

Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION

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

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
WAABC	NAME OF SCHOOL	ADDRESS OF SCHOOL	No of Trolleys	Date of Turnover	POPULATION	SCHOOL CONTACT PERSON	DESIGNATION	CONTACT NUMBER	EMAIL ADDRESS					
Bicol	1 Lupi Central School	Camarines Sur	1		500	Irene C. Albalate		09634944140	e001@deped.gov.ph					
Bicol	2 Baliguan Elementary School	Sur	1		500	Joan Breis		09108469005	a@deped.gov.ph					
Bicol	3 Canaman Elementary School	Canaman, Camarines Sur	1		1,162	Michael Abnita		0912823866	@deped.gov.ph					
Bicol	4 Manangle Elementary School	Sipocot, Camarines Sur	1		305	Joel M. Bongais		09458320611	@deped.gov.ph					
Bicol	5 Union Elementary School	San Lucas, Calabanga, Camarines Sur	1		1,200	Hazel V. Sargento		09092195675	to111@deped.gov.ph					
Bicol	6 Ragay Central School	Poblacion Ilaod, Ragay, Camarines Sur	1		1,006	Norayda T. Pardinas		09206511022	dinas001@deped.gov.ph					
Bicol	7 Sto. Nino Integrated School	Sto. Nino, Bula, Camarines Sur	1		367	Demosthenes B. Vibandor		09087637441	s.vibandor@deped.gov.ph					
Bicol	8 Punong Integrated School	Punong, Magarao, Camarines Sur	1		633	Arnulfo S. Miro		09297764169	ratedschool.3@gmail.com					
Bicol	9 Don Manuel I. Abella Central School	Cararayan, Naga City	1		2,082	Apollo Sebello		09399393870	176505@deped.gov.ph					
Bicol	10 Sta. Cruz Elementary School	Sta. Cruz, Naga City	1		1,028	Oscar Yanzon		09466561937	114517@deped.gov.ph					
Bicol	11 Bagombong Elementary School	Bagombong, Minalabac, Camarines Sur	1		134	Alex Z. Laynesa		09192727726	01@deped.gov.ph					
Bicol	12 Sabang Elementary School	Sabang, Calabanga, Camarines Sur	1		801	Julius Arianda		09274969028	a@deped.gov.ph					
Bicol	13 San Roque Elementary School	Naga City	1		286	Elizabeth Azuela		09981560758	v.ph					
Bicol	14 Camaligan Central School	Camaligan, Camarines Sur	1		1,050	Rosalyn Canaveral		09081835820						
Bicol	15 Sua Elementary School	Sua, Camaligan, Camarines Sur	1		320	Alger T. Abarientos		09613558817	ntos001@deped.gov.ph					
Cebu	1 Felipe F. Matbagon Memorial Elementary School	Caubian Island, Lapu-Lapu City	1											
Cebu	2 Opra Elementary School	Cebu City	2		2331									
Cebu	3 Labangon Bliss Elementary School	LABANGON CEBU CITY	1											
Cebu	4 Mandaua City Central School	Centro, Mandaua City	1											
Cebu	5 Daantabogon Elementary School	Cebu	2		457									
Cebu	6 Candagsao Elementary School	Olango Island Lapu-Lapu	1											
Cebu	7 Ibabao Elementary School	Ibabao, Cordova, Cebu	1											

Cebu	8	Hipodromo Elementary School	City	1									
Cebu	9	Camp Lapu-Lapu Elementary School	Brgy. Apas, Cebu City	1									
Cebu	10	Bo. Luz Elementary School	Brgy. Luz, Cebu City	1									
Cebu	11	Mabolo Elementary School	Brgy. Mabolo	1									
Cebu	12	Poo Elementary School	Lapu	2									
Cebu	13	Cebu City Central Elementary School	DEL ROSARIO ST. Cebu	1									
Cebu	14	Somosa Elementary School	Tabogon Cebu	1					350				
Cebu	15	Becerril Elementary School	Cebu	2					82				
Cebu	16	Canacanao Elementary School	Tabogon Cebu	1					256				
Cebu	17	Kamputhaw Elementary School	Kamputhaw, Cebu City	2									
Cebu	18	Banlad Elementary School	Banlad, Cebu City	2									
Cebu	19	Apas Elementary School	Apas, Cebu City	1									
Cebu	20	Lahug Elementary School	Lahug, Cebu City	1									
Cebu	21	Talamban Elementary School	Talamban, Cebu City	1									
Cebu	22	San Jose Elementary School	Brgy. San Jose, Cebu City	1									
Cebu	23	Bacayan Elementary School	Bacayan, Cebu City	1									
Cebu	24	Taba-ao Elementary School	Taba-ao, Tabogon, Cebu	1									
Negros	1	Andres Bonifacio Elementary School	Bacolod City Negros Occidental	1					1,328	Lolita T. Cabahug	Principal II	9272234369	NA
Negros	2	Dos Hermanas Elementary School	Hermanas, Talisay City Negros Occidental	1					1337	Gardenia V. Dumrique, PhD	Principal 1	9289923699	NA
Negros	3	Rafael Alunan Elementary School	Bacolod City Negros Occidental	1					670	Anala V. Tiapon	Principal I	9671787549	n001@deped.gov.ph
Negros	4	Silay South Elementary School	Rizal St., Brgy. III Silay City Negros Occidental	1					2820	Glo S. Celeste	Principal III	9496227077	01@deped.gov.ph
Negros	5	Education and Training Center School	Yulo St., Brgy. 16 Bacolod City Negros Occidental	1					2500	Mae Ann C. Ciocon	Teacher III	9605969134	on@deped.gov.ph
Negros	6	Bubog Elementary School	Negros Occidental	1					265	Consolado	Principal 1	9606781972	geles@gmail
Negros	7	Cubay Elementary School	Enrique Road, Cubay, La Carlota City Negros	1					215	Melanie Reyes	Coordinator	9071967618	@deped.gov.ph
Negros	8	Haguimit Elementary School II	Castellana Road, Haguimit, La Carlota City	1					80	Anjon Saracia	Teacher in Charge	9467467494	NA
Negros	9	Bata Elementary School 1	Prk Tunay Brgy Bata Bacolod City Negros Occidental	1						Paquito Melitardo	Teacher 2/ Chairman-Brigada	9610440223	NA
Negros	10	Bata Elementary School II	Bacolod City Negros Occidental	1					1,172	Gamalliel Alen V. Tiblero	Principal 1	9293987723	.tiblero@deped.gov.ph
Negros	11	Sita Teresa Elementary School	Manapla Negros Occidental	1					295	MERCEDES DELA CRUZ	Principal	9774928875	NA

