



2024 Business Plan

Prevention

Intervention

Restoration

About Us

Mission: 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.



What is Human Trafficking?

Human trafficking is modern-day slavery. Through force, fraud, or coercion, people are bought and sold against their will for labor and commercial sex acts. It's a global crisis involving the illegal trade of humans that is impacting our local communities.

- 49.6 million people are estimated to live in slavery worldwide.
- Human trafficking is recognized as the fastest growing criminal industry.
- An estimated 5.4 out of every 1,000 people are enslaved in the world.

Our Services



Human Trafficking Seminars

Greenlight Operation offers free human trafficking seminars to schools, businesses, churches, and other organizations to prevent sexual exploitation and human trafficking.



Research

We equip partners and the public with timely and accurate anti-human trafficking information.



Consultations

We consult with frontline workers to help them 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.



Restoration Home

Greenlight Operation is in the process of renovating a property that will be our restoration home, which will serve women who have been sex trafficked. The home will provide free housing, trauma-informed therapy, life skills coaching, and career-development services to survivors so they can live a healthy, independent, and sustainable lifestyle.

Greenlight Operation takes a strategic and holistic approach to advance freedom and restoration.

Our Story

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 removed from their trafficker?”

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 150 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.

Meet Our Board of Directors



Jordan Pine – President, Founder & CEO

Jordan 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. 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 an 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.

Meet Our Board of Directors



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.



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.

Education

Greenlight Operation provides a variety of human trafficking seminars. This includes an age-appropriate training for middle school and high school students to equip them with the tools they need to stay safe and file reports. **Nearly every school training we have offered results in a child coming forward to file a report about their exploitation or the exploitation of a peer.**

We also offer trainings to caregivers and school faculty and staff. **Our school seminars are now Act 48 certified, which allows educators to receive credit toward their licensing when they complete this course.**

Do you know that about 25% of victims of human trafficking are children? When teachers are educated about human trafficking, they are more likely to recognize a child who is being exploited, and file a report. This is just one of the many reasons **education about human trafficking is life saving.**

Who have we trained?

- Police
- Probation officers
- Domestic violence advocates
- Sexual assault advocates
- Foster care parents
- Crisis pregnancy centers
- Social workers
- Healthcare providers
- Adoption agencies
- Educators
- Legislators
- Students
- Churches
- Businesses
- Civic clubs
- Universities
- Banks
- Community leaders

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.

2023 Victories

- Greenlight Operation built strong relationships with PA lawmakers in 2023. Through these relationships, we have seen legislators make combating human trafficking a priority for their platforms and have been able to partner with those who are championing this work.
- Greenlight Operation was one of eleven panelists asked to speak at a Senate Majority Policy Hearing in Pittsburgh to encourage our senators to enact policy that will promote quality aftercare for survivors.
- We participated in two roundtable discussions involving state and national legislators, district attorneys, law enforcement, and other experts in the field. This encouraged collaboration between frontline workers and legislators to better inform anti-human trafficking policy.
- Our team launched a campaign to increase the regulation of illicit massage businesses. Through this campaign, we were able assist with garnering a co-sponsor for HB 1241, and speak at a capitol assembly to promote a bill that will reduce these criminal businesses in PA.
- We regularly distribute legislative updates, which allows supporters to easily contact their legislators about counter trafficking legislation.

Greenlight Operation is regularly approached by legislators seeking our advice on state policy and their efforts as it relates to the anti-human trafficking field. We are thankful for these lawmakers who are choosing to use their seats of leadership to promote freedom and restoration.



Collaboration with Law Enforcement

Throughout 2023, Greenlight Operation partnered with local and state police through trainings, consultations, and even a sting operation.

The sting operation we assisted with spanned three counties and involved multiple illicit massage businesses. We supported our law enforcement officials by preparing for and assisting with victim services the day of the operation.

Because of your support, we were able to help meet the immediate needs of each survivor. Arriving with only the clothes on their backs, we provided the survivors with toiletries, an additional outfit, shoes, feminine products, food, backpacks, and a Bible.

