



2022 Business Plan

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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 worldwide.¹
- Since 2007, 151,714 victims have been identified in the United States.²
- Since 2007, 3,646 victims have been identified in Pennsylvania.³

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

- **Many remain unaware of human trafficking.** Human trafficking is the fastest growing 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,⁵ 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 few provide long-term restorative housing.

¹ ilo.org/global/publications/books/WCMS_575479/lang-en/index.htm

² <https://humantraffickinghotline.org/states>

³ humantraffickinghotline.org/state/pennsylvania

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

⁵ <https://humantraffickinghotline.org/sites/default/files/Pennsylvania%20State%20Report%20For%202020.pdf>

Vision & Mission

Vision: We desire to see a world where human trafficking is disrupted and survivors are restored.

Mission: Our mission is to strategically combat human trafficking through educational initiatives and serve sex trafficked women through a continuum of restorative care.

Strategy

Educational Initiatives

- **Seminars:** We lead speaking engagements and tailored trainings at schools, churches, events, and community gatherings.
- **Research:** We equip partners and the public with timely and accurate anti-human trafficking information.
- **Consultations:** We consult with law enforcement to better identify human trafficking cases, implement best practices when interacting with victims, and connect victims to services.

Restorative Care

- **Restoration Home Project:** We are establishing a long-term restoration home in the greater Harrisburg area for sex trafficked women.

Our Values

Integrity: We speak the truth and do what is right.

Stewardship: We utilize resources efficiently and effectively.

Collaboration: We learn from, listen to, and partner with like-minded individuals and groups.

Reliability: We build trust through credible advocacy and unwavering support to survivors' restoration.

Our Story

In 2017, community members from the greater Harrisburg area 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 Pennsylvania⁶, 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, we 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.

We do not just want to be known for what we are against, but what we are 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.

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.

⁶ National Human Trafficking Hotline statistics.

Board of Directors

Jordan Pine - Founder, President & CEO

Jordan's 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. She holds years of experience in business management, executive-level strategy, 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 has years of organizational leadership experience. Greenlight Operation is grateful for his strong counsel and expertise in finances, team leadership, marketing, and administration.

Pastor James Dinger - Secretary

Pastor James Dinger serves as the lead pastor of Pathway Community Church. 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.

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.

Why Open a Restoration Home?

Since 2007, the National Human Trafficking Hotline has identified 151,714 victims of human trafficking. Of those identified, the vast majority of victims are women and girls who were coerced into sex trafficking, and once extracted, often lack trauma-informed therapy and long-term housing for their recovery.

For instance, each year the U.S. Department of State reports “insufficient access to housing, including transitional housing and long-term housing options for trafficking victims.” And in their 2021 report, “advocates reported even more drastic lack of access to housing . . . coupled with increased assistance requests.”

Pennsylvania is not exempt from the housing shortage for survivors of human trafficking. The fact is, **there are far more victims than beds available.**

Now more than ever, victims need a safe home and community to find peace, joy, and rest. This is why Greenlight Operation desires to provide a safe haven to survivors through a long-term residential program in the greater Harrisburg area. Our home will house 5-8 women for 12+ months, and upon arrival, survivors will be enrolled in a restoration program, which will provide individualized, comprehensive care. This will include trauma therapy, counseling, and courses that equip each woman to live an independent and sustainable lifestyle. For more information about the program, visit greenlightoperation.org/restoration-home.

Accomplishments Since 2018

- Spoke at 95 events/trainings
- Trained police, probation officers, domestic violence advocates, sexual assault advocates, foster care parents and case workers, social workers, public and private school teachers, students, church leaders, and business owners
- Joined the PA Anti-Human Trafficking Advocacy Work Group
- Launched an accredited internship program
- Provided free consultations to police that have led to the discovery and investigation of state-wide trafficking rings
- Provided consultations to district attorneys
- Joined the National Trafficking Sheltered Alliance
- Accepted into The Samaritan Women Institute for Shelter Care's Mentorship Program

Strategic Plan

In 2022, Greenlight Operation is accelerating our educational initiatives and restoration home project. Our long-term strategy builds upon these expected outcomes and tactical advances by outlining our goals over the next five years. Below are the key priorities:

Educational Initiatives 2022 Goals

1. Increase the annual number of human trafficking seminars.

Objectives:

- Host 25 seminars by December 31, 2022.
 - Recruit and deploy a Community Relations Coordinator to market Greenlight Operation's seminars to prospective venues.
 - Maintain a healthy feedback loop so seminars remain effective and relevant.
 - Establish a formal process of following up with and leveraging relationships with seminar hosts to recommend our program in their networks.
2. Increase education to middle school and high school students about healthy relational boundaries, online safety, and other key topics to prevent the recruitment of youth into human trafficking.

Objectives:

- Educate 1,000 students by December 31, 2022
 - Maintain healthy relationships with school districts that have hosted Greenlight Operation by regularly engaging with them through email updates and meetings.
 - Equip Community Relations Coordinator with outreach materials to introduce new school districts to Greenlight Operation.
 - Ask previous school hosts to recommend Greenlight Operation's program to other contacts.
3. Train more law enforcement officials to improve recognition of the signs of human trafficking to better identify cases, and enhance proactive strategies to combat this criminal industry.

