

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



ESSD-RM-2023-563


18 September 2023

Regional Memorandum
No. 563 s. 2023

2023 NATIONAL TEACHERS' MONTH

To **Schools Division Superintendents**

1. In reference to the communication received from East West Rural Bank¹, this Office, through the Education Support Services Division, informs the learners and teachers on several activities in support of the 2023 National Teachers' Month as included in the attached guidelines and mechanics.
2. For more details contact Gilberto A. Babacyao, Jr. of East West Rural Bank at (02) 682 0085 / 0920 911 0196 and email at www.eastwestbanker.com.
3. Immediate dissemination of this Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

cc: 03/ROE2

¹ 2023 National Teachers' Month



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



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Records-ISH01-2023-635

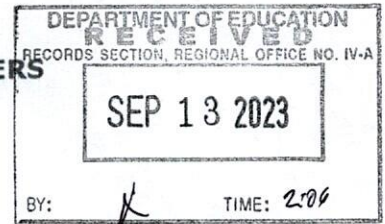


DATE: SEPTEMBER 11, 2023

TO : SALES AND COLLECTION DIVISION LEADERS
SALES AND COLLECTION GROUP LEADER

CC : OFFICE OF THE PRESIDENT
HEAD OFFICE ACCOUNTING TEAM LEADERS
STORE ACCOUNTING MANAGEMENT TEAM LEADERS
SCLM AREA OPERATIONS OFFICERS
STORE MANAGEMENT GROUP LEADER
ADMINISTRATIVE SERVICES TEAM LEADERS
ADMIN AND SECURITY DIVISION LEADER

SUBJECT : 2023 NATIONAL TEACHERS' MONTH



For this year's National Teachers' Month Celebration, EWRB once again joins DepEd in recognizing our exemplary teachers who have made a positive difference in their students' lives. Through the Bank's annual "I Respond" Award Campaign, we will highlight the stories of the students and their favorite teachers by launching the **"Me and My Hero" Photo Contest** on Facebook.

OBJECTIVES

This project aims to:

1. Make it known that EWRB places high regard for those teachers who passionately respond and produce more in line with their call of duty.
2. Strengthen the relationship between the Bank and the important DepEd officials by taking part in one of its main events, The National Teachers Month.
3. Expand our reach and engage more customers through social media platforms that are less expensive and tedious.
4. Increase our Facebook Page followers to become eligible for page verification.

This campaign also aligns with this year's National Teachers' Month theme, "Together 4 Teachers" that puts emphasis on the four (4) Gratitude Framework of *Attention, Approval, Admiration and Appreciation*.

ACCOUNTABILITY

Business Innovation Group

1. Responsible for the evaluation and enhancement of this initiative, to ensure relevance vis-à-vis business strategies of the Bank.
2. Triggers the campaign run in a timely manner and provides the necessary guidance and support to the participating units to ensure effective implementation.
3. Ensures that this campaign runs within the allocated budget or with appropriate approval in case of excesses.
4. Facilitates approval of the purchase requisition for the approved awards.
5. Submits/presents post-run report to the Senior Leadership Team.



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Sales and Collection (S&C) Group

1. Key implementer of the campaign. This means that the S&C Group is primarily responsible for carrying out the legwork for this campaign, e.g., negotiations with key DepEd officers, gathering of nominations, etc.

Store Management Group

1. Provides the necessary back-office support for this campaign, e.g., logistics, bookings, etc.

Admin and Security Division

1. Assists on the requisition and/or delivery of items to intended EWRB Divisions including coordination with the supplier/s, when necessary

GUIDELINES

A. General Mechanics

Students will be encouraged to post their photo with their favorite teacher on Facebook, using their personal Facebook account **or** the school's/division's official Facebook Page, including a caption of why they consider him/her as their hero.

Brief but impactful captions have more chances of being selected.

The EWRB Facebook Page should be tagged in the post, for the Bank to be notified of its entry submission.

Three (3) official entries shall be endorsed by the Region Head or his/her appointee.

