



# 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**

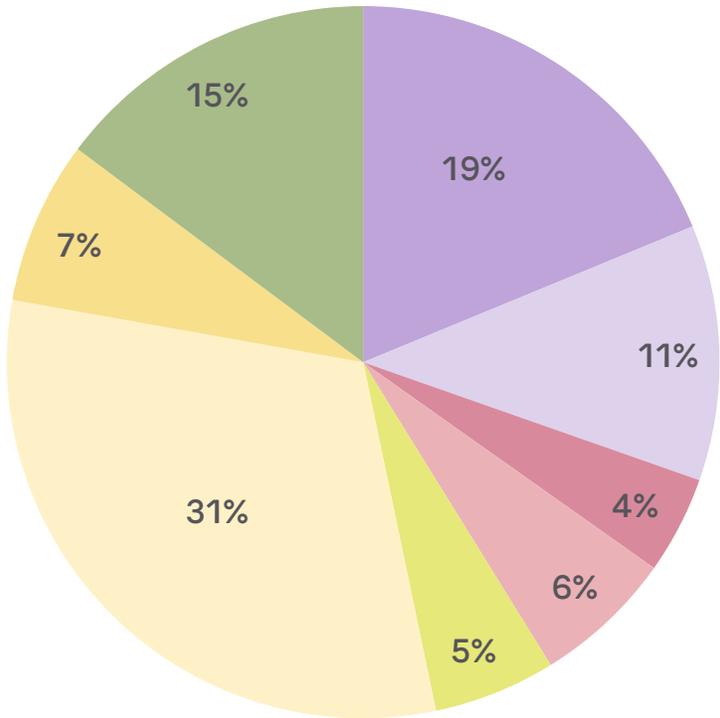
AVERAGE AGE **34**

“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



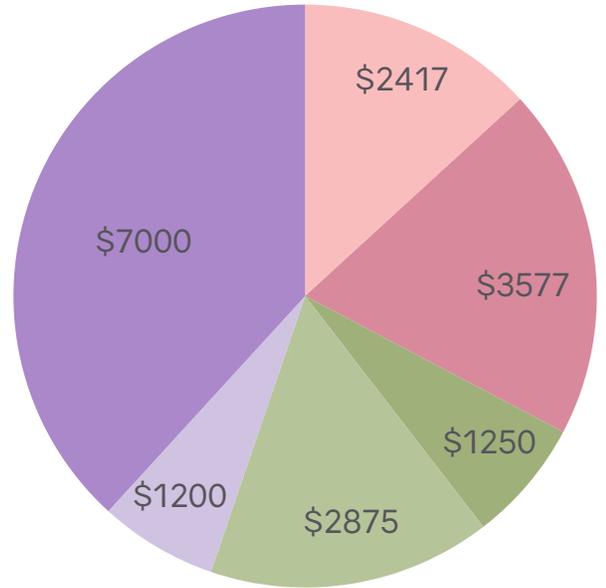
# Fiscal Year 2025 Funding



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

