

# ASHARA NOVA

*Training global leaders to rebuild communities from the inside out.*



2026 FOUNDING DONOR PROSPECTUS

✦ THE PROBLEM

# Awake, but unanchored

# 58%

of young adults report little or no meaning or purpose (Harvard, 2023)

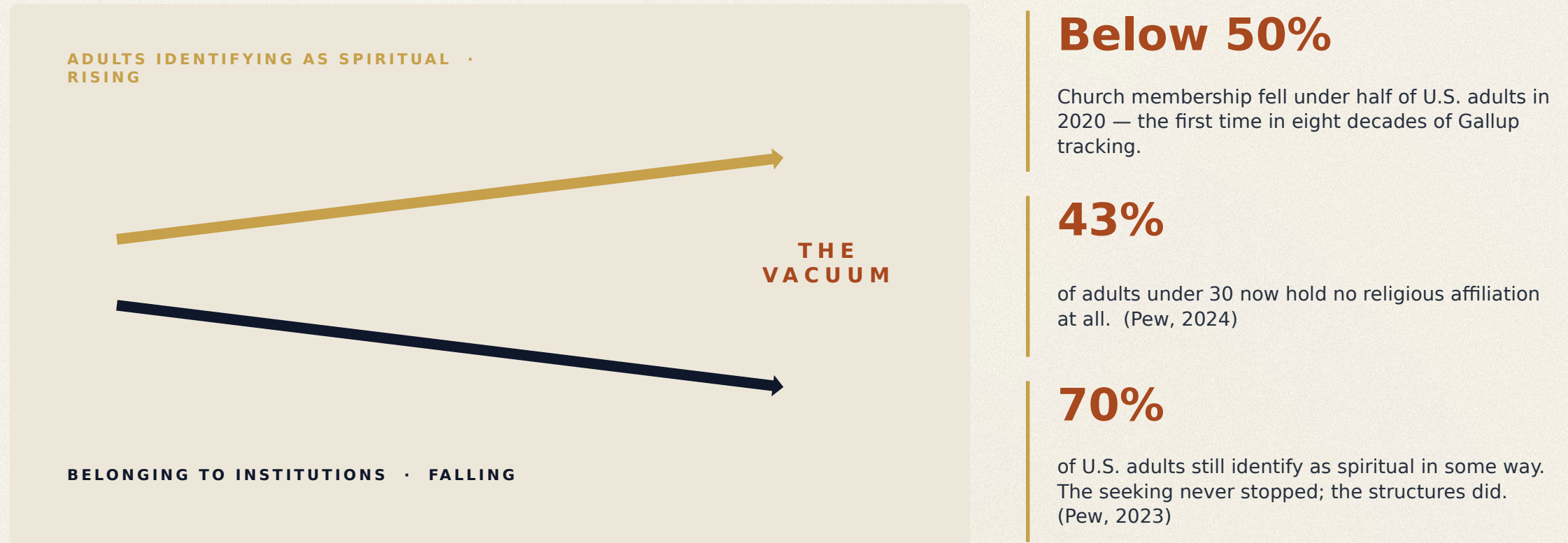
79% want to help others — 43% have no institution to form them (Harvard/Gallup 2025; Pew 2023)

*Almost no one funds the inner development of the people we ask to lead.*



# A once-in-a-generation window

Institutional belonging is collapsing while spiritual seeking surges. The gap between them is a leadership vacuum.