Objectives:

- Work with current contacts to identify five influential law enforcement officials that would be willing to receive Greenlight Operation's training and take that training to their colleagues.
- Maintain a feedback loop so the training remains relevant and effective for the departments' needs.
- Cultivate an ongoing relationship with these departments so timely updates and information can be distributed.

Educational Initiatives 2022–2027 Goals

1. Strengthen relationship with local district attorneys to launch human trafficking task forces in Dauphin and Cumberland County.

Objectives:

- Collaborate with current connections within the Dauphin County and Cumberland County District Attorneys' offices to gain approval and collaboration for the launch of the task forces.
- Identify key individuals and/or organizations to interview to join the task force.
- Develop a launch plan with members of the task force.

2. Train Dauphin and Cumberland County's magisterial judges on human trafficking.

Objectives:

- Work with law enforcement and district attorney contacts to identify the biggest training needs for magisterial judges.
- Develop a focus group to review the training materials.
- Coordinate with police contacts to introduce Greenlight Operation to judges.

3. Create Greenlight Operation human trafficking educational curriculum that would allow individuals to receive needed certification.

Objectives:

- Engage with social service workers, law enforcement officials, teachers, and other professions that require ongoing certification to better understand their requirements and how we can meet those needs.
- Collaborate with accredited programs and individuals to develop our content.
- Work through the accreditation process.

Restorative Care Goals for 2022

1. Hire a Residential Program Director by October 2022.

Objectives:

- Activate job listing on recruitment platforms by May.
- Post the job opening on the Greenlight Operation website and job recruitment pages, and notify our followers about the job opening.
- Begin the interview process in June.
- Orient the new hire by the end of November.

2. Complete Course I and Course II of the Samaritan Women Institute for Shelter Care.

Objectives:

- Course I will be completed March 25.
- Greenlight Operation's Team is working through the requirements to be accepted into Course II: Programs and Services. We are striving to complete these items by July.
- Collaborate with our Institute Mentor to ensure we are on track for acceptance into Course II.

3. Purchase the restoration home property by the end of 2022.

Objectives

- Identify property with our realtor.
- Raise \$350,000 to pay for the home in full. Please see fundraising goals to see how we plan to accomplish this.

Restorative Care Goals for 2022–2027

1. Open the restoration home by the end of 2023

Objectives:

- Meet 2022–2023 fundraising goals.
- Finalize the zoning process by January 31, 2023.
- Complete renovations needed on the property by April 30, 2023.
- Train staff of program and policies by May 31, 2023

2. Hire two case managers by April 2023

Objectives:

- Meet 2022–2023 fundraising goals
- Post job openings on the Greenlight Operation website and job recruitment pages, and notify our followers about the job opening.
- Begin the interview process by March 2023.
- Onboard cases managers by May 2023.

3. Identify property owners in the greater Harrisburg area who are willing to provide free or low-cost housing for program graduates.

Objectives:

- Engage with followers to identify five potential property owners who are willing to provide free or low-cost housing for program graduates by October 2023.
- Begin the real estate owner application and interview process in January 2023. This process is in place to ensure owners are a fit for the program and the location is safe for residents.
- Regularly engage with these individuals and provide them with updates.
- Maintain a feedback loop and develop metrics to ensure this part of the restorative program is effective.

4. Partner with two higher education institutions to provide free or low-cost educational opportunities to survivors by March 2024.

Objectives:

- Strengthen relationship with colleges and universities we currently partner with in the greater Harrisburg area.
- Meet with provost offices to understand potential opportunities for scholarships.
- Work to meet necessary requirements.

5. Build a network of business owners to provide job skills training to survivors

Objectives:

- Work with the Community Engagement Coordinator to identify current Greenlight Operation followers that are business owners.
- Meet with these business owners to explore potential opportunities for job skills training for survivors.
- Ask business owners if they have any peers they recommend for this program so we can have ten business owners ready to provide this training to survivors by March 1, 2024.

Fundraising Goals for 2022

1. Raise \$350,000 to fully purchase the restoration home property

Objectives:

- Contract with a grant writer.
- Apply for \$100,000 in private grants.
- Cultivate current and prospective church partnerships to raise at least \$20,000 in annual support.
- Engage with local business owners to raise at least \$50,000 in support.
- Cultivate current and prospective donor relationships to raise at minimum \$130,000.
- Raise \$20,000 at the Run for Restoration on May 21, 2022.
- Raise \$30,000 at the Greenlight Operation Gala on October 13, 2022.

2. Every speaking engagement in 2022 is fully sponsored.

Objectives:

- Each 1.5 hour seminar costs Greenlight Operation \$250. We want to raise \$6,250 to fully support our goal of 25 speaking engagements for the year.
- The Marketing and Development Director will seek grants and private donations to solidify these funds.

Fundraising Goals for 2023

1. Raise \$600,000 for year-one operating costs of the restoration home program.

Objectives:

- Apply for \$275,000 in private grants.
- Increase church support to at least \$30,000 annually.
- Engage with local business owners to raise at least \$70,000 in support.
- Increase individual donor support to \$150,000.
- Raise \$25,000 at the Run for Restoration .
- Raise \$50,000 at the Greenlight Operation Gala.