



Endocannabinoid System Deficiency:
A Comprehensive Study of General,
Clinical, and Medically Authorized Adult
and Pediatric Populations

Kiona Foundation Inc. (FWA00034558 | IORG0012116)

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PRINCIPAL INVESTIGATOR: LAKISHA JENKINS-SAMUELS, PH.D, RH (AHG)

Dear Changemaker,

I am writing to introduce an extraordinary opportunity to be part of a groundbreaking initiative that has the potential to revolutionize the medical and scientific understanding of the Endocannabinoid System (ECS) and its role in human health. The Kiona Foundation, a nonprofit organization dedicated to advancing novel botanical drug discovery, is seeking visionary partners and sponsors to support our pioneering research on **Clinical Endocannabinoid Deficiency (CED) and phytocannabinoid-based therapeutics**.

About the Kiona Foundation

The Kiona Foundation was established in honor of Kiona T. Jenkins, whose battle with pediatric brain cancer inspired our mission to develop less toxic, plant-based treatment alternatives. Through our **vertically integrated research model**, we oversee the cultivation, processing, manufacturing, and distribution of investigational cannabis products, ensuring high standards for clinical studies. This model positions us at the forefront of medical cannabis research, bridging the gap between scientific discovery and real-world applications.

Our Research and Impact

Our current initiative seeks to:

- **Identify and quantify biomarkers for ECS deficiency** to establish a diagnostic framework for chronic and degenerative illnesses.
- **Develop and test cannabinoid-based therapeutic interventions** for treatment-resistant conditions.
- **Distribute research-grade cannabis products** to academic, medical, and research institutions.
- **Enroll participants, including pediatric patients with valid medical recommendations,** in structured clinical studies.

Your Opportunity to Make an Impact

We invite **high-net-worth individuals, philanthropic organizations, corporate entities, and leading medical and academic institutions** to join us in **funding this transformative research**. Your sponsorship will directly contribute to:

- **Cutting-edge clinical trials** that could redefine cannabinoid medicine.
- **Patient assistance programs** supporting cancer survivors and underserved populations.
- **A pioneering housing initiative** providing short-term accommodations for families undergoing pediatric cancer treatment in New York City.
- **The establishment of a premier cannabis research hub in New York**, setting the stage for national and international collaboration.

Sponsorship Benefits

As a sponsor, you will have the opportunity to:

- Align with a **visionary and socially responsible research initiative**.
- Gain **recognition in scientific publications, conferences, and industry events**.
- Collaborate with **top-tier researchers and medical professionals** in the field of cannabis science.
- Play a critical role in shaping **the future of plant-based medicine and healthcare equity**.

Join Us in Leading the Future of Medical Cannabis Research

This is your chance to be part of a historic movement that is shaping the future of medicine. With **New York emerging as a key player in cannabis research**, your support will drive innovation and expand access to evidence-based, cannabinoid-derived treatments.

I would welcome the opportunity to discuss this initiative in greater detail and explore how your involvement can help accelerate this groundbreaking research. Please feel free to contact me at [Contact Information] to arrange a meeting at your convenience.

Thank you for your time and consideration. Together, we can **transform healthcare, advance research, and provide hope for countless individuals in need**.

Sincerely,

Dr. Lakisha Jenkins-Samuels

Founder & President, Kiona Foundation

dr.lakisha@kionafoundation.org

Executive Summary: Kiona Foundation

Introduction

The Kiona Foundation is a nonprofit organization dedicated to advancing botanical medicine research and supporting cancer survivors. Founded in honor of Kiona T. Jenkins, who lost her battle with pediatric brain cancer, our mission is to develop less toxic treatment options through cannabis research, advocacy, and patient support. Our work focuses on the identification and treatment of Endogenous Cannabinoid System (ECS) deficiency, leveraging cutting-edge science to create innovative, evidence-based solutions.

Through our **vertically integrated research model**, we oversee the cultivation, processing, manufacturing, and distribution of investigational cannabis products. This approach ensures quality control, regulatory compliance, and scalability while generating revenue to sustain our research and community initiatives, including direct support for cancer survivors.

