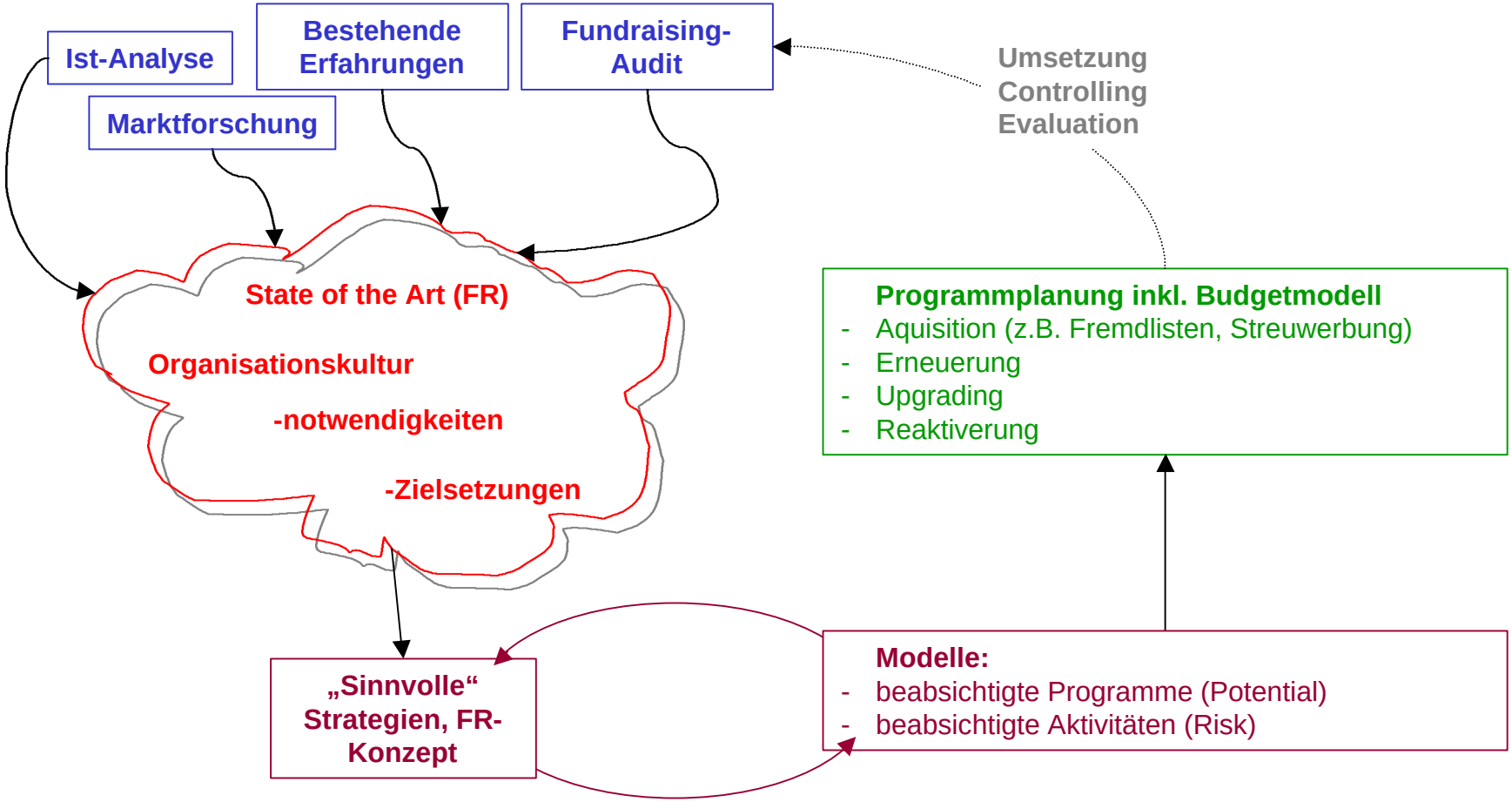Fundraising: Programmentwicklung