



2025 Impact Report

Rooted in Love. Restoring Hope. Rebuilding Lives.

Love. Heal. Grow.



Mission

To provide a path to healing and economic opportunity for women survivors of sex trafficking, prostitution, and addiction.

Vision

A community that supports and embraces women experiencing and exiting exploitation.

Core Values

Rooted in **love**, focused on **healing**, committed to **growth** - one woman at a time.



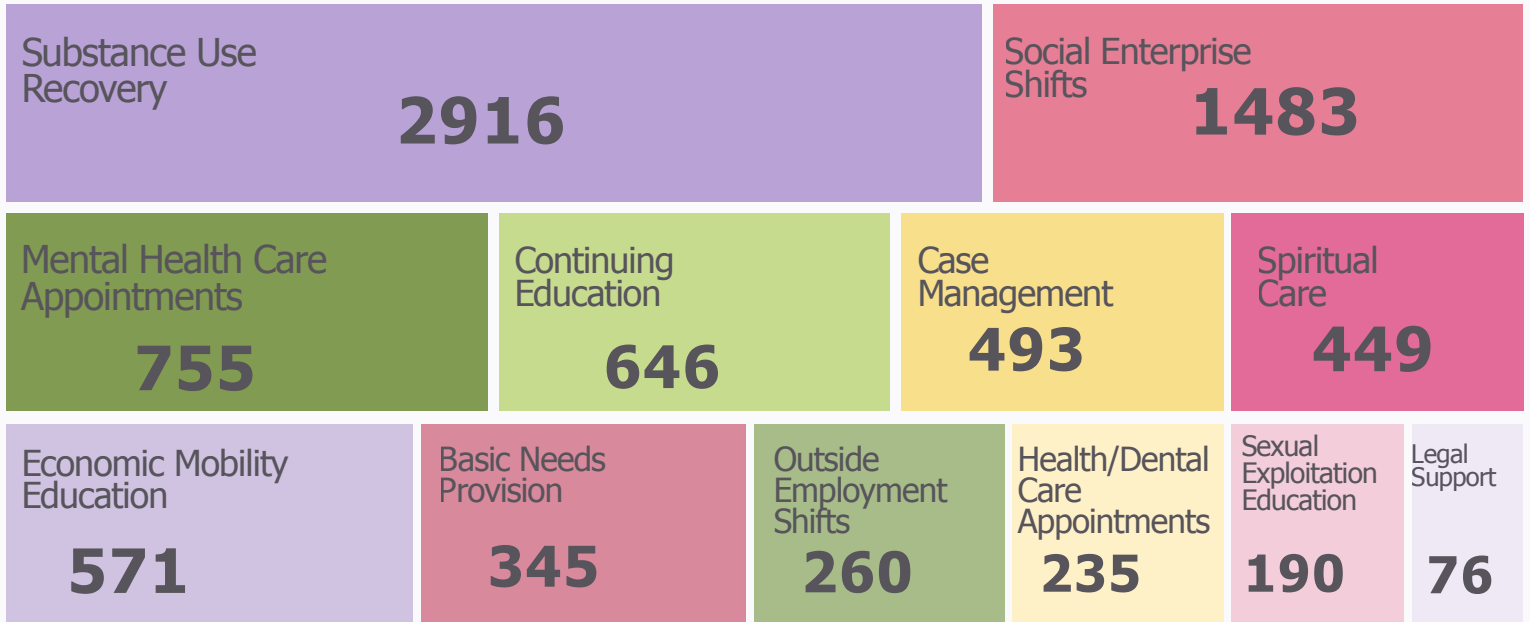
Jasmine Kitchen

503 Augusta Street • Greenville, SC • 29605

Jasmine Road's residential program and social enterprises, including Jasmine Kitchen, work together to provide safety, stability, and opportunity for women rebuilding their lives. By combining housing, workforce development, and holistic healing services the program addresses the interconnected challenges of trauma, addiction, and economic insecurity. This comprehensive approach supports survivors as they pursue lasting change.

How Healing Takes Shape

Numbers by total appointments, sessions, shifts, and activities delivered.



“2025 marked a defining year for Jasmine Road and Jasmine Kitchen. From the gift of Jasmine Kitchen and a new chef, to our most engaged board, strongest financial footing, and largest graduating class, every part of our organization grew in strength and clarity. With a completed strategic plan and deepened community connection across Greenville, we are building momentum that will shape our future for years to come.”

-CEO, Lisa O'Connell-Hall





Who We Walked With This Year

● 2025 ● Total Served



RESIDENTS SERVED

21

75



APPLICATIONS

185

808



NIGHTS OF SAFETY

4,313

20,078

4
AFRICAN AMERICAN

17
CAUCASIAN

*CATEGORIES REFLECT CURRENT PARTICIPANT SELF-IDENTIFICATION.



