



Republic of the Philippines  
Department of Education  
National Capital Region  
**DIVISION OF CITY SCHOOLS**  
City of Mandaluyong

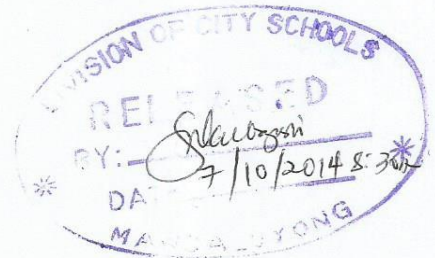


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**RUSH** July 9, 2014

**MEMORANDUM**

TO : Assistant Schools Division Superintendent  
Education Program Supervisors/Coordinator  
Public School District Supervisor  
**Mr. Manuel A. Laguerta, Ed. D**  
Principal of Isaac Lopez Integrated School



**EXECUTIVE CACHET BRIEFING  
AT TANAY EPIC PARC RAINFOREST CAMP**

Enclosed is a letter of invitation from **Ms. Annabelle P. Brown**, President of *Alalay sa Pamilya at Bayan Foundation, Inc.* re: **Executive Briefing, Scheduled for 11 to 13 July 2014**, at the **Tanay Epic Parc Rainforest Camp**.

As Beneficiary of the *Alalay sa Pamilya at Bayan Foundation, Inc.* you are enjoined to attend to the event together with your teacher and students preferably two (2) in the junior and one (1) in the senior year.

For more information please coordinate with **Ms. Marievic Maala**, with the following nos. **632-01-03** and **747-50-01**.

Prompt dissemination of this **Memorandum** is desired.

  
**EVANGELINE P. LADINES, CESO VI**  
Schools Division Superintendent

/mcv/can/

*46W*

DIVISION OF CITY SCHOOLS	
<b>RECEIVED</b>	
By: _____	<i>Malm</i>
Date: _____	01 JUL 2014
Time: _____	<i>12:50pm</i>
M A N D A L U Y O N G	

## APBF - CACHET

The following comprise the corporate culture elements of Alalay sa Pamilya at Bayan, lived primarily through the Cachet (**Campaign for Character Education Tenacity**) Schools Award



### LOGO

The Family, the School, the Community, Business and Government ... all united towards the heightening of the character of the Child; the Person

Pamilya ... Paaralan ... Pamayanan ... Bayan  
Magkaisa sa Pagpalakas at Pagpatibay ng  
Pagkatao ng ating Kabataan

### Vision

Heightened moral and cultural character of the Filipino for the common good

### Mission

To assist schools in their campaign for revitalized character education tenacity

### Core Value

Persons of character who are self-directed in practicing:

RESPECT – REGARD – RESPONSIBILITY

*Through Self-Knowledge – Self-Mastery – Self-Giving*

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104 B, Cedar Mansion 1, St. Josemaria Escriva Drive, Ortigas Center Pasig City  
Telephone no. (632) 6320103 \* Fax no. (632) 7475001 Mobile no. 09175026612  
Email address : [marievicmaala@cachetschools.net](mailto:marievicmaala@cachetschools.net)  
Website: [www.cachetschools.net](http://www.cachetschools.net)



Gabay sa Kabutihan,  
Kapakanan ng Bayan

**VISION**

A revival of the high moral and cultural values of the Filipino for the common good

**MISSION**

Assist schools & communities through

**CACHET**

(Campaign for Character Education Tenacity)

Program

to form happy, enlightened and contributing members of society

**CORE VALUES**

Respectful  
Pure  
Prayerful  
Prudent  
Hopeful  
Truthful  
Disciplined  
Responsible  
Industrious  
Charitable

**VOLUNTEER**

Be a Change Agent!

If you want to give yourself, APBF offers the channel...

If you want to help the poor, APBF offers the way... Help bring about the tenacious CHANGE in minds and hearts!