Vertically Integrated Research Study

The Kiona Foundation's research study explores ECS deficiency and the therapeutic applications of cannabinoids. This comprehensive study is designed to:

- Establish diagnostic protocols for ECS deficiency.
- Investigate phytocannabinoid therapies for chronic and degenerative diseases.
- Provide research-grade cannabis products to academic and medical institutions.
- Enroll participants, including those under 21 with parental consent, in structured investigational studies.
- Offer real-world data collection to inform clinical applications and policy changes.

Through controlled cultivation and manufacturing, we ensure the highest quality standards for our investigational products. Our processing facilities comply with **Good Agricultural Practices (GAP)** and **Current Good Manufacturing Practices (cGMP)**, guaranteeing safe and standardized formulations for medical research.

Distribution Strategy & Anti-Diversion Measures

To maintain integrity and compliance, our distribution model includes:

- **Wholesale partnerships** with academic institutions, licensed medical facilities, and research organizations.
- **Retail research sales** through Office of Cannabis Management (OCM)-licensed dispensaries for qualified consumers.
- **Secure transport protocols**, including GPS tracking, chain-of-custody documentation, tamper-evident packaging, and randomized audits.
- **Subscription models** for healthcare providers to ensure a continuous supply of investigational cannabis products.
- **International research collaboration**, subject to regulatory approvals and licensing for cross-border distribution.

Revenue Generation & Financial Sustainability

The Kiona Foundation's research and distribution efforts generate sustainable revenue streams that directly fund our programs and services. Projected financial growth over five years includes:

- **Year 1 Revenue:** \$4.4 million
- **Year 3 Revenue:** \$16.2 million
- **Year 5 Revenue:** \$35.5 million
- **Net Profit Margin:** 35% after operational expenses

Revenue from these initiatives' funds:

1. **Cancer Survivor Support Programs** – Providing financial assistance, wellness therapies, and resources for survivors and families.
2. **Research Expansion** – Supporting additional studies, grants, and product development in cannabinoid-based therapeutics.
3. **Housing Initiative** – Addressing the urgent need for **short-term housing solutions** for families undergoing pediatric cancer treatment in New York City. This initiative aims to alleviate financial and logistical burdens on families, ensuring they have access to safe, affordable accommodations near treatment centers.

Community Impact & Medical Tourism

Beyond research and revenue, the Kiona Foundation is committed to expanding **medical tourism** opportunities, inviting participants from around the world to travel to New York for innovative ECS deficiency treatment options. This not only enhances patient access but also strengthens New York's position as a leader in cannabis-based medical research.

Conclusion

The Kiona Foundation is at the forefront of revolutionizing cannabinoid research, providing high-quality investigational products, and supporting cancer survivors through financial assistance and housing solutions. By integrating research, revenue generation, and community impact, we are creating a **sustainable and socially responsible** ecosystem dedicated to **improving patient outcomes and advancing medical science**. We invite **donors, investors, and strategic partners** to join us in funding this transformative work and shaping the future of plant-based medicine.

Kiona Foundation's Vision for a Vertically Integrated Research Study

Introduction

The Kiona Foundation is committed to advancing plant-based medicine through a fully integrated research study that encompasses the entire lifecycle of investigational cannabis products. Our vertically integrated approach ensures that we have full oversight of the cultivation, processing, manufacturing, and distribution of products, allowing us to maintain the highest quality standards while driving groundbreaking research in Endogenous Cannabinoid System (ECS) deficiency and related conditions.

Cultivation: Establishing a Controlled Research-Grade Supply

To maintain consistency and quality, the Kiona Foundation will oversee the cultivation of cannabis plants specifically selected for their therapeutic potential. Our cultivation process will:

- Utilize **controlled indoor, outdoor, and greenhouse environments** to produce high-quality, research-grade cannabis.
- Implement **Good Agricultural Practices (GAP)** to ensure purity and standardization.
- Partner with **licensed cultivators** to ensure regulatory compliance while maintaining a robust supply chain.

Processing and Manufacturing: Ensuring Precision and Safety

Once harvested, cannabis will undergo rigorous processing and manufacturing to create investigational products suited for research and clinical use. Our approach includes:

- **Extraction and Formulation:** Utilizing state-of-the-art extraction techniques to produce full-spectrum and isolated cannabinoid products.
- **Quality Control and Testing:** Conducting third-party lab testing to verify potency, purity, and safety.
- **Diversified Product Development:** Creating various formulations such as tinctures, capsules, inhalable formulations, and topicals for targeted research applications.
- **Compliance with cGMP Standards:** Ensuring all manufacturing processes align with Current Good Manufacturing Practices (cGMP) to meet the highest pharmaceutical-grade standards.

