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Fundraising drive for TAR UC



Taking the pledge: (From left) Lee, Liow, Heng, Lim and Ting at the MoU signing ceremony.

Beverage company signs MoU and pledges to donate from product sale

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KUALA LUMPUR: Beverage company Good Morning Global is the latest among many to chip in for Tunku Abdul Rahman University College (TAR UC).

It has launched a fundraising drive following the signing of a memorandum of understanding (MoU), which was inked at TAR UC yesterday between Wanita MCA national chairman Datuk Heng Seai Kie and Good Morning Global's founder Datuk Dr Lim Sin Boon.

The company pledged to donate RM5 to TAR UC for every kilo of its health beverage sold under this scheme from now until Dec 31 via its website, roadshows and seminars.

However, this is not applicable for products sold via agents at pharmaceutical outlets.

Heng thanked the company for its support for the education sector of the Chinese community.

"This programme will enable Wanita MCA to obtain donations to help TAR UC and students so that they are able to enjoy affordable tuition fees, even though the allocation of funds for TAR UC was withheld by the previous Pakatan Harapan government.

"The initiative was launched in March in conjunction with International Women's Day. This is a relevant move for women as they are usually the ones who buy nutritional products for their families," she said.

MCA members who download the company's app using the QR code and use a designated promo code will get to enjoy a 10% discount, along with a bottle of hand sanitiser

and beverage tumbler.

Lim, who is also the chief executive of the company, said his company hoped to raise RM1mil from this effort.

Also present at the MoU signing were TAR UC board of governors' chairman Datuk Seri Liow Tiong Lai, Good Morning Global adviser Tan Sri Dr Ting Chew Peh and TAR UC president Prof Dr Lee Sze Wei.

Liow said TAR UC was an invaluable institution that produced qualified workforce for the nation.

"TAR UC will produce industry-ready skilled manpower, and will complement UTAR (Universiti Tunku Abdul Rahman), which remains focused on academic excellence.

"Our training needs are very crucial to develop the necessary manpower needed by the industry," he said.

Under Budget 2019 presented by former Finance Minister Lim Guan Eng, the RM1-for-RM1 matching grant – an annual amount given by the Barisan Nasional government to TAR UC to match the funds the university college raised – was cut off.

In the past, the institution received between RM30mil and RM60mil in matching grant annually from the ministry.

On Nov 22 last year, the Finance Ministry announced the reinstatement of the TAR UC allocation, on condition that MCA relinquishes control of the institution.

The government also said that the grant would be channelled through a new trust fund operated by TARCian Alumni Association (TAA), an entity not related to TAR UC.

