



JUL 20 2007

DepEd MEMORANDUM

No. 285, s. 2007

DEPED-UNICEF GREETING CARDS PROMOTION PROJECT

To: Undersecretaries and Assistant Secretaries  
Bureau Directors  
Regional Directors, NCR and Region 7  
Directors of Services/Centers and Heads of Units  
Schools Superintendents  
All Others Concerned

1. The DepEd-UNICEF Greeting Card Promotion Project had contributed significantly to the advocacy, private sector mobilization and resource generation for the welfare of children in the Philippines during its successful implementation from 1994 to 2000. During that seven-year period, the Project sold more than one million cards and generated additional funds for the Philippine Government UNICEF's Fifth Country Programme for Children (CPC V). DepEd and UNICEF wish to express their appreciation for the active support and cooperation of all DepEd officials, teachers and staff who contributed to the success of the Project.
2. All the net proceeds from the sale of UNICEF greeting cards and products in the Philippines continued to go directly to Early Childhood Care and Development and Basic Education projects in the country. With this objective in mind, the DepEd has agreed to again assist UNICEF in promoting the sale of UNICEF cards to support the advocacy, private sector mobilization and resource generation for the Sixth Country Programme for Children (CPC VI) which will end in 2009, through the signing of a joint Memorandum of Agreement for this undertaking which shall officially be known as the "DepEd-UNICEF Greeting Cards Promotion Project".
3. The DepEd enlists the active participation of all DepEd personnel concerned, 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.
4. The Project will be launched in the DepEd Division Offices in the National Capital Region and Regions 1, III, IV-A and VII only. The UNICEF greeting cards delivered to DepEd under this Project shall be on consignment and payments to UNICEF will be for cards sold only. UNICEF cards will be delivered to DepEd consignees starting August 1 of each campaign year, and unsold items should be returned to UNICEF by DepEd consignees on or before the second week of January following the campaign year.

5. DepEd consignees will sell the UNICEF cards at special reduced price, as per invoice issued by UNICEF. Proceeds from the sale of UNICEF greeting cards will be remitted to UNICEF on or before the end of February following the campaign year.
6. Undersecretary Ramon Bacani has been designated as the DepEd National Coordinator for this Project for purposes of coordination between DepEd national and field offices and UNICEF. Any queries may then be coursed through his office for purposes of coordination with UNICEF.

Immediate dissemination of this Memorandum is desired.



**JESLI A. LAPUS**  
Secretary

Reference: Unnumbered Memorandum dated December 14, 2006

Allotment: 1—(D.O. 50-97

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

CAMPAIGN  
BUREAUS & OFFICES  
PROJECTS