*Millions awakened after 2020. The institutions that once formed leaders are gone. **Whoever builds the new ones in the next five years shapes the next fifty.***

## + THEORY OF CHANGE

# A defined intervention with measurable outcomes



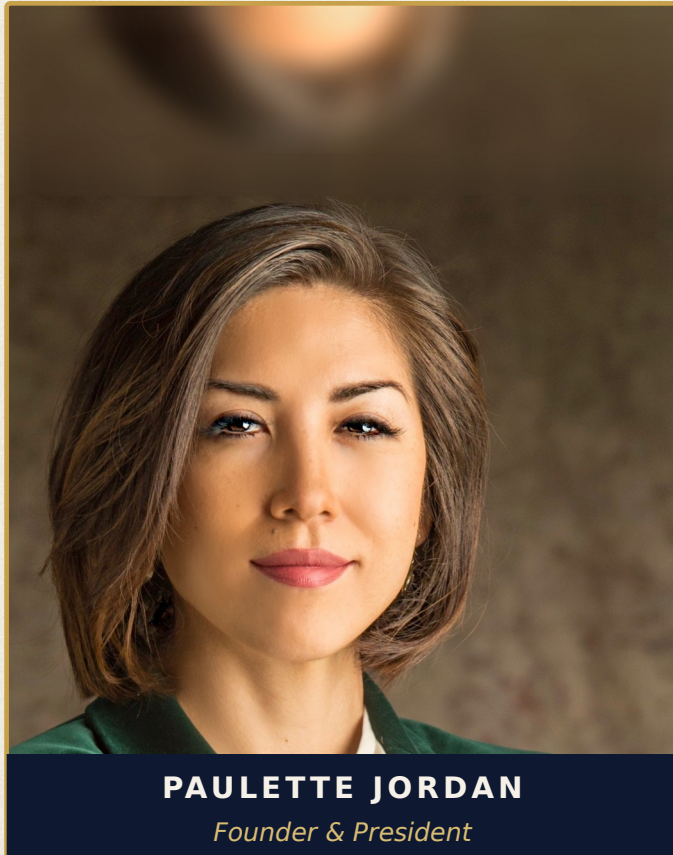
- **LEADER**
- **FAMILY**
- **COMMUNITY**
- **CULTURE**

## The ripple effect

Our founding philosophy: develop the person, and the person strengthens everything they touch. The model above is how we test it — baseline and completion surveys, a 90-day follow-up, and an annual public impact report.



# From public service to human evolution



Paulette Jordan carries a lineage of leadership. A citizen of the Coeur d'Alene Tribe, she entered public service young, represented her communities from the statehouse to the national stage, and made history as one of the youngest candidates ever chosen by a major party as its nominee for State Governor.

Yet the deeper she went into systems of power, the clearer it became that lasting change begins within the human being. She left politics for years of study, ceremony, and healing — and emerged with a calling: to build the academy she wished had existed. Ashara Nova exists to elevate human consciousness, developing the character, self-awareness, and responsibility that real leadership requires and every institution quietly depends upon.

*Systems reflect the consciousness of the people who build them. Real transformation begins within individuals.*

— PAULETTE JORDAN

**25+**

years in public service

**Tribal + State +  
National**

elected leadership

**Historic**

nominee for Governor and U.S. Senate

+ TEAM & GOVERNANCE

# Led by practitioners. Governed as a universal vestment.



**Paulette Jordan**

**FOUNDER & PRESIDENT**

Twenty-five years in public service. Elected state leadership and a historic run for governor. She anchors the vision, the teaching, and the public face of the academy.

**25+ YRS PUBLIC LEADERSHIP**



**Shae Redstone**

**CO-FOUNDING BOARD MEMBER**

Star Mother, Master HypnoElevationist, and intuitive guide with three decades of practice. She architects the community, the programs, and the member journey.

**30 YRS · THOUSANDS OF SESSIONS**



**Elaine Brennan**

**CO-FOUNDING BOARD MEMBER**

Star Mother and Universal Healer who has guided thousands through deep healing work.

