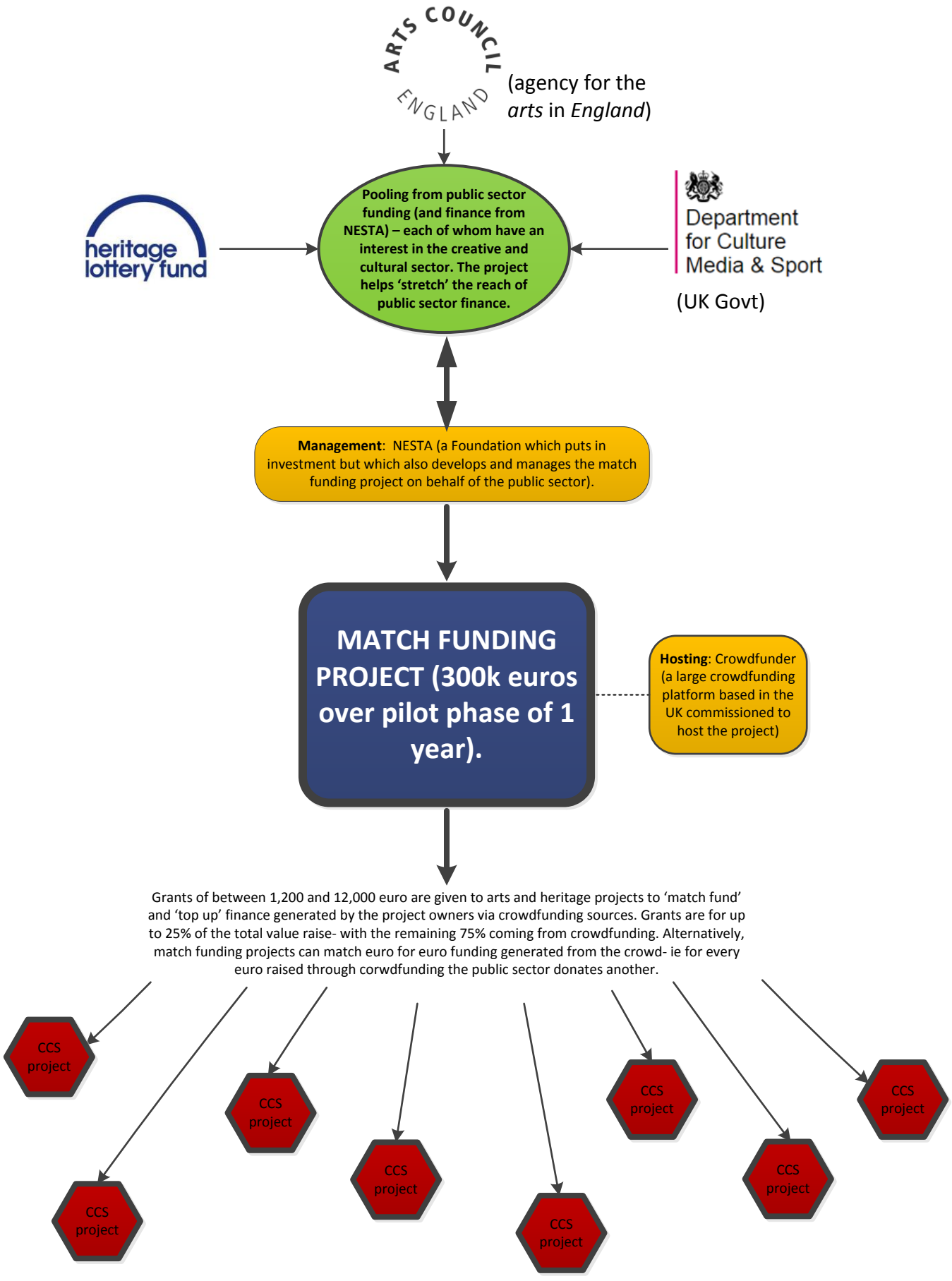Matched crowdfunding for the arts and heritage sectors