



Explore. Practice. Give.

SOULJOURN YOGA™
celebrating **10** years

Press Kit

2026

souljournyoga.com



OUR MISSION

Souljourn Yoga Foundation is a US 501(c)(3) non-profit that creates transformational yoga retreats and teacher training programs to raise awareness and funds for young women's education around the world. Our name is inspired by seva, the Sanskrit word for and yogic principle of selfless service (the soul), sojourn, which captures the essence of being in a place and time, and yoga, which is union, balance, and connection.

OUR IMPACT

For 10 years, we have successfully raised tens of thousands of dollars for young women's education around the world. Through our yoga teacher training program, we train local women to teach yoga and mindfulness so that it is culturally adaptable for their communities. Many of these young women have academically rigorous schedules and an immense pressure to succeed, as it not only impacts their own future, but also the future of their families. With so much stress and pressure resting on their shoulders, our programs give them the space and time to flourish.

HOW WE TURN FUNDING INTO IMPACT



Scholarships



Sanitary Napkins & Hygiene



Dormitories & Housing



Transportation



Teacher's Salaries



After School Programming



School Uniforms



Vocational Training



Books & School Supplies



Art & Wellness Workshops



Meals & Nutrition



Yoga Mats & Props

And More!

OUR FOUNDER

While embracing New York City's fast-paced yoga culture, Jordan Ashley, PhD recognized a need for a more service-based practice; a need for experiences which give perspective to the self through selflessness.

Drawing on her experience of travel and of being a full-time yoga teacher, she created Souljourn Yoga Foundation in 2016 as an avenue for the practitioner who wants more than a yoga retreat. She anchored it in the desire to expand equal education across the globe.

Feeling extremely blessed to be given the opportunity for education and to have a voice in society, she felt it was imperative to raise both awareness and funds for young women who are denied such essential human rights.

Jordan is an activist, writer, yoga teacher, and Tedx speaker whose work has been featured by Forbes, the Los Angeles Times, Marie Claire UK, and more.



TEDx



OUR RETREATS

Our retreats go beyond the everyday predictability of group travel and provide enhanced contact and authentic experiences for all our participants. We connect directly with local communities—we share conversations over meals, participate together in yoga and art workshops, and learn about each other's daily lives in unique and enlightening ways. We visit communities where this connection has the power to help all participants thrive.

Yoga has the opportunity to universally inspire kaivalya—to connect people across spaces, to empower their development, and to promote economic self-sufficiency. A deeply powerful element of yoga is that it does not adhere to one particular belief system or community; it is a fluid bridge for anyone and everyone to connect to their internal well-being. It is through this core observance and respect for community and collaboration that we are able to connect.

Through the power of yoga and ethical travel, we've supported young women's education. Since our start, we have traveled to **9 countries** across **4 continents** and hosted **19 retreats**.

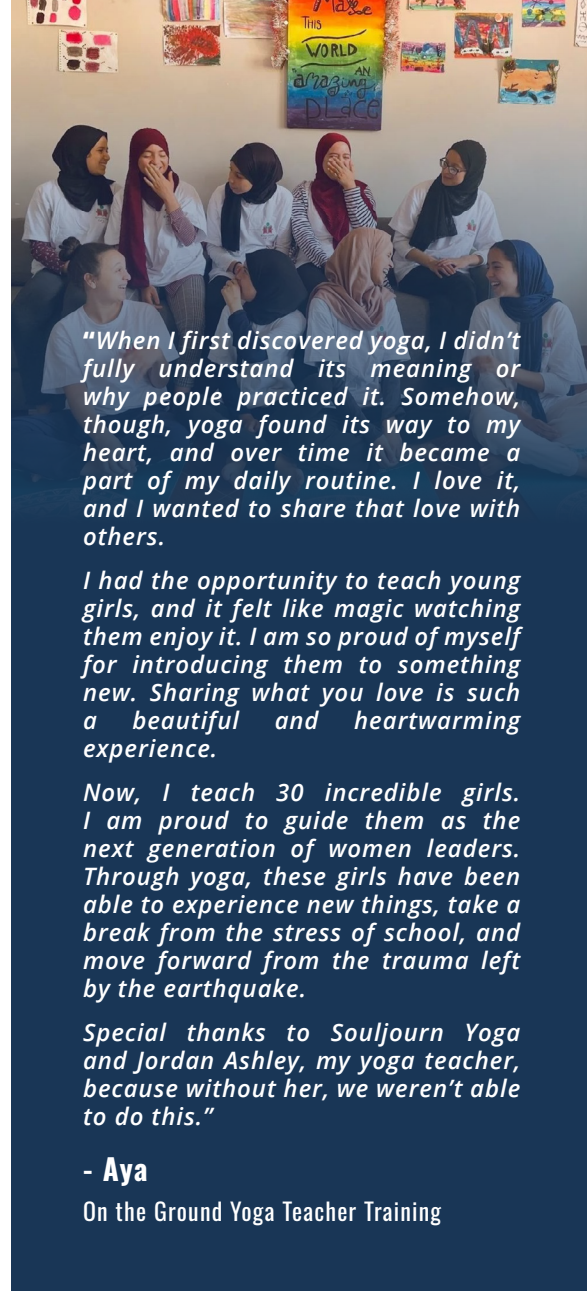
CAMBODIA | CHINA | MOROCCO | NICARAGUA | PERU | RWANDA | SOUTH AFRICA | SRI LANKA | USA