B. Submission of Entry

An entry is considered valid if:

1. Entry submission is by tagging the EWRB official Facebook Page.
2. Posted using the student's personal Facebook account or school's/division's official Facebook Page where the teacher and student belongs;
3. With a clear photo of the student and the teacher
4. With a caption that narrates why the student considers his/her teacher as his/her hero
5. Caption also include the following hashtags #MeandMyHero
#NationalTeachersDay2023 #Together4Teachers
6. Posted **publicly** on Facebook until September 27, 2023, 5PM
7. The Facebook account/page used to post the entry has followed and like the official EWRB Facebook Page.



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C. Eligibility of Award Recipients

1. Bona fide DepEd Teacher of the academic year 2023-2024.
2. Has a good moral character and does not have any record or report of any inappropriate behavior or misconduct.
3. From the school recommended by the Regional Head or his/her appointee.

D. Duration

The campaign program will run from September 9 until September 27, 2023. However, to qualify, submission of entries is until September 22, 2023, only.

E. Documentary Requirements

1. The Regional Head or his/her appointee must provide EWRB, through EWRB Sales & Collection – Division Leader, the following information:
 - a. Name of student and teacher
 - b. Email address and contact number of student and teacher
 - c. Name of school
 - d. Complete school address
 - e. Name of school head
 - f. Email address and contact number of school head

The Regional Head may opt to provide the above information through Microsoft Form. A link/QR code will be provided during the courtesy call.

<https://forms.office.com/r/NZ9jRMV0CS>



(Annex A – Printed Copy of the Registration and Data Privacy Form)

2. Submit a written consent (**Exhibit A**) from the parent/legal guardian of the student, providing consent to EWRB to use the photo for the contest. The document may be sent through email at ewrb.big@eastwestbanker.com or handed over to the S&C Division Leader.



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F. Winning Basis

The photo of the student and teacher with the highest number of reactions on Facebook will win the grand prize at the end of the program. There will be **one (1) grand winner in each region**. Consolation prizes will also be given to all participants.

The bank reserves the right to select the winner at its sole discretion, and that the decision is final and binding. The bank also reserves the right to modify or terminate the awards at any time without prior notice to the participating entities/individuals as deemed necessary.

G. Process and Timeline

PHASE	ACTIVITY	TIMELINE	COMPLETION DATE
COURTESY CALL	<p>Respective Sales & Collection – Division Leaders (S&C-DLs) will visit the regional offices and submit the notification card to express the Bank's intent to run its I Respond Campaign. (See Exhibit B – Notification Card)</p> <p>Follow below instruction in printing the notification card:</p> <ol style="list-style-type: none"> 1. Use Exhibit B for the layout; 2. Use white special paper, preferably cardstock paper 250-300 GSM (ideal for invitation card); 3. For better output, have it printed through a local printing shop; 4. Make sure to put the printouts in a white envelope, same size above. 		<p>Regional Offices must be informed starting September 11, 2023 (Mon)</p>



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SELECTION OF NOMINEES	<p>S&C DLs must be able to collate all documentary requirements on or before the deadline, September 27, 2023.</p> <p>Information is collated through Microsoft Form (link/QR code). The Form also includes Data Privacy Notice.</p> <p>Upon receipt, Brand and Channel Management shall:</p> <ol style="list-style-type: none"> 1. Verify the correctness and completeness of information/requirements. 2. Provide feedback and/or assistance to the Division Leader when necessary. 	1 banking day (September 27, 2023)	<p>Required information must be submitted to Brand and Channel Management on or before September 27, 2023 (Thu)</p>
POSTING OF OFFICIAL ENTRIES	<p>Participating school/division/region must be able to post on their Official Facebook Page their official three (3) entries. Once posted, the gathering of reactions shall commence.</p>		<p>School/division/region must post their three (3) entries starting Sept 9-22, 2023.</p> <p>Likes/reactions will only count if given until 5PM of Sept 27.</p>
FACEBOOK POSTING AND VERIFICATION OF RESULTS	<p>The official entries are posted to gather reactions until September 27, 2023, 5:00 PM.</p> <p>Brand and Channel Management will monitor and tally the results.</p>	19 calendar days (September 9-27, 2023)	<p>Brand and Channel Management begin tally the results after cut-off September 27, 2023 (Fri)</p>



