





23 June 2023

Regional Memorandum

No.352 s.2023

CALL FOR NOMINATION TO BATANG MATIBAY 2023

To Schools Division Superintendents

- 1. In relation to the partnership of the Department of Education and Nestle Philippines, Inc., this Office, through the Education Support Services Division encourages the schools to nominate qualified learners to **Batang Matibay Awards 2023** on June 30, 2023.
- 2. Attached are the guidelines and nomination forms for reference.
- 3. For queries and clarifications, contact Wilbert C. Ulpindo of the Education Support Services Division at 09178542321 or email at essd.calabarzon@deped.gov.ph.
- 4. Immediate dissemination of this Memorandum is desired.

ATTY. ALBERTO T. ESCOBARTE, CESO II

Regional Director

03/ROE2



Address: Gate 2, Karangalan Village, Cainta, Rizal

Telephone Nos.: 02-8682 - 2114

Email Address: region4a@deped.gov.ph

Website: depedcalabarzon.ph



I-nominate na ang susunod na Batang Matibay 2023

ELIJAH YANZON Batang Matibay 15Hol-2023 - 365

DEPARTMENT OF EDUCATION
RECORDS SECTION, REGIONAL OFFICE NO. IV-A

JUN 08 2023

BY: AY TIME: 2:28

SUHEL ALFONSO Batang Matibay



ccc

2023



PAULINE PADILLA Batong Matibay







Visit the nearest DepEd office for full nomination details.

Nomination nins from March 1 - June 30, 2023, Per DOH EDACEDE Dormit No. 0225 c. 2022





BEAR BRAND®

BATANG MATIBAY AWARDS 2023 Call for Nominations

The search for the Philippines' Most Inspiring Schoolchildren Presented by the country's most trusted milk brand, BEAR BRAND® Fortified Powdered Milk Drink, in partnership with the Department of Education

A. ACTIVITY PERIOD

School Year 2022-2023 (Sep 2022 - Jul 2023)

- **B. CRITERIA FOR JUDGING**
 - A total of ten (10) BEAR BRAND® BATANG MATIBAY 2023 Awardees will be selected based on the following criteria:

Criteria	Percentage
 Inspiring Tibay Story A student who embodies tibay ng katawan, ng isipan at ng kalooban to face adversities in life as he/she aims to reach for his/her dream: a student who overcomes physical, mental, emotional and social obstacles just to get to, and thrive in school every day. A student who is inspired to do something about his/her life and fully 	75%
understands the importance of resilience despite obstacles.	
Curricular and Extra Curricular Achievement	25%
 With minimum of 85% general average 	
 Involvement in extracurricular projects: school and/or community 	
Total	100%

 The Department of Education and Nestle Philippines, Inc. will do the deliberations for BEAR BRAND® Batang Matibay 2023 Awards. All decisions related to the BEAR BRAND® BATANG MATIBAY 2023 Awards are final and un-appealable.

C. PRIZES

1. BEAR BRAND® Batang Matibay 2023 Awardees and their respective elementary schools will win the following prizes:

BEAR BRAND® Batang Matibay 2023 Awardee	 BEAR BRAND® Batang Matibay 2023 Plaque of Recognition Php 50,000 cash prize BEAR BRAND® Fortified Gift pack College scholarship grant, subject to Terms and Conditions (see Appendix A)
Elementary School of the BEAR BRAND® Batang Matibay 2023 Awardees	 BEAR BRAND® Batang Matibay 2023 Plaque of Recognition (1) Laptop computer (1) TV Monitor BEAR BRAND® Fortified Gift pack

2. Prizes are not convertible to cash and are non-transferable.





D. WHO CAN BE NOMINATED?

 BEAR BRAND® Batang Matibay 2023 Awards is open to all enrolled public elementary school students from Grades 5 to 6 for the school year identified, of Filipino citizenship, and currently residing in the Philippines.

