



2024

# ANNUAL IMPACT REPORT



### Mission

Our mission is to provide a path to healing and employment for women survivors of sex trafficking, prostitution and addiction.

### Core Values

- Belonging
- Resilience
- Healing
- Love
- Growth
- Compassion

### 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.

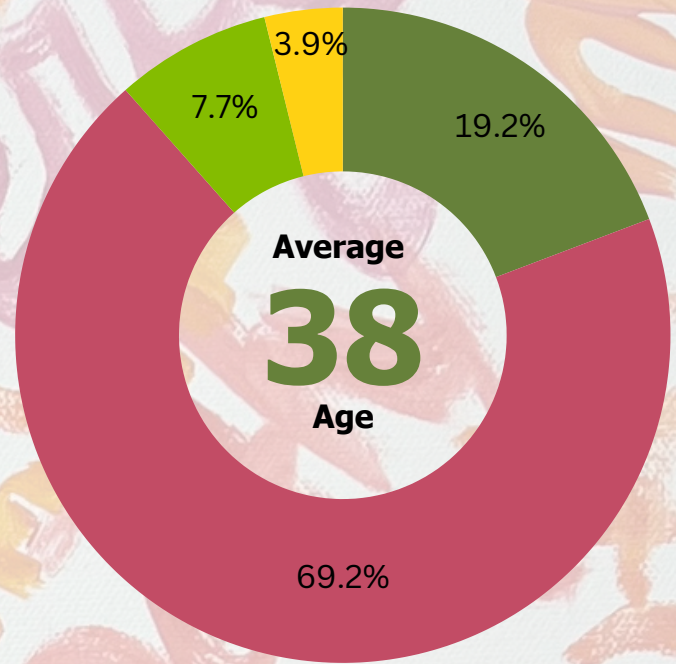
Through Jasmine Road’s comprehensive residential program and innovative social enterprises, including Jasmine Kitchen, residents gain the stability, skills, and support needed to break cycles of generational poverty, crime, addiction, and trauma. With safe housing, workforce development, and holistic healing services, survivors are equipped to build sustainable futures and create lasting change in their lives and communities.

Jasmine Road served more women in 2024 than ever before. **We increased our capacity by 30%, expanding to serve 15 survivors.** To meet the growing needs, we also expanded our services, including case management, clinical care coordination, group programming, transportation, and basic needs provision. This has allowed us to continue addressing the critical resource gap for trafficking survivors in our community.



**"We are overcomers.  
We aren't victims.  
We're survivors."  
-Jasmine Road Graduate**

■ African American
 ■ Caucasian  
■ Multiracial
 ■ Native American



**Residents Served**



**26** in 2024  
**69** total

**Applications**



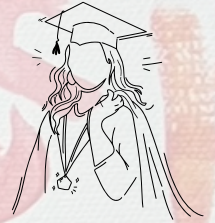
**155** in 2024  
**623** total

**Nights of Safety**



**4,126** in 2024  
**15,765** total

**Graduates**



**2** in 2024  
**10** total



We are proud to share that Jasmine Road launched a new program in 2024 — Jasmine Inside. Jasmine Inside, our detention center outreach program, brings group psychoeducation, hope, and healing to incarcerated survivors. Over seventy (70) women participated in 2024, moving through the Seeking Safety curriculum for recovery from PTSD and substance use.

# 2024 Highlights



Ashley Villani, Jasmine Road Residential Program Manager and graduate, served as the **Co-Chair for the Upstate Human Trafficking Task Force**. Joined by Captain Alia Paramore of the Greenville Police Department, they worked with groups around the state to tailor a multi-sector approach to respond to the complexities of trafficking.



The **Cliffs Valley Ladies Golf Association** came together to enjoy a friendly round of golf and raised more than \$58,000 for Jasmine Road in the process! We are deeply appreciative of the time, resources, and love they put into this event.



Mandy Learo, VP of Programs and Operations at Jasmine Road, **presented at the National Trafficking Sheltered Alliance's 2024 Conference** in Utah. Her talk, titled Good Vibes: Promoting a Healthy House Culture, highlighted how program design, policies, and relationships shape the emotional atmosphere and values in therapeutic communities, fostering healing and recovery.



