



# **2023 BUSINESS PLAN**

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717-743-2767 | P.O.Box 229, Lemoyne, PA 17043  
EIN: 86-2281338 | [greenlightoperation.org](http://greenlightoperation.org)

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# The Problem

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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:

- 49.6 million people are estimated to live in slavery worldwide<sup>1</sup>
- 4,048 victims were identified in Pennsylvania from 2007-2021<sup>2</sup>
- 315 victims were identified in Pennsylvania in 2021<sup>2</sup>
- Human trafficking is recognized as the fastest growing criminal industry<sup>3</sup>

Greenlight Operation exists to combat this pervasive crime. When our organization was established in 2018, we identified two areas of need in Pennsylvania.

1. Many people remain unaware of human trafficking. Human trafficking is the second largest criminal industry. However, if people do not know the issue exists in their communities, they will not take action to effectively combat it.
2. Survivors lack long-term housing. Sex trafficking is the most common form of slavery in Pennsylvania, bringing untold dangers and long-term trauma to victims. Despite this, there are not enough rehabilitative services or residential programs to serve the number of survivors there are.

<sup>1</sup>[ilo.org/global/topics/forced-labour/lang--en/index.htm](https://www.ilo.org/global/topics/forced-labour/lang--en/index.htm)

<sup>2</sup>[humantraffickinghotline.org/en/statistics/pennsylvania](https://humantraffickinghotline.org/en/statistics/pennsylvania)

<sup>3</sup>[justice.gov/usao-ri/human-trafficking](https://www.justice.gov/usao-ri/human-trafficking)

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# The Solution

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

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

## Our Strategy

### Educational Initiatives

- **Seminars:** We lead speaking engagements and tailored trainings at schools, churches, businesses, events, and community gatherings.
- **Research:** We equip partners and the public with timely and accurate anti-human trafficking information.
- **Consultations:** We consult with frontline workers to better identify human trafficking cases, implement best practices when interacting with victims, and connect victims to services.
- **Advocacy:** We advance state policy that will prevent future cases of human trafficking, protect victims, penalize buyers and traffickers, and promote healing and recovery for survivors.

### Restorative Care

- **Restoration Home Project:** Greenlight Operation desires to provide a safe haven to women who have been sex trafficked through a long-term residential program in the greater Harrisburg area.

## 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

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In 2017, community members from South Central Pennsylvania gathered for an anti-human trafficking awareness event and were compelled to address the issue of 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 about this criminal industry, 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 don't just want to be known for what we are against, but what we are for: freedom, collaboration, and restoration. We fight against human trafficking, yes, but we also seek 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 120 human trafficking seminars, and have consulted and collaborated with a variety of community groups and law enforcement agencies. In doing so, we have laid the necessary groundwork to open a sustainable and effective restoration home 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.

# Board of Directors

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## **Jordan Pine – President, Founder & CEO**

Jordan Pine is the Founder and CEO of Greenlight Operation. She received her B.A. in Politics with a minor in Criminal Justice from Messiah College, and holds years of experience in the anti-human trafficking movement, nonprofit leadership, business management, and interagency collaboration. Jordan is a leading voice in Pennsylvania on the issue of human trafficking, having educated thousands about this criminal industry. Her passion to see freedom for all is stronger than ever.



## **Pastor Scott Ball - Treasurer**

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**

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 Continued

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### **Amy Thurston**

Amy 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**

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 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. Thanks to her extensive knowledge of the real estate market, Greenlight Operation was able to identify the perfect house for our restoration home.

# Why Open a Restoration Home?

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Since 2007, the National Human Trafficking Hotline has identified 164,839 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 there are beds available.**

Now more than ever, survivors 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, medical and dental care, and courses that equip each woman to live an independent and sustainable life. For more information about the program, visit [greenlightoperation.org/restoration-home](https://greenlightoperation.org/restoration-home).

## Accomplishments Since Our Launch

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- Conducted over 120 human trafficking seminars
- Trained police, probation officers, domestic violence advocates, sexual assault advocates, foster care parents, crisis pregnancy centers, social workers, healthcare providers, public and private school teachers, students, legislators, churches, businesses, civic clubs, and universities.
- Joined the PA Anti-Human Trafficking Advocacy Work Group
- Provided free consultations to police, which have led to the discovery and investigation of state-wide trafficking rings
- Joined the Dauphin County Human Trafficking Task Force
- Joined the National Trafficking Sheltered Alliance



