



Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION

Advisory No. 409 s. 2023
 October 31, 2023

In compliance with DepEd Order No. 8 s. 2013
 this advisory is issued not for endorsement per DO 28, s, 2001,
 but for the information of DepEd Officials,
 Personnel, as well as the concerned public
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Financial Literacy Program

The Junior Achievement of the Philippines, Inc. (JA Philippines) will be conducting a Cha-Ching Program a financial literacy Initiative program in collaboration with Prudence Foundation and PRU Life UK, on January, February, and May 2024 to be participated voluntarily by grade 4 pupils.

The complete details are provided in the attached letter.

For more information, please contact:

Paula Patrice dela Cruz
 National Project Manager
 Junior Achievement of the Philippines, Inc. (JA Philippines)
 Email: coordinator2@japionline.org

This is issued for information purposes and not an endorsement of the activity.



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Hon. Ramon Lopez
HONORARY TRUSTEE
Department of Trade and Industry

October 25, 2023

MR. WILFREDO E. CABRAL

Regional Director of the National Capital Region
Department of Education

Dear **Mr. Cabral**,

Warmest Greetings!

The **Junior Achievement of the Philippines, Inc.** (JA Philippines) is a member of JA Worldwide®, a non-stock, and non-profit global organization recently nominated for the 2023 Nobel Peace Prize. For 53 years, it has been dedicated to educating the students and providing programs for the youth anchored on workforce readiness, entrepreneurship, and financial literacy through experiential, hands-on programs. In partnership with businesses and educators, we seek to inspire and prepare young people to succeed in the global economy.

In line with this, we are delighted to extend our invitation to your esteemed division to participate in the **Cha-Ching Program**, a financial literacy initiative offered in collaboration with Prudence Foundation and PRU Life UK. The **Cha-Ching Program**, designed for Grade 4 students, introduces fundamental concepts related to money, finances, and investment modules. More than just giving knowledge, Cha-Ching fosters financial confidence and independence in students by providing them with the necessary skills.

Over the course of this initiative, we have reached and positively impacted Thousands of students nationwide. Our commitment to excellence in this field has been recognized through prestigious awards, including the Silver Asia-Pacific Stevie® Award in 2021 and the Money Awareness and Inclusion Awards in 2022. These accolades underscore the profound influence of our program on students' capacity to comprehend financial education.

See the table of Activities below for the year 2023 - 2024:

Cha-Ching Schedule of Activities	
January 2024	Training
February - May 2024	Implementation
May 2024	Awarding and Competition

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We cordially request a meeting with you to delve into the program's specifics. During this discussion, we aim to align the program with your school or division, ensuring that it resonates with your unique goals and objectives. Our joint efforts hold the potential to empower the next generation with the knowledge and skills required for making informed financial decisions. Simultaneously, we are dedicated to ensuring that the students experience an engaging and enriching learning journey.

Your collaboration in this endeavor is of paramount importance to us, and we believe that by working together, we can make a lasting and positive impact on the financial education of our youth.

Please feel free to reach out to us through coordinator2@japionline.org addressed to **Ms. Paula Patrice Dela Cruz** to discuss any queries or concerns.

We look forward to your positive response and to the possibility of working together to enrich the lives of students and foster their financial well-being. Thank you for considering our invitation. We look forward to the possibility of working together to make a meaningful impact on the lives of your students.

Sincerely,

PAULA PATRICE DELA CRUZ

National Project Manager

Junior Achievement of the Philippines, Inc. (JA Philippines)

Noted by:

KRISHNA C. ALEJANDRINO, MSC, ChBA

Executive Director

Junior Achievement of the Philippines, Inc. (JA Philippines)

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