



Mission

Jasmine Road’s mission is to provide a path to healing and employment to women survivors of sex trafficking, prostitution, and addiction.

2023 Impact Report



Core Values

Love	Healing
Compassion	Resilience
Growth	Belonging



Vision

Our vision is that Jasmine Road will be known as a loving community that offers women opportunities, to flourish, one life at a time.

Through Jasmine Road’s comprehensive residential program and innovative social enterprises, including Jasmine Kitchen, residents are able to create lasting change to break cycles of generational poverty, crime, addiction and trauma.

@jasmineroadsc

@jasminekitchensc

Jasmine Road, Inc.

(864)-546-5077

info@jasmineroad.org



"Reflections ON GROWTH"



Lisa O'Connell-Hall, CFRE, Joined the Team as CEO.

"The success of Jasmine Road has been built on so much commitment in our community from our founding board to the leaders that came before me. Our impact is not measured solely by numbers but also in each individual life that is transformed.

The growth we get to witness is a testament to collective determination to walk alongside the women we serve. Our journey is not just about organizational expansion. We are expanding hope and dignity for those who need it most."



2023 marked one year of expanded capacity for Jasmine Road. We served more women, provided more employment opportunities, and grew our Rooted in Love community. In 2024, we plan to continue to expand to our full capacity to serve 15 women.



4,723 nights of safety provided.



A total of 21 women served in the residential program.



2 graduates.

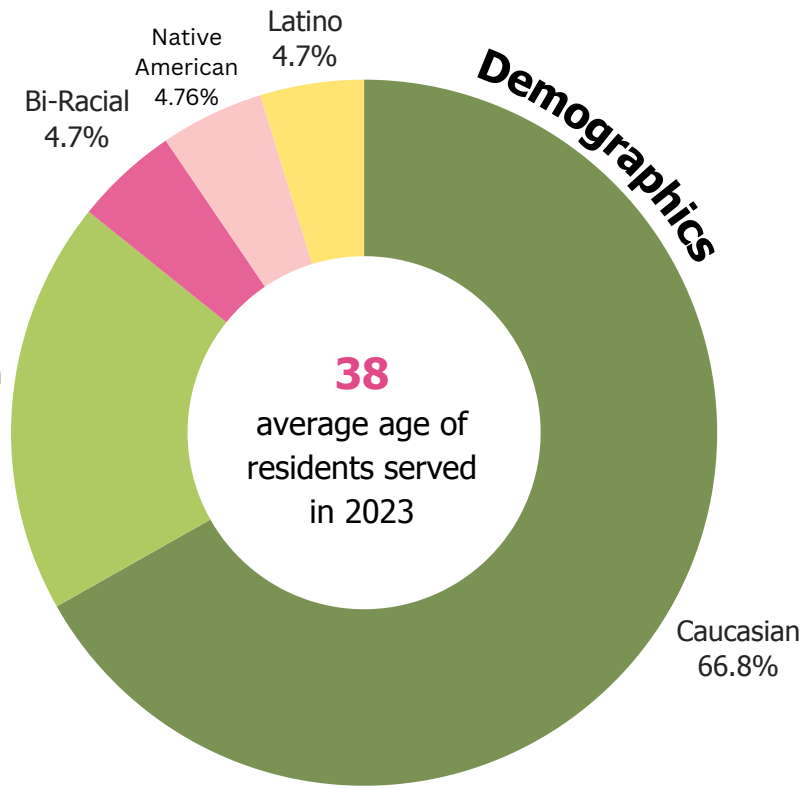


Jasmine Road Receives 2023 Angel Award

The Angel Award is granted to organizations that have contributed eighty percent or more of its total spending to charitable programs, existed for three years or more, make good use of volunteer services, do not rely heavily on funding from grants, and comply with the SC Solicitation of Charitable Funds Act.