Iloilo	1	Molo II Elementary School	Iloilo City	1						
Iloilo	2	Baluarte Elementary School	Iloilo City	1						
Iloilo	3	Nabitasan Elementary School	Iloilo City	1						
Iloilo	4	Jaro I Elementary School	Iloilo City	1						
Iloilo	5	Leon Central Elementary School	Iloilo City	1						
Iloilo	6	Iloilo Central Elementary School	Near BPI Business Center	1						
Iloilo	7	Tabucan Elementary School	Avida Towers	1						
Iloilo	8	Manuel L Quezon Elementary School	Near Rbank Iloilo	1						
Iloilo	9	Balabag Elementary School	Avida Village Iloilo	1						
Iloilo	10	A Mirasol Elementary School		1						
Iloilo	11	Suclaran Central Elementary School	Guimaras	1						
Iloilo	12	San Jose Elementary School	Iloilo; Near Amaia Iloilo	1						
Iloilo	13	Pandac Elementary School	Near Avida Village Iloilo	1						
Iloilo	14	Donato Pison Sr. Memorial School	Mandurriao Iloilo, Near Seda, Isuzu, Honda	1						
Iloilo	15	A Montes I Elementary School	Near BPI Iloilo Main	1						
Laguna	1	San Miguel Elementary School	Dasmariñas, Cavite	1						
Laguna	2	Paliparan II Elementary School	Dasmariñas, Cavite	1						
Laguna	3	Maitlit Elementary School	Santa Rosa, Laguna							
Laguna	4		Alaminos, Laguna							
Central Luzon	1	Sapang Uwak Elementary School	Porac, Pampanga	1						
Central Luzon	2	Hacienda Dolores Elementary School	Porac, Pampanga	1						
Central Luzon	3	Villa Maria Elementary School	Porac, Pampanga	1						
Central Luzon	4	Mancatlan Elementary School	Porac, Pampanga	1						
Central Luzon	5	Balanga Elementary School	Balanga, Bataan	1						
Central Luzon	6	Balete Elementary School	Tarlac	1						
Central Luzon	7	Central Azucarera de Tarlac Elementary School	Tarlac	1						
Central -Luzon	8	Dinalupihan Elem School	Dinalupihan, Bataan	1						
Central Luzon	9	Castillejos Elem School	Castillejos, Zambales	1						

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Mindoro	4	Pagturian Mangyan School	Mindoro	1						
Mindoro	5	Sipit Saburan Mangyan School	Mindoro	1						
Mindoro	6	Lapantay Mangyan School	Mindoro	1						
Mindoro	7	Malago Mangyan School	Mindoro	1						
Mindoro	8	Lantuyan Mangyan School	Mindoro	1						
Mindoro	9			1						
Mindoro	10			1						
Taguig	1	Bagong Tanyag Elementary School	Taguig City, Metro Manila	44	September	5572	Erlinda Butcon	Schoolhead		95
Taguig	2	South Daanghari Elementary School	Taguig City, Metro Manila	34	September	1552	Marieta Junio	Schoolhead		95

MEMO TO REGIONS: CONDUCT OF #BRIGADANGAYALA OPEN BOOK READING CAMPAIGN IN CELEBRATION OF THE 2024 INTERNATIONAL LITERACY DAY

2 messages

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

Fri, Sep 6, 2024 at 11:49 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>

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

 **BrigadangAyala List of Schools for Trolleys (1).xlsx**
25K

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

Fri, Sep 6, 2024 at 10:12 PM

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

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

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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

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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

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G/F Alonzo Bldg. DepEd Complex, Meralco Avenue, Pasig City
Telephone Nos.: OD (02) 86367563; ICO (02)86376463;
Local Partnerships (02) 83688637; (02) 83688639
Email Addresses: eps.od@deped.gov.ph & ico@deped.gov.ph

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alcantara.ma@ayalafoundation.org

Marlito G. Cabigas
Senior Associate, Operations and Mobilization
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cabigas.mg@ayalafoundation.org

Thank you very much.



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Local Partnerships (02) 83688637; (02) 83688639
Email Addresses: eps.od@deped.gov.ph & ico@deped.gov.ph

Proposed Kick-off Program



For The Greater Good

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	



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