Thank you to **F3** for their support of Jasmine Road through their 10,000 mile challenge! Alongside other F3 groups around the country, they raised awareness of sex trafficking in their local communities and more than \$17,000 for Jasmine Road. We are grateful for their partnership and support!



Ciara Cerqua, Jasmine Road Sales and Marketing Coordinator and graduate, led residents behind the scenes to create our **new line of handcrafted bar soaps**. These luxurious soaps come in six different scents that coordinate with our candle line, and feature multiple moisturizers.



Jasmine Road launched its 6th candle scent, completing the line of "Core Values" scent. This candle has a warm and comforting aroma of cranberries and apples, and an inspiring message of Compassion. More importantly, **the purchase of each candle provides a resident with three hours of employment.**

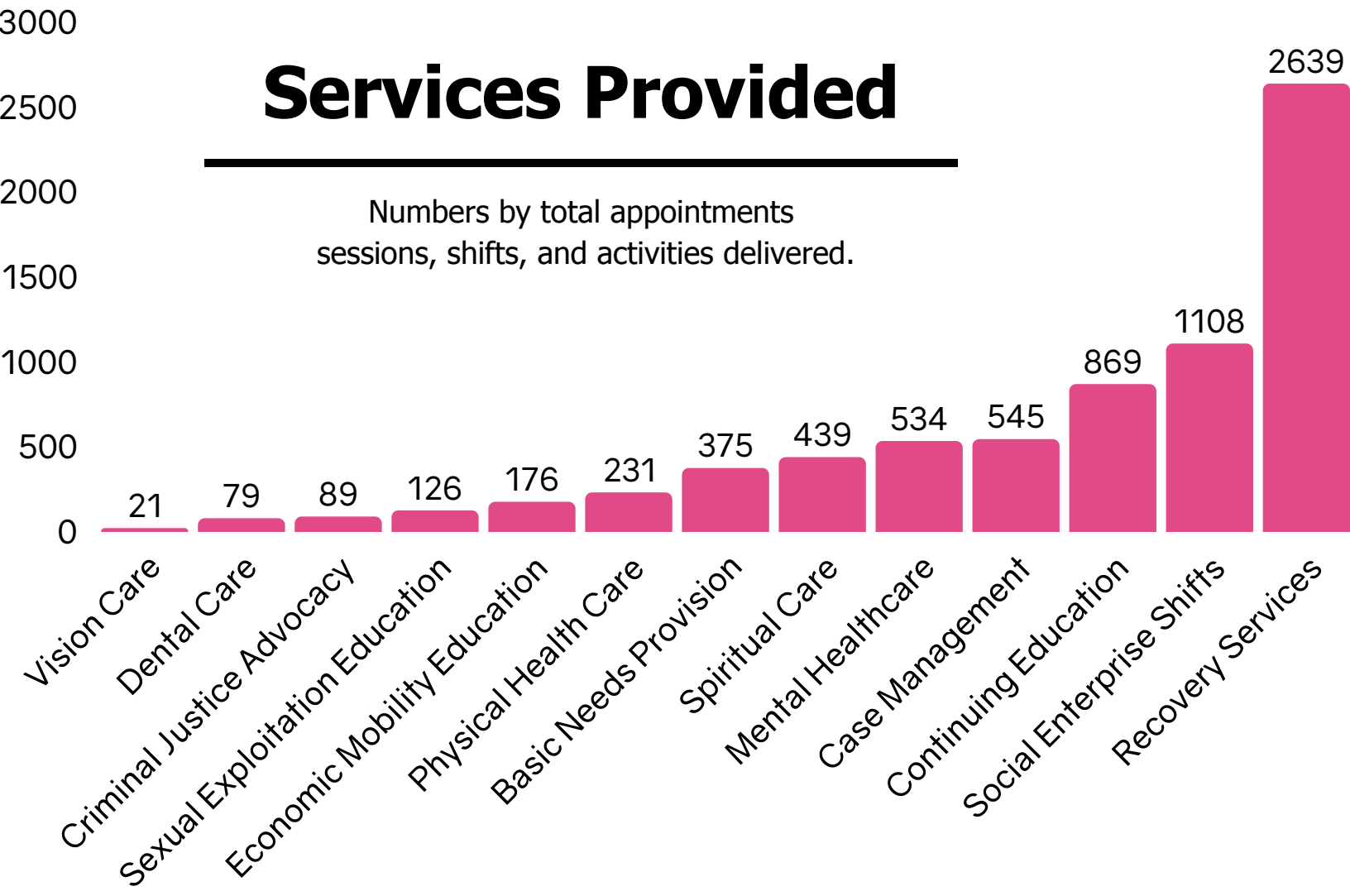
"The seeds planted eight (8) years ago for Jasmine Road now stand strong, reflected in the new life paths of our residents and graduates. As we grow, our dedicated team continues to build a future of compassion, hope, and dignity for the women we serve. Every success story—of residents, staff, and supporters—fuels our mission. Your kindness makes this journey possible. Thank you!"  
 -Lisa O'Connell-Hall, CEO



