

# RM1 To Save A Life



(on the left ) Prof Dr. Norfadzillah bt. Hitam, UCSI's Vice President of Research & Corporate Affairs. (on the right) Mr. Goh Seng Chuan, CEO of NKF Chipping in RM1 to launch the 1-year "RM1 to save a LIFE" charity project

**U**CSI's School of Management and IT in collaboration with the National Kidney Foundation of Malaysia (NKF) launched its "RM1 to Save A Life" charity recently at UCSI's canteen. The event was launched by Professor Dr. Norfadzillah bt. Hitam, UCSI's Vice President of Research and Corporate Affairs.

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

"This charity project is one of the many platforms UCSI has put in place to fulfill this very 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 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 raise more funds and also funding new dialysis machines to replace those that have

expired in Cheras.

The main objective of this event is to collect pledges and donations which will provide a whole year's financial support for two patients who need dialysis expired (average life-span is 6 years). NKF has to raise RM2.5 million to subsidise dialysis treatment for its 899 poor patients."

He added, "Charity projects like these raise the much needed funds as well as increase the awareness for 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 organisations they will join once they enter the workforce."

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