

LAUNCH OF "RM 1 TO SAVE A LIFE" CHARITY PROJECT AT UCSI



Mr. Goh Seng Chuan receiving the cheque from Ms.Ming Fang and witnessed by Prof. Nor

KUALA LUMPUR, 18 May 2007 - UCSI's School of Management and IT in collaboration with the Malaysian National Kidney Foundation (NKF) launched its "RM1 to Save A Life" charity today, at UCSI's campus in Cheras.

The main objective of this event is to collect pledges and donations to provide a whole year's financial support for two patients who need dialysis treatment. The event was launched by Professor Dr. Norfadzillah bt. Hitam, UCSI's Vice President for Research and Corporate Affairs.

According to Prof. Dr. Norfadzillah, it is UCSI's philosophy to be a responsible corporate citizen. This charity project upholds this philosophy as it seeks to inculcate a culture of Corporate Social Responsibility, not just among its students, but among staff as well.

"This charity project is one of the many platforms UCSI has put in place to fulfill this obligation to our local community and give back to those most in need of our help and support," she said

Mr. Goh Seng Chuan, CEO of the Malaysian NKF said, "The cost of haemodialysis is one of the highest in the country. There are, on average, 2,500 cases of kidney failure in Malaysia yearly. Thus, NKF must face the challenges of continuing to raise more funds yearly and also funding new dialysis machines to replace those that have expired. The average life-span is 6 years. Some RM2.5 million is required to subsidise this treatment for poor patients yearly."

He added, "Charity projects like these raise the much needed funds as well as increase in public awareness about early detection, prevention and delay of chronic kidney diseases."

Associate Professor Steven Ong, Head of the School of Management and Information Technology (SoMIT) said, "At UCSI, our students are guided and inspired to follow and carry the same *flame* of social awareness into organizations they will join once they enter the workforce."

During the event, Ms. Ming Fang a cheque of RM1,000 was presented to NKF to kick-start the project. The charity project will continue for the rest of the year in a bid to raise the RM9,360 needed to fund dialysis treatment for the two patients.