



Ashley SHARE

Empowering Women
of all ages through YOGA

By Dina Morrone

Ashley Share, Esq. is Founder, CEO & Chairwoman of the Board of ShareLove.Fund, a non-profit 501(C)(3), and a Yoga Alliance certified RYT 500, RPYT, and RCYT yoga teacher. She received a B.A. in English and double minors in Business Administration and Environmental Science from UC Berkeley, an M.Sc. from The London School of Economics, and a J.D. from Fordham University School of Law. She worked for Kirkland & Ellis LLP as a corporate restructuring attorney. Currently, she works as a real estate professional, yogi, and philanthropist. And she is also a wife, mother of three children, and fur mom to two dogs, Coco and August!

As the youngest child in the family, Share remembers coming home from St. Matthew's kindergarten in the Pacific Palisades in California and showing off the somersault she had just learned. Her mother, unenthusiastic, started to walk away when Share begged her to join her on the carpet. Share recalls her mother saying something that shocked her senses. She said, "I cannot do a somersault." Incredulous, Share told herself she had to learn more. Through various further discussions, her mother disclosed that she had done somersaults as a child but somehow lost the ability over the years. Share was comforted that at least there was proof her mother was once a kid but heartbroken that she could not join her in having fun. Share was terrified at the thought that she, too, would be

turning old one day and that perhaps, just like her mother, she would not be able to do a somersault. That day, she made a pact with her five-year-old self to make sure she would never stop doing somersaults!

Through sheer passion, resolve, and commitment to a healthy body and mind, and a focus on empowering women, she took positive steps to be the best she could be. She then chose to share all of her knowledge with as many women as possible. What followed was the birth of her foundation ShareLove.Fund. Share is determined to make a difference in all women's lives - women from all social backgrounds and walks of life.

At ShareLove.Fund, during this past year, there have been many success stories. Share is proud of one in particular. ShareLove.Fund is sponsoring a double mastectomy and chemotherapy breast cancer survivor to empower her and lift her out of the trenches through the 1:1 yoga teacher certification program, where she will continue working with the lead yoga trainer, Peter Icovello, for four hours per week over the course of one year to earn her 200-hour yoga teaching degree. Share is thrilled to know that this breast cancer survivor will definitely be doing somersaults again and enjoying her second chance at life!

What was your inspiration for creating ShareLove.Fund?

I created ShareLove.Fund out of an overwhelming need to help women during Covid. Specifically with the support of my husband, Greg Jakubowsky, ShareLove.Fund is a non-profit charitable organization. I started it in response to discovering that a mother in our community was living out of her car due to domestic violence and Court delays caused by Covid. I soon realized that there was an exploding population of women suffering as a result of rising domestic violence and that these women had no economic independence. These women needed more than money. They needed a job. They needed a skillset after being stay-at-home mothers for, in some cases, a decade. I also noticed that with gyms closed due to Covid, there was a demand for personal trainers. My idea was to form ShareLove.Fund to train women in-need for free to be yoga instructors and then place those women in jobs as 1:1 personal yoga trainers. My idea worked, and I was able to successfully move our first client out of her car and into a home full of donated furniture so she could be reunited with her children. My idea took flight and turned into a yoga-based women's empowerment program founded on the three pillars of (1) train yogis, (2) empower women, and (3) build lives. Today, ShareLove.Fund celebrates the start of 2021 in a world where we can travel but no longer take travel for granted. We continue to build lives for women across borders as part of our women's empowerment through yoga retreat programs, on-line programs, and in-person leadership experience through yoga teacher training programs for high school girls.

What prompted you to take action and commit to your new lifestyle, with Yoga being a central part of it?

I turned 40 this year and was in a rut of my own during Covid. I knew I needed to do something different because I believe in the quote, "you cannot solve a problem with the mindset that created it." I knew I had to change my mindset. I began training for 4.5 hours a week with a leading yoga trainer and healer with 25 years of experience, Peter Iocovello.

You are an attorney. How are you able to use your Law background in your daily yoga practice and to advance ShareLove.Fund?

Great question, and it is amazing how these two degrees serve each other! First, I started a job training/work re-entry project for women in custody and new releases from Rikers Island Jail in New York to reduce female recidivism, which has nationally increased by 700% since 1980. (Source: The Sentencing Project,

2015.) Anne Penson, Executive Director of Women's Initiatives, Programs, and Community Partnerships for the New York City Department of Corrections has gone above and beyond to welcome ShareLove.Fund and I am incredibly touched by her deep sense of compassion for the women in custody and the high level of professionalism exhibited by her team.



As an attorney, I believe I can better help the women in custodial care because I understand the legal components of the process they are going through awaiting trial. I can structure the meditations that I prepare for them, keeping in mind the frustrations that they may have pre-and post-hearing.

What is your perfect meal? One that you crave?

It is not actually a meal, but my guilty pleasure is to crack open a jar of manuka honey, and oops, sometimes it just disappears!

What does an empowered woman look like?

The first step to women's empowerment is NOT to create yet another mold for a woman to have to tailor herself. We are all just imperfect humans doing what we can to survive, and if we can help someone along the way, all the better, and that is the baseline we are starting at.