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AWARDING	<ol style="list-style-type: none"> 1. Brand and Channel Management submits the result to BIG Leader for endorsement to President, report must contain at least the following: List of Awardees, Number of Reactions, and Ranking 2. Brand and Channel Management will repost the winners on Oct 5, 2023, on EWRB Official Facebook Page. 3. Division Leaders shall attend the National Teachers' Month regional/division/school culmination for the formal turnover of the awards. 		Specific date of NTM culmination per region/division/school is to be determined by the S&C – Division Leader
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H. Award

For Teachers,

1. Excluding the grand winner, all nominated teachers will receive the following:
 - i. EWRB "I Respond" Certificate
 - ii. P3,000 cash
2. The grand winner will receive the following:
 - i. EWRB "I Respond" Certificate
 - ii. P5,000 cash
 - iii. Care Package
 - iv. Brand new tablet

For Students,

1. Excluding the grand winner, all participating students will receive the following:
 - i. Certificate of Participation
 - ii. P1,000 cash
2. The grand winner will receive the following:
 - i. Certificate of Participation
 - ii. P2,000 cash
 - iii. Care Package
 - iv. Brand new cellphone

I. Award Presentation

1. The award shall be presented to the awardees during the National Teachers Day Celebration Program per region/division/school.



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2. EWRB representative, preferably the Team Leader or Division Leader, shall accompany the school officials during the award presentation to the recipients.
3. The awardees will be posted on the EWRB's Official Facebook Page.

EXPENSE BOOKING

All expenses related to this initiative should be appropriately and timely booked under **69092 – Advertising & Publicity – Giveaways.**

For inquiries and assistance, please contact Project's POC, **Sarah Mae F. Montero** – Product Management Officer.


For your guidance and strict compliance.

I RESPOND!

A handwritten signature in black ink, appearing to read "Hera A. Duka", with a long, sweeping line extending from the end of the signature.

HERA A. DUKA

Leading, Business Innovation Group

 Please go to Preview to check how the card looks to responders.

Preview



National Teachers' Month 2023

#IRespondCampaign #Together4Teachers
Together, we celebrate our teachers!



* Required

Data Privacy Notice

1. By agreeing to this form, I/we hereby grant my/our free, voluntary and unconditional consent to the collection and processing of all Personal Data relating to me/us disclosed/transmitted by me/us in person or by my/our authorized agent/representative/s to the information database system of the East West Rural Bank (EWRB) and/or any of its authorized agent/s or representative/s as Information controller, by whatever means in accordance with Republic Act (R.A.) 10173, otherwise known as the "Data Privacy Act of 2012" of the Republic of the Philippines, including its Implementing Rules and Regulations (IRR) as well as all other guidelines and issuances by the National Privacy Commission (NPC). *

☐ I agree

☐ I disagree

Full Mechanics

EWRB I Respond Campaign

2. Students are encouraged to post a photo with their favorite teacher on Facebook. Three (3) official entries per region shall be endorsed by the Regional Head or his/her appointee until September 22, 2023. The photo with the highest number of reactions on Facebook will win the grand prize at the end of the contest. There will be one (1) grand winner in each region. Consolation prizes will also be given to all participants.

TERMS AND CONDITIONS

Submission of Valid Entry:

1. Post on Facebook a clear photo of the student with the teacher, with a caption that narrates why the student considers his/her teacher as his/her hero;
2. Caption must also include the following hashtags #MeandMyHero #NationalTeachersDay2023 #Together4Teachers
3. Must tag EWRB Official Facebook Page;
4. In posting, use the student's personal Facebook account or school's/division's official Facebook Page where the teacher and student belongs;
5. The Facebook account/page used to post the entry has followed and like the official EWRB Facebook Page.
6. Photo is posted publicly until September 27, 2023, 5PM
7. Comply with the documentary requirements (next section of this Form)

AWARDS

Consolation prizes will be given to teachers and students who are non-winners. While for the grand winners, a certificate, cash prize, care kit, brand new tablet/mobile phone await them. Note that EWRB reserves the right to select the winner at its sole discretion, and that the decision is final and binding. EWRB also reserves the right to modify or terminate the awards at any time without prior notice to the participating entities/individuals as deemed necessary.

By selecting YES, you fully understand above-stated terms and conditions.

