



THE UPLB CENTENNIAL FUND CAMPAIGN

An invitation to make a difference

The years 2008, 2009 and 2010 are special centenary years for UP Los Baños. 2008 marks 100 years of UP; 2009 is the centenary of the College of Agriculture, the founding unit of UP Los Baños, hence, is also UPLB's centennial; and 2010 marks the 100th year the College of Forestry and Natural Resources and a century of Mt. Makiling's service as UP's and the country's first outdoor natural resources laboratory.

UPLB has lived up to a tradition of greatness. It has made a difference in the lives of individuals, communities and institutions who in turn played important roles in building the nation. It has made a difference in the academic and research world by consistently producing high quality graduates and relevant and responsive knowledge products and technologies through all these years.

What made this possible are the people and partner institutions who shared a vision of greatness and a culture of instruction, research and community service grounded on the principles of science and social responsibility. Great things happened also because of the inflow of necessary resources and the cultivation of an enabling environment anchored on the principle of academic freedom.

Such is our heritage of greatness from UP's first one hundred years—the foundation upon which we wish to build a legacy of our next century; the legacy we now invite you to take part in creating—a legacy of **distinctive excellence** in higher education and in science and technology.

UPLB defines distinctive excellence as *“what we do best in a niche that sets us apart from others; the collective expression of a culture of instruction, research and community service grounded on the principles of science and social responsibility. It is the standard of greatness that we establish in the academic and research world that others look upon for guidance and inspiration.”*

We envision UPLB to become a comprehensive university with distinctive excellence in agriculture, biotechnology, environment, engineering and ecotourism and a center for culture and the arts—a champion in empowering minds and harnessing science and technology for building the nation.

Our desired partners

UPLB will partner with any organization, person, group or institution, with a good reputation, whether local or international, who shares our vision, ideals and values and are supportive of sustaining quality education in the Philippines and in the region. We will also partner with institutions that give grants for arts and sciences; who value environmental responsibility and accountability; and those who have clear political idealism.

Our invitation: *Make it UPLB!*

As you consider making a difference, we invite you to *Make it UPLB!* It means to choose UPLB as the beneficiary of your benevolence and generosity; the locus and avenue for your contributions for distinctive excellence in science and technology; make UPLB your partner for greatness.

We invite you to make it great— *Make it UPLB!*

Our focal fund campaign areas

UPLB seeks to raise funds for and to undertake projects that would effectively contribute to nation-building by producing high quality, well-rounded graduates, generating relevant and responsive technologies and knowledge products, and promoting Filipino culture and arts. The following are the areas you can choose from when you *Make it UPLB!*

[F1] Centennial Celebration. UPLB has lined up activities aimed at celebrating our heritage. These activities include:

- Special events/productions (e.g. open-air concerts);
- Academic fora (centennial lecture series and seminars);
- Centennial gatherings (e.g. fellowship nights);
- Commemorative celebrations (e.g. foundation days, loyalty day, etc.); production of centennial memorabilia (e.g. coffee table books, pins, souvenirs, etc.).

You may wish to donate to a centralized fund for this purpose that will be allocated according to the following guide or they may wish to donate for specific events being organized by specific units or individual colleges.

Nature of Activity	Percentage Allocation (%)	Donor Recognition/ Benefits
Special events/productions	40	-Acknowledgement in marketing collaterals, newsletters, reports -Live acknowledgement in the centennial activities -Listing in UPLB centennial heritage donors
Commemorative celebrations	20	
Centennial gatherings	15	
Production of centennial memorabilia	10	
Academic fora	10	
Other celebration-related activities (communication campaigns, etc.)	5	

[F2] Faculty Development. UPLB desires to recruit, develop and retain the best faculty members with credentials comparable to their counterparts in the best universities in the world. Specific areas you may support include a) **professorial chairs**, b) **faculty grants**, and c) **academic conference grants**.

[F2a] Professorial Chairs are awarded to faculty members in recognition of meritorious work in teaching, research and creative endeavors. To qualify, faculty members must have outstanding research/publication output, creative work in the arts and humanities, or discoveries and inventions in science and technology; excel in teaching; and provide service to the University and the nation.

[F2b] Faculty Grants are awarded as incentives for faculty members to pursue research and creative work. This is intended to encourage young, promising faculty members to persevere in their academic pursuits.

[F2c] Academic Conference Grants are provided to faculty members who are invited to deliver research/academic papers at international conferences. These will be used to partly or wholly finance international travel for the faculty to be able to interact with the global community of experts in their fields. All papers presented in international conferences and supported through a one-shot grant will acknowledge support of donors.