2. Disqualifications:

Student nominee must not be related to any of the following:

- · Teacher nominators within the 2nd degree of consanguinity or affinity.
- Any employee of Nestle Philippines, Inc, its affiliates, sponsors, advertising agencies, event organizers, within 2nd degree of consanguinity or affinity, including adoptive relatives.
- Any employee of the Department of Education within the 2nd degree of consanguinity or affinity

E. WHO CAN PLACE THE NOMINATIONS?

- Faculty members in public elementary schools in the Philippines should complete the nomination form by describing the Tibay story of the student and the reasons why the student should be considered for the BEAR BRAND® Batang Matibay 2023 Awards.
- 2. A Minimum of three (3) members of the school, coming from the teaching personnel, or the administrative heads should endorse the selected student.

F. HOW DO YOU NOMINATE?

- 1. Nominations will be open from March 1 June 30, 2023.
- 2. Nomination requirements:
 - a. Fully accomplished BEAR BRAND® Batang Matibay 2023 Nomination Forms:
 - i. Nominators may get a copy of BEAR BRAND® Batang Matibay 2023 Nominations forms from the DepEd Division Offices.
 - ii. Minimum of three (3) teaching personnel, or the administrative heads must sign the nomination form.
 - iii. Accomplished essay of the student nominee.
 - b. 2x2 ID Photo of student nominee.
 - Fully accomplished BEAR BRAND® Batang Matibay 2023 Consent, Release and Waiver Form
 - Nominators may get a copy of the BEAR BRAND® Batang Matibay 2023 Parent's Consent, Release and Waiver Forms from the DepEd Division Offices.
 - ii. The parent or legal guardian of the student nominee must sign the Consent, Release and Waiver Form.
 - d. Photocopy of the student nominee's report card or transcript of records for the current school year 2022-2023.
 - e. Certificate of Good Moral Character of the student nominee.
 - f. Nominators must submit additional documents to support the nomination, such as proof of involvement in extracurricular activities, leadership roles, or community services and/or projects.
 - Granizers have the right to request for additional documentation to assist them in the nomination screening.
- 3. Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.





4. Submit the duly accomplished BEAR BRAND® Batang Matibay 2023 Nomination documents on or before June 30, 2023, by means of mail or delivery to the respective DepEd Division Offices.

G. PROGRAM SCHEDULE

Schedule	Responsible	Dates
Submission of BEAR BRAND®	Open to all public elementary	March 2023 – June
BATANG MATIBAY 2022 nominations	schools nationwide	2023
Screening and deliberations for BEAR BRAND® BATANG MATIBAY 2022 nominations	DepEd and Nestle Philippines, Inc.	July 2023
Announcement of the BEAR BRAND® BATANG MATIBAY 2022 Awardees	DepEd, Nestle Philippines, Inc. and FDA	August – September 2023
BEAR BRAND® BATANG MATIBAY 2022 Awards Ceremony (Venue: TBC or in-person)	Nestle Philippines, Inc	September – October 31, 2023

^{*}Dates provided are merely estimates or projections and may be adjusted by no more than 30 calendar days from the last day provided should circumstances require. In case of adjustment, stakeholders will be advised accordingly.



BEAR BRAND® BATANG MATIBAY 2023 AWARDS: Nomination Form

UDE HOO	NT NOMINEE:
	NOMINATION CHECKLIST
	Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Nomination Form
	Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Consent, Release and Waiver Form
	Photocopy of the student nominee's report card or transcript of records for the current school year 2021-2022
	Certificate of Good Moral Character of the student nominee
	Additional documents to support the nomination, such as proof of involvement in extracurricular

Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.

activities, leadership roles, or community service.



BEAR BRAND® BATANG MATIBAY 2023 AWARDS: Nomination Form

INSTRUCTIONS: Please fill out the required information and answer the questions completely. You may use extra sheets of paper if needed. Entries may either be typed or handwritten – for legibility, typed entries are preferred. For handwritten entries, please make sure to use block letters (NOT cursive).

PANUNTUNAN: Punan ang mga kinakailangang inpormasyon at sagutan nang kumpleto ang mga katanungan. Maaaring gumamit ng karagdagang papel kung kinakailangan. Maaaring i-type or isulat-kamay ang mga sagot – para mas madaling basahin, mas maigi na i-type ang mga sagot. Para sa sulat-kamay na entries, gamitan lamang ng block letters (HINDI cursive).