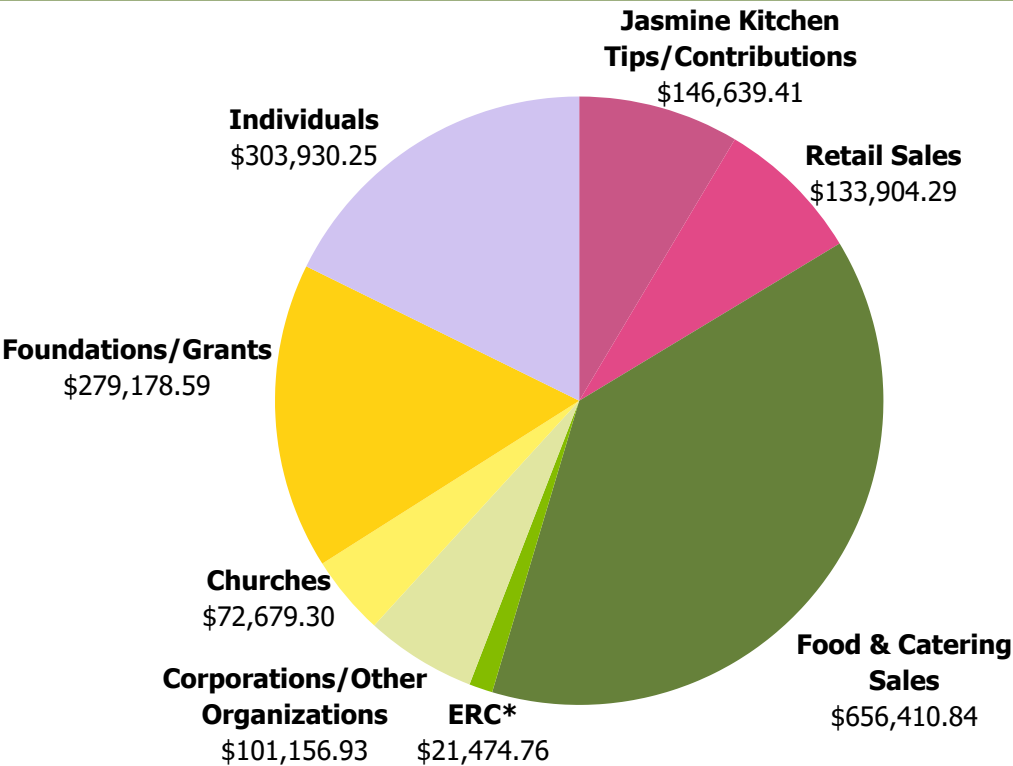
Grace Church received the Outstanding Community Partner award from the Association of Fundraising Professionals Piedmont Chapter for their exceptional work in the Upstate.  
 "Grace Church is a philanthropic model. We couldn't serve the number of women we do at Jasmine Road without their investment. Many of our volunteers are also members of Grace Church.  
 This award is for them too..."  
 -Lisa O'Connell-Hall, CEO

# Services Provided

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



# Fiscal Year 2024 Funding



- ### Program Costs (one month)
- Groceries & Toiletries - \$2,100
  - Home Maintenance - \$3,063
  - Medical Care - \$950
  - Therapeutic Programming - \$3,500
  - Transportation - \$1,200
  - Workforce Development - \$9,500



Over 300 community members attended the **8th Annual Rooted in Love Luncheon** in-person, with an additional 50+ joining virtually. Together, the community **raised \$149,150.17** to support operations at Jasmine Road.

