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**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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GREEN WAQAF INIATIVE: A CASE STUDY OF UKM-GSB PROJECT IN SABAH

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Abstract

The UKM GSB Green Waqaf Initiative, is a pioneering project that uniquely utilizes “Waqf” as an innovative and sustainable fundraising method. Led by a dedicated team known as the “Green Dream Team,” this initiative centers its efforts on the Lower Kinabatangan area in Sabah, Malaysia. The team initially aimed to raise RM 65,000.00, but they surpassed this goal by collecting RM 75,000.00. One of its objectives involves planting 1,000 trees of 46 diverse species, strategically aimed at connecting forest corridors in the Lower Kinabatangan Wildlife Reserve. This tree planting initiative is exceptionally impactful as it not only aligns with SDG13 (Climate Action) but also plays a pivotal role in safeguarding the endangered native wildlife inhabiting the area. This includes iconic species such as Pygmy Elephants, Orangutans, Proboscis Monkeys, White-Crowned Hornbills, and Estuarine Crocodiles, perfectly aligning with the objectives of SDG15 (Life on Land). Furthermore, the project fosters eco-tourism and economic growth by forging partnerships with local communities, including members of the Orang Sungai and Orang Kg. Sukau, thereby actively contributing to the realization of SDG8 (Decent Work and Economic Growth). The Green Waqaf Initiative expands its influence by involving influencers and the public community, referred to as “Green Heroes.” Collaborations with Pound with Hanis (PWH) on fitness activities and participation in the MBA International Open Day at UKM Graduate School of Business (UKM GSB) have played a crucial role in raising awareness and generating funds. However, the initiative’s standout event, “Green Waqaf Initiative - From Saplings to Forests” marked a turning point. This event featured expert speakers with impressive credentials, including Prof. Mohammad Pauzi Zakaria, a specialist in Environmental Organic Geochemistry, Dr. Sugitha Kanniasseelan, Programme Leader at WWF Malaysia, and En. Abdul Halim bin Mat Yusop, Deputy Chief Executive Officer of Yayasan Waqaf Malaysia. It allowed participants to engage with these experts, sponsors, influencers, and the wider community. In essence, the Green Waqaf Initiative serves as a model for future environmental conservation efforts, highlighting the critical role of “Waqf” in addressing contemporary environmental challenges.