



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
UL Complex, Meralco Avenue
Pasig, Metro Manila



*Sama-Sama
sa DECS*

October 13, 1997

DECS MEMORANDUM
No. 413, s. 1997

DECS-UNICEF GREETING CARDS PROMOTION PROJECT

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Schools Superintendents
All Others Concerned

1. This refers to DECS Memorandum No. 283, s. 1994, which sets the general guidelines for the DECS campaign for UNICEF greeting cards under the DECS-UNICEF 1994 Memorandum of Agreement.
2. The 1996 UNICEF greeting card Christmas sales campaign was again successful, with more than 780,000 cards sold and more than P4 million net proceeds raised as additional funds specifically for projects under the Philippine Government-UNICEF's Fourth Country Programme for Children (CPC IV).
3. DECS supported this fund-raising campaign through its DECS-UNICEF Greeting Cards Promotion Project, with 129,000 cards sold for a 16.5% contribution.
4. DECS and UNICEF wish to express their appreciation for the active support and cooperation of all DECS teachers and staff who contributed to the success of the 1996 campaign.
5. Under the DECS-UNICEF 1994 Memorandum of Agreement, 25% to 30% of the net proceeds from all sales of UNICEF greeting cards in the Philippines shall be allocated specifically for education projects.
6. In recognition of DECS' efforts, UNICEF allocated 61% or P3.9 million of the net proceeds during the 1995 sales campaign for education projects. The 1996 net proceeds are still awaiting allocation approval and education projects are again expected to be the biggest funding recipient. These proceeds will again be used to support the regular UNICEF programme funds for the Department's multi-grade class project.

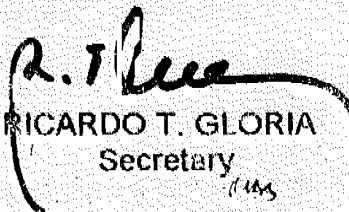
7. Aside from the above, handling charges equivalent to 10% of gross sales of DECS are used to finance small DECS projects like the purchase of school bags given to some first grade pupils during the National School Enrolment Day. Beginning the 1996 campaign, another 10% is retained by divisions to reimburse their transportation and other related sales expenses.

8. The active participation and cooperation of all DECS personnel concerned are again enlisted for the 1997 DECS-UNICEF Greeting Cards Promotion Project. It is hereby reiterated that the promotion and sale of UNICEF greeting cards shall be subject to the general policy that sales, particularly to pupils, students and teachers, shall strictly be voluntary and in consonance with applicable laws. Thus, it is preferred that sales promotion be directed to civic, social and business groups who are supportive of education and the welfare of children.

9. All DECS consignees will submit a report of their sales on December 31, 1997. Proceeds from the sale of UNICEF greeting cards will be remitted to UNICEF on or before January 31, 1998.

10. Assistant Secretary Marcial A. Salvatierra will continue to be the DECS National Coordinator for this project for purposes of coordination between DECS national and field offices and UNICEF. Any queries may then be coursed through his office for purposes of coordination with UNICEF.

11. Immediate dissemination of this Memorandum is desired.


RICARDO T. GLORIA
Secretary
1997

References:

DECS Memorandums: (No. 283, s. 1994) and No. 420, s. 1996

Allotment: 1--(D.O. 50-97)

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