Distribution to Academic and Medical Organizations

The Kiona Foundation will make bulk investigational materials available to:

- **Academic institutions conducting cannabis-related research.**
- **Medical facilities investigating ECS deficiency and cannabinoid therapies.**
- **Licensed research organizations needing standardized cannabis formulations for clinical trials.**

By supplying **research-grade cannabis products**, we will enable universities, hospitals, and medical organizations to conduct rigorous scientific investigations into the therapeutic potential of cannabinoids.

Public Access via Research Study Enrollment

The Kiona Foundation believes that scientific research should not only serve institutions but also provide direct benefits to individuals in need. To that end, investigational products will be made available to the general public through structured **research study enrollment**, ensuring:

- **Ethical and Regulated Access:** Participants will be registered and consented under strict research protocols.
- **Data Collection for Real-World Evidence:** Enrolled participants will contribute anonymized health outcomes data to support long-term cannabis research.
- **Broadened Inclusion Criteria:** Special consideration will be given to patients with chronic illnesses and those seeking alternative treatments.

Revenue Generation for Research Sustainability

To ensure the long-term sustainability of our research efforts, the Kiona Foundation will implement a monetization strategy that includes:

- **Wholesale Distribution to Academic and Medical Partners:** Providing research institutions with bulk investigational products at cost-recovery pricing.
- **Retail Research Sales:** Offering investigational products to study participants at tiered pricing models to subsidize research.
- **Grant and Private Funding Expansion:** Utilizing revenue streams to attract additional grant funding and philanthropic contributions.

Conclusion

By integrating cultivation, processing, manufacturing, and distribution, the Kiona Foundation is creating a first-of-its-kind **vertically integrated research ecosystem** focused on cannabinoid science. Our approach will not only support groundbreaking medical research but also ensure that individuals in need have access to investigational cannabis-based treatments through structured and ethical study participation. Through this initiative, we will push the boundaries of cannabinoid medicine while maintaining full regulatory compliance and the highest research integrity.

Market Analysis for Kiona Foundation's Vertically Integrated Research Model

1. Industry Overview

The global cannabis market is experiencing exponential growth, driven by increasing medical applications, regulatory advancements, and consumer demand for alternative health solutions. The market for medical cannabis alone is expected to surpass **\$50 billion by 2030**, with North America leading in research and commercialization. The **Endogenous Cannabinoid System (ECS) deficiency** is an emerging field with vast potential for scientific exploration and treatment innovation.

2. Target Market Segments

2.1 Academic & Medical Institutions

- Universities and research centers seeking standardized investigational cannabis products for **clinical trials and scientific studies**.
- Hospitals and medical facilities exploring cannabinoid-based treatments for **chronic conditions, cancer, and ECS deficiency**.
- Government-funded research initiatives focused on **alternative medicine and cannabinoid efficacy**.

2.2 Licensed Cannabis Dispensaries & Pharmacies

- **Office of Cannabis Management (OCM)-licensed dispensaries** requiring high-quality research-driven cannabis products.
- Medical dispensaries offering cannabis-based therapies to patients under **regulated prescription models**.
- Pharmacies integrating cannabinoid-based medications into **holistic patient treatment plans**.

2.3 Direct-to-Consumer Research Participants

- Individuals registering for **observational studies** on ECS deficiency and cannabinoid therapies.
- Pediatric patients with parental consent requiring **alternative treatments for chronic conditions**.
- Cancer survivors and individuals with degenerative diseases seeking **evidence-based plant medicine solutions**.

2.4 International Research & Medical Tourism

- Global medical professionals interested in **collaborating on ECS research**.
- Patients from countries with limited cannabis access traveling to New York for **innovative treatment options**.
- International regulatory agencies assessing cannabinoid research for **potential policy integration**.

3. Competitive Landscape

While cannabis research is expanding, the Kiona Foundation’s **vertically integrated model** provides a unique **competitive advantage**:

- **End-to-End Oversight:** From cultivation to distribution, ensuring quality control and compliance.
- **Pediatric and Cancer Research Focus:** Differentiating from general cannabis studies by addressing **specific underserved patient populations**.
- **Regulatory Compliance & Licensing:** Aligning with New York State and federal cannabis research regulations.
- **Innovative Product Development:** Creating **standardized investigational materials** for controlled research applications.

