

MyGIFT PROGRAMME: AN INITIATIVE TO GENERATE INCOME

By: Hazlina Faizal



The endowment fund or wakaf is a form of fund channelled by individuals or private companies that are interested in making financial contribution to institutes of higher learning and is meant for the development of education. The contribution can be utilised for education development activities that received collective approval.

A university that has a huge endowment fund is an attraction for outstanding students, by way of scholarship. A huge endowment fund can also allow the university to have various activities and set up research and education infrastructure.

The endowment fund is one of the initiatives to generate income initiated under the Key Result Area 2 (KRA2) of the Financial Sustainability, as stated in UMP Strategic Plan 2011 – 2015. The initiative is known as MyGIFT. It is mainly to provide financial aids to selected undergraduates as well as to carry out charity works and community activities.

The fund for the selected activities are categorised as listed below:

- Kursi Endowment
- Sponsorship and Laboratory Facility Endowment
- Student Scholarship Endowment
- Ramadhan Fund
- Mosque Fund
- Wakaf Fund
- Disaster Fund
- Community Fund
- Non-Syariah Contribution Fund

In a bid to ensure the success of MyGift, a workshop was held that explained about the policy, promotional strategy and procurement of fund. It was held for three days at The Royale Bintang, The Curve in Damansara, from August 14-16, 2015.

A total of 13 promotional strategies and 17 fund procurement strategies were drafted and implemented, and these were monitored by Department of Corporate Affairs and Quality (JHKK).