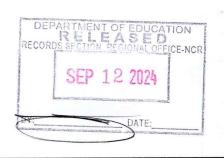


Republic of the Philippines

Department of Education





REGIONAL MEMORANDUM

ORD-2024- 913

To : MARIA EVALOU CONCEPCION A. AGUSTIN

Schools Division Superintendent, Makati City

ALEJANDRO G. IBAÑEZ

Schools Division Superintendent, Taguig City and Pateros

All Others Concerned

FROM : **JOCELYN DR ANDAYA**

Director IV

SUBJECT: CONDUCT OF #BRIGADANGAYALA OPEN BOOK READING

CAMPAIGN IN CELEBRATION OF THE 2024 INTERNATIONAL

LITERACY DAY

DATE: September 6, 2024

- 1. Pursuant to Unnumbered Memorandum dated September 2, 2024 of Dir. Margarita Consolacion C. Ballesteros, Director IV of the Office of the External Partnerships Service, re: Conduct of #Brigadangayala Open Book Reading Campaign in Celebration of the 2024 International Literacy Day, the conduct of the nationwide kick-off of the said activity is on September 9, 2024 in Taguig City.
- 2. In this connection, concerned Divisions are requested to extend support through coordination and communication relative to the conduct of the said program.
- 3. For further information please contact the International Cooperation Office through this email: devedinahcometa@deped.gov.ph and through phone (02) 8637 6462/3.
- 4. Attached are the Proposed Kick-Off Program and the List of Beneficiary Schools, for reference.
- 5. Immediate dissemination of this Memorandum is desired.







Address: 6 Misamis St., Bago Bantay, Quezon City Email address: ncr@deped.gov.ph

Website: depedncr.com.ph

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Effectivity	01.26.23	Page	1 of 1	