# Accomplishments Continued

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- Completed over 180 hours of in-person training on shelter management, trauma informed care, victimology, and how to walk through the recovery process with sex trafficked survivors in residential settings with The Samaritan Women Institute for Shelter Care. This has allowed us to lay a firm foundation for our program's development, and has also provided us with opportunities to further engage with a national network of human trafficking service providers.
- Participated in multiple radio and TV interviews which were picked up by stations all throughout Pennsylvania.
- Pennsylvania State Police promoted and referred people to Greenlight Operation's human trafficking seminars.
- Created and distributed an extensive list of Pennsylvania's human trafficking service providers. This list has been widely used by local and state police and social service agencies. It is updated on a quarterly basis by our team to ensure accuracy. This list has streamlined the referral process so survivors can receive necessary care more quickly. Police have thanked us repeatedly for this resource.
- Completed phase I of our capital campaign, which was \$500,000, and purchased a house that will serve as our restoration home on May 27, 2022.
- Eleven teams and 225 volunteers served with us to prepare our home for its future residents.
- Hired a full-time Operations Coordinator.
- Our zoning permit was approved, which will allow us to house six survivors at a time.

## Strategic Plan

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In 2023, 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 year. Below are our key priorities:

# Strategic Plan Continued

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## Educational Initiatives

### 2023 Goals

1. Host 50 seminars by December 31, 2023
2. Expand 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. The goal is to educate 1,000 middle school and high school students by December 31, 2023.
3. Train five more influential law enforcement officials by the year-end to improve recognition of the signs of human trafficking to better identify cases, and enhance proactive strategies to combat this criminal industry.
4. Create Greenlight Operation human trafficking educational curriculum that would allow individuals to receive a certification by November, 2023.
5. Advance state policy that will prevent future cases of human trafficking, protect victims, penalize buyers and traffickers, and promote healing and recovery for survivors.

### Outcomes

1. Community members are equipped to engage in impactful and effective solutions to combat human trafficking.
2. Vulnerabilities are more easily recognized and addressed to prevent future cases of human trafficking.
3. Signs of trafficking are understood so more reports are filed, which will lead to more victims being rescued.
4. Youth practice safe relational and online boundaries to reduce victimization and exploitation.
5. Law enforcement will more easily identify the signs of human trafficking to better identify cases, and enhance proactive strategies to combat this criminal industry.
6. Frontline workers will be equipped to better identify victims.
7. Systematic change will occur in state policy to prevent future cases of human trafficking, protect victims, penalize buyers and traffickers, and promote healing and recovery for survivors.
8. Legislators will utilize us as a resource when considering anti-human trafficking legislation.

# Strategic Plan Continued

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## Restorative Care

### 2023 Goals

1. Complete phase II of our capital campaign, which is \$580,500, so we can open our restoration home and begin providing direct care to survivors.
2. Hire a residential program director by the end of the year to finalize the program's development and oversee the restoration home.
3. Finish all renovations at the restoration home by August, 2023.
4. Hire three part-time restoration coaches between September and December.
5. Identify three property owners in the greater Harrisburg area who are willing to provide free or low-cost housing for program graduates.
6. Partner with a higher education institution to provide free or low-cost educational opportunities to survivors by the end of the year.
7. Collaborate with five businesses that are willing to provide job skills training to residents, financial literacy courses, mock interviews, and job opportunities by the end of the year.

### Outcomes

1. Six sex trafficked women will have access to safe housing each year for 12+ months, and receive the individualized case management needed to restore their lives and independence.
2. Residents will have access to trauma therapy and counseling to enable them to form trusting and supportive relationships.
3. Graduates will be able to integrate into the community and have a significantly reduced likelihood of returning to their trafficker.
4. All residents will graduate with either a GED, Associates or Bachelor's degree, or certification.
5. All residents will graduate with a stable job and income.
6. All residents will have access to medical and dental care.

# Fundraising Goals 2023

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**Goal #1:** Raise \$580,500 to complete renovations at the restoration home, develop the restorative program, and hire four staff members.

Our sources of funding include individuals, churches, businesses, private grants, and events. In 2023, we plan to continue applying for private grants, cultivating current and prospective church partnerships, engaging with local businesses, and hosting two annual events.

**Goal #2:** Raise \$20,000 to fully sponsor 50 seminars in 2023 and create and distribute educational materials. Each 1.5 hour seminar costs Greenlight Operation \$250.

## How Can You Help?

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1. Partner financially with Greenlight Operation through a monthly contribution or one-time gift. Your support allows us to advance freedom and restoration.
2. Volunteer with our team.
3. Schedule a seminar to further education about human trafficking.
4. Attend an upcoming event.
5. Pray for our team and our work.



Visit [greenlightoperation.org](https://greenlightoperation.org)

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