



*Tanggapan ng Kalihim  
Office of the Secretary*

November 26, 1999

DECS MEMORANDUM  
No 506, s 1999

DECS-UNICEF GREETING CARDS PROMOTION PROJECT

To Undersecretaries and Assistant Secretaries  
Bureau Directors  
Regional Directors  
Directors of Services/Centers and Heads of Units  
School Superintendents

1 The DECS-UNICEF Greeting Card Promotion Project contributed 249,910 cards or 30% to the 1998 campaign. DECS and UNICEF wish to express their appreciation for the active support and cooperation of all DECS officials, teachers and staff who contributed to the success of the 1998 campaign.

2 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.

3 In recognition of DECS' support, education projects get the biggest share in the net proceeds from the sale of UNICEF greeting cards in the Philippines. More than P4.8 million has been submitted for allocation to DECS projects from the 1998 greeting card sales net proceeds. These proceeds will again be used for projects creating child friendly learning conditions for all.

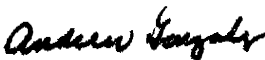
4 In addition to the above, handling charges equivalent to 10% of gross sales of DECS are used to finance small DECS projects like the purchase of pencils and school bags given to some first grade pupils. Beginning the 1996 campaign, another 10% is retained by sellers to reimburse them of their transportation and other related sales expenses.

5 The active participation and support of all DECS personnel concerned are again enlisted for the 1999 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.

6 All DECS consignees will submit a report of their sales by December 31 1999 Proceeds from the sale of UNICEF greeting cards will be remitted to UNICEF on or before January 31 2000

7 Undersecretary Nilo L Rosas has been designated as the DECS National Coordinator and Assistant Secretary Ramon C Bacani as Assistant Coordinator for this project for purposes of coordination between DECS national and field offices and UNICEF All queries may be coursed through their respective offices for purposes of coordination with UNICEF

8 Immediate dissemination of this Memorandum is desired

  
ANDREW GONZALEZ FSC  
Secretary

Reference DECS Memorandum No 433 s 1998

Allotment 1 --(D O 50 97)

To be indicated in the Perpetual Index  
Under the following subjects

CAMPAIGN  
PROJECTS  
PROGRAMS