



2022 Business Plan

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Contents

The Problem

Vision & Mission

Strategy

Our Values

Our Story

Board of Directors

Why Open a Restoration Home?

Accomplishments Since 2018

Strategic Plan

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. 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.

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.

⁶ National Human Trafficking Hotline statistics.

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 thankful to have had her assistance in purchasing the restoration home property.

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 up to six 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 life. For more information about the program, visit greenlightoperation.org/restoration-home.

Accomplishments Since 2018

- Spoken at over 100 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 we conduct.

Objectives:

- Host 25 new 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 process to follow-up with and leverage relationships with seminar hosts to recommend our program within 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 additional students by December 31, 2022
 - Maintain healthy relationships with school districts which have previously hosted Greenlight Operation by regularly updating them through email 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 who 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 ongoing relationships with these departments so timely updates and information can be distributed.

Educational Initiatives | 2022-2027 Goals

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

Objectives:

- Collaborate with Dauphin County and Cumberland County's 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.
- Complete the accreditation process.

Restorative Care | 2022 Goals

1. Complete major projects on our restoration home property by December 31, 2022.

Objectives:

- Meet fundraising goals.
- Repair roof, update electric, install security system, install updated HVAC system.

2. Hire a Residential Program Director by October 2022.

Objectives:

- Activate job listing on recruitment platforms by June.
- Begin the interview process in August.
- Make a candidate selection by October.

3. Complete Course II of the Samaritan Women Institute for Shelter Care.

Objectives:

- Raise \$40,000 by September to pay for the tuition and travel of Course II.

Restorative Care | 2022-2027 Goals

1. Open the restoration home by June of 2023

Objectives:

- Meet 2022-2023 fundraising goals.
- Complete renovations by March 31, 2023.
- Train staff on program and policies by May 31, 2023

2. Hire two case managers by April 2023

Objectives:

- Meet 2022-2023 fundraising goals

- Begin the interview process by March 2023.
 - Onboard case 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:

- Identify five potential property owners who are willing to provide free or low-cost housing for program graduates by October 2023 with the help of Greenlight Operation's followers.
 - 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.
 - 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 relationships with colleges and universities with whom we currently partner with in the greater Harrisburg area.
 - Meet with provost offices to understand potential opportunities for scholarships.
 - Meet necessary requirements.
5. Build a network of business owners to provide job skills training to survivors

Objectives:

- Community Engagement Coordinator will identify current Greenlight Operation followers who own businesses.
- Meet with these business owners to explore potential opportunities for job skills training for survivors.
- Gather list of peers entrepreneurs recommend for this program to have ten business owners ready to provide this training to survivors by March 1, 2024.

2022 Fundraising Goals

1. Raise \$500,000 to complete renovations, develop the program, and hire three staff members.

Objectives:

- Apply for private grants.
- Cultivate current and prospective church partnerships to increase annual support.
- Engage with local business owners about giving opportunities.
- Further cultivate current and prospective donor relationships.
- Raise \$50,000 at annual events.

2. Raise \$12,000 for our 2022 educational initiatives.

Objectives:

- Each 1.5-hour seminar costs Greenlight Operation \$250. We want to raise \$7,000 to fully support our speaking engagements for the year.
- Create educational materials to support the spoken content in seminars and consultations. This would be web, online, print, and video content that costs about \$5,000 to produce.
- The above avenues for fundraising will be utilized to meet the \$12,000 goal.