



## UCUIANS CARE PROJECT



The Center for Student Leadership and Development-Character and Values Formation Unit at Urdaneta City University launched an inspiring initiative entitled “UCUIANS CARE PROJECT,” with the theme "Caring Beyond Borders! Healthy Student, Healthy Mind." Aligned with the United Nations Sustainable Development Goal 1 – No Poverty, this project seeks to promote the values of empathy, generosity, and community-mindedness by encouraging students to practice the timeless principle that caring is sharing.

The UCUIANS CARE PROJECT is designed to build awareness of the importance of sharing and compassion, fostering a campus environment where students are encouraged to think beyond themselves. Through this initiative, participants gain insight into the significance of generosity as a catalyst for personal and communal growth. Such acts of kindness help reinforce strong bonds within the university community, allowing individuals to relate to one another with understanding and respect.

Rooted in the Filipino tradition of Bayanihan, or communal unity, the project embodies the collective spirit that uplifts the less fortunate. This solidarity, preserved in our society’s moral fabric, reminds students of their ability and responsibility to make a difference.

The first implementation of the program took place on August 13, 2023, at the CSLD Square, where fifty student beneficiaries from various colleges within the university gathered to participate in activities centered around support, empowerment, and wellness. By engaging in this initiative, students take their first steps toward building a more compassionate, equitable future—one where everyone thrives, no matter their background or circumstances.