**Operator of**

Tanay EPIC PARC  
Rainforest Camp

Mountain Pine Place,  
Bukidnon

Ms. EVANGELINE P. LADINES (OIC)  
Superintendent  
H-way Hills ES, Calbayog Street  
Mandaluyong City

Dear Ms. Ladines:

As a qualified applicant of the Cachet Schools Award 2014-2015, or as specially recommended to vie for the Award, you are most cordially invited and encouraged to join the executive briefing, scheduled for 11 to 13 July 2014, inclusive, at the Tanay Epic Park. The goal of the briefing is to craft the definitive outline of the program entry of the applicant schools and select the 10 finalists for this year to be awarded the title, *Cachet School Exemplars*. Arrival in Tanay on Friday, 11 July, shall be anytime in the afternoon but should be in time for dinner at 6:00 p.m. and orientation at 7:30 p.m.; departure for stations shall be on Monday, 13 July, after breakfast, when the Cachet School Exemplars shall be announced.

Each associate school is requested to send a teacher and three students, preferably two in the junior and one in the senior year. The principals are most eagerly welcome to join a special program within the briefing. Indicated arrival and departure times have to be observed.

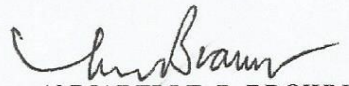
It will be recalled that the Award is a project of Alalay sa Pamilya at Bayan and I Am S.T.R.O.N.G. – I Keep Love Real program of the University of Asia and the Pacific, which seeks to give public recognition to public schools who deliberately and effectively nurture character education among the members of the school community, including (first and foremost) the students; teachers, parents, and administrators. A brief on the Award is attached.


We hope you will consider this invitation worth your favor. Character building in a school set up, especially if this involves all sectors of the academic community, has constantly demonstrated itself to guarantee academic excellence and personal formation effectiveness. Moreover, apart from the public recognition, winning schools shall be provided complementary means to ensure the realization of their program entry. No participation fee shall be charged, and transportation shall be arranged to and from a convenient point, with assembly time set for 3:00 p.m. A directional map is enclosed. All the best to your undertakings for the school and the larger community!

Please send all your communications on or before June 30 to:

Ms. Marievic Maala  
Alalay sa Pamilya at Bayan Foundation, Inc.  
104B Cedar Mansion 1, San Josemaria Escriva Drive, Pasig City  
Mobile No. 0917-5026612; Land Line 02-7475001 \* 6320103  
E-mail address: [marievicmaala@cachetschools.net](mailto:marievicmaala@cachetschools.net) or [marievicmaala@gmail.com](mailto:marievicmaala@gmail.com)  
Website: [www.cachetschools.net](http://www.cachetschools.net)

Sincerely yours,

  
ANNABELLE P. BROWN  
President

  
ANTONIO N. TORRALBA  
Director, I Am S.T.R.O.N.G.-IKLR

## BRIEF ON CACHET SCHOOLS AWARD 2014-2015

Alalay Sa Pamilya at Bayan  
and I Am S.T.R.O.N.G. – I Keep Love Real  
University of Asia and the Pacific

### 1. NATURE AND OBJECTIVE

The Cachet Schools Award<sup>1</sup> is Recognition and Awards Program of schools that promote a continuing character education mindset and direction through sustained programs outside of the regular curriculum and classroom. The undertaking seeks to encourage schools to give due importance to the personal formation of their stakeholders as an indispensable foundation of attaining the educational aims of the individual person and the academic community.

The Award could be given in special recognition of other levels or specific types of education: elementary, alternative learning, special, science, or technical-vocational.

### 2. LEVEL OF AWARDS

There are three levels or stages of Cachet Schools status:

Cachet School Associates (Semi-Finalists: Target of 30 for the first year)  
Cachet School Exemplars (Finalists: Target of 10 for the first year)  
Cachet School Champions (Awardees: Target of three for the first year)

### 3. CRITERIA FOR AWARD

A school may enter no more than two programs currently running or envisioned to run under any or all of the operational areas indicated below. The program(s) entered may be either:

- a) On start up status, preferably for at least four months by Cachet Award Night in February 2015; or
- b) Existing for some time, with track record.