I believe women's empowerment is more about what you are letting go of, what you are freeing yourself of rather than what you are doing or who you are. I read a quote that provided something along the lines of, "given how quickly people forget those who have passed, why do we spend so much time thinking about what others think of us." For all the women working so hard to prop up and make failed marriages look functional, for all the women hiding the autism or learning disabilities of their children to protect their families, for all of the women living in fear of being homeless if they get a divorce or end a negative relationship, what if they trusted in themselves that they will always find a way into the light, and what if all the other women let go of jealousy and their own insecurities and believed in the concept of "together we all rise higher." In essence, I believe the ultimate empowerment is the elimination of fear. In the absence of fear, the true self emerges, and then each unique woman with her own unique embodiment of empowerment is revealed. That's the yogi in me speaking.

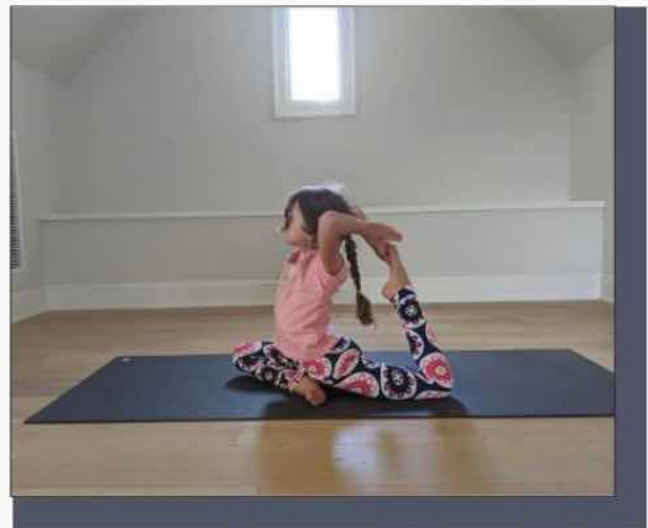
Is there a woman in your life you feel has positively impacted you the most?

Yes. My mother has been the single most influential impact in my life. Through example, she taught me of

hard work and sacrifice. She ingrained in me never to go on a "happiness search" because the people most unhappy in life are the ones constantly searching for happiness. As a child, she had me visit churches in deprived neighborhoods. I pray every night to G-d, saying, G-d life is not fair, and I ended up on the lucky side of that equation, and now please tell me what I should do in service to others.

ShareLove.Fund has taken off and grown in such a short period of time. To what do you attribute this?

I LOVE drafting documents (now yoga curriculum manuals), and I LOVE lecturing (now inspirational women's empowerment-themed yoga classes). When you are passionate + working 24/7 + have a husband with the means to provide the financial backing, it is impossible not to grow at skyrocketing speed. I am thankful to have this perfect recipe for growth.



Please share one success story that really took you by surprise?

I designed our program to accept 16-year-olds and older because Yoga Alliance, the most reputable yoga accrediting body, only acknowledges certifications of students 16 years old and above. I had two highly motivated young applicants, ages 14 and 15. As it turns out, our local YMCA has offered to interview and potentially hire one of our high school program graduates for a summer job as their yoga instructor. Our 15-year-old is the lead contender! Not only will she be one of the youngest certified yoga instructors in our program, but she will also be the first program graduate to be hired by an external institution. In addition, the 14-year-old secured a summer paid internship with ShareLove.Fund to translate all of our course materials into her mother tongue of Spanish. So, ironically, these two applicants that I thought would be too young for our program have risen to be our program leaders and ambassadors!



What do you find is the one common thing that draws women to ShareLove.Fund?

Women love that ShareLove.Fund is a Yoga Alliance accredited yoga school. Yoga is popular among all women irrespective of race, socio-economic status, or life situation. Women who are comfortable in their lives are attracted to our low-impact exercises available for free on our YouTube channel. College students have told me that they love our "10-minute flows" on our YouTube channel. Whether from being incarcerated or from an ugly divorce, women in crisis find that Yoga and breathing enable them to cope day-to-day. Yoga is a tool that every woman can utilize in a way that best serves her.

What does a day in the life of Ashley look like?

I collaborate with an amazing group of women from Barcelona to Hawaii; so, I wake up to a flood of emails and WhatsApp texts from Europe that I feel an urgency to respond to because the messages are already 5 hours old when I start to read them at 8 am.

We are growing so rapidly that my day is largely correspondence to further our initiatives to build our organizational infrastructure and develop our arms of outreach, additional certification accreditations, fundraising, and community alliance building.

Then, I am interrupted from business affairs five days a week to either be trained in Yoga (and I now film all my training to multitask to create free workout content to share on YouTube) or to teach Yoga to my junior teacher trainees that I teach in

person. After Yoga, I eat my Sakara salad and drink lots of water. Yoga helps me clear my mind and get in touch with my needs. It also helps me better prioritize what needs to get done.

I spend the rest of the day completing tasks from my task list and addressing the correspondence that comes in later from California and Hawaii. Because being well-rested should be all of our "jobs," my aspirational goal is to be in bed with lights out by 10 pm, no electronics, but that rarely happens.

Are there any parting words for our readers?

You are a perfect child. There are no mistakes, just lessons.

Breathe. Try to always act from a place of abundance, and every decision that follows will serve you.

- WE, stands for Women's Empowerment through the principles and teachings of Yoga.
- Over 1,000 women from the ages 16 to 60 have received a benefit from ShareLove. Fund's services.
- No Directors or Officers receive any compensation.
- The Board of Directors fund 100% of the administrative expenses.
- 100% of donations are used to support empowerment programs for teenagers and women.
- ShareLove.Fund is committed to the highest disclosure and accountability standards.

*For more information, please visit: www.ShareLove.Fund