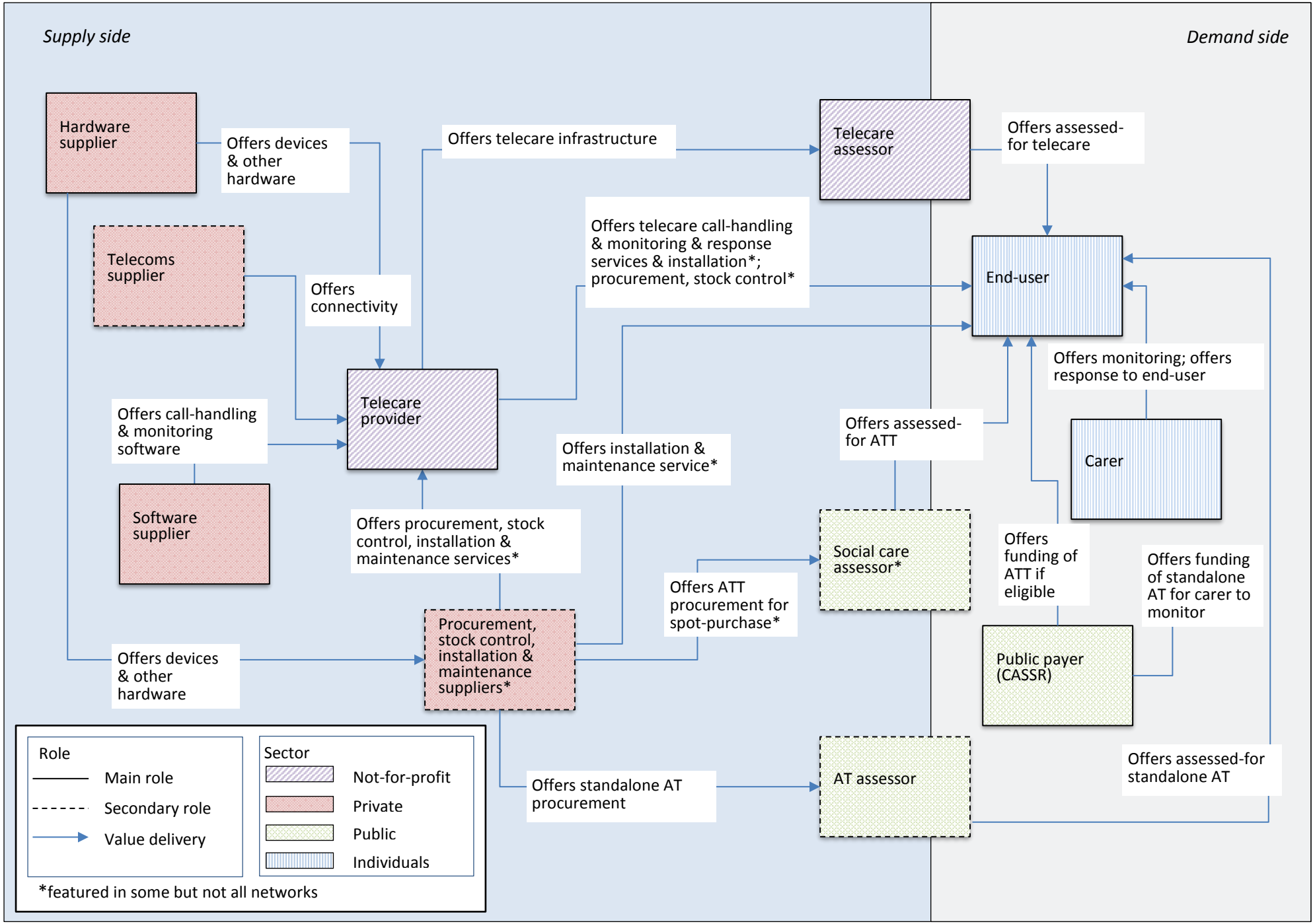Not-for-profit (NFP) Value Networks