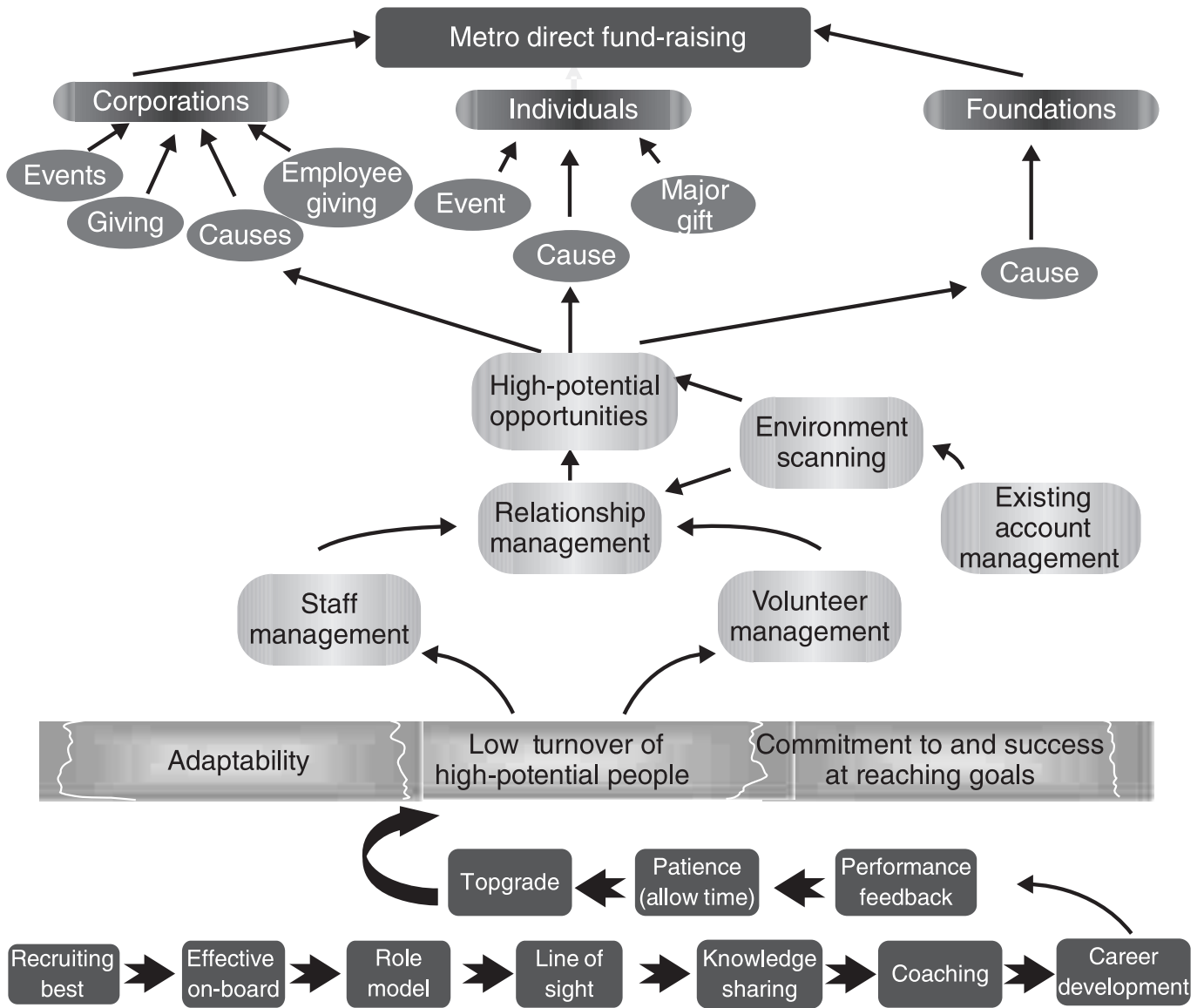


FIGURE 7-2

Fund-raising strategy map



Source: AHA internal documents. Used with permission.