Left to Right: Mandy Learo, SC Secretary of State Mark Hammond, Tina Hoge, Lisa O'Connell-Hall





89%
graduation rate for residents that complete phase 2

400+
applications received since 2018



127
applications received in 2023

5,495.65
hours worked by residents in social enterprises

2,278
hours worked by volunteers

100%
of graduates are safely housed, gainfully employed, and in healthy recovery



“It’s a teaching kitchen. Everyday I learn something new. I love the knowledge, you can’t put a price tag on it.” **-JR Graduate**

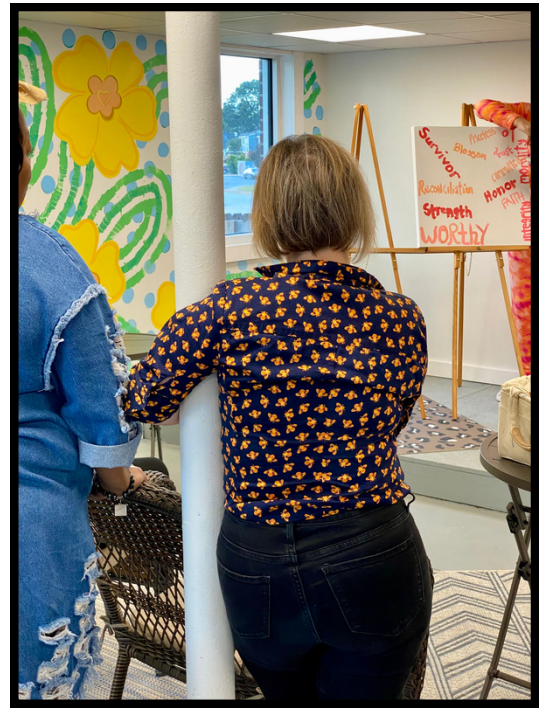
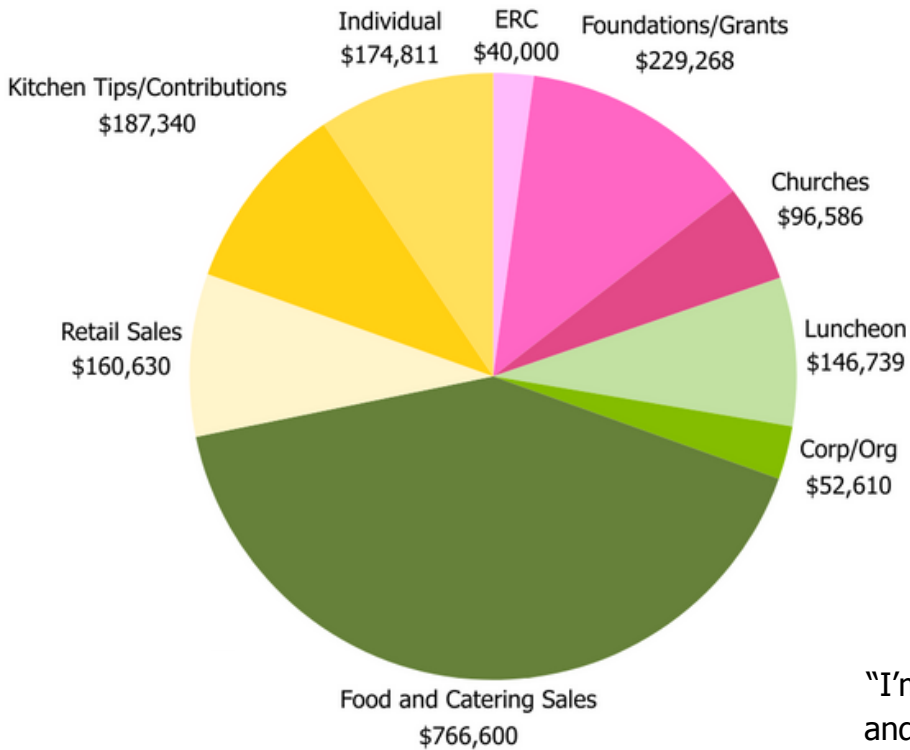


“Choice Through Coercion”

Jasmine Road leadership facilitated training for **450+** attendees to educate the community on the realities of human trafficking.