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						1	Olango Island Lapu-Lapu	Candagsao Elementary School	6	Cebu
				457		2	Cebu	Daantabogon Elementary School	۲٦.	Cebu
						1	Centro, Mandaue City	Mandaue City Central School	4	_Cebu
						1	LABANGON CEBU CITY	Labangon Bliss Elementary School	3	Cebu
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						ъ	Caubian Island, Lapu-Lapu City	Felipe F. Matbagon Memorial Elementary School	P T	Cebu
ntos001@de ped.gov.ph	09613558817		Algér T. Abarientos	320		- 4	Sua, Camaligan, Camarines Sur	Sua Elementary School	15	Bicol
	09081835820		Rosalyn Canaveral	1,050		ь	Camaligan, Camarines Sur	Camaligan Central School	14	Bicol
	09981560758		Elzabeth Azuela	286		1	Naga City	San Roque Elementary School	13	Bicol
a@deped.go v.ph	09274969028		Julius Arianda	801		1	Sabang, Calabanga, Camarines Sur	Sabang Elementary School	12	Bicol
01@deped.g ov.ph	09192727726		Alex Z. Laynesa	134		Ъ	Bagombong, Minalabac, Camarines Sur	Bagombong Elementary School	11	Bicol
114517@de ped.gov.ph	09466561937		Oscar Yanzon	1,028		1	Sta. Cruz, Naga City	Sta. Cruz Elementary School	10	Bicol
176505@de ped.gov.ph	09399393870		Apollo Sebello	2,082		1	Cararayan, Naga City	Don Manuel I. Abella Central School	9	Bicol
ratedschool. 3@gmail.co <u>m</u>	09297764169		Arnulfo'S. Miro	633		12	Punong, Magarao, Camarines Sur	Punong Integrated School	8	Bicol
<u>s.vibandor@</u> <u>deped.gov.p</u> <u>h</u>	09087637441		Demosthenes B. Vibandor	367		ъ	Sto. Nino, Bula, Camarines Sur	Sto. Nino Integrated School	7	Bicol
dinas001@d eped.gov.ph	09206511022		Norayda T. Pardiñas	1,006		1	Poblacion Ilaod, Ragay, Camarines Sur	Ragay Central School	6	Bicol
to111@dep ed.gov.ph	09092195675		Hazel V. Sargento	1,200		1	San Lucas, Calabanga, Camarines Sur	Union Elementary School	5	Bicol
@deped.gov .ph	09458320611		Joel M. Bongais	305		ı	Sipocot, Camarines Sur	Manangle Elementary School	4	Bicol
<u>a@deped.go</u> <u>v.ph</u>	0912823866		Michael Abnta	1,162		 2	Canaman, Camarines Sur	Canaman Elementary School	3	Bicol
	09108469005		Joan Breis	500		1	Sur	Baliguian Elementary School	2	Bicol
e001@depe	09634944140		Irene C. Albalate	500		ъ	Camarines Sur	Lupi Central School	1	Bicol
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Principal	Principal 1	Teacher 2/ Chairman- Brigada	Teacher in Charge	Eskwela Coordinator	Principal 1	Teacher III	Principal III	Principal I	Principal 1	Principal II																	
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					2	Bajada Flyover, Poblacion	Pedro S. Carriedo Elementary School	6	Davao
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					2	Daligus Street, Labulabu,	Lapu Lapu Elementary School	ω	Davao
					2	Doña Asuncion, Bo. Pampanga, Davao City	Doña Asuncion Hizon Elementary School	2	Davao
sr.es@depe d.gov.ph	9108980709	Principal IV	Mary Law M. Vilbar	2,341	ω	Barangay Vicente Hizon, Sr., Davao City, 8000	Vicente Hizon Sr. Elementary School	ы	Davao
						Cagayan de Oro City	Kiam-is Elementary School	12	CDO
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					1	Tuguegarao, Cagayan	Namabbalan Integrated School	9	Baguio
					h	Solana, Cagayan	Lanna Elementary School	8	Baguio
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NA	9102059370	Principal	Marilyn M. Toreña, PhD		4	Talisay City Negros Occidental	Efigenio Enrica Lizares Memorial School	14	Negros
ped.gov.ph	9159642466	President	Aireen Flor Capunong	460	<u> </u>	Occidental	R & S Abindan Elementary School	13	Negros
NA	9157114149	Charge	Mia Javier		<u>L</u>	Occidental	Patlagan Elementary School	12	Negros

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Castillejos, Zambales	Dinalupihan, Bataan	Tarlac		Tarlac		Balanga, Bataan		Porac, Pampanga		Porac, Pampanga	Porac, Pampanga		Porac, Pampanga		Alaminos, Laguna	Santa Rosa, Laguna	Dasmariñas, Cavite	Dasmariñas, Cavite	Near BPI Iloilo Main	Seda, Isuzu, Honda	Mear Avida Village Ilollo	Iloilo; Near Amaia Iloilo	Guimaras		Avida Village Iloilo	Near Rbank Iloilo	Avida Towers	Near BPI Business Center	Iloilo City	Iloilo City	lloilo City	lloilo City	lloilo City
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Caunayan, Pagudpud	Balaoi, Pagudpud	Pagudpud	Caparispisan,	Makati, 1207 Metro	Makati, 1207 Metro	City	Brgy Carmona, Makati	Tipotipo, Basilan		Tipotipo, Basilan	Basilan		lantawan Basilan	Basilan	Lamitan, Basilan	Lamitan, Basilan	Lamitan, Basilan		Basilan		Lamitan, Basilan		Porac, Pampanga	Porac, Pampanga		Morong, Bataan		Morong, Bataan		Balanga, Bataan	Balanga, Bataan	
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Mindoro	Galera, Mindoro	Galera, Mindoro	El Nido, Palawan	El Nido, Palawan	El Nido, Palawan	Palawan	Palawan	Norte, Palawan	Pasadena, El Nido,	Palawan	Palawan	Palawan	Zambales	San Marcelino,	Zambales	Zambales	Zambales	San Marcelino,	Zambales	Zambales	San Marcelino,	Buhawen, Zambales	Zambales	Zambales	Tadao, Pasuquin		Payac, Bangui		Taguiporo, Bangui		Baruyen, Bangui	Super, raguupuu	Subsection December 2	Balaoi, Pagudpud
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MEMO TO REGIONS: CONDUCT OF #BRIGADANGAYALA OPEN BOOK READING CAMPAIGN IN CELEBRATION OF THE 2024 INTERNATIONAL LITERACY DAY