☐ Yes

☐ No

3. Region *

- ☐ NCR
- ☐ CAR
- ☐ BARMM
- ☐ Region 1
- ☐ Region 2
- ☐ Region 3
- ☐ Region 4A
- ☐ Region 4B
- ☐ Region 5
- ☐ Region 6
- ☐ Region 7
- ☐ Region 8
- ☐ Region 9
- ☐ Region 10
- ☐ Region 11
- ☐ Region 12
- ☐ Region 13

Participants' Information

4. Entry *

☐ Entry #1

☐ Entry #2

☐ Entry #3

5. Name of School *

6. Student's Full Name *



7. Student's Grade Level *

8. Student's Email Address

9. Student's Phone Number

10. Teacher's Full Name (Nominated) *

11. Teacher's Email Address *

Preferably DepEd email address.

12. Teacher's Phone Number

13. School Head's Full Name *

14. School Head's Email Address *

Preferably DepEd email adress.

15. School Head's Phone Number *

16. Have you secured a consent form from the students' parent/legal guardian on the use of their photo for the contest? And the same has been submitted to EWRB. *

☐ Yes

☐ No

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.



Microsoft Forms



Mechanics

Students are encouraged to post a photo with their **favorite teacher** on Facebook.

Three (3) official entries per region shall be endorsed by the Regional Head or his/her appointee until **September 22, 2023**.

The photo with the highest number of reactions on Facebook will win the grand prize at the end of the contest. There will be **one (1) grand winner in each region**. Consolation prizes will also be given to all participants.

Mechanics

Submission of Valid Entry:

1. Post on Facebook a clear photo of the student and the teacher, with a caption that narrates why the student considers his/her teacher as his/her hero;
2. Caption must also include the following hashtags #MeandMyHero #NationalTeachersDay2023 #Together4Teachers
3. Must tag EWRB Official Facebook Page;
4. In posting, use the student's personal Facebook account or school's/division's official Facebook Page where the teacher and student belongs;
5. The Facebook account/page used to post the entry has followed and like the official EWRB Facebook Page
6. Photo is posted publicly until September 27, 2023, 5PM
7. Comply with necessary documentation, e.g., submission of consent.



Awards

**Brand new tablets & phones,
Cash prizes, Care packages
await the winners!**

One (1) Grand Winner each region.

Disclaimer: EWRB reserves the right to select the winner at its sole discretion, and that the decision is final and binding. EWRB also reserves the right to modify or terminate the awards at any time without prior notice to the participating entities/individuals as deemed necessary.





National Teachers' Month 2023



Parental Consent Form for Contest Participation

I, _____ (name of parent or legal guardian), hereby give my permission for my child, _____ (name of child), _____ (grade level), to participate in the 'Me and My Hero' Photo Contest organized by East West Rural Bank Inc. in relation to National Teachers' Month 'I Respond' Campaign initiated by the Bank.

I understand that the contest involves sharing of photo of my child together with his/her teacher through Facebook public post, and that my child understood the full mechanics of the contest.

I acknowledge that the contest organizer has the right to use, publish, or display my child's name, photo, video, or contest entry for promotional or educational purposes, without any compensation or liability to me or my child.

I also agree to release and hold harmless the contest organizer, its employees, agents, sponsors, and partners from all claims, damages, losses, or injuries that may arise from my child's participation in the contest.

I certify that I have read and understood this consent form and that I am the parent or legal guardian of the child named above.

_____ (Signature of parent or legal guardian)

_____ (Date)

_____ (Contact number)

_____ (Address)

Me and My Hero!

Photo Contest

Post, Like, & Win!



**Scan here
for more details**



Greetings!

East West Rural Bank is proud to join the Department of Education in celebrating this year's National Teachers' Month by launching its "I Respond Award" once again. This award honors teachers who have made a positive difference in their students' lives. This year, the award will focus on the stories of students and their favorite teachers. Please see the following pages for the full details of the campaign.

The bank fully supports this year's Together 4 Teachers theme. We believe that our teachers deserve our utmost Appreciation, Admiration, Approval, and Attention for their tireless efforts in educating our learners and enhancing their well-being.

We sincerely are looking forward to your region's participation in this noble endeavor.

Truly yours,

East West Rural Bank