Fiscal Year 2023 Funding



"I'm so grateful. I'm so grateful for this program and to be a part of it. I'm grateful that it allowed me to grow and self explore and be empowered. Everything this program has offered has allowed me to be where I am now. I'm just grateful for the opportunity. You cannot ignore the partners & volunteers. As a whole, this program is so worth it. It's sent from heaven." - **JR Graduate**

PROGRAM COSTS

(One month for both homes.)

- Groceries & Toiletries - \$2,760
- Home Maintenance - \$3,063
- Medical Care - \$1,333
- Therapeutic Programming - \$6,633
- Transportation - \$1,125
- Workforce Development - \$7,408

WORKFORCE DEVELOPMENT COSTS

Graduate Match Savings:

\$1,500

Resident Social Enterprise Wages:

\$88,896

Rooted in love luncheon

460 people attended in-person

127 people joined virtually

Netted \$110,813.91



Ways you can Give



COMMUNITY PARTNERS*

Healthcare: Bon Secours St. Francis Health, Carolina Women’s Health, Servants for Sight, Welcome Pharmacy, Welvista, Welcome Pharmacy

Counseling: Center For Sexual & Relational Health, City Center Counseling, Lyndon Harris, Grace to Glory Counseling, GIFT Counseling for Wellness, Rise Counseling, Resilience Healing Space, Lifestreams Counseling

Dental: Dr. Keith W. Strausbaugh, Dr. Ashley Tankersley, Reedy River Dentistry, Dr. Preston Hamrick (Heritage Dentistry)

Addiction Recovery Support: Phoenix Center, FAVOR Greenville, Grace Church Re:Gen

Health and Wellness: Caine Halter YMCA, Susan Cannon, Women 4 Women, Greenville Yoga, Clemson SNAP-Ed, The Phoenix, Claire Sisk, Becky Miller, Rachel Lavin Wellness

Financial Literacy: United Ministries, Goodwill Industries, Self Help Credit Union, United Way, Kim Silver, Greenville Federal Credit Union, United Community Bank

Education: Greenville Technical College, Greenville County Public Library, United Ministries

Culinary Training: The Truist Culinary and Hospitality Innovation Center

Creative Outlets: Applied Theatre Center, Triune Mercy Center, Meredith Piper Art, Kyshona Music, Flowing River Place

