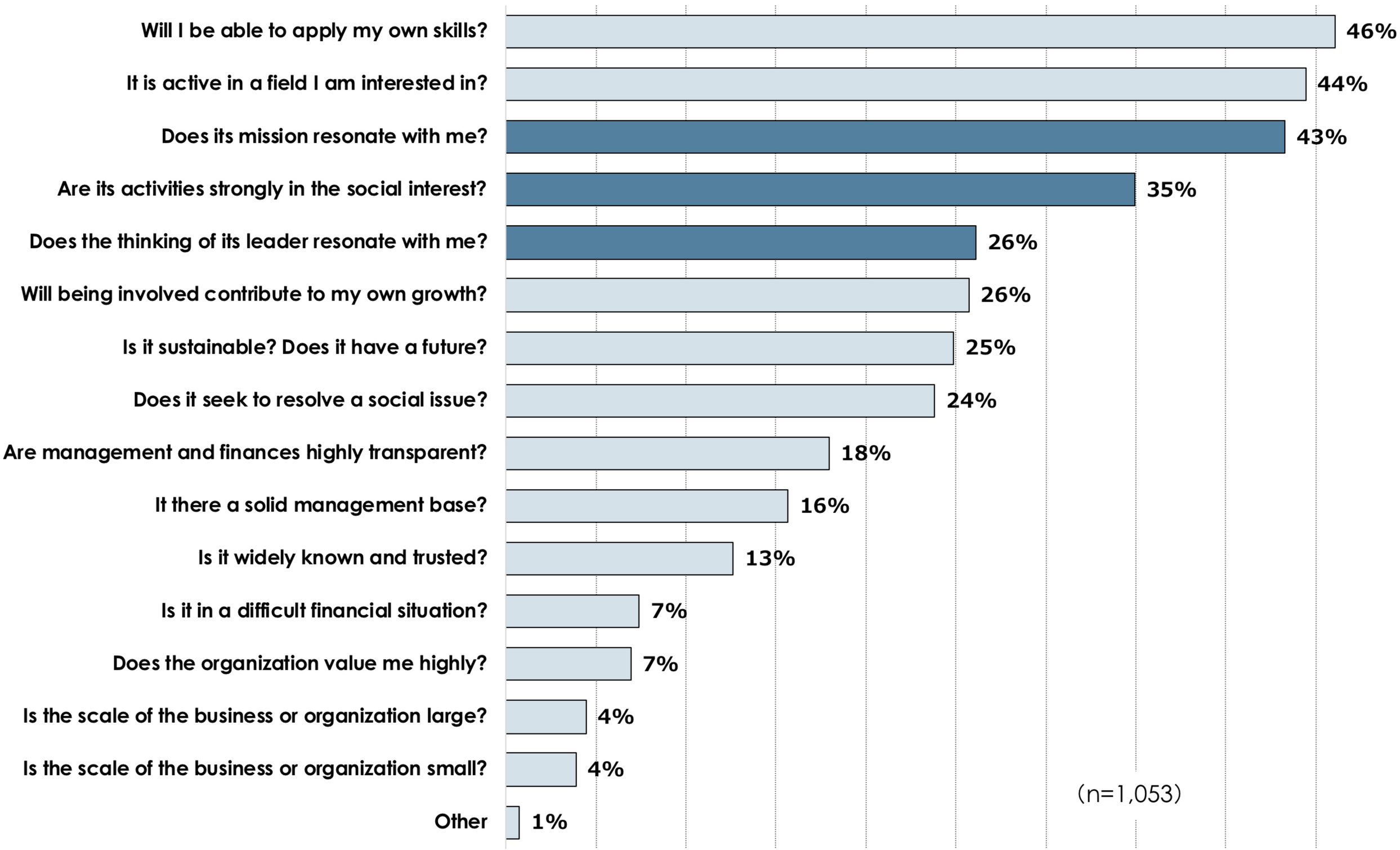The Perspective of Individual Choice in Choosing an Organization to Support