Furthermore, the program(s) should be:

- A **running or continuing series** of activities, not just a one-time project;
- **Not directly a part of the curriculum or classroom requirements;**
- Preferably, **initiated by the students** or at the very least **involving them directly;**
- Clearly **benefitting one or more sectors of the academic community:** students, teachers and staff, and parents; and

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<sup>1</sup> CACHET, which could be written likewise as "CaChET" or "Cachet", stands for Campaign for Character Education Tenacity. The word ordinarily means "a seal indicative of approval or prestige".

- Clearly and directly **related to any one or more** of five operational areas, falling under the acronym HELPS:
- Health – geared towards the wellbeing of one or more sectors of the academic community, especially the students;
  - Education in character – with clear direction towards the acquisition of human virtues, particularly by students;
  - Livelihood – contributing to the improvement in financial resources of the members of the academic community;
  - Partnerships – in joint effort with one or more socio-civic groups or business entities; and
  - Service to the Community – with clear benefit to some sectors of the immediate community outside of the school.

Essentially, judgment on the award shall be based on a) substance and form of the program(s) submitted as entry; b) originality and creativity in the nature or aspects of the program; c) program implementation plan and management; and d) impact on the sector served;

#### 4. OPERATIONAL AREAS EXPLAINED

**(H)EALTH** – refers to any continuing intervention addressed to the physical, psychological, or social wellbeing of one or several sectors of the academic community. In the context of this award, health refers in a special way to opportunities for health insurance coverage, periodic medical check-up, or medical tips via seminars.

**(E)DUCATION IN CHARACTER** – refers to any continuing intervention addressed to the character education or education in virtues of one or several sectors of the academic community, outside of such academic requirements as the Values Education subject. In the context of this award, education has to yield scholastic excellence via the direct intervention of character development programs. Remedial programs and special academic enrichment programs are not to be included under this category unless they directly and actually contribute to character formation of the teacher or student beneficiaries.

**(L)IVELIHOOD** – refers to any continuing intervention addressed to helping increase savings or the disposable income of individuals or families of one or several sectors of the academic community.

**(P)ARTNERSHIP** – refers to a continuing intervention of the school either to search for, sustain, or deal with a partner other than parents that support the school in carrying out projects and activities addressed to one or several sectors of the academic community. In the context of this award, the partnership could be systemic and multi-stakeholder.

**(S)ERVICES** – refers to any continuing intervention addressed to the larger community outside of the school. This can be in the form, for example, of workcamps of the school's students to render services for a community; a continuing build-up of assistance for calamities; or tutorials in English, mathematics, or catechism for other schools.

## 5. LEVELS OF JUDGING

There are three levels of judging for the Cachet Schools Award 2014-2015:

- a) Preliminary, towards **Cachet School Associates**: selection of 30 from among the school entries that would be received (the number of programs submitted, one or two, will not necessarily carry weight in the selection);
- b) Semi-final, towards **Cachet School Exemplars**: selection of 10 from among the 30 associates;
- c) Final, towards **Cachet School Champion for Secondary Education**: selection of the top winner for the Cachet Schools Award 2014, for this year. (Special recognition going to Cachet School Champion for Elementary Education and for Alternative Learning System, respectively).

## 6. ROLL-OUT SCHEDULE

11 to 13 July 2014 Tanay Epic Park	-	Executive Briefing for Cachet School Associates from NCR and the rest of Luzon  Selection of Finalists: (Cachet School Exemplars)
22 to 24 August 2014 Mountain Pines, Bukidnon	-	Executive Briefing for Cachet School Associates from Visayas and Mindanao  Selection of Finalists: (Cachet School Exemplars)
September to December	-	School Visits
January	-	Selection of Cachet School Champions  Confirmation of Cachet School Champion for Secondary Education  Confirmation of Cachet School Champion for Elementary Education  Confirmation of Cachet School Champion for Alternative Learning System

