

*Office of the Secretary*

DEC 16 2005

DepED MEMORANDUM

No. 371 s. 2005


DEPED-UNICEF GREETING CARDS PROMOTION PROJECT

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services, Centers and Heads of Units  
Regional Directors, NCR and Region VII  
Schools Division/City Superintendents  
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 during its successful implementation from 1994-2000. During that 7-year period, the Project sold more than 1 million cards and generated additional funds for the Philippine Government UNICEF's Fifth Country Programme for Children (CPC V). The Department of Education (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 went directly to Early Childhood Care and Development and Basic Education projects in the country. With this objective in mind, the DepED has agreed again to assist UNICEF in promoting the sale of UNICEF cards to support the advocacy, private sector and resource mobilization for the Sixth Country Programme for Children (CPC VI) 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 on a test basis in the National Capital Region (NCR) and Cebu City 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 December 1, 2005 and unsold items should be returned by DepED consignees on or before January 10, 2006.
5. 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 February 15, 2006.

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 query may be coursed through his office with tel. nos. (632) 633-7203, 631-8492 or visit the website: [www.unicef.org/philippines](http://www.unicef.org/philippines)

7. Immediate dissemination of this Memorandum is desired.

  
FE A. HIDALGO  
Undersecretary  
Officer-in-Charge

Reference: DECS Memorandum: No. 233, s. 1994

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index  
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