



Bangko Sentral ng Pilipinas

OFFICE OF THE GOVERNOR

MEMORANDUM NO. M-2009-030

To : **ALL BANKS**

Subject : **Extension of the Campaign Period for the “Tulong Barya para sa Eskwela” Coin Recirculation Project**

The campaign period for the “*Tulong Barya para sa Eskwela*” coin recirculation and donation campaign for the benefit of public elementary schools has been extended to 31 March 2010.

Accordingly, all participating banks are strongly encouraged to sustain their support in this multi-sectoral project in line with the implementing guidelines (Annex A), as revised and agreed upon by the Bangko Sentral ng Pilipinas (BSP) and the Department of Education and pursuant to the existing *Memorandum of Agreement on the National Coin Recirculation Program* dated 17 January 2006 among the BSP, Bankers Association of the Philippines (BAP), Chamber of Thrift Banks (CTB), Rural Bankers Association of the Philippines (RBAP), Bank Marketing Association of the Philippines (BMAP), and Philippine Retailers Association (PRA), where all partners pledged earnest support for the program.

It is understood that the account(s) under the name “*Tulong Barya para sa Eskwela*” shall be maintained until such time that the entire proceeds of subject accounts have been fully remitted, through the bank association concerned, to the Department of Education.


AMANDO M. TETANGCO, JR.
Governor

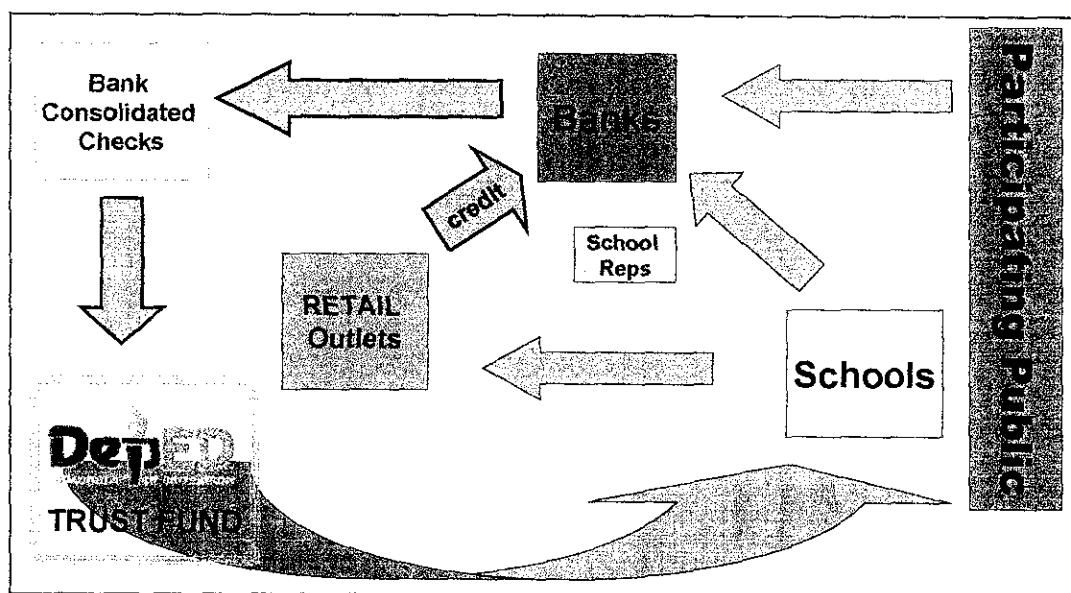
4 September 2009

PANANALAPING MATATAG, BANSANG PANATAG

A Coin Recirculation and Fund-raising Campaign of the
 Adopt-a-School Program of the Department of Education (DepEd)
 In Cooperation with the Bangko Sentral ng Pilipinas (BSP)

Mechanics:

Diagram of **Tulong Barya** Coin Collection Campaign



1. Public elementary schools* will serve as collection centers. They will provide in their premises sealed containers for various denominations (1c, 5c, 10c, 25c, P1 & up). Teachers should encourage their pupils to design their *cointainers*. Coin contributions received by the schools are to be:
 - a. deposited to their respective bank/s under the ***Tulong Barya para sa Eskwela (Tulong Barya)*** account on a monthly basis to promote the continuous recirculation of coins and to increase awareness on the saving aspect of the campaign, or;
 - b. exchanged with designated PRA outlets which will in turn issue a check for deposit to the bank under the ***Tulong Barya*** account.