**THOUSANDS GUIDED IN HEALING**

**GOVERNANCE**

Three-member founding board · Conflict-of-interest policy · Compensation reviewed by disinterested directors · Participant safeguarding standards · Annual public reporting · Recruiting independent directors · 501(c)(3) effective April 2026 · EIN 42-2005858 · Spokane, WA



# The academy in one picture



*One integrated model. Each part strengthens the others.*

## + TRACTION & PROOF

# Early. Real. Growing.

50+

**founding members**

in the paid Circle community

40+

**launch attendees**

at the academy's first live event

216

**pages published**

The Golden Timeline — the academy's manual

AUG 8

**next activation**

Lionsgate Activation, a ticketed live event

## + WHERE WE ARE

✦ *Ashara Nova launched in 2026. These are early validation indicators; formal outcome data begins with the first cohort and will be published in an annual impact report.*

EARLY VALIDATION · 2026

✦ *First-cohort reporting will include completion, weekly practice, purpose and connection measures, and documented leadership and service actions.*

IMPACT REPORTING · YEAR ONE



## + PROGRAMS

# Live now, and what comes next



### Sovereign Architect Course

Flagship 12-week leadership cohort. Two cohorts delivered in 2026.



### Higher Mind Course

Consciousness and self-mastery foundations. Open enrollment, self-paced.



### Conscious-Leadership Library

A growing catalog of courses and videos. 150 educational assets in 2026.



### Daily Teachings

Leadership and spiritual guidance shared in community every day.



### The Golden Timeline

The academy's published 216-page manual.



### Live Activations & Healing

Ticketed events and 24 group healing sessions per year.

## + 2026 MOMENTUM

SPRING

JUNE

AUG 8

FALL

WINTER



501(c)(3) granted; academy live

50+ founding members reached

Lionsgate Activation event

First leadership cohort graduates

Scholarship fund opens



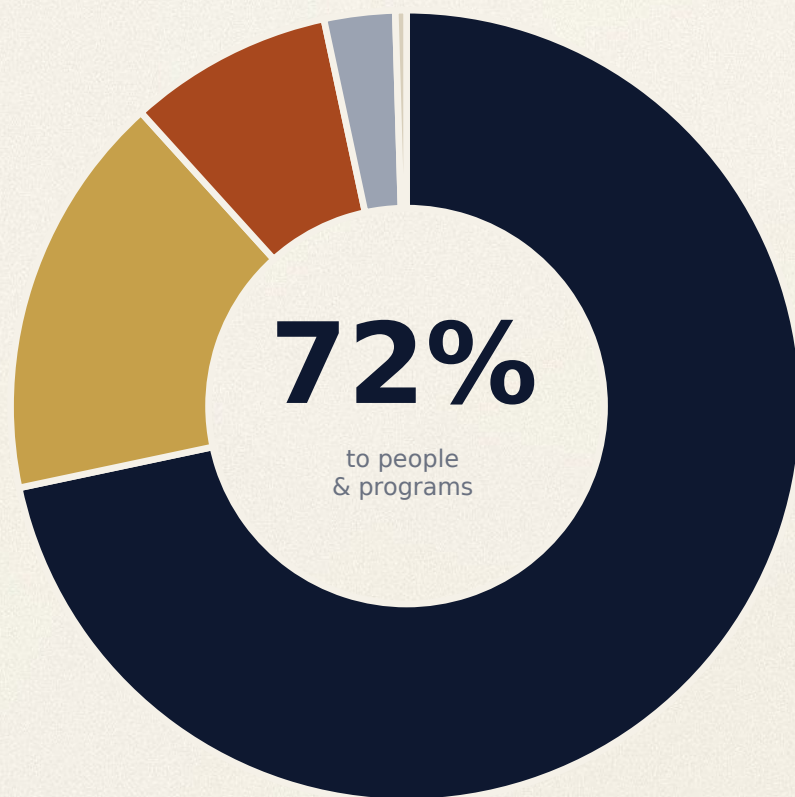
ASHARA NOVA

DONOR PROSPECTUS · 2026

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# Year One operating budget

**\$167,397** · budgeted to the dollar. Every line below maps to a year-one deliverable.



## People & program delivery

Three roles, full year: 2 cohorts, 12 public teachings, 24 practice sessions, 150 assets