NAME:	
SEX: AGE:	
BIRTHDAY:	
GRADE LEVEL:	2X2 ID PHOTO OF
HOME ADDRESS:	NOMINEE
CONTACT NUMBER:	
FATHER:	
MOTHER:	
TIST OF ACADEMIC ACHIEVENENTS	LIST OF EXTRA-CURRICULAR ACTIVITIES IN
LIST OF ACADEMIC ACHIEVEMENTS	SCHOOL (Organization/Clubs, Programs, Sports
1)	SCHOOL (Organization/Clubs, Programs, Sports



NOMINATORS

NAMES OF NOMINATORS: (Minimum of 3 faculty members)	SCHOOL NAME AND ADDRESS:
1	
2	-
3	_ CONTACT NUMBER:
DEPED REGION:	EMAIL ADDRESS:



FOR THE NOMINATORS

- 1. Please tell us about your personal account of how this student demonstrated grit/TIBAY to face different obstacles in his/her life.
 - Maaaring mag-lahad ng iyong personal na karanasan kung paano naipamalas ng estudyante ang kaniyang tibay para harapin ang mga hamon sa buhay.

2. What makes the story of this student a unique inspiration to his peers and community? Paano nata-tanging inspirasyon ang kuwento ng estudyante sa kanyang kapwa at komunidad?



We certify that the above information is true and correct.

Name and Signature of Faculty Member Designation:
Name and Signature of Faculty Member Designation:
Name and Signature of Faculty Member
Designation:



FOR THE STUDENT NOMINEE

1.	Tell us about your dreams and aspirations. What are the challenges you face which may hinder in achieving these? How do you overcome these challenges? Ilahad mo ang iyong mga pangarap at aspirasyon sa buhay. Anu-ano ang mga kinakaharap mo na maaaring maging hadlang sa pagkamit ng iyong pangarap? Paano mo nalalampasan ang mga pagsubok na ito?
	I,(Name of Student), certify that the above information is true and correct.
	Name and Signature of Student Name and Signature of Guardian/Parent



BEAR BRAND® BATANG MATIBAY AWARDS: CONSENT, RELEASE AND WAIVER FORM

PLEASE READ THIS BEFORE SIGNING: TO BE ACCOMPLISHED BY PARENTS / LEGAL GUARDIAN OF THE NOMINEE

l,	, Filipino, of legal age, residing at
accorda	, after having been duly sworn to in nce with law, hereby depose and state that:
1.	I voluntarily, freely, and gratuitously agree to the use of
	image, and likeness for internal and external commercial advertisements and/or marketing communications campaigns ("BEAR BRAND® BATANG MATIBAY AWARDS") of Nestle Philippines Inc. ("NPI").
2.	In consideration of my and/or my child/ward's enjoyment and receipt of the benefits resulting from my participation in the Activity, I voluntarily, freely and gratuitously agree to have my and/or my child/ward's photograph and/or video taken (hereinafter referred to as "Materials") and agree to the use of my and/or my child/ward's personal circumstances including but not limited to my and/or my child/ward's name, image, likeness and any matter which my child may disclose as a participant in the Activity, for the development and use of the Materials by NPI and/or its principals. For the avoidance of doubt, I understand that no compensation shall be due to me for any use of the Materials hereunder.
3.	NPI and/or its principals can use, exhibit or release the Materials and use any of the foregoing details in the said Materials for the marketing communications campaign, advertising materials and packaging of NPI and/or any NPI products, without limitation as to place, time, use and medium of release, subject to the provisions under paragraph 8 below.
4.	NPI and/or its principals shall not be liable for any unauthorized use, reproduction or adaptations by third parties of the Materials or for any unauthorized posting, use, reproduction or adaptation of the same in MMS messages, internet sites such as but not limited to Facebook and other similar media and/or social networking sites. No fee shall be due me for such unauthorized use.
5.	NPI and/or its principals shall have the right to and ownership over the titles and interests in and to the Materials. Accordingly, all the intellectual property created and derived from such Materials shall be solely and exclusively owned by NPI and/or its principals, in perpetuity and without limitation as to place, time, medium and use thereof.
6.	I am not bound by any written agreement or contract to any person or entity who may restrain me from signing this Consent, Release and Waiver.