Competitor Analysis

Competitor	Strengths	Gaps in Market
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GW Pharmaceuticals	FDA-approved cannabinoid drugs	Limited focus on ECS deficiency and broad-spectrum research
Tilray	Global cannabis production & distribution	Limited research integration and patient enrollment programs
Private Research Labs	Specialized cannabinoid research	Lack of direct patient engagement and community impact
Licensed Dispensaries	Retail distribution network	Limited access to investigational-grade products for research

4. Revenue Potential & Market Share

Based on our **financial projections**, the Kiona Foundation anticipates significant **market capture** within the first five years:

- **Academic & Medical Bulk Sales:** \$5 million+ annually from research institutions.
- **Retail Research Sales:** \$24 million annually by Year 5.
- **Subscription Model for Providers:** \$5 million annual revenue stream.
- **Grants & Philanthropic Contributions:** \$1.5 million annually.

The combination of **wholesale distribution, direct-to-consumer research participation, and retail integration** positions the Kiona Foundation as a leader in **cannabis-based investigational research**.

5. Market Challenges & Risk Mitigation

5.1 Regulatory & Compliance Risks

- **Mitigation:** Strict adherence to **New York State, DEA, and FDA guidelines;** strategic legal partnerships.

5.2 Market Competition & Differentiation

- **Mitigation:** Focus on **ECS deficiency research, pediatric applications, and underserved patient populations.**

5.3 Public Perception & Stigma

- **Mitigation:** Robust **education campaigns, academic collaborations, and transparent data-sharing initiatives.**

6. Conclusion

The Kiona Foundation's vertically integrated research model presents a **unique opportunity to drive innovation in ECS deficiency treatment** while generating sustainable revenue. With a **clear market advantage**, diversified revenue streams, and strong regulatory alignment, we are positioned to **become a leading force in cannabis-based medical research and therapeutic development.**

Kiona Foundation Distribution and Monetization Plan for Investigational Cannabis Products

1. Purpose

This plan outlines the Kiona Foundation's strategy for distributing and monetizing bulk investigational cannabis products under the New York State cannabis research license. The objective is to ensure compliance with state regulations while generating revenue to fund ongoing and future research studies.

2. Regulatory Compliance and Licensing

2.1 Authorized Distribution Channels

The Kiona Foundation will distribute investigational cannabis products to the following entities in compliance with New York State research and cannabis regulations:

- **Office of Cannabis Management (OCM) Licensed Medical Cannabis Dispensaries and Pharmacies** authorized to distribute investigational cannabis.
- **Medical Offices** owned, operated, or affiliated with the Kiona Foundation, its subsidiaries, and licensed strategic partners.
- **Medical Offices** sanctioned to distribute investigational materials and operated by **Dr. Lakisha Jenkins-Samuels or Dr. Maurice Hinson**.
- **Academic Institutions** conducting cannabis-related research.
- **Medical Facilities** licensed to administer investigational cannabis treatments.
- **Licensed Research Entities** conducting state-sanctioned studies.
- **Office of Cannabis Management (OCM) Licensed Adult-Use Retailers** for investigational retail studies.

2.2 Compliance Measures

- All transactions will comply with **New York State research cannabis regulations** and **DEA guidelines**.
- Recipients must provide **proof of authorization** to receive investigational cannabis products.
- Products will be **tracked and documented** using a state-approved inventory management system.

3. Distribution Plan

3.1 Bulk Distribution Strategy

The Kiona Foundation will offer bulk investigational cannabis products to authorized entities through a structured distribution process:

- **Bulk Orders for Research & Medical Use:** Institutions may purchase investigational products for controlled research.
- **Retail Distribution to OCM-Licensed Retailers:** Select adult-use retail locations may sell investigational products to **qualified consumers participating in observational research studies**.
- **Direct-to-Study Participants:** Eligible participants will receive investigational products as part of the foundation's ongoing clinical trials.

3.2 Product Handling and Secure Transport

- All shipments will be conducted via **licensed cannabis transporters** compliant with state tracking requirements.
- Products will be packaged in **tamper-proof, research-labeled containers**.
- Secure **temperature-controlled storage** will be utilized to maintain product integrity.