**\$120,000**



## Marketing & outreach

Acquisition campaigns producing qualified applicants, plus the member platform

**\$27,816**



## Office & operations

Admin base, recording space, and participant support

**\$13,968**



## Technology & AI tools

Media, automation, communications, and evaluation infrastructure

**\$4,848**



## One-time filings

Federal + state filings and trademark

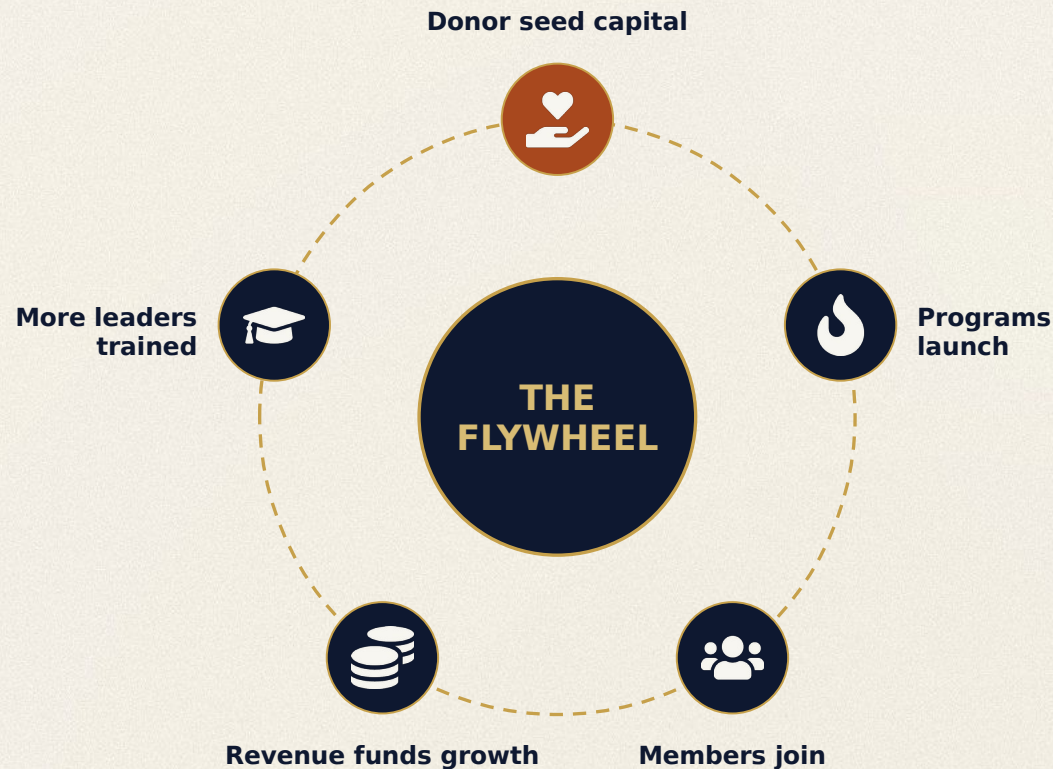
**\$765**

**MONTHLY BURN** **\$13,886** full team **\$8,886** lean mode — defers a portion of founder pay; all programs continue



# Built toward sustainability

Most early nonprofits depend on grants for nearly all revenue. Ashara Nova launches with four earned streams — philanthropy is seed capital, and our goal is operating sustainability through a blended model within three years.



## + FOUR EARNED STREAMS · YEAR ONE MODEL

### Memberships

50+ joined at launch; base case sustains 50 paying ≈ \$6,015/mo ≈ \$72,180/yr

### Courses & paid sessions

Workshops, 1:1 sessions, ticketed activations

### The Golden Timeline book

Digital sales, no print cost — pure margin

### Grants & gifts

Foundation funding; grants development staffed

**BREAK-EVEN** Sustaining 50 paying members covers two-thirds of the \$8,886 lean monthly burn. Streams two through four close the rest; conservative and strong scenarios available on request.

