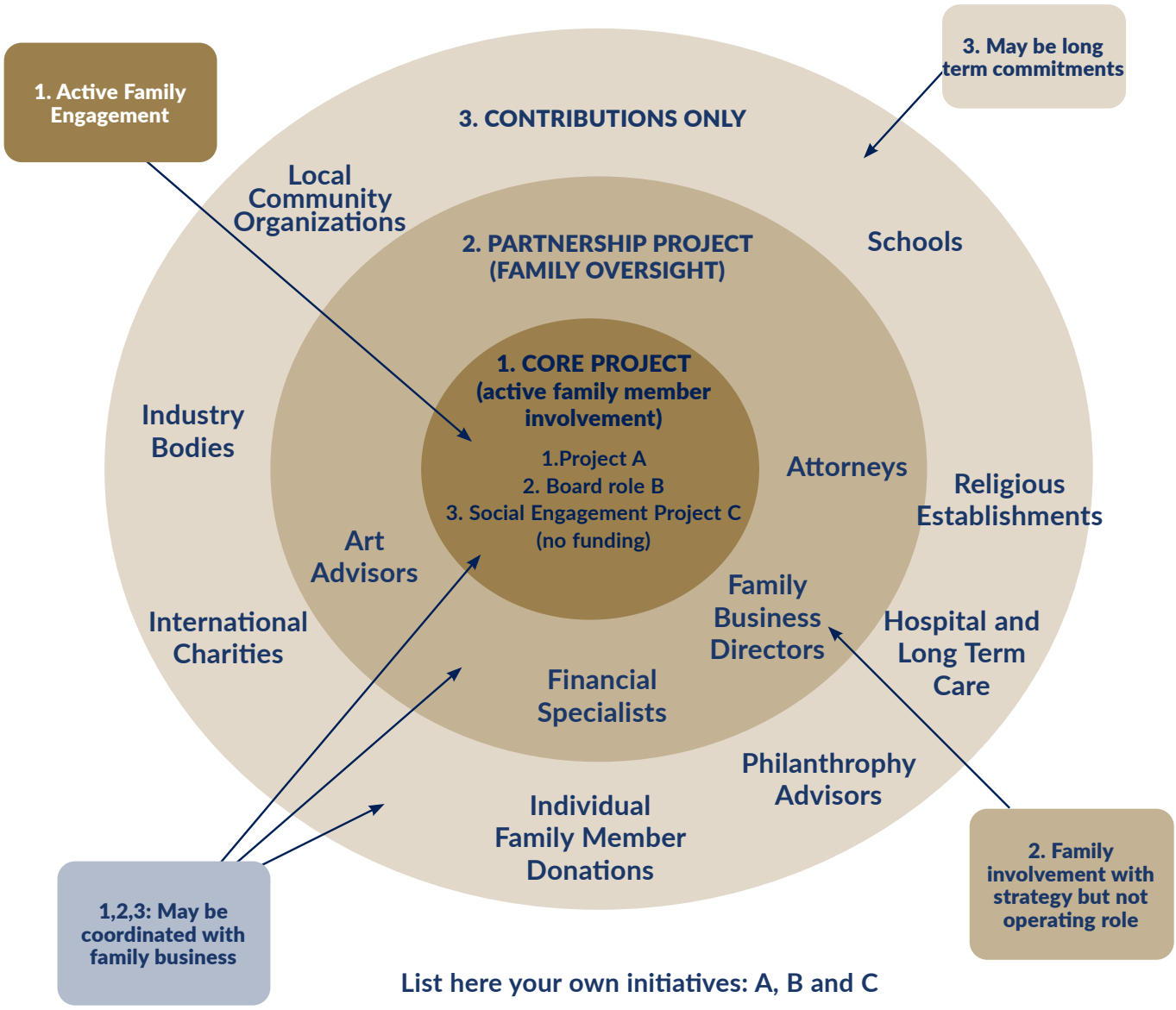CORE PROJECT - Each family should decide on its own philanthropic initiatives.