



Latest in Fundraising Ideas: \$250 Million for Northeast Ohio Healthcare Using Premium Financing for Life Insurance

With innovative fundraising idea, Li4cg to spearhead new healthcare financing campaign.

Cleveland, Ohio ([PRWeb](#)) June 10, 2008 -- Life Insurance for Charitable Giving ("Li4cg"), a life insurance marketing organization that leverages the business of fundraising by selling policies to donors having charitable intent, announced a new strategic campaign. Li4cg's innovative [fundraising ideas](#) are a response to the ever-expanding capital needs of Northeast Ohio's most prestigious health care institutions. Li4cg is spearheading this new fund raising initiative known as "2010: A Human Odyssey", whose near term goal is to underwrite \$250 million of life insurance by December 31, 2010. This milestone will be achieved by working in collaboration with the community's professional advisors who closely advise the health care institution's friends, patrons and benefactors. Li4cg and its strategic financial partners have collectively marketed in excess of \$21 billion of conventional life insurance by leveraging a national network of insurance agents, lawyers, accountants, financial advisers, investment advisers, banks and fiduciaries ("Alliance").

Li4cg markets proprietary funding strategies including premium life insurance financing. Premium financing was pioneered by one of Li4cg's strategic partners, Capital Management Strategies, Inc. ("CMS"). Premium financing has matured into a ubiquitous method for funding life insurance premiums. Ten of the most respected U.S. insurance carriers endorse the CMS premium finance program. CMS's exclusive lending partner is Imperial A.I. Credit Corp. ("AIC"), an affiliate of American International Group ("AIG"). AIG is a Fortune 10 company with managed assets in excess of \$1 trillion. AIC has financed in excess of \$2 billion of life insurance premium.

2010: A Human Odyssey will be managed by life insurance veteran Rick Weinstein, Founder and Principal of Li4cg.

For more information about Li4cg and its innovative [fundraising ideas](#), please visit: <http://www.li4cg.com>

See important disclosures below.

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The primary beneficiaries of 2010: A Human Odyssey will be Northeastern Ohio's jointly accredited hospital and health care institutions. Li4cg is not associated with any such health care institutions that may benefit from 2010: A Human Odyssey. Li4cg and 2010: A Human Odyssey are not specifically endorsed or sponsored by any hospital or health care institution. For information on CMS, visit www.capmaxstrategy.com. Li4cg is not



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