"I would not be as **happy** as I am or at **peace** with myself or life in general if it was not for the process of Jasmine Road's program."

**-Jasmine Road Resident**

Mark your calendar for **October 22nd!** Join us for the 9th Annual Rooted in Love Luncheon and a celebration of reflection! Scan the QR Code to secure your seat!



\*Employee Retention Credit

# Become a Transportation Volunteer

Transportation is a **key component** that allows Jasmine Road to provide the bulk of its service provision. Without it, residents wouldn't have access to medical appointments, dental cleanings, therapy sessions, recovery meetings, and other forms of care. Email us at [volunteers@jasmineroad.org](mailto:volunteers@jasmineroad.org) to learn more.

"When I decided to volunteer with the Transportation Team two years ago, my hope was to provide needed support to a community of women that I had little knowledge of but desired to understand. Little did I know that transporting these amazing women would impact me in the way that it has... I have been forever changed by their stories and amazing strength, and honored to have been able to witness many transformations, and attended several "graduations" for those that have completed their Jasmine Road journey."  
-Connie Ashburn



"It is an honor to have the opportunity to volunteer on the transportation team... I feel privileged to get to share a few miles in the car together on their healing journey. The incredible program at Jasmine Road provides truly comprehensive care to equip these survivors to experience powerful transformation in their lives, and it is my joy to meet the need for transportation so they are able to access appointments, training, school, and employment, which are all essential elements in achieving their goals."  
-Katie Gambrell



**Ways to Give  
to Serve Survivors**

# Community Partners\*

**Healthcare:** Bon Secours St. Francis Health, Carolina Women's Health, Servants for Sight, Welcome Pharmacy, Welvista, Restore Pelvic Health and Wellness

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

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

**Addiction Recovery Support:** Phoenix Center, FAVOR Greenville

**Health and Wellness:** Caine Halter YMCA, Susan Cannon, Women 4 Women, Greenville Yoga, 90 Degree Yoga, Clemson SNAP-Ed, The Phoenix Center, Rachel Lavin Wellness

**Financial Literacy:** United Ministries, Greenville Financial Empowerment Center, 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, Lifelong Learning, The Truist Culinary and Hospitality Innovation Center

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

**Equine Therapy:** 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, Junior League of Greenville

**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, Dorothy Haynsworth Garden Club

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



\*Provided pro bono or reduced fees for goods and services in 2024.

## Staff

Lisa O'Connell-Hall, CEO  
Ashley Pittman, Residential Support Specialist  
Ashley Villani, Residential Program Manager  
Brittany Adams, Kitchen Manager  
Caitlin Littlejohn, Business Manager  
Ciara Cerqua, Marketing and Sales Coordinator  
Diane McGowen, PT Residential Support  
Emma Riley, FOH Team Member  
Hali Tankersley, Development Director  
Lisa Babin, Residential Program Specialist  
Mandy Learo, VP of Programs and Operations  
Michelle Harrison, Clinical Consultant  
Rhonda Hovious, Resource Development Coordinator  
Shelby Duncan, Sous Chef  
Taji Hammonds, BOH Lead  
Tarketa Scott, Residential Program Specialist  
Tina Hogue, Executive Chef and Culinary Director  
Tracy Ray-Hastings, Social Enterprise Operations Director  
Wendy Brooks, BOH Team Member

## 2024-2025

## Board of Directors

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Frances McLean Patterson, Treasurer  
Frances Poe, Secretary  
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Libba King, Director  
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Meg Scoopmire, Director  
Bruce Swords, MD, Director  
Courtney Thomas, CPA, Director  
Marsha Wallace, Director  
Kathryn Norwood, Chair Emeritus



*"Compassion remains at the heart of everything we do. Each step forward—every life restored, every hope reignited—is a testament to the power of compassion to create lasting change. This impact would not be possible without the unwavering support of our community, donors, and stakeholders. Your generosity and dedication supports survivors with understanding, dignity, and the resources they need to thrive. Together, we are building a Greenville grounded in hope and resilience."*

*-Courtney Atkinson, Board Chair*