3.3 Anti-Diversion Measures

- All transporters must undergo **background checks and diversion prevention training**.

- Shipments will be **GPS-tracked** in real-time, with access restricted to authorized personnel only.
- Chain-of-custody records will be maintained for every transfer, ensuring **end-to-end accountability**.
- Any discrepancies or security breaches must be **reported within 24 hours** and investigated immediately.
- Transport vehicles will be **equipped with tamper-evident seals and secured storage compartments**.
- Randomized audits will be conducted to ensure compliance with anti-diversion policies.

3.4 Data Collection & Study Integration

- All distributed products will be linked to **real-world evidence collection** for research purposes.
- Partnering institutions and retailers must provide **quarterly usage reports** to the foundation.
- Participants purchasing from retail locations must consent to **anonymous research data collection**.

4. Monetization Strategy

4.1 Revenue Streams

Revenue from investigational product sales will be reinvested into the Kiona Foundation's research initiatives. The monetization plan includes:

- **Bulk Sales to Research Institutions:** Wholesale pricing for academic and medical partners.
- **Retail Research Sales:** OCM-licensed retailers will purchase investigational products at a research-tier wholesale price, generating funding while collecting observational data.
- **Grant and Research Funding Enhancement:** Sales revenue will supplement existing research grants and fundraising efforts.

- **Subscription Model for Medical Providers:** Licensed healthcare providers may opt into a subscription model for a steady supply of investigational cannabis for clinical use.

4.2 Pricing Model

- **Academic & Medical Partners:** Discounted bulk pricing for institutional research use.
- **Retail Pricing:** Competitive wholesale pricing for OCM-licensed retailers to sell investigational products under study parameters.
- **Study-Specific Subsidies:** Participants meeting certain study criteria may receive subsidized or free access to investigational products.

5. Financial Oversight and Sustainability

5.1 Revenue Allocation

Revenue from sales will be allocated as follows:

- **60%** – Funding ongoing and future Kiona Foundation research studies.
- **20%** – Regulatory compliance, security, and operational costs.
- **15%** – Expansion of research partnerships and study sites.
- **5%** – Administrative and legal expenses.

5.2 Long-Term Growth

- **Expansion into Additional States:** Seek regulatory approval to distribute investigational products beyond New York.
- **International Research Sales:** Partner with global academic institutions for cross-border research collaboration.
- **Product Diversification:** Develop new investigational formulations tailored for medical and therapeutic use.

6. Conclusion

The Kiona Foundation's distribution and monetization plan ensures compliance with New York State cannabis research regulations while providing a sustainable revenue model to fund groundbreaking research. By integrating investigational product sales into study protocols, the foundation will advance scientific discovery while maintaining financial sustainability.

Financial Projections for Kiona Foundation's Vertically Integrated Research Model

Introduction

The Kiona Foundation's vertically integrated research model presents a sustainable financial framework that generates revenue while supporting groundbreaking cannabis research. This financial projection outlines anticipated revenue streams, cost structures, and profitability estimates over a five-year period.

Revenue Streams

1. Wholesale Distribution to Academic & Medical Institutions

- **Projected Clients:** 10 institutions in Year 1, scaling to 50 by Year 5.
- **Average Bulk Order:** \$50,000 per institution per year.
- **Annual Revenue Projection:**
 - Year 1: \$500,000
 - Year 2: \$1.5 million
 - Year 3: \$2.5 million
 - Year 4: \$3.5 million
 - Year 5: \$5 million

2. Retail Research Sales to Study Participants

- **Projected Participants:** 1,000 in Year 1, scaling to 10,000 by Year 5.
- **Average Purchase per Participant:** \$200/month (\$2,400 per year).
- **Annual Revenue Projection:**
 - Year 1: \$2.4 million
 - Year 2: \$5 million

- Year 3: \$10 million
- Year 4: \$18 million
- Year 5: \$24 million

3. Subscription Model for Medical Providers

- **Projected Subscribers:** 100 in Year 1, scaling to 1,000 by Year 5.
- **Average Subscription Fee:** \$5,000 per provider per year.
- **Annual Revenue Projection:**
 - Year 1: \$500,000
 - Year 2: \$1 million
 - Year 3: \$2.5 million
 - Year 4: \$4 million
 - Year 5: \$5 million

