



Republic of the Philippines
Department of Education
REGION VII – CENTRAL VISAYAS
Schools Division Office of Bohol

Office of the Schools Division
Superintendent

January 8, 2025

DIVISION MEMORANDUM

No. 034, s. 2024

ADVISORY ON THE PHILIPPINE RED CROSS MEMBERSHIP PROGRAM

To: Public Schools District Supervisors
School Administrators
School Health Section Personnel
All others concerned

1. Attached herewith is Regional Memorandum No. 0041, s. 2025 entitled Advisory on the Philippine Red Cross (PRC) Membership Program which is self-explanatory.
2. As part of their initiative, the PRC will conduct orientations for parents in schools during the School Parent-Teacher Association (SPTA) assemblies. Such orientation activities must comply with **DECS Order No. 28, s. 2001** titled, "Prohibiting the Commercialization of DECS organization through Endorsements and Accreditation of Good and Services" and **DepEd Memorandum 041, s. 2024** titled "Reiteration of the 'No Collection Policy' in Schools" and all other existing DepEd policies and regulations.
3. For wide dissemination of all interested and concerned parties.


FAY C. LUAREZ, EdD, PhD, TM, CESO VI
Assistant Schools Division Superintendent

SGOD/SHS/madl



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Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS

Office of the Regional Director

13 JAN 2025

REGIONAL MEMORANDUM

No. **004** s. 2025

ADVISORY ON THE PHILIPPINE RED CROSS MEMBERSHIP PROGRAM

To: Schools Division Superintendents
Assistant Schools Division Superintendents
All Others Concerned

1. The Philippine Red Cross (PRC) Membership Program is a humanitarian initiative aimed at providing individuals with access to life-saving services and support during emergencies. Participation in the program serves as a voluntary contribution to support the Red Cross' humanitarian efforts. Members, in return, are entitled to various accident assistance and other benefits.
2. As part of this initiative, PRC will conduct orientations for parents in schools during their School Parent-Teacher Association (SPTA) assemblies, subject to the discretion and approval of the respective Schools Division Superintendents.
3. Attached for reference is their letter of request.
4. Approved activities must comply with **DECS Order No. 28, s. 2001** titled "Prohibiting the Commercialization of DECS organization through Endorsements and Accreditation of Goods and Services" and **DepEd Memorandum 041, s. 2024** titled "Reiteration of the "No Collection Policy" in Schools" and all other existing DepEd policies and regulations.
5. For the information of all interested and concerned parties.

SALUSTIANO T. JIMENEZ JD, EdD, CESO III
Director IV
Regional Director

STJ/FYA/ESSD/TTP/rmv



Doña M. Gaisano St., Sudlon, Lahug, Cebu City
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DepEd Tayo Region VII



region7.deped.gov.ph





**Philippine Red Cross
CEBU CHAPTER**

Cebu Chapter Office:

Osmeña Blvd. Cebu City, 6000.

Telefax: (032) 328-9238

Bogo City Northern Cebu Branch:

Room 201, SIM Building

P. Rodriguez St., City of Bogo, 6010

November 28, 2024

SALUSTIANO T. JIMENEZ, JD, EdD, CESO III

Regional Director

Office of the Regional Director

DepEd Regional Office VII,

Sudlon, Barangay Lahug, Cebu City

Cebu, Philippines, 6000

4.25

Subject: Request for Endorsement Letter in the Form of a Memorandum

Dear *Dr. Jimenez,*

I hope this message finds you well. I would like to express my sincere gratitude for your support in allowing us to conduct an orientation on the Philippine Red Cross Membership Program during the recent DepEd Division Executive Conference. The sessions have been successfully carried out in several divisions, and we are eagerly awaiting invitations from additional divisions to include them in their programs.

During the conference, the School Division Superintendents (SDS) and school heads expressed great interest in our program, with many school heads registering right away to become members of the Philippine Red Cross. It was a valuable opportunity to connect with the schools and share our advocacy.

In line with this, many school heads have requested an additional orientation for parents during their SPTA assemblies. This would help parents better understand the purpose and impact of their contributions, and clarify how the funds raised will be utilized. Additionally, they have asked for our presentation materials to further familiarize themselves with the benefits and opportunities our program offers.

To facilitate this request, we would greatly appreciate your office's support in reaching out directly to the schools and streamlining the invitation process. We also kindly request an endorsement letter from your office to affirm that the Philippine Red Cross Membership Program should be introduced and observed in all schools here in province of Cebu. It is important to emphasize that although participation remains voluntary, we must encourage the parents to register their children to ensure their security and preparedness. In the event of an accident, our organization will provide financial assistance to support the student.

Furthermore, we would appreciate your endorsement through a memorandum, in light of DepEd Memorandum No. 041, s. 2024, which reiterates the "No Collection Policy" in schools. It specifies that this prohibition does not apply to membership fees for organizations like the Philippine Red Cross.



"Always First, Always Ready, Always There"



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Thank you for considering our request. We look forward to the opportunity to collaborate further and contribute to the successful introduction of this important initiative in our schools.

Should you have any questions or require further information, please do not hesitate to contact me at **0975-374-9722** or via email at brandon.emnace@redcross.org.ph attention to our **Chapter Service Representative for Fund Generation, Mr. Brandon P. Emnace.**

We look forward to your positive response.

Yours sincerely,

BRANDON P. EMNACE

Chapter Service Representative for Fund Generation
Philippine Red Cross Cebu Chapter

Noted by:

MARIA VERA G. DE JESUS

Chapter Administrator
Philippine Red Cross Cebu Chapter



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