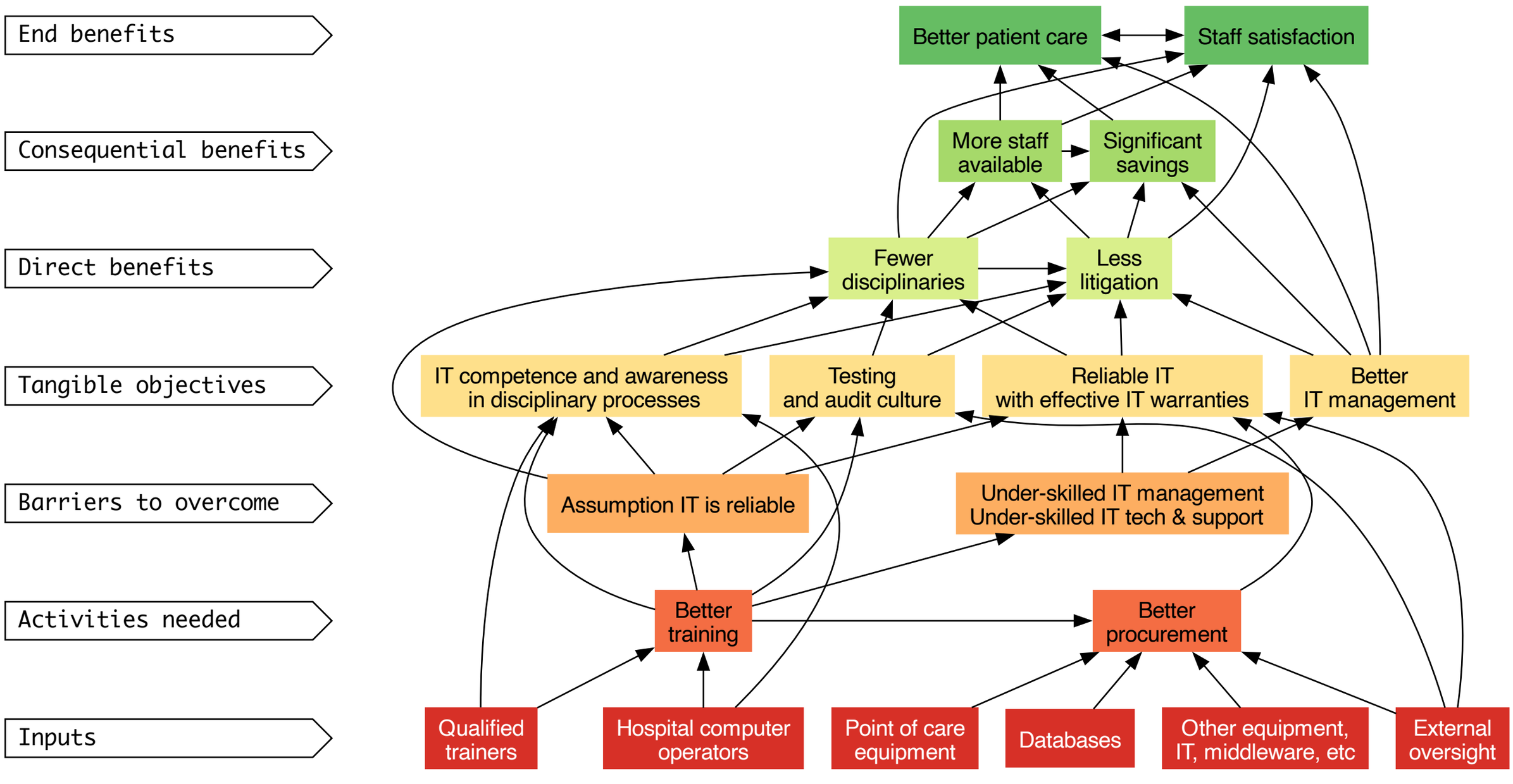Theory of Change insights from the Princess of Wales REED case study