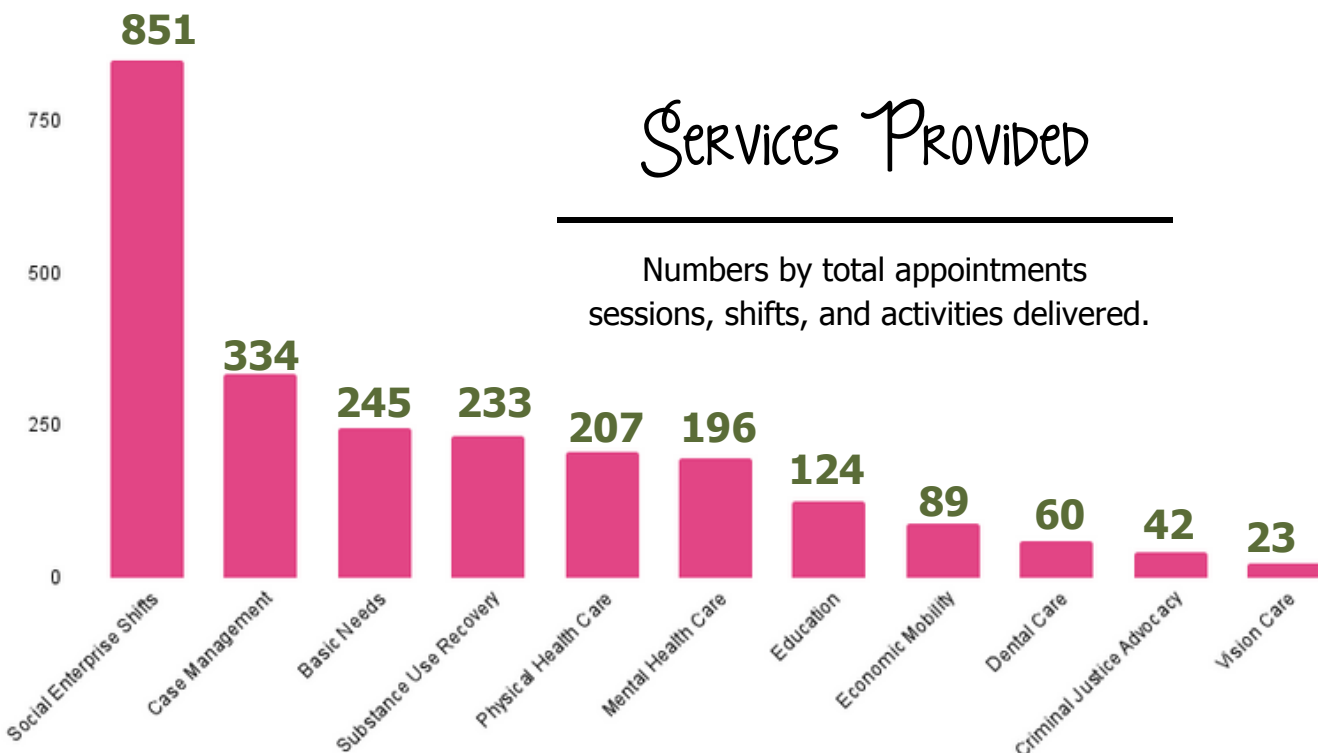
Equine Therapy: Hope Remains Youth Ranch, Hasty’s Haven Horse Rescue

Legal: Time Served, SC Legal Services

Transition Resources: Homes of Hope, Front Porch Housing, Greenville Housing Fund, Greenville Homeless Alliance, Blue & Gold Macaw

Social Enterprise: Kitchen Sync, US Foods, Split Creek Farms, Feed and Seed Co., Tyger River Smart Farms, Soteria at Work, Carolina Honey Bee, Bridge City Coffee, Project Host, Swamp Rabbit Grocery, Shop Given, See Clearly Window Washers, Schneider Tree Care, Gardens & Grounds, Hansworth Garden Club

A special thank you to ... Grace Church, Christ Church Episcopal, Triune Mercy Center, Bon Secours St. Francis Health System



Services Provided

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

*Provided pro bono or reduced fees for goods and services in 2023.



“ As an organization, Jasmine Road's work is truly rooted in love. We could not do that work without our partners, who truly are among the roots that anchor our work, uplift our participants and aid Jasmine Road in cultivating a landscape of success for women and a better Greenville. - Courtney Atkinson ”

Staff

Lisa O'Connell-Hall, CEO

Anne Marie O'Hara, Business Manager

Ashley Pittman, FOH Manager

Ashley Villani, Senior Residential Program Specialist

Brittany Adams, BOH Team Member

Ciara Cerqua, Marketing and Sales Coordinator

Elayna Prekker, Residential Program Specialist

Hali Tankersley, Development Director

Mandy Learo, Program Director

Michelle Harrison, Clinical Consultant

Sabrina Boggs, Residential Program Specialist

Shelby Duncan, Sous Chef

Taji Hammonds, BOH Team Member

Tarketa Scott, PT Residential Support

Tina Hogue, Executive Chef and Culinary Director

Tracy Hastings, FOH Team Member

2023-2024

Board of Directors

Courtney Atkinson, JD | Chair

Kim Silver | Vice Chair

Leanne Jaskwich, CPA | Treasurer

Frances Poe | Secretary

Angela Brown

Angi Einstein

Carson Felkel, MD

Mike Gatchell

Cynthia P. King, Ph.D.

Libba King

Frances Patterson, CPA

Robbin Phillips

Meg Scoopmire, JD

Courtney Thomas, CPA

Marsha Wallace

Kathryn Norwood | Chair Emeritus