Category	Gift Range		Donor Recognition/ Benefits
	PhP	US \$*	
[F2a] Professorial Chairs	1,500,000	35,750	-Naming rights, Certificate of Donation, Centennial tokens, Tax benefits, Listing in UPLB centennial heritage donors
[F2b] Faculty Grants	750,000	17,900	-Naming rights, Certificate of Donation, Centennial tokens, Listing in UPLB centennial heritage donors
[F2c] Academic Conference Grants -USA, Europe, Canada, Japan, Egypt, Middle East & New Zealand -Australia, China & Korea -Hongkong & ASEAN countries	90,000 75,000 47,500	2,150 1,800 1,150	-Naming rights, Certificate of Donation, Centennial tokens, Listing in UPLB centennial heritage donors

*Adjusted but primarily based on PhP42/US\$

[F3] Scholarships and student welfare. UPLB desires to produce not just *Iskolars ng Bayan* but *Iskolars para sa Bayan*—students who will graduate from the University fully prepared and equipped to serve and help build the nation. As part of the national university, UPLB seeks to educate students not only from its neighboring provinces but also from all over the Philippines. Many promising students and future leaders of the country who are underprivileged would need help for them to obtain a UPLB education. You may choose to invest in student scholarships or contribute to the student loan fund.

[F3a] Scholarships are given to help students finish their degrees by supporting their school fees, providing monthly living allowance, book allowance, transportation allowance and miscellaneous expenses.

[F3b] The Student Loan Fund is a safety net for qualified students who need funds during crucial stages of their study in the University. The student loan board

financially assists students who may not be able to immediately pay their tuition and other fees at the start of the semester.

Category	Gift Range		Donor Recognition/ Benefits
	PhP	US \$*	
[F3a] Scholarships			-Naming rights, Certificate of Donation, Centennial tokens, Tax benefits where qualified
-Undergraduate			
<i>Annual</i>	90,000	1,800	
<i>Total for a 4-year course</i>	360,000	7,200	
<i>Total for a 5-year course</i>	450,000	9,000	
-Master's Degree			
<i>Two years (school fees and research grant)</i>	180,000	4,300	
-PhD Degree	300,000	7,150	
[F3b] Student Loan Board (We need about 10M or \$240,000)	+30,000 per sem	+720	-Certificate of Donation, Centennial tokens Tax benefits where qualified

*Adjusted but primarily based on PhP42/US\$

[F4] Modernization Projects. UPLB seeks to provide its students, faculty and staff the best enabling environment for learning, research and creative work. For example, we need to modernize and upgrade our facilities and research laboratories to match our great scientific minds with modern equipment and facilities. This would enable UPLB to produce relevant, responsive and competitive technologies. We desire to make available and effectively harness information technology to upgrade and modernize educational approaches and strategies. There are two basic ways to contribute to UPLB's modernization. First is to **Adopt-a-facility** where you directly shoulder or defray all the cost of modernizing a desired classroom, facility or laboratory. Second is to donate a certain amount to the **UPLB modernization fund** corresponding to a desired facility.

Category	Gift Range		Donor Recognition/ Benefits
	PhP	US \$*	
[F4a] Adopt-a-facility	*Actual cost needed to modernize the facility (at least 500,000 pesos or US\$ 12,000)		-Plaque of recognition on facility -Certificate of donation -Listing in UPLB centennial heritage donors
[F4a] Modernization fund donation			-Naming rights -Certificate of donation -UPLB centennial heritage plates
- <i>Science complex; new buildings</i>	100,000,000	2,400,000	
- <i>Auditoria and large class lecture halls</i>	15,000,000	360,000	
- <i>Lecture rooms</i>	10,000,000	240,000	
- <i>Academic parks, classrooms and laboratories</i>	5,000,000	120,000	

*Adjusted but primarily based on PhP42/US\$

[F5] Centennial Sports Endowment Fund. UPLB is not only a place where academics exude excellence. It is also a home for competitive athletes. They give us pride and honor with every game they play. Our athletes need support to enable them to effectively hone their skills and compete with their fellow athletes

within and outside the university. Our program aims to enshrine sports as an integral part of our pursuit for distinctive excellence.

We aim to raise a total of PhP5 M or US\$ 120,000 for this fund.

[F6] Centennial Artists Endowment Fund. As the envisioned center for culture and the arts in the Southern Tagalog Region, UPLB has been nurturing its artists—seeking to provide the enabling environment for their talents to bloom. UPLB now houses renowned artists and acclaimed performing groups which embody exceptional talents. With your help, we hope to establish a fund that would sustain our efforts to uplift the Filipino culture and fire-up artistic talents among our young students and faculty.

We aim to raise a total of PhP10 M or US\$240,000 for this fund.

[F7] Special Centennial Projects. Several special centennial projects are planned to be launched and implemented during the centenary years which would require substantial support from UPLB’s benefactors. These projects highlight UPLB’s vision to incorporate a vibrant appreciation of its valuable heritage among its constituents and harness its science and technology potential to contribute to the country’s competitive advantage in agriculture, biotechnology, engineering and environment. It likewise seeks to harness the ecotourism potential of our natural resource endowments.

These projects, to be launched in 2008, are now in the final planning stages.

