

UMP launches MyGift project

KUANTAN: Universiti Malaysia Pahang (UMP) is set to launch the MyGift initiative, which will serve as a channel to receive the university's endowment contributions to facilitate and help the needy.

The initiative will include 10 types of endowment or savings, such as endowment Kursi, student scholarship endowment, laboratory/facility endowment and endowment for excellence.

Other savings include Ramadan, mosque, disaster, wakaf, community and infrastructure funds.

UMP vice-chancellor Professor Datuk Dr Daing Nasir Ibrahim said the move was an initiative to make it easier for those in the campus, alumni, and others including industry or companies to jointly contribute to the university's endowment fund.

"Adopting the approach of charity begins at home. Initially the contribution was focused at the university level through the depart-



Universiti Malaysia Pahang (UMP) board of directors chairman **Datuk Seri Mohd Hilmey Mohd Taib** (front row, third from left) and UMP vice-chancellor **Professor Datuk Dr Daing Nasir Ibrahim** (front row, fourth from left) with corporate leaders and captains of industry. Pic courtesy of Universiti Malaysia Pahang

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ments, and some RM1.8m was collected for the benefit of students. These efforts will be expanded with fundraising from industry and corporate leaders with a target of a RM40 million endowment fund by 2020."

He said the current economic situation and financial commitments, as well as UMP's autonomy status had challenged the campus to embrace the MyGift initiative as a proactive endowment growth.

"In fact, the Higher Education Ministry urged all public universities to explore the prospect of endowment funds to reduce their financial dependence on government resources.

"These efforts are showing results with a synergy from all parties and

commitment from donors. UMP is confident that the other programmes established for the students' welfare will be preserved."

MyGift Board of Trustees have agreed to approve the scholarship scheme amounting to RM400,000 for students from poor families to pursue their studies at UMP, and an education incentive scheme worth RM1,000 each will be presented to 10 students with financial problems.

Sultan of Pahang Sultan Ahmad Shah will launch MyGift and present UMP scholarships at Mandarin Oriental Hotel in Kuala Lumpur today.

UMP has recently organised the Charity Golf Tournament, which raised RM500,000, while the UMP Splash Run 16 programme raised RM10,000.