



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Morales Avenue
Pasig City Philippines



*Sama-Sama
sa DECS*

*Tanggapan ng Kalihim
Office of the Secretary*

March 22, 2000

DECS MEMORANDUM
No 127, s 2000

ADOPT-A-SCHOOL PROGRAM

To Bureau Directors
Regional Directors
Schools Division/City Superintendents

- 1 As part of the effort to promote the Adopt-A-School Program in various provinces and cities in the country, all regions are hereby directed to provide all the necessary support and assistance to this program
- 2 Each region is enjoined to launch the Adopt A School Program in the major cities and provinces in their respective areas
- 3 Expenses directly related to the conduct of launch and implementation of the program shall be charged to the local funds and subject to the usual accounting and auditing procedures
- 4 All regions are also directed to designate an officer-in-charge who will facilitate the implementation of the Program in their region and provide feedback to the Adopt-A-School Secretanat at the Central Office
- 5 The major tasks of the Adopt-A-School Coordinators include the following
 - a coordinate with the Adopt-A-School Secretariat regarding implementation of the program at their local area
 - b identify prospective donor corporations in the community
 - c facilitate the linkages between private corporations foundations and other civic groups interested to provide support to the Project, and
 - d perform other tasks pertinent to the success of the Project
- 6 The name of the Adopt-A-School Coordinator shall be submitted to the Adopt A School Secretanat through the Office of Undersecretary Victor Andres Manhit DECS Central Office The Secretanat will communicate with the regional coordinators to discuss important matters regarding the Project
- 7 The regional offices shall determine the schools which can be "adopted" by private corporations civic groups and private foundations that will participate in the Program

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- 8 Enclosed is the copy of different packages of assistance under the Program
9 Immediate and wide dissemination of this Memorandum is enjoined

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary

Encl
As stated

References
DECS Orders Nos 80 s 1998 and 106, s 1999
DECS Memorandum No 102 s 1998

Allotment 1 (D O 50-97)

To be indicated in the Perpetual Index
under the following subjects

/ PROGRAMS
/ PROJECTS

THE ADOPT A-SCHOOL PROGRAM

LAUNCH REPORT

1 ACTIVATED SUPPORT

A PRIVATE SECTOR SUPPORT

Estimated number of guests

There were 100 invitations sent out. Arrangements were made for 100 people, including media participants and DECS personnel.

Actual number of participants

There were 115 representatives from the 45 different foundations, corporations and media present at the affair.

Participant foundations/corporations

- 1 Ayala Foundation
- 2 ABS-CBN Foundation
- 3 Ateneo Center for Educational Development
- 4 Coca-Cola Foundation Phils
- 5 Intel Phils
- 6 AMA Computer College
- 7 KASAMA
- 8 Batang Munti Foundation
- 9 Books for the Bamos, Inc
- 10 Books for the Barangay
- 11 Chinese-Filipino Business Club
- 12 Corporate Information Solutions
- 13 Ford Motor Companies, Phils
- 14 Hongkong and Shanghai Banking Corporation
- 15 Junior Chamber of the Philippines
- 16 KAPANIG
- 17 La Farge Industries
- 18 Lintas Advertising
- 19 Meraico Foundation, Inc
- 20 Metrobank Foundation, Inc
- 21 MEVCO
- 22 Petro Foundation, Inc
- 23 Philamlife Foundation
- 24 Philippine Amusement and Gaming Corp
- 25 Philippine Chamber of Commerce and Industry
- 26 Pinoy Mail
- 27 Sky Foundation Inc
- 28 Quezon City Chamber of Commerce and Industry
- 29 Sarmiento Foundation Inc

- 30 Tetra Pak
- 31 United Nations International Children's Education Fund
- 32 Unilever PRC
- 33 Unocal Philippine Geothermal Inc
- 34 Women's Business Council
- 35 Federation of Filipino-Chinese Chamber of Commerce and Industry
- 36 Sycip Gorres & Velayo
- 37 SACB
- 38 Office of Presidential Adviser Madrigal
- 39 NTRC
- 40 Remerco
- 41 SM Foundation
- 42 Johnson & Johnson
- 43 Rizal High School
- 44 SHNC
- 45 Toyota Motors Phils

Pledges submitted during launch

- 1 Chinese-Filipino Business Club
- 2 Toyota Motor Philippines Corp
- 3 Metrobank Foundation
- 4 Meralco Foundation Inc
- 5 Women's Business Council
- 6 Philippine Geothermal Inc.
- 7 Unilever Philippines
- 8 Books for the Bamos
- 9 Philamlife Foundation

