

Transforming Alumni Capital into Educational and Social Impact: The UM CAE Alumni Sports Festival Model (2023-2026)

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SDG Focus

KEY POINTS



Purpose: Strengthens alumni engagement by mobilizing resources for scholarships, learning facilities, student welfare, and humanitarian outreach while fostering volunteerism and social responsibility.



Target Beneficiaries: UM CAE students and scholars, UM, and partner communities.



Major Activities: Annual alumni sports festival, scholarship fundraising, donations of learning resources, student welfare activities, and humanitarian outreach for disaster-affected communities.



Key Partners: Faculty members, university leaders, students, sponsors, donors, and community partners.

Key Outcomes: From 2023 to 2026, the initiative engaged over 1,000 alumni and stakeholders, generated more than ₱500,000 in educational and humanitarian support, sustained six student scholars, donated four 75-inch classroom televisions and 150 accounting books, supported student welfare, and provided disaster relief.

PROJECT DESCRIPTION

The University of Mindanao College of Accounting Education (UM-CAE) Alumni Sports Festival is an annual alumni engagement initiative that transforms alumni participation into meaningful opportunities to uplift students, strengthen communities, and support the University's mission. Implemented from 2023 to 2026, the initiative was established to foster lasting alumni involvement while mobilizing resources for scholarships, learning facilities, student welfare, and humanitarian outreach. Its primary objectives are (1) to strengthen alumni engagement, (2) provide educational assistance to deserving students, (3) promote student well-being, and (4) cultivate a culture of volunteerism and social responsibility among stakeholders.

The project primarily benefits UM CAE students, scholars, alumni, faculty members, and partner communities, while bringing together graduates, university leaders, sponsors, volunteers, and friends of the College in a shared commitment to service. What began as an annual sports festival evolved into a platform where fellowship and camaraderie inspire generosity and collective action.

Over four years, the initiative engaged more than 1,000 alumni and stakeholders and generated over P500,000 worth of educational and humanitarian support. Key milestones include sustaining six student scholars, donating four 75-inch classroom televisions and 150 Basic Accounting Books, providing meals and care packages to students during final examinations, and extending humanitarian assistance to communities affected by disasters in Masara, Maco, Davao de Oro and Sarangani. More than a fundraising event, the UM CAE Alumni Sports Festival demonstrates how alumni solidarity can create lasting educational opportunities, strengthen communities, and nurture a sustainable culture of compassion, collaboration, and service.

TANGIBLE OUTCOMES

Impact to the University

Expanded Access to Quality Education Through Alumni

Support. The initiative significantly strengthened the University's educational mission by transforming alumni contributions into direct investments in student success. Through the project, six deserving students have received sustained scholarship support, four 75-inch classroom televisions and 150 Basic Accounting books were donated as viable resources to enhance teaching and learning in the CAE. These contributions reduced financial barriers, improved classroom instruction, and created a more conducive learning environment for future accounting professionals.

Institutionalized Sustainable Alumni Engagement. The UM CAE Alumni Sports Festival established a sustainable framework for alumni engagement by transforming an annual sports event into a platform for sustainable partnership and service. More than 1,000 alumni and stakeholders actively participated from 2023 to 2026, fostering a culture of volunteerism, philanthropy, and shared responsibility between graduates and the University.

Strengthened Student Development and Campus Community. Beyond academic assistance, the initiative enhanced student welfare by providing meals and care packages during final examinations, demonstrating that student success extends beyond the classroom. The project cultivated a caring campus where alumni, faculty, and students worked together to promote well-being, belongingness, and holistic student development.

Increased Institutional Capacity Through Partnerships and Resource Mobilization. By generating over P500,000 for educational and humanitarian support, the initiative expanded the College's capacity to implement programs that benefit both students and the wider community. Strong collaboration among alumni, faculty, university administrators, sponsors, and community partners created a replicable model of resource mobilization that supports institutional development while advancing the University's mission of service and excellence.

