



NOV 20 2008

DepED MEMORANDUM
No. 542, s. 2008

DEPED-UNICEF GREETING CARDS PROMOTION PROJECT

- To: Undersecretaries
- Assistant Secretaries
- Bureau Directors
- Directors of Services/Centers and Heads of Units
- Regional Directors
- Schools Division/City Superintendents
- Heads, Public and Private Elementary and Secondary Schools
- All Others Concerned

1. The DepED-UNICEF Greeting Cards 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 the seven-year period, the Project sold more than one million cards and generated additional funds for the Philippine government and UNICEF's Fifth Country Programme for Children (CPC 5). The UNICEF wishes to express its 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 directly benefit pre-schoolers and school children in terms of supporting the provision of school supplies and library books; the improvement of classrooms and provision of water and sanitation facilities especially in disadvantaged communities.

3. With this objective, the DepED agreed again to assist the UNICEF in promoting the sale of UNICEF cards beginning last year to support the advocacy, private sector mobilization and resource generation for the current Sixth Country Programme for Children (CPC 6) until it ends on December 31, 2009. This was covered by a joint Memorandum of Agreement dated July 13, 2007 which is officially known as the "DepED-UNICEF Greeting Cards Promotion Project".

4. 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 be strictly 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. Enclosed are the UNICEF Card Selling Guidelines which will form part of this DepED Memorandum.

5. The Project will be launched in the DepED Division Office in the National Capital Region and Regions I, 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. Unsold items should be returned to UNICEF on or before second week of January following the campaign year.
6. The 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.
7. Undersecretary Ramon C. 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.
8. Immediate dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Encl.: As stated
Reference: DepED Memorandum: No. 285, s. 2007
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
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PROJECTS

Sally: unicef greeting card
November 14, 2008

UNICEF CARDS SELLING GUIDELINES

To ensure that the selling of greeting cards does not become an issue with the teachers, students, parents, or anyone working in the Education Department, we recommend the following Selling Guidelines are hereby prescribed:

1. Sales should be voluntary. No one (teacher, student) should be required to sell the cards.
2. Purchase of cards should be voluntary. No one (teacher, student) should be required to purchase the cards.
3. Sales should be aimed at the general public (friends, relatives, consumers) as much as possible.
4. Sales should be done during personal time, none during school days and/or hours.

A 10% commission will be provided for the sale of the cards.

If there are questions with regard to the selling of UNICEF cards, you may call the following UNICEF phone numbers: 901-0159 to 60.