Offers post launch

- 1 Meeting with Motorola on Wed March 8 regarding the sponsorship of computers
- 2 Meeting with Jollibee Corporation on Thu March 9 regarding possible adoption
- 3 Makati Business Club offered additional exposure and support
- 4 Lourdes School of Mandaluyong will donate the amount of one million pesos (1 000 000) for the construction of school buildings
- 5 Ayala Foundation Inc will put up CENTEX II in Buan Batangas and will conduct a simultaneous launch in Batangas for the Adopt-a-School Program They will also put up a Youth Tech Program an initiative towards education technology in our public schools Through this linkages will be forged with Globe Telecom EDI Net and EDSA mail and Ayala Systems to provide Internet access to public schools in Metro Manila
- 6 Chinese-Filipino Business Club offered to sponsor 100 school buildings
- 7 La Farge Industries will contact the Secretanat regarding the adoption of two schools
- 8 Hongkong and Shanghai Banking Corporation is looking into the adoption of a school in the NCR
- 9 Ford Motor Companies offered to course their 2nd hand Pentium 486 computers to out public schools

- 10 DFA-American Affairs is offering to hand over 500 computers from Vancouver Transfer process is under negotiation
- 11 UNICEF in coordination with NEDA is preparing a document on LGU participation in the Program within their specific localities (through their conference with mayors vice-mayors, et. al)

Concrete linkages

- 1 Balikatan 2000 handed over 10,000 books
- 2 Pinoy Mail just signed a Memorandum of Agreement for the provision of free e-mail access to all public schools
- 3 Books for the Barrios will push their pre-school initiative and adopt more public elementary schools this year

B PUBLIC EXPOSURE

Participating media during launch

Media exposure update

Newspapers

The event was featured in the Philippine Daily Inquirer Manila Bulletin, Malaya, the Philippine Post, Business World (Thu 24 Feb p 12) and the Philippine Star

Television

Featured by Shaira Luna in ABS-CBN's Alas Singko y Medya, PTV 4's afternoon show, and RPN 9's 10 30 pm news show

Radio interviews

Interview of Project Manager Francis Zamora by DWAN last Friday March 3 2000

Conferences, Presentations

C2K - Leadership confab

Promoted by Congressman Mar Roxas

Tri-sectoral conference on effective governance by AIM

Organized by the National Economic Development Authority (NEDA), the League of Corporate Foundations (LCF) the Caucus of Development NGO Networks the Makati Business Club, and the Philippine Business for Social Progress (PBSP)

Promoted by Mr Aniceto Sobrepena President of the LCF and Executive Director of Metrobank Foundation

UNICEF/NEDA seminar for mayors vice-mayors, et.al

This Thursday, March 9, 2000 a time slot will be allotted for a special presentation about the Adopt-A-School Program This will be delivered by Undersecretary Victor Manhit of External Affairs

II POTENTIAL ISSUES

Updates on existing MOAs

Books for the Barrios

Ford Motor Companies

There is a recommendation for action regarding the existing guidelines for tax credits. As some of the sponsorships involve the shipping of computers from Japan or the US, the sponsors are requesting that the term 'educational tools or learning materials' be expanded to include computers and not only books, it is a disincentive for companies to deliver computers to our schools if they have to pay full taxes for their sponsorship.

III FINANCIAL STATUS

Amount allotted for launch
P 58 500 00

Breakdown

a	Supplies and Stage Decorations	P 8,000
b	Food (100 pax)	40 000
c	Plaques of Appreciation (4)	4,000
d	Printed invitations	1 500
e	Contingency (10%)	5,350

Amount Spent

An additional amount of P10 000 was incurred for food expenses and additional supplies.

IV FUTURE STEPS

A Media Strategy

Rationale to target the business audience through interviews in shows with wide subscriber bases as well as to generate and maintain the level of interest.

1 Letters of Request for Exposure to producers of the following shows

- a Alas Singko y Medya – through Jake Maderazo
- b Pulso ng Masa – through Imelda Pangilinan
- c Balitang K – through Korina Sanchez
- d Breakfast – through Jess Liwanag
- e ABS-CBN Online – through Gene Orejana and Beth Frondoso
- f Stock Market Live

2 Requests for Radio Interviews

B Multisectoral initiatives for Adopt-A School

- 1 Ongoing plan for an Adopt-A-School launch in Laguna care of Congresswoman Ullran Joaquin
- 2 Ongoing plan for an Adopt A School launch in Batangas care of Ayala Foundation Inc to be held simultaneously with the opening of CENTEX II

V FOR APPROVAL

1 Proposal for a diplomatic core launch

The next proposed step is a launch geared towards the diplomatic corps. Its implementation will be on smaller-scale but will have wider media exposure. Multilateral agencies and international organizations like JICA, AusAid, CIDA and UNICEF can give the testimonials. Invited guests will include ambassadors, consuls, and heads of international non-governmental development organizations.

2 Proposal for a Visayas launch in Cebu

The Office of Presidential Assistant for the Visayas, Marcelo Fernan Jr, has offered to assist us in launching the Program in the region.

3 Proposal for a Mindanao launch

4 Secretariat Operating Expenses

It has been deemed necessary to allocate a revolving fund for the Secretariat's operating expenditures. Expected expenditures are as follows:

- ⇒ Paper
- ⇒ Printer Costs
- ⇒ Tokens for anniversaries, birthdays, and other special occasions for the corporate or foundation heads.

5 There is also a question raised regarding the sponsor's provision of IDs along with the sponsorship package. Can the sponsor's name be printed on the student IDs?