* As of 30 June 2009, there are 37,967 public elementary schools in the country

2. Banks shall also serve as collection centers. Participating banks shall accept donations through deposits or containers (with ***Tulong Barya*** stickers to identify them as official) placed in conspicuous places inside their premises. Donations dropped in containers set up by banks shall be counted twice: mid-way and at the end of the campaign and deposited in the ***Tulong Barya*** account.
3. Participating retail outlets shall also serve as collection centers. They shall provide the containers (with ***Tulong Barya*** stickers to identify them as official) in every collection area to accommodate all denominations. Coins collected in participating retail outlets shall also be counted twice – mid-way and towards the end of the campaign – and exchanged with a check for the equivalent amount each time for deposit in the ***Tulong Barya*** account. Coins collected that cannot be absorbed by retailers shall be deposited directly to a bank in the ***Tulong Barya*** account.
4. Private schools, colleges, universities, business establishments, or government agencies can also serve as collection centers. They shall also deposit the coins/cash donations in the ***Tulong Barya*** account of participating banks and will provide the Adopt-a-School Secretariat at DepEd with a complete report.
5. BAP, CTB, and RBAP will collect checks from member banks equivalent to the amount raised, and turn these over to the Adopt-a-School Secretariat at DepEd for deposit in the ***Tulong Barya*** account.

General Guidelines

1. The campaign shall run from July 3 to December 31, 2008. (N.B. Extended until 31 March 2010.)
2. All denominations of coins and peso notes will be accepted as donations, counted and reported to monitor the campaign's success in terms of flushing out coins. Demonetized, defaced, or mutilated coins shall be accepted, but they are considered no value coins and will not be counted. These coins will be turned over to the Currency Analysis and Redemption Division (CARD) of the Cash Department.
3. A Working Committee composed of representatives from the Bangko Sentral ng Pilipinas (BSP), the Adopt-a-School Secretariat, the Bankers Association of the Philippines (BAP), the Chamber of Thrift Banks (CTB), the Rural Bankers Association of the Philippines (RBAP), the Bank Marketing Association of the Philippines (BMAP), the Philippine Retailers Association (PRA) and other partners will be formed to coordinate the campaign.

4. To monitor donations raised by schools, principals will submit reports (with breakdown per coin denomination / notes / checks, total number of coins, and total amount of donation) to the Assistant Division Superintendents (ADS) as they are the Adopt-a-School representatives in the Division. The ADS will in-turn report directly to the Adopt-a-School Secretariat Head Office.
5. Updates and the consolidated total donations to ***Tulong Barya*** will be made public by the Adopt-a-School Secretariat Head Office.
6. After the campaign, there will be a program to publicly announce the results and give recognition to deserving participants.
7. Interim and final reports on fund disbursements and outcomes will be prepared by DepEd.

Roles of Partners

I. BSP

- a. Coordinate with all partners to ensure the success of the campaign. Provide promotional materials and solicit media support for the campaign.
- b. Encourage banks to participate in the campaign.
- c. Issue a circular-letter to all banks to open an account under the name of ***"Tulong Barya para sa Eskwela"*** where the public can deposit their donations.
- d. Award citations to schools that can collect at least 100,000 pieces of coins. All participating banks and partner associations shall be given due recognition.

II. DepEd

- a. Issue a memorandum-circular to all schools spelling out the details of their participation in the ***Tulong Barya*** campaign. Among others, the memorandum-circular should encourage all teachers to motivate their pupils to actively participate in the campaign and encourage private schools to participate as donors.

