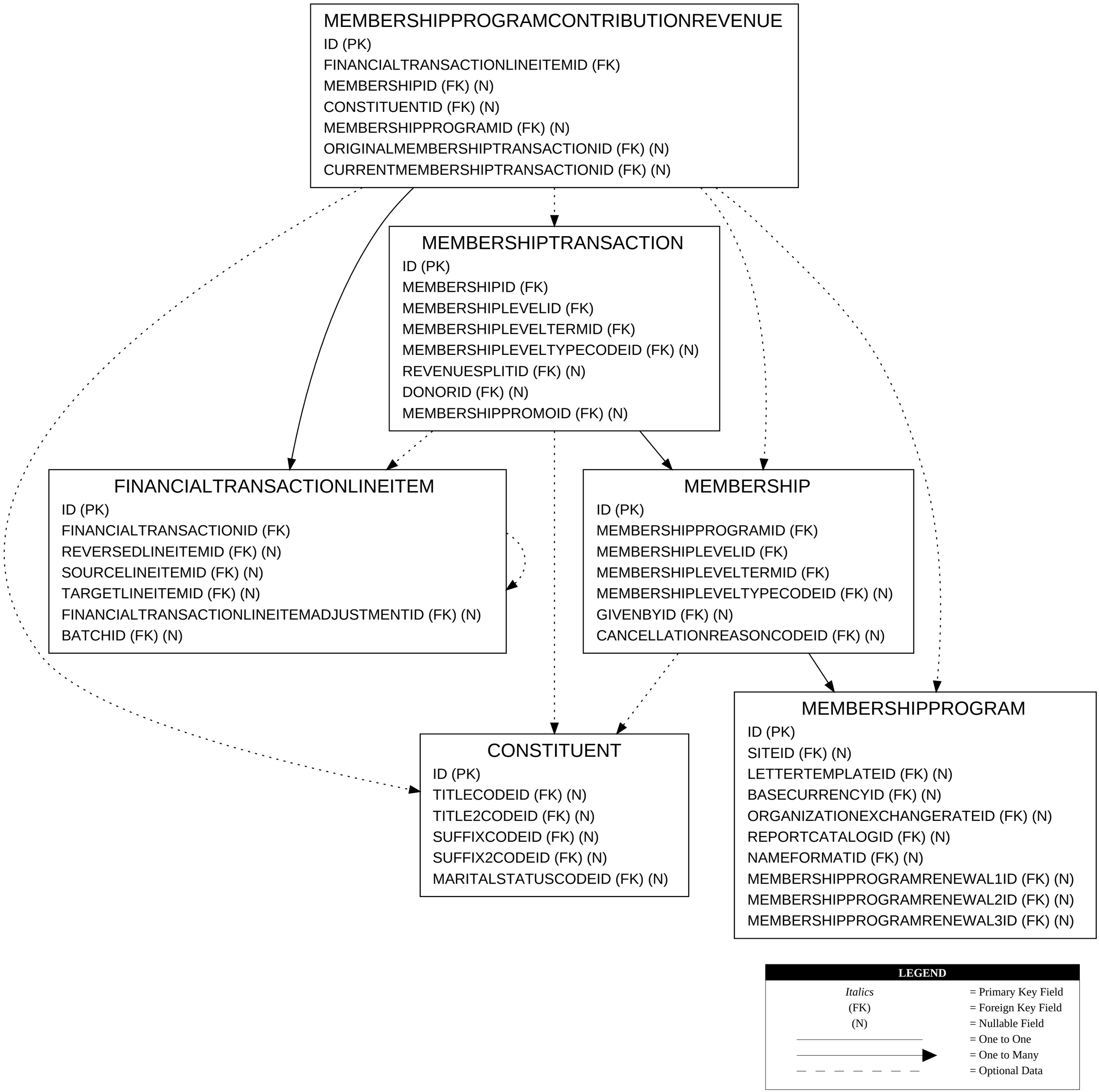MEMBERSHIPPROGRAMCONTRIBUTIONREVENUE