth ministry and counseling. She is also a life coach and credentialed minister, speaker, and educator—crucial skills invaluable to Greenlight Operation’s mission.



Pastor Shane Wilson

Pastor Shane is the lead pastor of Christian Life Assembly. He has assisted with launching multiple nonprofits and has served as the chairman of several ministry boards. His experience in business, leadership, and nonprofit work makes him a strong asset to Greenlight Operation’s Board of Directors.



Maryssa Chaplin

Maryssa Chaplin works as a Real Estate Agent for the Chaplin Group of Keller Williams of Central PA and specializes in transactions and project management. She has vast experience in leadership and nonprofit boards. With her extensive knowledge of the real estate process, Greenlight Operation is confident in her ability to help find the perfect property for the restoration home and to guide the team throughout the process.

2021 ACCOMPLISHMENTS

Prevention

Prevention begins with education. Greenlight Operation is committed to raising awareness about human trafficking in Pennsylvania and throughout the United States by educating the public about the warning signs, risk factors, and reporting processes.

What we accomplished in 2021

- We conducted 13 speaking engagements with various schools, organizations, and the public. COVID safety concerns and gathering restrictions caused numerous cancellations and postponements, and led to a shift toward online education efforts. Yet, in the seminars which were conducted, we sustained existing relationships and built new partnerships that will pay dividends for years to come.
 - In addition to our annual Human Trafficking 101 fall seminar, we trained first responders, service providers, parents, and community leaders.
 - We partnered with local colleges such as HACC, Penn State, and Messiah University and local high schools to equip students and education professionals to identify risk factors and signs of trafficking.
- We hosted two events to engage the local community, spread awareness, and bring support to the anti-trafficking cause:
 - The first-ever spring Race to Restoration 5K fundraiser.
 - The fifth annual Art Festival partnering with artists and vendors to raise awareness and restoration home funds.
- We made significant strides toward maximizing our education channels.
 - Through a newly designed website, we posted 12 blogs on topics from human trafficking resources to prevention strategies, and unveiled a page which tracks anti-human trafficking legislation.
 - Through enhanced social media engagement, our audience reach nearly doubled.
 - Our awareness message also hit local media markets. Our CEO, Jordan Pine, was interviewed by WPMT FOX43 to discuss human trafficking in South Central PA, while Marketing and Development Director Ben Byler was featured on Joe Watkins' television show to equip viewers to join the freedom movement.

Collaboration

A network can transform communities. That's why we're joining together with individuals and organizations across sectors to combat human trafficking.

What we accomplished in 2021

- We expanded our national network by joining the National Trafficking Sheltered Alliance, which included attending their virtual conference of industry experts and enjoying a network of peer organizations.
 - Meanwhile, we continue to maintain coalition activities through continued collaboration with the Pennsylvania Anti-Human Trafficking Advocacy Work Group advocating for anti-trafficking policies.
- Greenlight Operation provided consultations to front-line workers who play a crucial role in identifying human trafficking, investigating and prosecuting perpetrators, and offering aid to victims. Consultations included:
 - A local District Attorney's office.
 - State troopers.
 - The Office of Child Advocate.
 - York County Juvenile Probation's officers and students of the Girls Empowerment Movement Program.
 - The Capital Area Emergency Nurses Association.
 - YWCA Carlisle.
- As a result of both long-standing and new relationships, local organizations invited Greenlight Operation to join their events to bolster education and support for the anti-trafficking movement. This included:
 - North Star Initiative's *Welcome to the Battle*.
 - Hope Inspire Love's *Freedom Walk*.
 - Support Other Sisters' *Give Hope Fundraiser*.
 - Zonta's *Say "No" to Human Trafficking* rally at the state capitol.
 - The Cumberland County Commission for Women and the Pennsylvania State Police's Criminal Intelligence Center online training.

Restoration

Helping survivors is at the heart of our vision. That's why we'll open the first long-term facility serving sex trafficking victims in Cumberland County on a journey toward permanent restoration. Our home will house five to eight women for one to two years, offering individualized, comprehensive care that includes trauma therapy, counseling, and courses which will equip each woman to live an independent and sustainable lifestyle.

What we accomplished in 2021

- Our acceptance into The Samaritan Women Institute for Shelter Care's Mentorship Program is a pivotal step toward ensuring that we can effectively launch our restoration home upon acquiring property.
 - By joining the program, Greenlight Operation will be equipped with the necessary knowledge, analytical skills, and guidance from leading industry experts.
- Through the National Trafficking Sheltered Alliance and the Institute, we have new access to a large, national network of like-minded individuals and organizations who can provide expertise, backing, and resources for establishing our human trafficking shelter.
 - There are many steps involved to secure a property and to ensure the program is stable, effective, and follows the highest industry standard. This is a lynchpin toward making our restoration home, referral process, and programming a reality. See our newly released restoration home journey at greenlightoperation.org/restoration-home.

Restoration Home Property Update

In 2018, Greenlight Operation began with the vision to transform red-light districts into Greenlight Districts. As part of this strategic vision, we set out to address the need for long-term housing and restorative care for survivors of sex trafficking.

Since then, we've made great progress and are nearly halfway through the process of opening a restoration home. Sadly, the pandemic has caused a dramatic increase in real estate prices, causing our original estimate of \$500,000 to purchase a home to now be in the range of \$630,000-\$650,000. However, we have still made great progress with our Restoration Home Project and have raised \$435,000 for the restoration home fund.

As we continue to fundraise and seek property for a home, we are continuing our efforts to build the restoration program. This is why we joined the National Trafficking Sheltered Alliance and were accepted into the Institute for Shelter Care's Mentorship Program—to surround us with the right people and resources to develop our restoration home and expand our team.

Priorities for 2022

- Complete the Institute for Shelter Care Mentorship Program, which assists organizations in opening their restoration homes within 18 months of completing their courses. In addition to continued engagement with this national network, two of our teammates will be traveling to Louisville, Kentucky in spring 2022 to complete the first program course.
- Ramp up our education efforts by hosting 25 seminars, which includes integrating a comprehensive model of training as piloted at the Camp Hill School District.
- Grow our volunteer base, specifically developing an events team, marketing and public relations specialists to distribute our materials to key stakeholders, in local media markets, and online; and experts to expand our seminar offerings.
- Foster consultation opportunities and connections to strengthen our expertise and network capacity, and to reinforce first responders and policy-makers with the resources to properly identify, aid, and protect victims of exploitation.
- Grow our social media reach to more widely and effectively spread awareness. With each impression, interaction, and share, we are reaching an audience who may not have an opportunity to connect with us directly and can immediately share actionable information.
- Supply research that educates and equips the public through monthly blogs and quarterly in-depth publications analyzing the issue of human trafficking and advocating for effective solutions.
- Develop the restoration home program with guidance from the Institute for Shelter Care, ensuring proper policies and procedures are in place, such as a referral process for receiving new residents and/or refer them to other services
- Begin the staffing process for the restoration home. This begins with a needs assessment for the program, identifying needed roles, and exploring the network for potential candidates.



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