## 7. SKELETAL PROGRAM FOR BRIEFING

**Friday, 11 July**

4:00 p.m.	Arrival in Tanay: Free Time
6:00	Welcome Dinner
8:00	Orientation to the Executive Briefing
	Setting the Tone: Devising a Decalogue of Mottoes (For the Camp and the School)

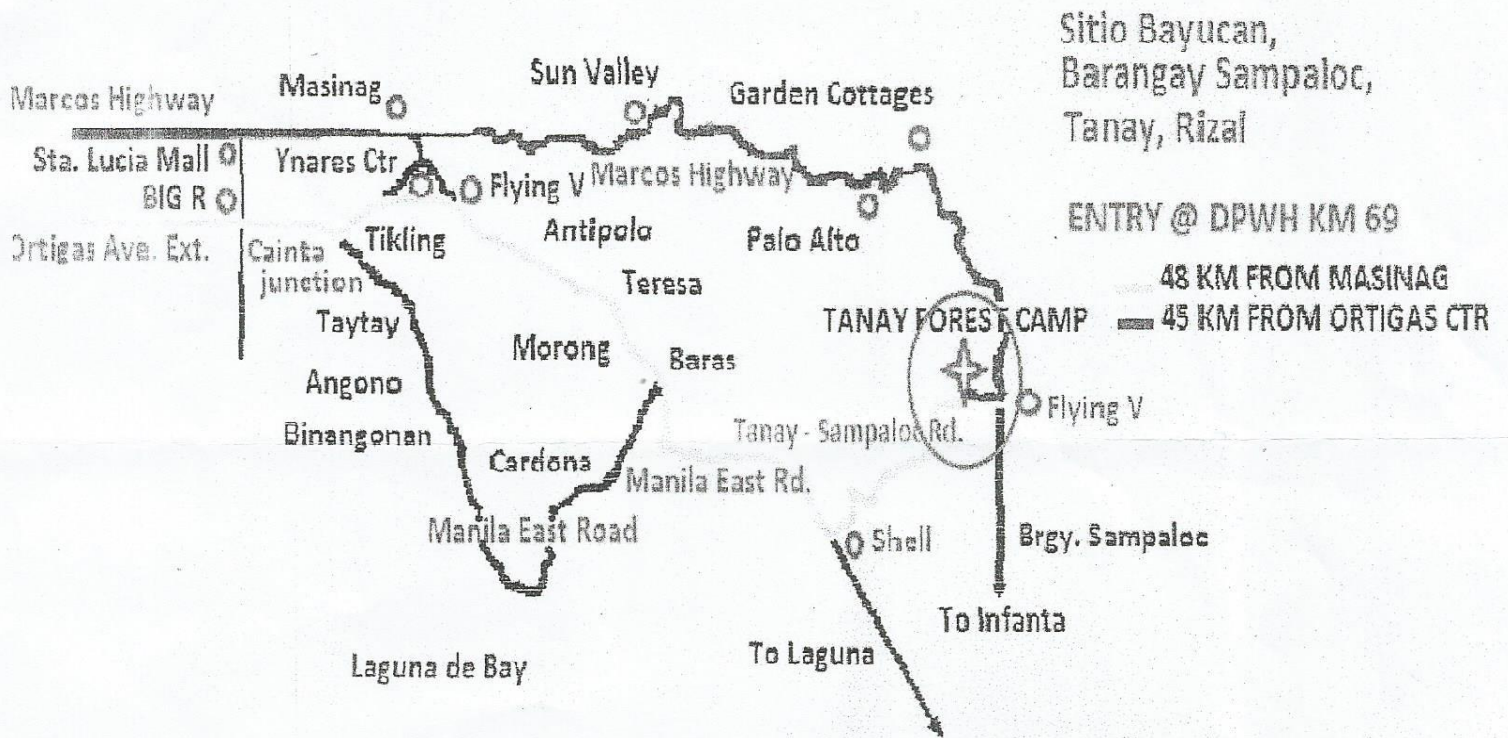
**Saturday, 12 July**

7:30 a.m.	Breakfast
8:30	Opening Preliminaries
9:00	Seeing, Hearing ... Sensing ... Cachet Virtues
	Briefing on the Cachet Schools Award Form
10:00	Break
10:30	Crafting Workshop
12:00 noon	Lunch Break
1:00 p.m.	Afternoon Preliminaries
1:30	Continuation of Crafting Workshop
	Individual Interview Begins
3:00	Commentary on and Refinement of Entries
5:00	Free Time
	Continuation of Interviews
6:30	Dinner
7:30	Implementation Scheme and Write-Shop
	Special Activity
10:00	End of Day

**Sunday, 13 July**

6:00 a.m.	Holy Mass (for those who wish to attend)
7:00	Breakfast and Announcement of Exemplars
9:00	Departure for Stations

TANAY EPIC PARC Rainforest Camp  
Road/ Directional Map



From Sta Lucia Cainta to Sampaloc Road  
approx. 37 kilometers (42 minutes)

1. From Santa Lucia go straight to Marcos Highway passing through the following landmarks:

- Robinsons Metro East
- Wilcon
- SM Masinag to your left
- St. John Marie Vianney Church in your right
- Cherry Foodrama in your left
- St. Camillus in your left

2. Then go straight using COGEO Route passing through the following landmarks:

- Buso-Buso Conference
- Palo Alto
- Garden Cottages
- Ten Cents
- Sierra Madre
- Pranjetto
- Tanay Adventure Park then go straight ahead until you reach the intersection of Bgy. Sampaloc then turn right

3. Passing Barangay Hall of Sampaloc, covered court, St. Jude Parish until you reach Sitio Bayucan Waiting Shed where you will find EPIC PARC Signage

4. Then turn right using the cemented road where you will find at your left the Main Entrance of EPIC PARC with Gate Guard.

