




JUN 27 2006

DepED MEMORANDUM  
No. 244, s. 2006

TULONG BARYA PARA SA ESKWELA CAMPAIGN

To: Bureau Directors  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools

1. The Bangko Sentral ng Pilipinas (BSP), in collaboration with the Department of Education (DepED) through the Adopt-a-School Program (ASP) Secretariat and other implementing partners, will launch a nationwide coin collection campaign entitled "**Tulong Barya Para Sa Eskwela (TBPSE)**" on July 3, 2006.
2. The objective of the campaign is to draw low-denomination coins back to circulation. Likewise, coins collected by the BSP will serve as donation to public schools.
3. The coin collection campaign shall run from July 3 to August 3, 2006. Tally of coins will be based on volume, not the face value. The mechanics on the TBPSE campaign is enclosed.
4. All public and private schools are encouraged to support the said campaign.
5. For further inquiries, please contact the BSP Corporate Affairs Office in Manila at tel. no. (02) 524-7011 or the DepED ASP Secretariat, DepED Complex, Meralco Avenue, Pasig City at tel. no. (02) 638-8637.
6. Immediate and wide dissemination of this Memorandum is desired.

  
FE A. HIDALGO  
Undersecretary  
Officer-in-Charge

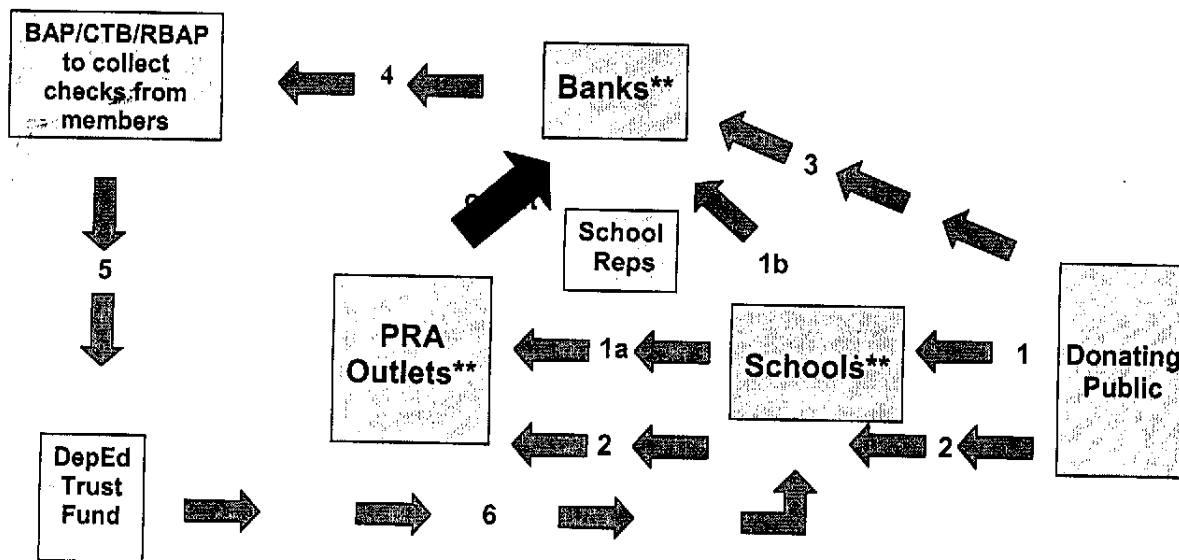
Encl.: As stated  
Reference: None  
Allotment: 1- -(D.O. 50-97)  
To be indicated in the Perpetual Index  
under the following subjects:

CAMPAIGN

SCHOOLS

## MECHANICS

### Diagram of *Tulong Barya para sa Eskwela* Coin Collection Campaign



\*\*Collection Centers

1. Schools will serve as collection centers. They will provide sealed containers, preferably transparent, for various denominations (1c, 5c, 10c, 25c, P1 & up) in their premises. BSP will provide stickers to identify them as official. Coin contributions received by schools are to be:
  - a) *Exchanged with designated PRA outlets which will in turn issue a check for deposit to the bank under the Tulong Barya para sa Eskwela account; or*
  - b) *Deposited in banks or dropped in containers inside banks.*
2. Participating retail outlets shall also serve as collection centers. They shall provide the containers (with BSP stickers to identify them as official), preferably transparent, in every collection area to accommodate all denominations. Coins collected in participating retail outlets shall be counted twice—mid-way and at the end of the campaign—and exchanged with a check for the equivalent amount each time for deposit in the *Tulong Barya para sa Eskwela* account. Coins collected that cannot be absorbed by retailers shall be deposited in a *Tulong Barya para sa Eskwela* account.

3. Banks shall also serve as collection centers. Participating banks shall accept donations through deposits or containers (with BSP stickers to identify them as official), preferably transparent, placed inside their premises.  
Donations dropped in containers set up by banks will also be counted twice: mid-way and at the end of the campaign and deposited in the *Tulong Barya para sa Eskwela* account.
4. BAP, CTB, and RBAP will collect checks from member-banks equivalent to the amount raised.
5. These checks shall be turned over to the DepEd *Tulong Barya para sa Eskwela* trust fund account.
6. DepEd will allocate the Trust Fund to priority needs of public elementary schools.

