



Republic of the Philippines  
**Department of Education**



MAR 31 2008

DepED MEMORANDUM  
No. **162**, s. 2008

**"TULONG BARYA PARA SA ESKWELA: PART II" CAMPAIGN**

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

1. The **"Tulong Barya Para Sa Eskwela (TBPSE)"** coin collection and donation campaign, which ran through July 3, 2006 to December 31, 2006, met its twin objectives of promoting coin recirculation and raising funds for the benefits of public elementary schools.
2. The success of the TBPSE campaign has encouraged partners and stakeholders to launch **"Tulong Barya Para Sa Eskwela: Part II"**.
3. **"Tulong Barya Para Sa Eskwela: Part II"** will now be spearheaded by the Adopt-a-School Program (ASP) Secretariat in collaboration with the Bangko Sentral ng Pilipinas and other implementing partners that include 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) and the Philippine Retailers Association (PRA).
4. The coin collection campaign shall run from March 3 to December 31, 2008. All public schools are encouraged to support and participate in the said campaign. Nevertheless, the campaign is open to all who would like to join such as private schools, colleges, universities, business establishments, and government agencies.
5. Participation to this campaign shall be subject to the TBPSE: P2 guidelines and mechanics as stated and detailed in the enclosure.
6. Outstanding school implementers will be given awards and incentives at the end of this campaign. Selection of awardees will be based on the volume of coins collected (not the monetary value) and other criteria as determined by the TBPSE:P2 Working Committee.

7. For further inquiries, please contact the DepED ASP Secretariat, DepED Complex, Meralco Avenue, Pasig City at tel. no. (02) 638-8637 or the BSP Corporate Affairs Office at Rm. 412 5-Storey Bldg., BSP Complex, Malate, Manila at tel. no. (02) 523-4832.

8. Immediate and wide dissemination of this Memorandum is desired.



**JESLI A. LAPUS**  
Secretary

Encl.:

As stated

Reference:

DepED Memorandum: No. 244, s. 2006

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

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

CAMPAIGN  
FUNDS  
PROGRAMS  
SCHOOLS

Maricar/DM-Tulong Barya  
03-10-08

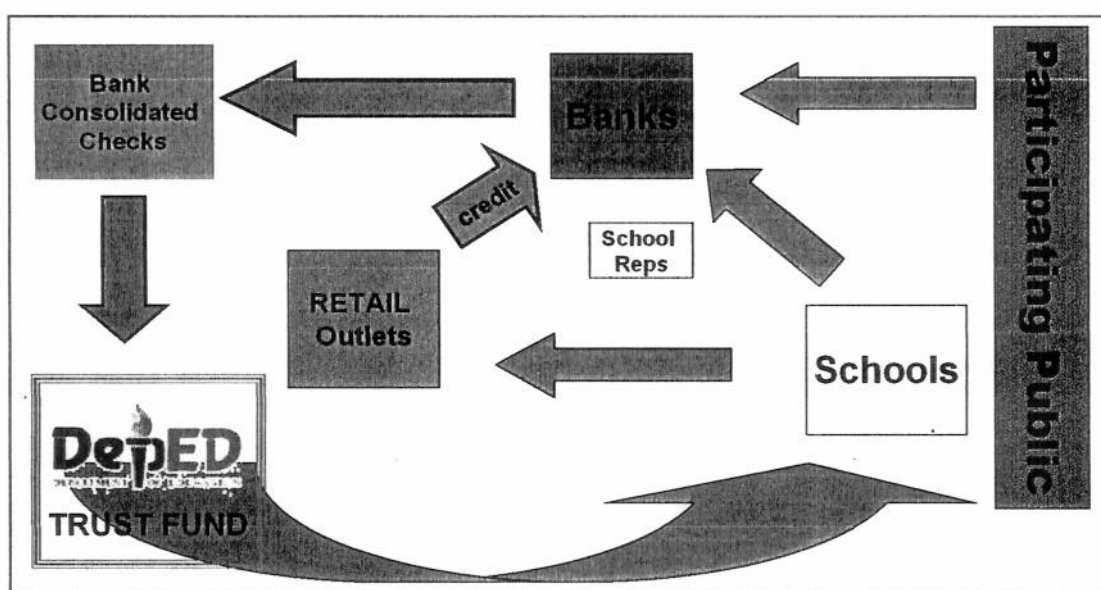
Enclosure to DepED Memorandum No. 162 s. 2008

*"Tulong Barya para sa Eskwela" (TBPSE) Part II*

A Coin Recirculation and Fund-raising Campaign of the  
Adopt-a-School Program of the Department of Education (DepEd)  
In Cooperation with the Bangko Sentral ng Pilipinas (BSP)

**Mechanics:**

Diagram of **TBPSE Part II** Coin Collection Campaign



1. Public elementary schools\* will serve as collection centers. They will provide in their premises sealed containers for various denominations (1c, 5c, 10c, 25c, P1 & up). Teachers should encourage their pupils to design their *cointainers*. Coin contributions received by the schools are to be:
  - a. deposited to their respective bank/s under the **Tulong Barya para sa Eskwela: Part II** account on a monthly basis to promote the continuous recirculation of coins and to increase awareness on the saving aspect of the campaign, or,
  - b. exchanged with designated PRA outlets which will in turn issue a check for deposit to the bank under the **Tulong Barya para sa Eskwela: Part II** account.