To : APBF  
Attention : Marievic Maala  
Telefax number: 7475001  
Email add: marievicmaala@gmail.com

From : \_\_\_\_\_  
School : \_\_\_\_\_  
Principal : \_\_\_\_\_  
Contact No. : \_\_\_\_\_

Please register the following for EXECUTIVE CACHET BRIEFING at TANAY EPIC PARC Rainforest Camp on July 11 – 13, 2014

NAME	BDAY	POSITION	EMAIL	MOBILE NO.
1.				
2.				
3.				
4.				
5.				

NAME \_\_\_\_\_

Signature \_\_\_\_\_

## MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

The DEPARTMENT OF EDUCATION-NATIONAL CAPITAL REGION, a government entity with office address at Misamis Street Bago Bantay, Quezon City represented by its Regional Director, DR. LUZ S. ALMEDA. Herein referred as the **FIRST PARTY**:

-and-

This agreement made and entered into by the ALALAY SA PAMILYA AT BAYAN (APB) FOUNDATION, INC., a non-stock, non-profit non-governmental organization created and existing under the laws of the Philippines, with office address at 104B Cedar Mansion 1, Saint Josemaria Escriva Drive, Ortigas Center, Pasig City, represented herein by its President, ANNABELLE P. BROWN, referred to as the **SECOND PARTY**;

*WITNESSETH that*

*WHEREAS*, the FIRST PARTY through its Core Values of MAKADIYOS, MAKATAO, MAKAKALIKASAN, and MAKABANSA supports the vision, mission and values of the SECOND PARTY and recognizes the great magnitude of its program; that it considers complementary to academic subjects particularly on *Edukasyon Sa Pagpapahalaga*:

*WHEREAS*, the SECOND PARTY's mission is to assist schools in their campaign for Revitalized Character Education Tenacity with the end in view of attaining Heightened Moral and Cultural Character of the Filipinos for the Common Good by forming Persons of Character who are SELF-DIRECTED in practicing the core values of RESPECT, REGARDS and RESPONSIBILITY.