- b. Instruct Assistant Division Superintendents, or the Adopt-a-School Coordinator, to conduct Division-level briefing on the campaign to ensure wider participation.
- c. Send out the Secretary's message on the launching of the ***Tulong Barya*** campaign.
- d. Open a trust fund account in the name of ***Tulong Barya para sa Eskwela***.
- e. Issue receipts to participating banks for the amount of checks they will turn over to the ***Tulong Barya para sa Eskwela*** Trust Fund Account.
- f. Under the "Adopt-a-School Act of 1998," endorse to the Bureau of Internal Revenue (BIR) the grant of tax incentives to private companies to encourage them to donate more for the cause.
- g. Allow participating banks to mount savings promotion campaign in schools.
- h. Formulate a specific action plan on the disbursement of funds to be raised in the campaign.

III. Schools

- a. Principals shall read the message of the Secretary during the launch of the campaign in their respective school.
- b. Schools shall serve as coin collection centers.
- c. They will provide in their premises sealed coin containers, for various denominations (1c, 5c, 10c, 25c, P1 & up). Stickers will be provided to identify them as official. Coin contributions received by the schools are to be:
 - i. Deposited to the ***Tulong Barya*** account of their respective bank/s on a monthly basis to promote the continuous recirculation of coins and to increase awareness on the saving aspect of the campaign, or
 - ii. exchanged with designated PRA outlets which will in turn issue a check for deposit to the bank under the ***Tulong Barya*** account.

- d. The Principals will keep track of the total donations of the school and submit a report (with breakdown per coin denomination / notes / checks, total number of coins, and total amount of donation) to their Assistant Division Superintendent for consolidation.
- e. Schools will segregate coin donations according to their denominations before depositing the same to the bank.
- f. For large deposits of coins (e.g., deposits equivalent to 5 coin canvas bags), arrangements can be made for the pick-up by banks directly from the schools.
- g. Un-segregated donations will also be accepted, but schools will have to schedule the deposit with their bank to give the latter time to prepare.
- h. Schools can also bring donations to retail outlets of participating members of the PRA for exchange with equivalent check to further promote coin recirculation.

IV. Bank Associations/Participating Banks

- a. Bank Associations (BAP, CTB, and RBAP) shall help in the information drive and encourage their members to actively participate in the campaign.
- b. Each participating bank shall open an account under the name of ***Tulong Barya para sa Eskwela***.
- c. Each participating bank shall prominently display in its premises ***Tulong Barya*** posters, or an announcement of its participation in the campaign.
- d. Each participating bank is requested to set up a container, inside its premises where the public can drop donations.
- e. Participating banks will not refuse / decline donations from schools and will provide staff assistance to the depository schools.
- f. For large donations (e.g., donations equivalent to 5 canvas coin bags), banks will provide pick-up assistance upon pre-arranged schedule with the schools.
- g. Participating banks shall allow schools and participating retail outlets to use their counting machines.

- h. Participating banks shall submit updates to their respective bank associations on the ***Tulong Barya*** account balance mid-way and at the end of the campaign. Bank Associations shall, in turn, prepare reports of the collections, including the number of coins per denomination.
- i. After such transfer, the ***Tulong Barya*** account will remain open until the BSP has issued another circular-letter that says otherwise.
- j. BAP, CTB and RBAP will monitor the funds raised by their respective member-banks per province and region for purposes of recognizing the top performing provinces and regions. They shall also include the number of coins collected by denomination in their consolidated reports.
- k. BAP, CTB, and RBAP will collect checks from member-banks equivalent to the account balances of their respective ***Tulong Barya*** accounts and turn them over to the DepEd ***Tulong Barya*** Trust Fund.
- l. The Bank organizations shall monitor contributions of their members so that the Bangko Sentral ng Pilipinas can properly acknowledge the top participants.

V. PRA

- a. Retail outlets of participating members of PRA will also serve as coin collection centers.
- b. Retail outlets of participating members of PRA serving as coin collection centers shall be encouraged to absorb coins collected in their areas and deposit a check for the equivalent amount in the ***Tulong Barya*** account.
- c. PRA and its member outlets shall help in the information drive and encourage their members to actively participate in the campaign.
- d. PRA shall determine retail outlets that can serve as coin exchange centers for school donations.
- e. PRA shall monitor contributions of their members so that the Bangko Sentral ng Pilipinas can properly acknowledge the top participants.