\* As of 31 August 2007, there are 37,352 public elementary schools in the country

2. Banks shall also serve as collection centers. Participating banks shall accept donations through deposits or containers (with **TBPSE: PII** stickers to identify them as official) placed in conspicuous places inside their premises. Donations dropped in containers set up by banks shall be counted twice: mid-way and at the end of the campaign and deposited in the **TBPSE: PII** account.
3. Participating retail outlets shall also serve as collection centers. They shall provide the containers (with **TBPSE: PII** stickers to identify them as official) in every collection area to accommodate all denominations. Coins collected in participating retail outlets shall also be counted twice – mid-way and towards the end of the campaign – and exchanged with a check for the equivalent amount each time for deposit in the **TBPSE: PII** account. Coins collected that cannot be absorbed by retailers shall be deposited directly to a bank in the **TBPSE: PII** account.
4. Private schools, colleges universities, business establishments, or government agencies can also serve as collection centers. They shall also deposit the coins/cash donations in participating banks and will provide the Adopt-a-School Secretariat at DepEd with a complete report.
5. BAP, CTB, and RBAP will collect checks from member banks equivalent to the amount raised, and turn these over to the Adopt-a-School Secretariat at DepEd for deposit in the **TBPSE: PII** account.

### **General Guidelines**

1. The campaign shall run from March 3 to December 31, 2008.
2. All denominations of coins and peso notes will be accepted as donations, counted and reported to monitor the campaign's success in terms of flushing out coins. Demonetized, defaced, or mutilated coins shall be accepted as long as it is handled in accordance with BSPs established guideline, but they are considered no value coins and will not be counted.
3. A Working Committee composed of representatives from the Bangko Sentral ng Pilipinas (BSP), the Adopt-a-school Secretariat, 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 (with breakdown per coin denomination/ notes/checks, total number of coins,

and total amount of donation) to the Assistant Division Superintendents (ADS) as they are the Adopt-a-School representatives in the Division. The ADS will in-turn report directly to the Adopt-a-School Secretariat Head Office.

5. Updates and the consolidated total donations to the **Tulong Barya para sa Eskwela: Part II** 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 on fund disbursements and outcomes will be prepared by DepEd.

### **Roles of Partners**

#### **I. BSP**

- a. Coordinate with all partners to ensure the success of the campaign. Provide promotional materials and solicit media support for the campaign
- b. Issue a circular to all banks to open an account under the name of **"Tulong Barya para sa Eskwela: Part II"** where the public can deposit their donations
- c. Award citations to schools that can collect at least 100,000 pieces of coins. All participating banks and partner associations shall be given due recognition

#### **II. DepEd**

- a. Issue a memorandum-circular to all schools spelling out the details of their participation in the TBPSE:PII campaign. Among others, the memorandum-circular should encourage all teachers to motivate their pupils to actively participate in the campaign and encourage private schools to participate as donors
- b. Instruct Assistant Division Superintendents, or the Adopt-a-School Coordinator, to conduct Division-level briefing on the campaign to ensure wider participation
- c. Send out the Secretary's message on the launching of the **Tulong Barya para sa Eskwela: Part II** campaign

- d. Open a trust fund account in the name of **Tulong Barya para sa Eskwela: Part II**
- e. Issue receipts to participating banks for the amount of checks they will turn over to the **Tulong Barya para sa Eskwela: Part II** Trust Fund Account
- f. Provide tax credit as incentives to encourage companies to donate more for the cause
- g. Allow participating banks to mount savings promotion campaign in schools
- h. Formulate a specific action plan on the disbursement of funds to be raised in the campaign

### III. **Schools**

- a. Principals shall read the message of the Secretary during the launch of the campaign in their respective school.
- b. Schools shall serve as coin collection centers.
- c. They will provide in their premises sealed coin containers, for various denominations (1c, 5c, 10c, 25c, P1 & up). Stickers will be provided to identify them as official. Coin contributions received by the schools are to be:
  - i. Deposited to their respective bank/s on a monthly basis to promote the continuous recirculation of coins and to increase awareness on the saving aspect of the campaign, or
  - ii. exchanged with designated PRA outlets which will in turn issue a check for deposit to the bank under the **Tulong Barya para sa Eskwela: Part II** account
- d. The Principals will keep track of the total donations of the school and submit a report (with breakdown per coin denomination/ notes/checks, total number of coins, and total amount of donation) to their Assistant Division Superintendent for consolidation.
- e. Schools will segregate coin donations according to their denominations before depositing the same to the bank.
- f. For large deposits of coins, arrangements can be made for the pick-up by banks directly from the schools.

- g. Un-segregated donations will also be accepted, but schools will have to schedule the deposit with their bank to give the latter time to prepare.
- h. Schools can also bring donations to retail outlets of participating members of the PRA for exchange with equivalent check to further promote coin recirculation.

#### **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: Part II**.
- c. Each participating bank shall prominently display in its premises **TBPSE Part II** posters, or an announcement of its participation in the campaign.
- d. Each participating bank is requested to set up a container, inside its premises where the public can drop donations.
- e. Participating banks will not refuse/decline donations from schools and will provide staff assistance to the depository schools.
- f. For large donations, banks will provide pickup assistance upon pre-arranged schedule with the schools.
- g. Participating banks shall allow schools and participating retail outlets to use their counting machines.
- h. Participating banks shall submit updates to their respective bank associations on the **TBPSE: PII** account balance mid-way and at the end of the campaign. Bank Associations shall, in turn, prepare reports of the collections, including the number of coins per denomination.
- i. After such transfer, the **Tulong Barya para sa Eskwela: Part II** account will remain open until the BSP has issued another Circular that says otherwise.
- j. 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.

- k. BAP, CTB, and RBAP will collect checks from member-banks equivalent to the account balances of their respective **TBPSE: PII** accounts and turn them over to the DepEd **TBPSE: PII** Trust Fund.
- l. 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 the **Tulong Barya para sa Eskwela: Part II** account.
- c. PRA and its member outlets shall help in the information drive and encourage their members to actively participate in 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.