2 messages

DAVEDINAH COMETA <davedinah.cometa@deped.gov.ph>

Fri, Sep 6, 2024 at 11:49 AN

Fo: Deped National Capital Region <ncr@deped.gov.ph>, GINA CRUZ <gina.cruz002@deped.gov.ph>
Cc: PAULA JANELLE MANUEL <paulajanelle.manuel@deped.gov.ph>, External Partnerships Service Office of the Director <eps.od@deped.gov.ph>

Dear DepEd Colleagues:

Greetings from EPS-ICO!

With an aim to improve the country's future results on the Program for International Student Assessment (PISA), the External Partnerships Service-International Cooperation Office (EPS-ICO) together with education partners, will conduct an interactive activity in celebration of the 2024 International Literacy Day (ILD) with the theme "Promoting Multilingual Education: Literacy for Mutual Understanding and Peace" on September 9, 2024 in Taguig City.

International Literacy Day is celebrated annually on September 8th and was established by UNESCO in 1966. The day highlights the importance of literacy to individuals, communities, and societies, and it's a time when stakeholders from around the world come together to promote literacy as a fundamental human right and the foundation for lifelong learning. Celebrations and events take place globally, including conferences, award ceremonies for the UNESCO International Literacy Prizes, and various educational activities. These events aim to raise awareness about literacy challenges that persist worldwide, such as the millions of individuals who lack basic literacy skills, and to celebrate the efforts of those dedicated to improving literacy rates globally.

To add more impact and meaning in celebrating the 2024 ILD, the EPS-ICO in partnership with Ayala Foundation, Inc. (AFI) will conduct the #BrigadangAyala Open Book Reading Campaign, a new initiative by the Ayala Foundation in partnership with local WeAreAyala Business Club (WAABC) chapters. This campaign aims to foster a love for reading and enhance literacy among elementary school students in your region. Starting this September 2024, Ayala Foundation will provide books in trolleys to select elementary schools (see attached list). Further, AFI conduct engaging storytelling sessions on a schedule agreed upon with the school, preferably on Friday afternoons, until December 2024.

In this regard, may we respectfully request your support to #BrigadangAyala Open Book Reading Campaign 2024 nationwide kick-off on September 9, 2024. WAABC volunteers will visit your office/school beneficiaries for coordination and communication relative to the conduct of the said program.

Your support to this initiative is vital in establishing active and sustainable partnership within and outside the Organization. We would appreciate receiving your confirmation of support the soonest time possible in order to prepare for the pre-event requirements ahead of time.

For further information and coordination, your staff may contact us at the International Cooperation Office through email address ico@deped.gov.ph and copy furnish davedinah.cometa@deped.gov.ph and or through phone at (02) 8637 6462/3. You may also reach out to the following AFI Team:

Mark Jason A. Alcantara Stakeholder Associate Manager Corporate Citizenship, Ayala Foundation alcantara.ma@ayalafoundation.org

Marlito G. Cabigas Senior Associate, Operations and Mobilization Corporate Citizenship, Ayala Foundation cabigas.mg@ayalafoundation.org

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2 attachments





DEPED NATIONAL CAPITAL REGION < ncr@deped.gov.ph>

Fri, Sep 6, 2024 at 10:12 PN

Fo: Joan Pedroche <joan.pedroche@deped.gov.ph>, Gina Cruz <gina.cruz002@deped.gov.ph>, Jocelyn Andaya <jocelyn.andaya005@deped.gov.ph>