I am giving permission to NPI and/or its principals to contact me using the contact details I have

I understand that personal information about my child/ward shall be supplied to the Organizer,

including his/her name, age/date of birth, contact details, photo, school, school division, region and personal circumstances, shall be collected by the Organizer and NPI for purposes of

provided for upcoming promotions and activities of Nestlé Philippines Inc.

7.

8.



running this Activity. By signing this waiver, I signify my understanding and consent to the following:

- a. I agree and understand that in the course of providing service/s to me or my Child/Ward, NPI shall engage the services of, and/or interact with, other third parties, such as, but not limited to its parent company, affiliated companies, or independent/non-affiliated third parties and service providers, whether local or foreign (collectively referred to as "Representatives").
- NPI may obtain, collect, examine, process, and store copies of my and/or my child/ward's
 personal information, including sensitive personal information. Any information obtained
 relative to the authority herein given shall be strictly confidential. The extent of the collection
 and processing shall be necessary and incidental to the performance of the services
 related to the Activity;
- NPI may disclose such information to its Representatives to perform the services related to the Activity, for any legitimate business purpose as NPI may deem appropriate, or to communicate with me for any purpose;
- d. I hereby warrant that we understand our rights and obligations pursuant to the Data Privacy Act and its implementing rules and regulations. I understand that we retain the right to be informed, to access, correction and object to the processing of personal information, as well as the right to complain with the National Privacy Commission.
- I confirm that my child/ward does not possess the disqualifications for the Batang Matibay Awards.
- 10. I fully accept the terms and conditions above including the rules for the Batang Matibay Awards.

PARENT/LEGAL GUARDIAN NAME AND SIGNATURE



Appendix A - SCHOLARSHIP GRANT TERMS & CONDITIONS

- Subject to the amount provided in the succeeding paragraph, the BEAR BRAND Batang Matibay Scholarship Grant (the "Grant") is intended to help pay for tuition fees and/or necessary allowances for the Awardee's college education.
- 2. The Awardee will be entitled to a maximum amount of P500,000 for his/her entire college education. Scholarship funds not exceeding P125,000 will be disbursed to the Awardee on an annual basis.
- 3. The Grant may be claimed within 2 years after the Awardee's graduation from Grade 12. Failure to claim within period provided shall result in the forfeiture of the Scholarship Grant.
- 4. The Awardee must present to the designated representative from BEAR BRAND® Fortified Team a copy of his/her Certificate of Scholarship Grant and proof of admission or reservation of slot in a CHED-accredited institution, or government-owned university or college.
- Scholarship funds after the first year of college will be disbursed upon submission of proof of enrollment.
- 6. This Scholarship grant is non-transferrable.



Appendix B - COLLATERALS

BEAR BRAND Batang Matibay Facebook Posts

We will post materials on Social Media to drive awareness for the nomination and actual day of the event

A. Call for Nomination



B. EVENT TEASER









REGIONAL RAODSHOW – Batang Matibay Awards Ceremony, To be held in respective schools/community of the awardee

A. AWARDING





B. PLAQUES AND CERTIFICATES









LIVE PR EVENT - With post event plugs in TV, Radio and Digital









BEAR BRAND Batang Matibay Streamers

Given to the families of the children, their schools, and LGUs - samples from 2022 awardees below









BEAR BRAND Batang Matibay Films 1 Batang Matibay Film (2022 Batang Matibay Film below)

BATANG MATIBAY - ELIJAH AUG 22, 2022 - DRAFT 6

UPDATED SCRIPT AS OF AUGUST 25
*with builds from Ting

VO:

Paano na ako ngayong wala na si Papa?

Sabi nila, carbon-copy daw ako ni Papa — Masiyahin, matalino, at positive sa buhay. Kahit single father siya sa akin, hindi siya napagod alagaan at suportahan ako. Marami pa sana kaming gagawing dalawa Kaya lang... maaga siyang nawala.