*WHEREAS*, the SECOND PARTY is conducting Campaign for Character Education Tenacity (CACHET) and related seminars for public schools teachers, students and parents to improve unity in home-school collaboration, and cooperative integration of surrounding communities;

*WHEREAS*, the SECOND PARTY seeks to stabilize Cachet Schools Award, recognition of schools that promotes a continuing character education mindset and direction through sustained programs outside of the regular curriculum and classroom. The undertaking seeks to encourage schools to give due importance to the personal formation of their stakeholders as an indispensable foundation of attaining the educational aims of the individual person and the academic community.

*NOW THEREFORE*, in partnership and covenant hereof, the parties agree that:

### 1. Role of the Parties

FIRST PARTY,

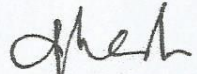
- a. The FIRST PARTY shall allow the SECOND PARTY to introduce its programs to public schools within NCR in coordination with the Division Offices.
- b. Participation of schools, teachers and students in the program or any activity shall be on voluntary basis.
- c. The application processing fee for the award, and all participant related expenses for activities specific to and requested by schools shall be borne by the FIRST PARTY

SECOND PARTY,


- a. To invite schools who value character education and want to partner with the SECOND PARTY;
- b. Assist schools in their character education programs through Health, Education, Livelihood, Partnership Services (HELP).
- c. To recognize schools continuing Initiatives and Program through the Cachet Schools Award 2014-2020.
- d. All expenses related to the award and preparation/orientation for it shall be borne by the SECOND PARTY,

IN WITNESS HEREOF, parties have affixed their signatures this \_\_\_\_ day of June 2014 at Quezon City.

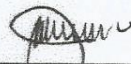
DEPARTMENT OF EDUCATION-NCR  
First Party  
By:

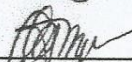
  
LUZ S. ALMEDA  
Director IV


APB FOUNDATION, Inc.  
Second Party  
By:

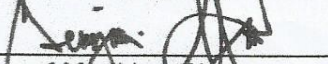
  
ANNABELLE P. BROWN  
President

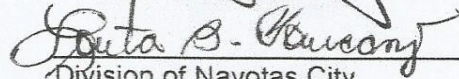
Signed in the presence of

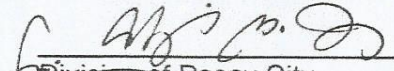
  
Division of Caloocan City


  
Division of Makati City

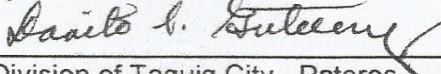
  
Division of Mandaluyong City

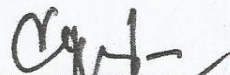
  
Division of Marikina City


  
Division of Navotas City

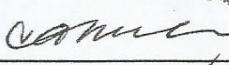
  
Division of Pasay City

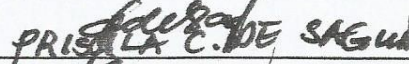
  
Division of Quezon City


  
Division of Taguig City - Pateros


  
Division of Las Pinas City


  
Division of Malabon City


  
Division of Manila

  
Division of Muntinlupa City

  
Division of Paranaque City

  
Division of Pasig City

  
Division of San Juan City

  
Division of Valenzuela City

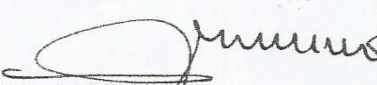
BEFORE ME, a Notary Public in the above jurisdiction, this \_\_\_\_ day of \_\_\_\_ 2014 personally appeared the following:

Name	CTC	Date Issued	Issued by
ANNABELLE P. BROWN	09393869	Feb. 12, 2014	Quezon City
LUZ S. ALMEDA	19340341	Feb. 18, 2014	Quezon City

known to me to be the same persons who executed the foregoing Memorandum of Agreement and they acknowledged to me that the same is their free and voluntary act and deed and those of the principals they respectively represent.

WITNESS MY HAND AND SEAL at the place and on the date first written above:

Doc. No. 365  
Page No. 74  
Book No. 4  
Series of 2014.

  
ATTY. JOYLYN P. BULNUAN  
Notary Public  
2015