Officials discuss human trafficking prevention following busts in Cumberland County

by Hallie Jacobs
Thursday, Sep 7th 2023



Officials discuss human trafficking prevention following busts in Cumberland County

Human trafficking ring exposed in Central PA: Survivors find hope through local nonprofits

by Hallie Jacobs
Saturday, Sep 9th 2023



Restoration Home

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 female survivors for 12-18 months. Upon arrival, survivors will be enrolled in a restoration program, which will provide individualized, comprehensive care. This will include trauma therapy, counseling, access to medical and dental care, and courses that equip each woman to live an independent and sustainable life. Survivors will not be charged a fee, as we want them to focus 100% on their healing and recovery.

The Restoration Home's Roadmap to Launch

As you know, the restoration home is more than just a house, it's a rehabilitative program that is being designed to partner with survivors of sex trafficking on their healing journey. It takes intentional planning, prayer, and resources to roll out a program of this caliber. So, what is going into launching this long-term restorative program and what progress have we made? Take a look below. Please note that the statuses are recorded as of February 1, 2024, and progress is made daily.

1. Purchase Home 

2. Attain Zoning Permits 

3. Renovate Home - While the home is in overall great condition, renovations are required by our insurance provider and the township. Additionally, we want the environment to follow a trauma-informed approach so it is suitable for rehabilitation. Our goal is to finish these projects before we have residents to avoid disruptions to the household and programming.

85%
COMPLETE

The Restoration Home's Roadmap to Launch

4. Develop Program Curriculum - We completed over 180 hours of in-person training with The Samaritan Women Institute for Shelter Care to lay a firm foundation for the restoration home. Additionally, our Residential Program Director has been meeting with shelter leaders throughout the state and nation to seek their wisdom and has been hard at work drafting our restorative program, which is nearly complete!

80%
COMPLETE

5. Install Security & Fire Systems - For the protection of our team and residents, we will have a professional security and fire system installed. We are raising funds for these necessary installations.

\$10,000 OF
\$60,000
RAISED

6. Furnish Home - We are accepting new and gently used furniture items and appliances to prepare our home for residents. Please see the registry on our website to discover what we are still needing.

45%
COMPLETE

7. Solidify Service Providers - A list of service providers is being curated and vetted. This includes psychiatrists, trauma therapists, doctors, legal services, substance abuse recovery programs, nutritionists, etc.

30%
COMPLETE

8. Develop Referral Directory - While many survivors have already reached out requesting services from us, we will utilize a directory of trusted referral sources as well. This will also be used to refer survivors when we have waiting lists or are unable to provide certain services to someone seeking help.

60%
COMPLETE

The Restoration Home's Roadmap to Launch

9. Hire Direct Care Staff - Because our home will offer 24/7 care to survivors, we must ensure we have the proper personnel in place for supervision and service provision before opening. As we meet our fundraising goals, our next steps will involve hiring direct care staff who will invest in our future residents.

25%
COMPLETE

10. Train Direct Care Team - We want to ensure we are providing the best care to our residents. To do that, Greenlight Operation is prioritizing training all direct care team members so our program is not just led by good intentions, but experience, professional insight, and accountability.

20%
COMPLETE

11. Purchase Vehicles - These will be used for appointments, group activities, and overall transportation needs.

15
PASSENGER
AND
MINIVAN

12. Onboard Residents - We cannot wait to welcome the first resident to our restoration home. Our hope is that she will feel your love the moment she walks through our doors.



Strategic Plan

Greenlight Operation is excelling in all five of our main services: human trafficking seminars, research, consultations, advocacy, and the restoration home. We condense these services into three main categories, which are education, advocacy, and restoration. Our long-term strategy builds upon the following priorities, goals, and expected outcomes to tactically advance our mission.