Impact to the Community

Strengthened Community Resilience Through Humanitarian Outreach. The initiative extended the University's commitment to service by mobilizing alumni to provide humanitarian assistance to communities affected by disasters, including Masara in Maco, Davao de Oro and earthquake-affected communities in Sarangani. These outreach efforts provided timely support to vulnerable families while fostering compassion, volunteerism, and collective action among alumni and stakeholders.

Cultivated a Culture of Volunteerism and Social Responsibility. The Alumni Sports Festival inspired graduates to become active participants to community development rather than passive supporters of the University. By participating in charitable initiatives, outreach activities, and fundraising efforts, alumni strengthened their sense of civic responsibility and demonstrated how professional success can be translated into meaningful service for society.

Impact to SDGs

Promoted SDG 3: Good Health and Well-Being. Recognizing that student success depends on both academic and personal well-being, the project provided meals and care packages to students during final examinations. These initiatives have fostered a supportive learning environment, thus reducing student stress during critical academic periods, and reinforced a culture of care within the University community.

Advanced SDG 4: Quality Education. The initiative made its greatest contribution to Quality Education by expanding access to educational opportunities and improving the learning environment for students. Alumni support sustained six scholars, and provided four 75-inch classroom televisions and 150 Basic Accounting books that strengthened teaching, learning, and student success.

Supported SDG 11: Sustainable Cities and Communities. The project extended its impact beyond the University through humanitarian outreach and disaster response initiatives in

communities affected by natural calamities, including Masara, Maco, Davao de Oro, and Sarangani. By mobilizing alumni volunteers and resources, the initiative contributed to community resilience, social solidarity, and responsible citizenship.

Strengthened SDG 17: Partnerships for the Goals. The success of the initiative was built on strong collaboration among alumni, students, faculty members, university administrators, sponsors, and community partners. These long-term partnerships enabled sustainable resource mobilization, expanded the reach of educational and humanitarian programs, and demonstrated the power of collective action in achieving meaningful and lasting impact.

SUSTAINABILITY PLAN

The CAE Sports Festival aims to provide more social impact by sustaining the initiative through the following steps:

Sustainable resource mobilization and financial growth. The initiative adopts a diversified funding strategy through alumni registrations, sponsorships, donations, and fundraising activities, ensuring a reliable source of resources for its charitable programs. The steady growth in gross collections, from P120,876 in 2023 to P138,250 in 2024, P278,645 in 2025 and P480,000 in 2026, reflects increasing alumni participation, stakeholder confidence, and the long-term financial sustainability of the initiative.

To preserve and maximize its long-term impact, the net proceeds are deposited into the University of Mindanao Endowment Fund, where they are managed to provide sustainable financial support for scholarships, learning resources, student welfare initiatives, humanitarian outreach, and future educational programs. This approach transforms annual fundraising into a lasting investment that will continue to benefit students and the University for years to come.

Institutionalization of the Alumni Sports Festival. The University of Mindanao College of Accounting Education will institutionalize the Alumni Sports Festival as an annual flagship alumni engagement program supported by defined governance structures, organizing

committees, implementation guidelines, and annual planning cycles. Embedding the initiative into the College's regular programs ensures continuity, strengthens stakeholder ownership, and sustains its educational and social impact beyond changes in leadership.

Continuous alumni engagement and strategic partnerships. The Alumni Sports Festival will continue to serve as a platform for year-round alumni engagement through fellowship, volunteerism, professional development, and community service. Strong partnerships among alumni, faculty, university administrators, sponsors, industry and community partners will expand opportunities for collaboration, resource-sharing, and charitable initiatives that advance the University's educational mission and community development goals.

Continuous improvement, replication, and long-term impact. Annual monitoring and impact assessment will evaluate participation, financial performance, beneficiary outcomes, and stakeholder satisfaction to support evidence-based improvements. The documented implementation framework and proven results provide a scalable and replicable model that can be adopted by other colleges within the University of Mindanao and by other higher education institutions seeking to transform alumni engagement into a sustainable platform for educational excellence and social impact.