OUR TEACHER TRAINING

The On The Ground Yoga Teacher Training program provides immersive opportunities for young women to become yoga teachers while developing leadership and life skills that they can bring back to their communities. We have hosted trainings in Morocco and Rwanda.

Yoga can serve as a bridge between the internal and external world by offering a variation of embodied practices and tools that foster connection, healing, and self-awareness. We aim to investigate how these practices can empower women in the Global South through what we call body-conscious empowerment. Unlike traditional definitions of empowerment that hinge solely on economic or political gains, our model begins with the conscious raising of the physical body itself—treating the body as the vehicle for all other forms of empowerment.

Through this lens, participants are invited to define empowerment on their own terms, rooted in embodied experience, agency, and self-awareness. Our training is designed to be both accessible and adaptable, especially for populations with no prior exposure to yoga or mindfulness practices. Through our programs, young women gain the skills to nurture self-awareness, resilience, leadership, and peace-building, and share these gifts within their communities, creating lasting impact both locally and globally.



"When I first discovered yoga, I didn't fully understand its meaning or why people practiced it. Somehow, though, yoga found its way to my heart, and over time it became a part of my daily routine. I love it, and I wanted to share that love with others.

I had the opportunity to teach young girls, and it felt like magic watching them enjoy it. I am so proud of myself for introducing them to something new. Sharing what you love is such a beautiful and heartwarming experience.

Now, I teach 30 incredible girls. I am proud to guide them as the next generation of women leaders. Through yoga, these girls have been able to experience new things, take a break from the stress of school, and move forward from the trauma left by the earthquake.

Special thanks to Souljourn Yoga and Jordan Ashley, my yoga teacher, because without her, we weren't able to do this."

- Aya

On the Ground Yoga Teacher Training



"I cannot speak highly enough about this transformative experience. Souljourn Yoga plans the most unique trips fusing together relaxation for the mind and body with an immersive cultural experience giving back to the local communities. I feel refreshed and inspired and cannot wait to sign up for my next retreat!"

- Erica L.

"I am so grateful to have discovered Souljourn Yoga. Jordan has created something truly special; that combines beauty, altruism, community, culture, and fun in a way that is unlike any travel experience I've ever had. There are plenty of unique, hands-on adventures, enough alone time to satisfy the introverts among us, and top-notch yoga classes in unbelievable settings. I cherish every friendship and memory I made and can't wait to go back!"

- Jaime B.

"The experience was transformative, energizing, relaxing and majestic. I highly recommend for any adventurous spirit seeking a way to connect to culture, connect to your higher self, and give back in ways that are deeply moving. Flawlessly planned and executed by Souljourn Yoga."

- Delia J.

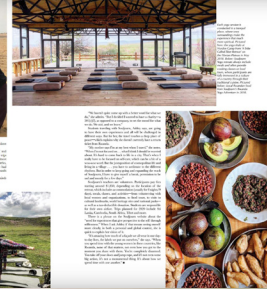
IN THE PRESS

Where can you see us?
TAKE A LOOK



EXPANDING REACH
BY LUCY HARRIS

Jordan Ashley is a woman on a mission. She's on a quest to bring yoga to the world's most vulnerable women. Her work is featured in the article "Expanding Reach" by Lucy Harris in the September 2020 issue of Yoga Magazine.



JORDAN ASHLEY
BRINGING YOGA AND EMPOWERMENT TO WOMEN ALL OVER THE WORLD

Photography: David J. Hill, Illustration: Emma Redwood

Yoga Magazine is proud to feature the story of Jordan Ashley, a woman on a mission to bring yoga to the world's most vulnerable women. Her work is featured in the article "Expanding Reach" by Lucy Harris in the September 2020 issue of Yoga Magazine.



IN-KIND SPONSORS

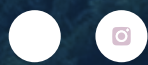
These partners provide essential products, services, and support that enhance our retreats, teacher training, and community events:

- Mad Hippie
- MUD!WTR
- Li Organics
- Altearah Bio
- Corc Yoga
- Liforme Yoga
- Cacao Laboratory
- Momotaro Apotheca
- Beauty Disrupted
- Alya Health
- Bio.me
- Practise NYC

COLLABORATIONS

We've also worked with other exceptional brands on events, content, and activations:

- New Balance
- Lululemon
- Athleta
- Manduka
- Live the Process
- Asquith London



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