Education Goals:

- 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 an additional 1,000 middle school and high school students by December 31, 2024.
- Provide two large-scale seminars for caregivers so they are better equipped to enact safety measures with their children. The first will occur by June 30, 2024 and the second by December 31, 2024.
- Train fifty more key stakeholders 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.
- Educate five school districts' faculty and staff about human trafficking by the year-end.
- Create human trafficking educational curriculum that would allow individuals to receive a certification by October of 2024.
- Host quarterly human trafficking seminars that are open to the public.
- Host monthly podcasts to help followers deepen their understanding about human trafficking and how we, together, can make a difference.

Strategic Plan Continued

Education Goals Continued:

- Release a summary report of the National Human Trafficking Hotline's 2022 report within two weeks of its release. This will highlight new trends, specifics to Pennsylvania, and key takeaways.
- Formalize a partnership with a higher education institution by the year-end to increase research about human trafficking in Pennsylvania.
- A survivor advisory board is constructed by year-end so lived experience experts can provide insights to our curriculum.
- Prepare to host a large-scale anti-human trafficking conference in February 2025.
- Onboard a part-time Community Engagement Coordinator.

Expected Outcomes:

- Community members are equipped to engage in impactful and effective solutions to combat human trafficking.
- Vulnerabilities are more easily recognized and addressed to prevent future cases of human trafficking.
- Signs of human trafficking are understood so more reports are filed, which will lead to more survivors receiving assistance.
- Youth practice safe relational and online boundaries to reduce victimization and exploitation.
- Key stakeholders will more easily identify the signs of human trafficking to better identify cases, and enhance proactive strategies to combat this criminal industry.
- Teachers are equipped to recognize signs of human trafficking in their classrooms to help students receive assistance and to file reports.
- The demand is reduced as people recognize practices that fuel human trafficking.
- Evidence-based practices are enhanced in the field.

Strategic Plan

Advocacy:

Now more than ever before, Pennsylvania lawmakers are turning an ear to the anti-human trafficking movement. However, many lack a comprehensive understanding about the topic to affect impactful laws and/or to see bills all the way through the approval process. While lawmakers try to gain approval with a hot topic, we run the risk of harmful bills being proposed due to a lack of education on the topic. The laws that get enacted have great impact on our efforts, so we strive to be proactive rather than reactive in this process.

Advocacy Goals:

- Educate lawmakers and their staff members about human trafficking and the prevalence of this issue in our state. Our desire is to ensure that 80% of the counties in Pennsylvania have their senators or representatives educated about the Equality Model by July 31, 2026 through roundtables, seminars, lunch and learns, meetings, and a conference.
- Assemble a multi-disciplinary coalition to by August 31, 2024 to better inform anti-human trafficking state policy.
- Launch a paid media campaign in the fall of 2024. This campaign will include facts about human trafficking, survivor stories (as desire and permission are expressed by lived experience experts), relevant legislative pushes, and action steps.
- Host two educational events with lawmakers to build relationships and advance legislative priorities by year-end.
- Onboard a part-time Government Relations Associate by January 31, 2025.

Strategic Plan Continued

Expected Outcomes:

- State policy is advanced that will prevent future cases of human trafficking, protect victims, penalize buyers and traffickers, and promote healing and recovery for survivors.
- Lawmakers are educated about how to take a holistic counter trafficking approach.
- The demand for human trafficking is reduced by the laws enacted.
- Survivors become more aware of their rights and resources available to them through widespread advocacy efforts.
- Vacatur and criminal record clearing is available to survivors of human trafficking.
- Statewide regulation for illicit massage businesses is enacted.
- Constituents get more involved in anti-human trafficking advocacy efforts as their understanding of human trafficking deepens and they are empowered to get involved.
- By adding a Government Relations Associate to the team, we will grow relationships in the PA State Capitol, more effectively track and promote anti-human trafficking legislation, and better equip and mobilize our network for advocacy efforts.

Restoration Home Goals:

- Raise \$125,000 by July 31, 2024 to complete the remaining renovations at the restoration home, which include central air installation, heating repairs, security system installation, and basement renovations.
- Raise \$875,000 by December 31, 2024 to onboard remaining direct care team members and to fund the first three months of operations at the restoration home so ensure stability once residents move in.
- Furnish and complete the physical preparations of the restoration home by October 31, 2024.