GRADUATES

4

14



JASMINE INSIDE PARTICIPANTS

194

275

AVERAGE AGE

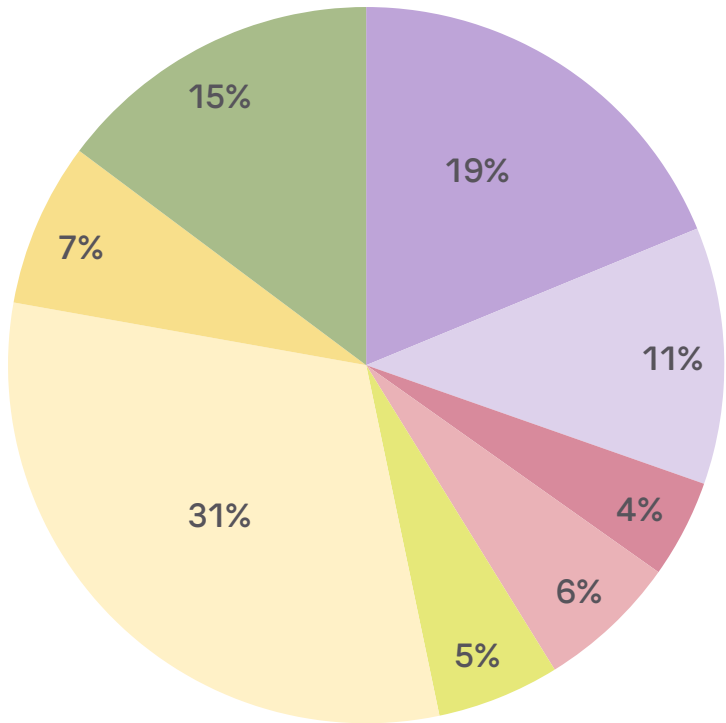
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“From the moment I walked in the door, Jasmine Road has shown me unconditional love...They held my hand through my journey until I had all the tools I needed...Since graduation, Jasmine Road continues to show up for me. They are there when I need advice or just someone to talk to. *The support they offer is continuous.*”

-Ciara Cerqua, Marketing Coordinator and 2023
Jasmine Road Graduate



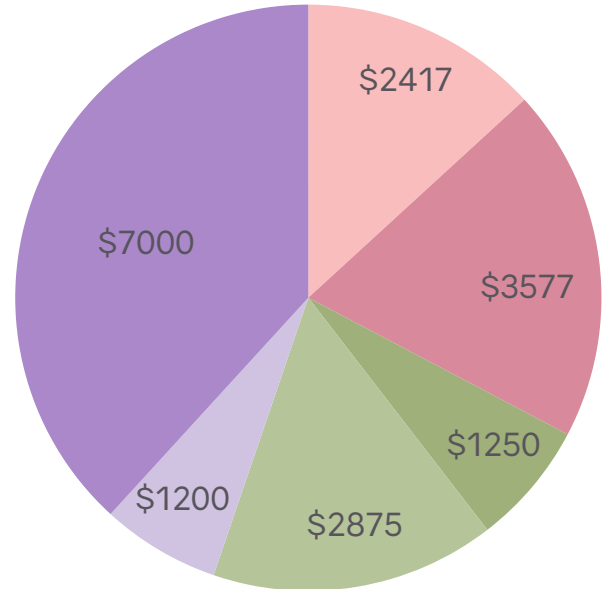
Fiscal Year 2025 Funding



- Individuals
- Foundations
- Retail
- JK Tips/Contributions
- Churches
- Other Organizations
- Corporate
- Food/Catering

Program Costs (one month)

- Groceries & Toiletries
- Home Maintenance
- Medical Care
- Therapeutic Programming
- Transportation
- Workforce Development



This year's Rooted in Love Luncheon showcased the strength and generosity of our community, with tables filled by those who believe in second chances. We are already looking ahead to October 21, 2026, when we will gather again to celebrate progress, partnership, and impact.

Staff

Lisa O'Connell-Hall, CEO
Aaron Rietz, Director of Culinary Operations
Aimee Free, Residential Program Specialist
Ashley Pittman, Residential Support Specialist
Ashley Villani, Residential Program Manager
Bridget Camp, Workforce Development Program Specialist
Brittany Adams, Kitchen Manager
Brittney Amaker, Kitchen and Retail Associate
Caitlin Littlejohn, Director of Finance and HR
Christina Granado, Sous Chef
Ciara Cerqua, Marketing Coordinator
Diane McGowan, Residential Support Specialist

Hali Tankersley, VP of Development & Communications
Hannah Gilstrap, Jasmine Kitchen FOH
Kari Knight, Kitchen and Retail Coordinator
Liv Fletcher, Digital Development Coordinator
Mandy Learo, VP of Programs & Operations
Marquette Edwards, Director of Retail & Product Sales
Michelle Harrison, Clinical Consultant
Rhonda Hovious, Development Associate
Shelby Duncan, Jasmine Kitchen BOH
Taji Hammonds, Residential Support Specialist
Keta Scott, Residential Program Specialist
Whitney Dickey, Jasmine Kitchen BOH

Board of Directors

Kim Silver, Board Chair
Sheria Clarke, JD, Vice Chair
Frances McLean Patterson, CPA, Treasurer
Libba King, Secretary
Courtney Atkinson, JD, Immediate Past Chair
Angela Brown
Brandy Amidon
Bruce Swords, MD
Corey McDowell

Courtney Thomas, CPA
Frances Poe
Jessica Brock
Marsha Wallace
Nicolas Abello
Robbin Phillips
Todd Malo
Wendy Redmon, CPA
Kathryn Norwood, Chair Emeritus



**Scan to learn more about
our impact in 2025!**

"I am proud to say that at Jasmine Road, healing does not happen in isolation – it happens through community. Every success story, every graduation, and every new step forward reflects the unwavering support of those who stand beside us. Your partnership truly lights the path home for courageous women rebuilding their lives, and on behalf of the Board, I offer my sincere gratitude and thanks."

-Kim Silver, Board Chair