Get Outlook for iOS

From: DAVEDINAH COMETA <davedinah.cometa@deped.gov.ph>

Sent: Friday, September 6, 2024 11:49:09 AM

To: DEPED NATIONAL CAPITAL REGION ncr@deped.gov.ph; Gina Cruz gina.cruz002@deped.gov.ph

Cc: PAULA JANELLE MANUEL <paulajanelle.manuel@deped.gov.ph>; External Partnerships Service Office of the Director

<eps.od@deped.gov.ph>

Subject: MEMO TO REGIONS: CONDUCT OF #BRIGADANGAYALA OPEN BOOK READING CAMPAIGN IN CELEBRATION OF THE

2024 INTERNATIONAL LITERACY DAY

[Quoted text hidden]

2 attachments



BrigadangAyala List of Schools for Trolleys (1).xlsx



[Signed] MEMO TO REGIONS_ ILD 2024(1).pdf 394K



Republic of the Philippines

Department of Education

EXTERNAL PARTNERSHIPS SERVICE

Office of the Director

CO-EPS No._____, s. 2024

TO

CONCERNED REGIONAL DIRECTORS

Department of Education Regions I,II,III,IV-A,

IV-B, V, VI, VII, X, XI, CAR and NCR

CONCERNED SCHOOLS DIVISION SUPERINTENDENT CONCERNED REGIONAL AND DIVISION PARTNERSHIPS

FOCAL PERSONS

FROM

MARGARITA CONSOLACION C. BALLESTEROS

Director IV

SUBJECT

CONDUCT OF #BRIGADANGAYALA OPEN BOOK READING

CAMPAIGN IN CELEBRATION OF THE 2024 INTERNATIONAL

LITERACY DAY

DATE

September 2, 2024

With an aim to improve the country's future results on the Program for International Student Assessment (PISA), the External Partnerships Service-International Cooperation Office (EPS-ICO) together with education partners, will conduct an interactive activity in celebration of the **2024 International Literacy Day (ILD)** with the theme "Promoting Multilingual Education: Literacy for Mutual Understanding and Peace" on September 9, 2024 in Taguig City.

International Literacy Day is celebrated annually on September 8th and was established by UNESCO in 1966. The day highlights the importance of literacy to individuals, communities, and societies, and it's a time when stakeholders from around the world come together to promote literacy as a fundamental human right and the foundation for lifelong learning. Celebrations and events take place globally, including conferences, award ceremonies for the UNESCO International Literacy Prizes, and various educational activities. These events aim to raise awareness about literacy challenges that persist worldwide, such as the millions of individuals who lack basic literacy skills, and to celebrate the efforts of those dedicated to improving literacy rates globally.

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Mark Jason A. Alcantara Stakeholder Associate Manager Corporate Citizenship, Ayala Foundation alcantara.ma@ayalafoundation.org

Marlito G. Cabigas Senior Associate, Operations and Mobilization Corporate Citizenship, Ayala Foundation cabigas.mg@ayalafoundation.org

Thank you very much.







Proposed Kick-off Program



TIME	ACTIVITY	REMARKS
9:00 AM to 9:30 AM/ 1:00 PM to 1:30 PM	Arrival of volunteers in partner school Students to go to covered courts for opening program	Courtesy call with Principal / School Administrator
9:30 AM to 10:00 AM / 1:30 PM to 2:00 PM	Opening Program 1. Energizer 2. Opening remarks from WAABC rep 3. Inspirational message from Principal 4. Turnover of books in trolley 5. Photo Op	
10:00 AM to 10:15 AM / 2:00 PM to 2:15 PM	Volunteers to go to designated classrooms	Class Advisers to assign 1 volunteer to 1 classroom
		Volunteer to use 1 book from the trolley
10:15 AM to 10:30 AM / 2:15 PM to 2:30 PM	Group introductions	Prepare engaging ice breaker
10:30 AM to 11:00 AM / 2:30 PM to 3:00 PM	Reading and comprehension activities	Snacks optional
11:00 AM / 3:00 PM	End of program	