Strategic Plan

Restoration Home Goals Continued:

- Finalize formal referral network by June 30, 2024. We recognize that a referral network grows and expands as time goes on, however, we want to have referrals in place for main categories like psychiatric care, substance abuse, counseling, legal services, etc.
- Complete policies, procedures, and resident handbook by June 30, 2024.
- Onboard Volunteer Coordinator by June 30, 2024.
- Begin onboarding and training residential volunteers throughout the summer of 2024.
- Have the survivor advisory board that is assembled assess the restoration home and recommend adjustments by September of 2024.
- Purchase a vehicle by November 30, 2024 for resident outings and appointments.
- Onboard volunteer instructors by October 31, 2024 for the first year of programming to assist with professional development and life skills.
- Direct care team staff care plan is determined by October 1, 2024 to reduce burnout and vicarious trauma.
- Hire Residential Supervisor by October 31, 2024.
- Hire a case manager by December 31, 2024
- Hire five part-time residential coaches by January 5, 2025
- Hire three part-time overnight supervisors by January 5, 2025.
- Complete internal intensive training for direct care team two weeks before intakes occur. This will include safety planning, training on trauma, crisis management, curriculum specifics, de-escalation, reporting processes, secondary trauma and self-care, intake and exit procedures and more.
- Begin intakes by January 31, 2025.

Strategic Plan Continued

Expected Outcomes:

- Six sex trafficked women will have access to safe housing each year for 12-18 months, and receive the individualized case management needed to restore their lives and independence.
- The restoration home will be fully operational by February 1, 2025.
- The direct care team will be educated through a trauma-informed, evidence-based, and victim-centered approach prior to accepting residents.
- Staff will be supported and trained, which will promote a healthy culture.
- The restoration home will be safe, sustainable, and fully equipped prior to opening.
- The team will be fully staffed prior to opening, with substitutes available, to reduce burnout and high turnover that impacts quality of care.
- Residents will have access to trauma therapy and counseling to enable them to form trusting and supportive relationships.
- Graduates will be able to integrate into the community and have a significantly reduced likelihood of returning to their trafficker.
- All residents will graduate with either a GED, Associates or Bachelor's degree, or certification.
- All residents will graduate with a stable job and income.
- All residents will have access to medical and dental care.

2024 Fundraising Priorities

1. Raise \$125,000 to complete the renovations at the restoration home.

This amount will cover our three major remaining projects:

- Central air installation
- Basement remodeling
- Professional security system installation

2. Raise \$875,000 to purchase programming materials, onboard staff, purchase vehicles, and launch and sustain the first three months of the residential restorative care program.

3. Raise \$5,000 more in monthly support to grow and sustain all initiatives.

Every resident that receives restorative care within our home will have the opportunity to break the cycle of abuse and trauma. Your investment impacts more than the residents we house. Your gift will touch generations.

If you would like a full financial report, please email info@greenlightoperation.org.



2024 Priorities

1. Complete the renovations at the restoration home.
2. Begin staffing a direct care team to provide restorative care to survivors.
3. Open the doors of the restoration home to survivors.
4. Further education about human trafficking through seminars, various forms of media, and consultations.
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.
6. Increase partnerships with local and state police.
7. Grow collaboration within the anti-human trafficking field throughout Pennsylvania.



"I can no longer stand idly by and let others do the work. When God puts something on your heart, you have to move on it. But most of all, I want those who are lost, hurt, and broken to know they are loved and have worth. I am one person but together the difference can be made."

- Greenlight Operation Volunteer

How Can You Help?

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.

Will you join our mission to strategically combat human trafficking through educational initiatives and serve sex trafficked women through a continuum of restorative care?

“You may choose to look the other way, but you can never again say you did not know.”

- William Wilberforce





Visit greenlightoperation.org

   @greenlightoperation

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