## + THE ASK

# \$170,000

*funds Year One in full*

\$167,397 is budgeted to the dollar; the remainder is contingency. Four fundable packages assemble the year — choose the outcome your gift delivers.



### CORE PROGRAM CAPACITY \$60,000

The teaching team's program time for the year: cohorts, public teachings, healing sessions, and participant support.

### PUBLIC PROGRAMMING & MEDIA \$50,000

Free teachings, the content library, and the outreach that puts them in front of the people already searching.

### FIRST LEADERSHIP COHORT \$25,000

Delivers one complete 12-week cohort end to end, from enrollment through the 90-day follow-up.

### SCHOLARSHIPS & EVALUATION \$35,000

20 participant scholarships plus baseline, completion, and 90-day impact measurement, published annually.



# What your level of support achieves

## **FOUNDING PARTNER**     **\$100,000+**

Underwrites the full year: two leadership cohorts, the scholarship fund, evaluation, and public programming, with quarterly impact briefings and founding-chapter recognition.

## **MISSION PARTNER**     **\$50,000+**

Underwrites one year of curriculum delivery, participant support, and evaluation for the first two leadership cohorts, including scholarship access.

## **LEADERSHIP CIRCLE**     **\$25,000+**

Delivers one complete 12-week leadership cohort, from enrollment through the 90-day follow-up.

## **VISIONARY**     **\$10,000+**

Builds one complete new course, from curriculum design through production and public release.

## **BUILDER**     **\$5,000+**

Funds five participant scholarships, with completion tracked and reported.

## **FOUNDING SUPPORTER**     **\$1,000+**

Sponsors one full-year scholarship for a member who could not otherwise join.

**MONTHLY ARCHITECT**     sustaining monthly giving at any level.     Gifts to Ashara Nova, a 501(c)(3) public charity, are tax-deductible to the extent allowed by law.

# Three risks we name ourselves

Serious partners deserve a candid map. Each risk has a leading indicator, a trigger point, and a planned response.

## REACH

### THE RISK

The academy stays invisible. Without funded outreach, enrollment lags no matter how strong the programs are.

### TRIGGER & RESPONSE

Trigger: under 30 qualified applications by cohort deadline. Response: shift acquisition, activate partners, delay the cohort start.

## CAPACITY

### THE RISK

A three-person team wears every hat. Unfunded, growth depends on volunteer hours and eventually stalls.

### TRIGGER & RESPONSE

Trigger: two missed program milestones. Response: re-scope the calendar, contract facilitation support, board review.

## REVENUE TIMING

### THE RISK

Memberships ramp slower than the 50-member goal, and earned revenue arrives later than modeled.

### TRIGGER & RESPONSE

Trigger: revenue below 75% of plan for two months. Response: freeze hiring, enter the \$8,886 lean budget, prioritize restricted cohort funding.

*Naming the failure modes is how we plan around them.*



# Help build the first full year of Ashara Nova

I

2026

## Prove It

Two cohorts. 100 participants. 20 scholarships. Baseline impact data, an independent board, the first public impact report — and a completed feasibility study for the physical campus.

II

2027

## Break Ground

Land secured and ground broken. The building phase begins. 250+ participants, a trained facilitator corps, and institutional partnerships across the region.

III

2028

## Open the Doors

The first campus opens. 500+ participants, licensed programs, and facilitators carrying the work outward — the first anchor of a global campus network.

*We are seeking five founding partners at \$25,000 or more and twenty founding supporters at \$1,000 or more. Determination letter and diligence materials available on request.*

★  
**PAULETTE JORDAN, FOUNDER & PRESIDENT**

**INFO@ASHARANOVA.COM**

A 501(c)(3) PUBLIC CHARITY · EIN 42-2005858 · SPOKANE, WA

*Just breathe. Believe.*