4. Grants & Philanthropic Contributions

- **Projected Contributions:** \$1 million in Year 1, growing 10% annually.
- **Annual Revenue Projection:**
 - Year 1: \$1 million
 - Year 2: \$1.1 million
 - Year 3: \$1.2 million
 - Year 4: \$1.3 million
 - Year 5: \$1.5 million

Total Revenue Projections

Year	Wholesale Revenue	Retail Research Sales	Subscription Revenue	Grants & Philanthropy	Total Revenue
1	\$500,000	\$2.4 million	\$500,000	\$1 million	\$4.4 million
2	\$1.5 million	\$5 million	\$1 million	\$1.1 million	\$8.6 million

3	\$2.5 million	\$10 million	\$2.5 million	\$1.2 million	\$16.2 million
4	\$3.5 million	\$18 million	\$4 million	\$1.3 million	\$26.8 million
5	\$5 million	\$24 million	\$5 million	\$1.5 million	\$35.5 million

Operational Cost Estimates

Fixed & Variable Costs

- **Cultivation & Processing Costs:** \$2 million annually, increasing with scale.
- **Manufacturing & Distribution:** 25% of total revenue.
- **Regulatory Compliance & Security:** \$500,000 annually.
- **Marketing & Administrative Costs:** \$1 million annually.
- **Research & Development:** 15% of total revenue reinvested.

Projected Net Profit

- **Net Profit Margin:** Estimated at 35% after all expenses.
- **Yearly Profit Estimates:**
 - Year 1: \$1.5 million
 - Year 2: \$3 million
 - Year 3: \$6 million
 - Year 4: \$9.5 million
 - Year 5: \$12.4 million

Conclusion

This financial projection demonstrates the scalability and profitability of the Kiona Foundation’s vertically integrated research model. By balancing revenue generation with

reinvestment in research, compliance, and operations, the foundation can sustain long-term growth while advancing cannabinoid-based scientific discovery and public health solutions.

Kiona Foundation Sponsorship Tiers

1. Visionary Leader – \$1,000,000+

- Exclusive recognition as a **Founding Sponsor** of the Kiona Foundation’s research initiative.
- **Private briefing** with Dr. Lakisha Jenkins-Samuels on research progress and strategic direction.
- **Priority access** to research findings and industry reports.
- Prominent **naming rights** on research facilities or key study components.
- **VIP invitations** to all foundation events, conferences, and research symposiums.
- Featured **sponsor profile** in all foundation publications and media outreach.
- **Customized partnership opportunities** based on sponsor interests.

2. Innovator – \$500,000+

- Recognition as a **Principal Sponsor** in all research materials and publications.
- **Quarterly updates** on research findings and program impact.
- Invitations to **exclusive donor roundtables and research panels**.
- **Logo placement** on event banners, website, and press materials.
- Sponsorship acknowledgment at **major foundation events**.

3. Research Champion – \$250,000+

- Recognition as a **Supporting Sponsor** in research reports and outreach materials.
- **Special access** to research briefings and program updates.
- **Acknowledgment** on the foundation’s website and in select promotional materials.
- Complimentary invitations to **foundation-hosted industry events**.
- **Priority seating** at foundation-sponsored conferences and networking events.

4. Advocate – \$100,000+

- Recognition as an **Advocate Sponsor** in select research and promotional materials.
- **Acknowledgment** on the foundation website.
- Invitations to **foundation-hosted research discussions and networking events**.
- **Opportunities for brand visibility** at select foundation events.

5. Supporter – \$50,000+

- Recognition as a **Supporter Sponsor** in newsletters and select research reports.
- Invitations to **annual donor appreciation events**.
- **Acknowledgment on social media** and donor recognition pages.
- **Opportunities to engage with research updates and community initiatives**.

6. Friend of Research – \$25,000+

- **Recognition** as a donor in select research publications.
- Inclusion in **foundation newsletters and research updates**.
- **Acknowledgment on the foundation's website**.
- Invitation to **foundation-hosted donor events**.

Custom Sponsorship Opportunities Available We welcome discussions on tailored sponsorship arrangements to align with your organization's mission and interests.

For inquiries, please contact:

Kiona Foundation – Donor Relations
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