Project	Project Cost*		Donor Recognition/ Benefits
	PhP	US \$*	
F6a Historical Academic Portals and Promenade Parks (includes the UPLB Pioneers Park)			-Naming rights -Certificate of donation -Appropriate tax benefits
F6b Museum of Natural History, Culture and Arts (Development of Baker Hall to a museum complex)			-Naming rights -Certificate of donation -Appropriate tax benefits
F6c UPLB Science Incubation and Innovation Park (Basic development to attract locators)			-Naming rights -Certificate of donation -Appropriate tax benefits
F6d Maria Makiling Ecotourism Village			-Naming rights -Certificate of donation -Appropriate tax benefits
F6e The UPLB Alumni Heritage Plaza (in cooperation with the UPLB Alumni Association, Inc.)			-Naming rights -Certificate of donation -Appropriate tax benefits

**Planning in progress*

[F8] Unrestricted Centennial Endowment Fund

We believe that proactivity is an essential ingredient for UPLB’s quest for distinctive excellence. It allows us to anticipate and adapt to changes without compromising our standards and setting aside our vision and goals. Hence, as we move forward to the next century, we would be faced with unforeseen challenges that would require us to

immediately provide resources. For this, we seek your support to UPLB's *Unrestricted Centennial Endowment Fund*.

You can donate a minimum amount of PHP5,000 or US\$120 to this fund.

How to *Make it UPLB!*

Here are the specific ways you can *Make it UPLB!*

Join us in our celebrations. Activate your links with us and we shall keep you updated of our celebratory activities. Set aside time to visit the UPLB campus and appreciate the progress that has happened since the last time you came over. If you have not yet visited the UPLB campus, allow us to prepare a program for your visit and show you our beautiful campus and how you can be a part of us.

Fund projects. Identify what projects you would like to be a part of and let us know. We shall meet up or communicate with you to discuss your participation in more detail and work with you to make them happen. You may also want to directly donate funds to any of the aforementioned fund campaign areas using the donation system described below.

Link us with potential partners. You can also *Make it UPLB!* by linking us with potential partners who are interested to be associated with UPLB. Please communicate with us and we shall get in contact with you and find ways to connect with your friends.

Donate. The fastest way to *Make it UPLB!* is to donate funds for specific areas that suit your interests. The following are simple steps of our donation system:

Step 1. Choose your desired fund campaign area(s) or project and decide how much you are willing to give. Take note of the corresponding code (e.g. F2a for faculty development: professorial chairs).

Step 2a. You can directly hand your cash or check donation to the UPLB Chancellor, Vice-Chancellors, Director of Alumni Relations or College Deans. For checks, please make them payable to the **UPLB Foundation, Inc.**

or

Step 2b. You can deposit your donations to the following accounts:

For Peso Donations:

Bank of Philippine Islands (Los Baños Branch)
Account No. 0911-0139-83
Account Name: UPLB Foundation, Inc.

Note: You can deposit to this account from any BPI branch anywhere in the Philippines and you will not be charged any fee. Many BPI branches are open up to 4:30 p.m.

Land Bank of the Philippines (UPLB Branch)
 Account No. 1892-1003-29
 Account Name: UPLB Foundation, Inc.

For Dollar Donations:

Philippine National Bank (Grove Branch)
 Account No. 446-890010-1
 Swift Code: PNBMPHMM
 Account Name: UPLB Foundation, Inc.

If you are outside the Philippines, you may also opt to send your check donations for UPLB through the **Friends of UP Foundation in America** (FUPFA).

Friends of UP Foundation in America
 c/o Ms. Mae S. Echanis, Asst. Treasurer
 50 Stanford Heights Avenue., San Francisco, California
 94127 USA
 email: maechanis@yahoo.com

Note: Donations to UPLB Foundation, Inc. are entitled to tax benefits in the Philippines and donations to FUPFA are entitled to tax benefits in the United States of America.

Step 3. Let us know of your donation. Send us at least the following basic information through the most convenient way available to you:

- 1) Name of Donor:
- 2) Address:
- 3) Donation category (e.g. F1, F2a, etc.), please specify specific college as specific beneficiary if desired.
- 4) Amount of Donation:
- 5) Date of Donation:
- 6) Receiving Bank:
- 7) Bank Location:
- 8) Other information or your requests, if any.

Choose the most convenient way to let us know:

Call us:	Text us:	email us	fax us:
Office of the Chancellor +63 49 536 2567 +63 49 536 2894 Office of Alumni Relations +63 49 536 0844 +63 49 576 0104	PLDT Text-enabled landline 0495760104	fundcampaign@uplb.edu.ph	Office of the Chancellor +63 49 536 3673 Office of Alumni Relations +63 49 536 0844

Step 4. After hearing from you, we shall verify the receipt of your donation with UPLBFI or FUPFA; contacts you to confirm your donation; and send you an acknowledgement letter, receipt and a centennial token together with other relevant information.

Contact Us

For any queries, information, etc. feel free to contact us at the following:

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