Ang una ko ngang tanong, paano na 'ko? Mag-isa na lang ba ako sa buhay? Kaya ko ba 'to?

Pero heto, dalawang taon na mula nung huli kong nakasama si Papa. Miss na miss ko pa rin siya pero nandiyan naman sina Lolo't Lola para sumuporta sa akin At patuloy kong gagamiting gabay ang mga turo ni Papa sa akin

Kaya ako ay lumalaban, natututo pa sa buhay, at tumitibay!
Ginagalingan ko sa lahat lalo na sa pagaaral ko (Math can be visual)
Sumasali din ako sa mga contests, kahit may kaba, kinakaya ko!
Sabi nga ni Papa - Try lang nang try hanggang manalo sa laban!
Kailangan lang tibayan ang loob at magtiwala
na ang lahat ng problema, may solusyon.

Kaya balang araw, matutupad koʻyung pinag-usapan namin ni Papa na maging engineer ako. Kasi tinuruan niya akong maging matibay sa isip at sa sariling kong kakayahan!

Ako si Elijah, Isang batang matibay! Kaya kong harapin ang lahat para magtagumpay.

SUPERS

Ang batang matibay, kayang lampasan ang hamon ng buhay.



BEAR BRAND® BATANG MATIBAY 2023 AWARDS: Nomination Form

HOC	NT NOMINEE:
	NOMINATION CHECKLIST
	Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Nomination Form
	Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Consent, Release and Waiver Form
	Photocopy of the student nominee's report card or transcript of records for the current school year 2021-2022
	Certificate of Good Moral Character of the student nominee
	Additional documents to support the nomination, such as proof of involvement in extracurricular activities, leadership roles, or community service.

Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.





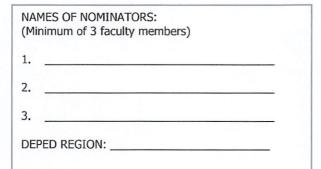
INSTRUCTIONS: Please fill out the required information and answer the questions completely. You may use extra sheets of paper if needed. Entries may either be typed or handwritten – for legibility, typed entries are preferred. For handwritten entries, please make sure to use block letters (NOT cursive).

PANUNTUNAN: Punan ang mga kinakailangang inpormasyon at sagutan nang kumpleto ang mga katanungan. Maaaring gumamit ng karagdagang papel kung kinakailangan. Maaaring i-type or isulat-kamay ang mga sagot – para mas madaling basahin, mas maigi na i-type ang mga sagot. Para sa sulat-kamay na entries, gamitan lamang ng block letters (HINDI cursive).

NAME:	
SEX: AGE:	
BIRTHDAY:	
GRADE LEVEL:	2X2 ID PHOTO OF
HOME ADDRESS:	NOMINEE
CONTACT NUMBER:	
FATHER:	
MOTHER:	
LIST OF ACADEMIC ACHIEVEMENTS	LIST OF EXTRA-CURRICULAR ACTIVITIES IN SCHOOL (Organization/Clubs, Programs, Spor Etc.)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.) 1) 2)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.) 1)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.) 1) 2) 3) 4) 5)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.) 1)
1)	SCHOOL (Organization/Clubs, Programs, Sport Etc.) 1) 2) 3) 4) 5)

NOMINATORS





CONTACT NUMBER:
CONTACT NUMBER:



 Please tell us about your personal account of how this student demonstrated grit/TIBAY to face different obstacles in his/her life.
 Maaaring mag-lahad ng iyong personal na karanasan kung paano naipamalas ng estudyante ang

kaniyang tibay para harapin ang mga hamon sa buhay.

2. What makes the story of this student a unique inspiration to his peers and community? Paano nata-tanging inspirasyon ang kuwento ng estudyante sa kanyang kapwa at komunidad?