### *General Guidelines*

1. The campaign shall run from 3 July to 3 August 2006.
2. All denominations of coins and peso notes will be accepted as donations. However, for purposes of monitoring the campaign's success in terms of flushing out coins, all coin denominations shall be counted including 10-*peso*, 5-*peso* and *peso* coins as well as low denomination coins from 25-, 10-, 5-, and 1-*sentimo* coins. Demonetized, defaced, or mutilated coins shall not form part of the donation amount. These shall be handled in accordance with BSP's established guidelines.
3. A Working Committee composed of representatives from the Bangko Sentral ng Pilipinas (BSP), the Department of Education (DepEd), the Bankers Association of the Philippines (BAP), the Chamber of Thrift Banks (CTB), the Rural Bankers Association of the Philippines (RBAP), the Bank Marketing Association of the Philippines (BMAP), the Philippine Retailers Association (PRA), and other partners will be formed to coordinate the campaign.
4. To monitor donations raised by schools, principals will submit reports to their division superintendents, who will in turn submit consolidated reports to the regional directors, for final consolidation in the head office of DepEd.
5. Updates and the consolidated total donations to the *Tulong Barya para sa Eskwela* will be made public.
6. After the campaign, there will be a program to publicly announce the results and give recognition to deserving participants.
7. Interim and final reports will be prepared on fund disbursements and outcomes by DepEd.

## *Roles of Partners*

### *I. BSP*

- a. Coordinate with all the partners to ensure the success of the campaign.
- b. Provide information materials and media support for the campaign.
- c. BSP will provide counterpart incentives to *Tulong Barya para sa Eskwela* subject to approval of the Monetary Board and the Commission on Audit.
- d. BSP will also award citations to schools that can collect at least 100,000 coins. All participating banks and partner associations shall be given due recognition.

### *II. DepEd*

- a. Send out the Secretary's message on the observance of "National Savings Consciousness Week" and the launching of the *Tulong Barya para sa Eskwela* Project to be read in all elementary and high schools by principals on July 3, which also coincide with the 13<sup>th</sup> anniversary of the Bangko Sentral ng Pilipinas.
- b. Issue a circular to all schools spelling out the details of their participation in the *Tulong Barya* campaign. Among others, the circular should encourage all teachers to motivate their students to actively participate in the campaign and encourage private schools to participate as donors.
- c. Open a trust fund account in the name of *Tulong Barya para sa Eskwela*.
- d. Determine rational and equitable allocation of funds based on specific needs of deserving schools or common needs of all schools.
- e. Allow participating banks to mount savings promotion campaigns in schools.
- f. Issue receipts to participating banks for the amount of checks they will turn over to the *Tulong Barya para sa Eskwela* Trust Fund account.

### *III. Schools*

- a. School principals shall read the message of the Secretary in support of the campaign and the national coin recirculation program on 3 July 2006.  
After the reading of the Secretary's message, conduct a ceremonial dropping off of coin donations to launch the campaign in containers which they will improvise individually (e.g., from plastic water bottles, cans, etc.).  
Afterward, students will be given a lesson on the value of coins and the need for their continuous circulation.

- b. Schools shall serve as coin collection centers.
- c. They will provide sealed containers, preferably transparent, for various denominations (1c, 5c, 10c, 25c, P1 & up) in their premises. BSP will provide stickers to identify them as official. Coin contributions received by schools are to be:
  - 1) *Exchanged with designated PRA outlets which will in turn issue a check for deposit to the bank under the Tulong Barya para sa Eskwela account; or*
  - 2) *Deposited in banks or dropped in containers inside banks.*

#### IV. *Bank Associations/Participating Banks*

- a. Bank associations (BAP, CTB, and RBAP) shall help in the information drive and encourage their members to actively participate in the campaign.
- b. Each participating bank shall open an account under the name of *Tulong Barya para sa Eskwela*.
- c. Each participating bank shall prominently display in its premises an announcement of its participation in the *Tulong Barya para sa Eskwela* campaign.
- d. Each participating bank is requested to set up a container, preferably transparent, inside its premises where the public can drop donations.
- e. Participating banks shall allow schools and participating retail outlets to use their counting machines.
- f. Participating banks shall submit updates on the *Tulong Barya para sa Eskwela* account balance mid-way and at the end of the campaign to their respective bank associations. Bank Associations shall, in turn, prepare reports of the collections. The number of all coin denominations shall be counted.
- g. After such transfer, the *Tulong Barya para sa Eskwela* account in participating banks shall automatically be closed.
- h. BAP, CTB, and RBAP will monitor the funds raised by their respective member-banks per province and region for purposes of recognizing the top performing provinces and regions. They shall also include the number of coins collected by denomination in their consolidated reports.
- i. BAP, CTB, and RBAP will collect checks from member-banks equivalent to the account balances of their respective *Tulong Barya para sa Eskwela* accounts and turn them over to the DepEd *Tulong Barya para sa Eskwela* Trust Fund. After such transfer, the *Tulong Barya para sa Eskwela* accounts of banks shall be automatically closed.

- j. The Bank organizations shall monitor contributions of their members so that the Bangko Sentral ng Pilipinas can properly acknowledge the top participants.

V. PRA

- a. Retail outlets of participating members of PRA will also serve as coin collection centers.
- b. Retail outlets of participating members of PRA serving as coin collection centers shall be encouraged to absorb coins collected in their areas and deposit a check for the equivalent amount in a *Tulong Barya para sa Eskwela* account.
- c. PRA and its members shall help inform the public about, and mobilize support for, the campaign.
- d. PRA shall determine retail outlets that can serve as coin exchange centers for school donations.
- e. PRA shall monitor contributions of their members so that the Bangko Sentral ng Pilipinas can properly acknowledge the top participants.