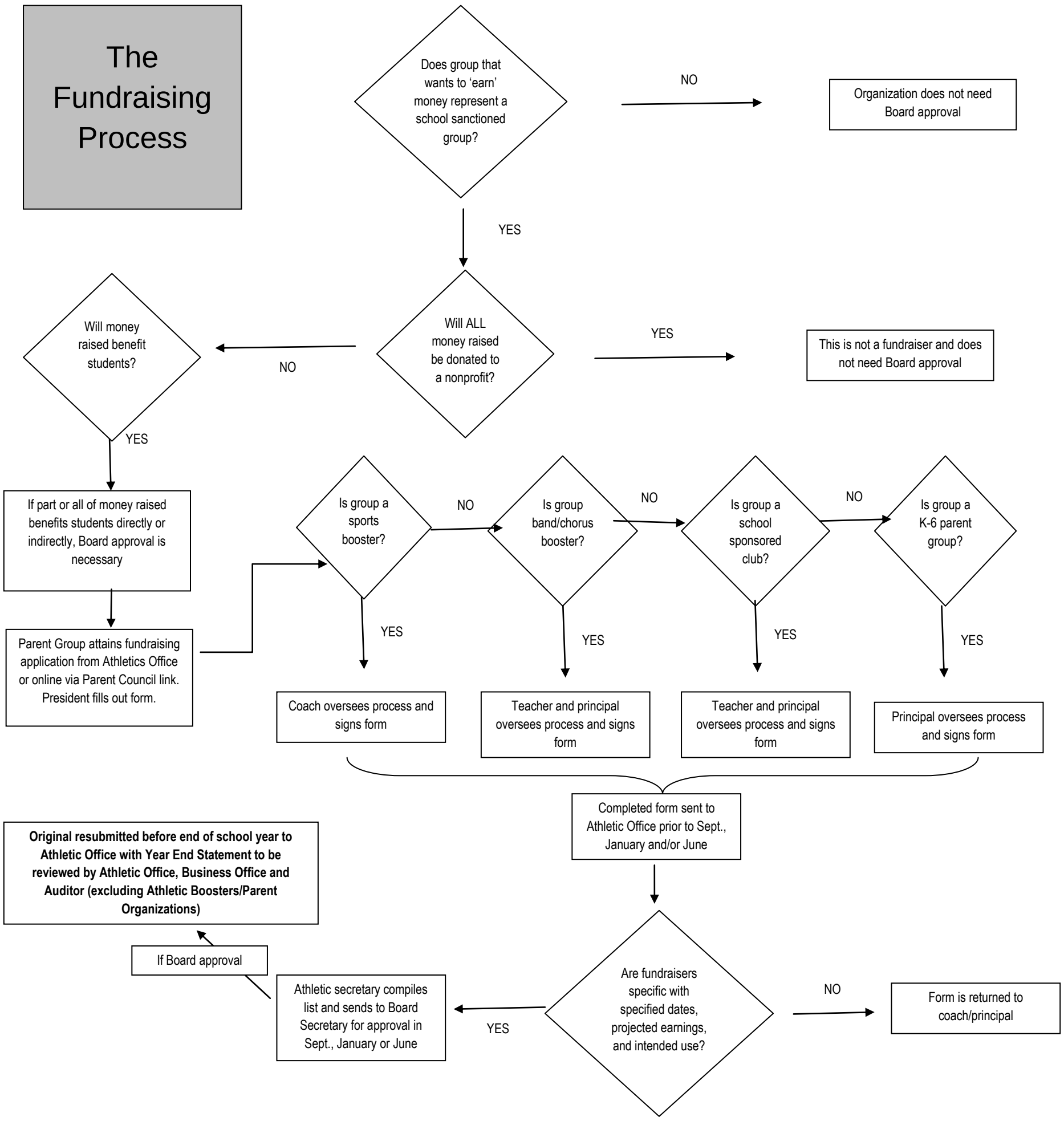The Fundraising Process