Name and Signature of Faculty Member Designation:
Name and Cinnah was of Family Manch
Name and Signature of Faculty Member Designation:
Name and Signature of Faculty Member Designation:





Tell us about your dreams and aspirations. What are the challenges you face which may hinder in achieving these? How do you overcome these challenges? Ilahad mo ang iyong mga pangarap at aspirasyon sa buhay. Anu-ano ang mga kinakaharap mo na maaaring maging hadlang sa pagkamit ng iyong pangarap? Paano mo nalalampasan ang mga pagsubok na ito?
I,(Name of Student), certify that the above information is true and correct.
(Name of Stateshoff State and above missing and and correct

Name and Signature of Student

Name and Signature of Guardian/Parent



BEAR BRAND® BATANG MATIBAY AWARDS: CONSENT, RELEASE AND WAIVER FORM

PLEASE READ THIS BEFORE SIGNING: TO BE ACCOMPLISHED BY PARENTS / LEGAL GUARDIAN OF THE NOMINEE

l,		, Filipino, of legal age, residing at , after having been duly sworn to in
aco	cordance	with law, hereby depose and state that:
	1.	I voluntarily, freely, and gratuitously agree to the use of
	2.	Philippines Inc. ("NPI"). In consideration of my and/or my child/ward's enjoyment and receipt of the benefits resulting from my participation in the Activity, I voluntarily, freely and gratuitously agree to have my and/or my child/ward's photograph and/or video taken (hereinafter referred to as "Materials") and agree to the use of my and/or my child/ward's personal circumstances including but not limited to my and/or my child/ward's name, image, likeness and any matter which my child may disclose as a participant in the Activity, for the development and use of the Materials by NPI and/or its principals. For the avoidance of doubt, I understand that no compensation shall be due to me for any use of the Materials hereunder.
	3.	NPI and/or its principals can use, exhibit or release the Materials and use any of the foregoing details in the said Materials for the marketing communications campaign, advertising materials and packaging of NPI and/or any NPI products, without limitation as to place, time, use and medium of release, subject to the provisions under paragraph 8 below.
	4.	NPI and/or its principals shall not be liable for any unauthorized use, reproduction or adaptations by third parties of the Materials or for any unauthorized posting, use, reproduction or adaptation of the same in MMS messages, internet sites such as but not limited to Facebook and other similar media and/or social networking sites. No fee shall be due me for such unauthorized use.
	5.	NPI and/or its principals shall have the right to and ownership over the titles and interests in and to the Materials. Accordingly, all the intellectual property created and derived from such Materials shall be solely and exclusively owned by NPI and/or its principals, in perpetuity and without limitation as to place, time, medium and use thereof.
	6.	I am not bound by any written agreement or contract to any person or entity who may restrain me from signing this Consent, Release and Waiver.
	7.	I am giving permission to NPI and/or its principals to contact me using the contact details I

have provided for upcoming promotions and activities of Nestlé Philippines Inc.

8.

I understand that personal information about my child/ward shall be supplied to the Organizer, including his/her name, age/date of birth, contact details, photo, school, school

division, region and personal circumstances, shall be collected by the Organizer and NPI for



purposes of running this Activity. By signing this waiver, I signify my understanding and consent to the following:

- a. I agree and understand that in the course of providing service/s to me or my Child/Ward, NPI shall engage the services of, and/or interact with, other third parties, such as, but not limited to its parent company, affiliated companies, or independent/non-affiliated third parties and service providers, whether local or foreign (collectively referred to as "Representatives").
- b. NPI may obtain, collect, examine, process, and store copies of my and/or my child/ward's personal information, including sensitive personal information. Any information obtained relative to the authority herein given shall be strictly confidential. The extent of the collection and processing shall be necessary and incidental to the performance of the services related to the Activity;
- NPI may disclose such information to its Representatives to perform the services related to the Activity, for any legitimate business purpose as NPI may deem appropriate, or to communicate with me for any purpose;
- d. I hereby warrant that we understand our rights and obligations pursuant to the Data Privacy Act and its implementing rules and regulations. I understand that we retain the right to be informed, to access, correction and object to the processing of personal information, as well as the right to complain with the National Privacy Commission.
- I confirm that my child/ward does not possess the disqualifications for the Batang Matibay Awards,
- 10. I fully accept the terms and conditions above including the rules for the Batang Matibay Awards.

PARENT/LEGAL GUARDIAN NAME AND SIGNATURE