

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

April 22, 1977

DEPARTMENT MEMORANDUM
No. 95, s. 1977

AUTHORIZING THE LEUKEMIA FOUNDATION TO CONDUCT
AN EDUCATIONAL AND FUND CAMPAIGN

To: Bureau Directors
Regional Directors
Chiefs of Services and Heads of Units
Schools Superintendents

1. Pursuant to Proclamation No. 1620 of His Excellency, President Ferdinand E. Marcos, dated February 23, 1977, the Leukemia Foundation of the Philippines, Inc. is authorized to conduct an educational and fund campaign from March 1, 1977 to March 1, 1978.

2. Leukemia or cancer of the blood, otherwise known as the Swift Silent Killer, is considered today as the most deadly of all killer diseases. Deaths due to leukemia have increased considerably and because of this alarming condition, the First Lady, Mrs. Imelda Romualdez Marcos, together with the Leukemia Foundation, has categorized the disease as one of our priorities in the country's health program. It is in this context that a public information campaign is being implemented to educate the people on the means available to us to reduce deaths among leukemia victims. Inclosed is a brochure on the fight against leukemia. This brochure contains information on the purposes and what the Foundation can do, the Foundation's Board of Directors, a message from the First Lady who is personally spearheading the campaign, and copy of Proclamation No. 1620.

3. It is requested, in this connection, that all efforts be exerted to the end that school officials, teachers and faculty members, students and pupils of all schools, colleges, and universities, and other school personnel, give their full and unstinted support in the raising of the much-needed funds, for a more effective fight against leukemia, within the provisions

of existing laws and regulations. Remittances from each superintendent or school shall be in check or money order drawn in favor of the Loukerie Foundation of the Philippines, Inc. and transmitted to the Regional Office, c/o the Regional Director who in turn shall transmit said check and money order to the Department of Education and Culture, c/o Narciso Albercazin, Campaign Chairman. In every case, the transmittal letter should indicate in summary form the sources of the collection to enable the Educational Institutions Division to keep track of the progress of the campaign and determine the extent of compliance of all concerned.

4. It is desired that the contents of this Department Memorandum be brought to the attention of all concerned for their information and guidance and that appropriate steps be taken immediately for its effective implementation.

(SGD) JUAN L. MANSUREN
Secretary of Education and Culture

Incl.:
As stated

Reference:

N o r e

Allotment: 1-2-3-4--(D.O. 1-78)

To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
CONTRIBUTIONS
FUNDS
PROGRAM, SCHOOL
RULES and REGULATIONS
SOCIETY or ASSOCIATION