



SEP 01 2009

DepED MEMORANDUM

No. **377**, s. 2009

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 has contributed significantly to the advocacy, private sector mobilization and resource generation for the welfare of children in the Philippines. The Project has sold more than a million cards since 1994 and continues to generate additional funds for the Philippine Government and UNICEF's Sixth Country Programme for Children (CPC VI). DepED and UNICEF wish to express their appreciation for the active support and cooperation of all DepED officials, teachers and staff who have contributed to the success of the Project.

2. All the net proceeds from the sale of UNICEF greeting cards and products in the Philippines go directly to Early Childhood Care and Development and Basic Education projects in the country. Such projects will benefit pre-schoolers and school children in terms of supporting the provision of school supplies and library books; the improvement, repair of classrooms and provision of water and sanitation facilities especially in disadvantaged communities. 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 be officially 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 and purchase of cards, 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. As much as possible, sales should be aimed at the general public (friends, relatives, consumers) and should be done during personal time, none during school days and/or hours.

4. The Project will be launched in the DepED Division Offices in the National Capital Region (NCR) 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 starting October 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 a 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 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 at tel. no.: (02) 633-7203 or contact United Nations Children's Fund at tel. nos.: (02) 901-0159 to 60/(02) 901-0100, facsimile no.: 757-7151.

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



JESLI A. LAPUS
Secretary

Reference:

DepED Memorandum: No. 542, s. 2008

Allotment: 1—(50-97)

To be indicated in the Perpetual Index
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8-26-09