



SEP 07 2007

DepED MEMORANDUM
No. 364, s. 2007

COORDINATION OF ALL PRIVATE SECTOR ENGAGEMENTS WITH DEPED
THROUGH THE ADOPT-A-SCHOOL PROGRAM (ASP) SECRETARIAT

To: Undersecretaries
Assistant Secretaries
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Adopt-A-School Regional and Division Coordinators

1. Anchored on Republic Act No. 8525 or the Adopt-A-School Act of 1998, the Adopt-A-School Program was created to provide a mechanism for private entities to assist public schools and support the entire public education system as a whole through various projects. In recognition of their goodwill, private sector entities are entitled to tax incentives of up to 150% of their total contribution.

2. As stipulated in the Implementing Rules of the Adopt-A-School Act, the ASP National Secretariat is mandated to provide overall management and coordination of the Program and to perform the following functions:

- a. Implement the policies set by the Coordinating Council;
- b. Coordinate the Program at all levels;
- c. Recommend policies, plans and priorities to the Coordinating Council;
- d. Provide technical assistance and support in critical areas and stages of implementation;
- e. Endorse to the Regional District Office (RDO) of the Bureau of Internal Revenue (BIR) documents relative to the availment of the tax incentive provisions of the Adopt-a-School Law after application is approved by the Coordinating Council; and
- f. Perform other functions as necessary.

3. The private sector includes private individuals, companies, corporations, foundations, civic organizations, non-government organizations, civil society, etc. Private sector assistance or support includes, but is not limited to infrastructure, training and development, learning support, computer and science laboratories, food and nutrition. Assistance acquired through local and foreign borrowings or loans are not included.

4. To allow the Department to efficiently implement, monitor, and evaluate all private sector engagements and to ensure that all of these efforts are recognized and reciprocated with tax incentives, all projects and programs in the Department with private sector assistance/funding/support should be coursed through or coordinated with the ASP National Secretariat and the respective ASP regional and division coordinators.

5. In view of the above, all centers, bureaus, and offices are enjoined to coordinate all private sector partnerships and engagements with the ASP National Secretariat and respective ASP regional and division coordinators before entering into agreements or commencing the implementation of projects or programs. Similarly, all private partners should be advised to coordinate with ASP regional and division coordinators and the ASP National Secretariat c/o:

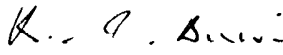
Director Mari Paul C. Soriano
Deputy Chief of Staff
Special Assistant for Private Sector Concerns
Office of the Secretary

or

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Officer-in-Charge
Adopt-A-School Program Secretariat
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6. This is line with the Department's thrust of strengthening and sustaining private sector participation in improving basic education and to ensure maximum outcome from these partnerships as specified in the Basic Education Sector Reform Agenda (BESRA).

7. Immediate dissemination of this Memorandum is desired.


RAMON C. BACANI
Undersecretary

Reference: None

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

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

~~P~~ROGRAMS
~~P~~ROJECTS
~~S~~CHOOLS