

TCRA is an innovative plan, **a new fundraising idea** that in theory will work perfectly in the hands of the all-powerful **Big 7**. TCRA and **regular philanthropic fundraising** are silos, totally separate. Their methods don't combine in any way. TCRA's idea of raising **10-50x more money** for nonprofits than regular fundraising **without anyone having to donate** is unique but hard for people to absorb. Although the benefits of TCRA will be obvious in retrospect they are non-obvious in advance to most people. Therefore, the TCRA idea is **essential, irreplaceable, key, crucial, necessary, basic** on the premise that traditional philanthropy is way insufficient to cover the **\$250 million annual funding** required to resolve the Rh crisis which currently results in **140,000 infant deaths** and **60,000 cases of brain damage** every year in developing countries.

TCRA's Benefits

- Goldilocks benefit for all parties, no bad effects
- No endless fundraising campaigns required
- Once Big 4 announce DLA, a **\$10 billion** endowment for [WIRhE](#) will save the Rh babies for ever
- Enormous new funds for other nonprofits
- Enormous new profits for Big 4 and underwriter firms
- Great returns for investors
- No Big 4 investment in DLA because all development expenses are paid upfront.
- Better product lines for Big4
- No business risks for Big 4
- No operational risks for clinical labs
- Labor cost savings for clinical labs will exceed royalties
- Much better clinical lab operations
- More accurate, timelier, test results
- 24/7 availability of all special test menus
- Much better FDA regulation
- Control of LDT development quality
- Much smaller clinical lab footprints and capital investment
- Finality: TCRA funding campaign complete in 2 months, DLA deployment in 1 year
- Great satisfaction for all, from saving babies and huge nonprofit funding

Each of these benefits can be explained in detail

What's not to like?