

Republic of the Philippines
Department of Education
REGION IV-A CALABARZON



ESSD-RM-2023-522

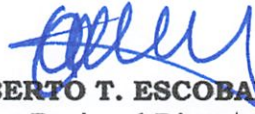
5 September 2023

Regional Memorandum
No. 522 s. 2023

**CAMPAIGN FOR CHARACTER EDUCATION TENACITY
(CaChET)**

To **Schools Division Superintendents**

1. In reference to the communication from the University of Asia and the Pacific¹, this Office, through the Education Support Services Division invites the Public and Private schools to the Kick-off ceremony of the CaChET and other related activities on September 9, 2023, at 9:00 AM at the Li Seng Giap Auditorium of the University of Asia and the Pacific.
2. For more details, please contact Marievic A. Maala, Executive Director of Alalay sa Pamilya at Bayan Foundation (APB) at 0917 502 6612.
3. Immediate dissemination of this Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

cc: 03/ROE2

¹ Kick-Off Ceremonies of CACHET 2023-2024



Address: Gate 2, Karangalan Village, Cainta, Rizal
Telephone No.: 02-8682-2114
Email Address: region4a@deped.gov.ph
Website: depedcalabarzon.ph



Certificate No. PHP QMS
22 93 0085



Campaign for Character Education Tenacity of Alalay sa Pamilya at Bayan (APB) Foundation
And I Am STRONG...I Keep Love Real of University of Asia and the Pacific



Records-ISH01-2023-593

September 1, 2023

**TO : ALL SCHOOL HEADS,
TEACHERS and CACHET COACHES
LEARNERS – JHS – SHS**

FROM: Dr. Antonio N. Torralba

The School Year 2022-2023 has just ended, and before we know it, we are standing by the entrance gate of SY 2023-2024. The 28th of August, indeed, is coming soon.

We would like to take advantage of this early time to announce the Kick-off Ceremonies of CACHET 2023-2024. As many of you already know, although some are still in the process of being welcomed into the campaign with open arms, CACHET is an undertaking of Alalay sa Pamilya at Bayan Foundation, Inc., in partnership with University of Asia (UA&P) and the Pacific, and other institutional partners. We are arranging for orientation by division in during the break, to the extent appropriate and feasible.

THE KICK-OFF CEREMONIES is scheduled ...

for Saturday, 9 September, from 9:00 a.m. to 4:00 p.m.
at the Li Seng Giap Auditorium of the UA&P Ortigas Campus

and you are most cordially invited face-to-face for a deeper orientation on CACHET and its program of activities for SY 2023-2024. We welcome in a special way those school clubs who are attending CACHET for the first time.

As a heads-up too, on this same day, school clubs that were active in the past school year shall receive a certification formally classifying them as **CACHET ASSOCIATE LEVEL II**, while those who newly formed school clubs shall receive a certification formally admitting them to CACHET as **CACHET ASSOCIATE LEVEL 1**.

The morning of the kick-off is given to an in-depth orientation on CACHET: its nature, thrust, and direction; and what it has done without let-up over these past years, including the two pandemic years.

We plan to start the day with a Holy Mass at 7:30 a.m. at the Stella Orientis Chapel, for those who wish to attend, followed by breakfast at 8:30 a.m.

The afternoon is devoted to a detailed orientation of the National Culture of Excellence (NCE) and National Culture of Governance (NCG), two movements, the first of which has been a complementary flagship program of DepEd for character building in the late nineties and the first decade of the 2000s. Both authored by Dr. Jesus P. Estanislao, one of the founding fathers of Center for Research and Communication and the first president of the University, the second of the series is a new set of four pamphlets, currently still on digital copy, on the four core values of the government, especially DepEd: Maka-Diyos, Makatao (incorporating Makapamilya), Makakalikasan and Makabansa. We have invited him to address us in the afternoon.

This letter of invitation is for you to save-the-day. We would be most happy if the CACHET officers and coaches will come in good numbers.

We shall keep you posted, but you are requested to indicate your intention as early as now, even yet without compromising the school. Thank you and warmest personal regards! Have a good rest for this midterm break ... keep your cheerfulness and ensure your well-being! We will send you another letter with a schedule of activities for the day and Zoom link and passcode. You can also call Marievic Maala at 09175026612

Sincerely yours,

ANNABELLE P. BROWN
Chairman and President

ANTONIO N. TORRALBA
CACHET Program Director

MARIEVIC A. MAALA
Executive Director

NATIONAL CACHET SAXUM RECOGNITION

September 9, 2023 Attendees

Name of School: _____ Division _____

Unit 103B-Cedar Mansion 1, St. Josemaria Escriva Drive, Ortigas Centre 1605 Pasig City, Philippines

Contact# 09175026612 * Email address : marievicmaala@gmail.com *

Note : Dress Code: Smart Casual

| Name of Attendee | Student or Teacher Coach | Grade Level |
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Submitted by: _____ Date: _____
Cachet Focal Person Name and Signature

Noted by: _____ Date: _____
Name of Principal and Signature