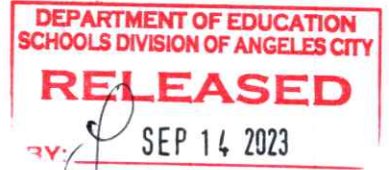




Republic of the Philippines
Department of Education
Region III
Schools Division of Angeles City



14 Sep 2023

DIVISION MEMORANDUM
No. 331 s. 2023

EASTWEST RURAL BANK: ME AND MY HERO PHOTO CONTEST

To: Assistant Schools Division Superintendent
OIC-Chief ES, CID
Chief ES, SGOD
Heads of Public Elementary and Secondary Schools
All Others Concerned

1. Please be informed of the Regional Memorandum No. 471, s. 2023 titled "Eastwest Rural Bank: Me and My Hero Photo Contest."
2. Enclosed are the guidelines and mechanics of the contest for reference.
3. Wide dissemination of and strict compliance to this Memorandum is earnestly desired.

RONALDO A. POZON, PhD, CESO V *nr*
Schools Division Superintendent

Encl.: As stated
Reference: As stated
To be indicated in the Perpetual Index
under the following subject:

TEACHERS CELEBRATIONS CONTESTS

RSG/SMN/September 14, 2023



Jesus St., Brgy. Pulungbulu, Angeles City 2009
[\[045\] 901-9498 / angeles.city@deped.gov.ph](mailto:angeles.city@deped.gov.ph)



Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON



REGIONAL MEMORANDUM
No. 477, s. 2023

EASTWEST RURAL BANK: ME AND MY HERO PHOTO CONTEST

To: Schools Division Superintendents
Chiefs, School Governance and Operations Division (SGOD)
Division Partnership Focal Persons
Project Development Officers I
Teachers
Student Leaders
All Others Concerned

1. In line with the celebration of the National Teachers' Month, the Eastwest Rural Bank joins the entire nation in recognizing teachers through its "I Respond" Award Campaign launched the Me and My Hero Photo Contest that will highlight the stories of the learners and their teachers.
2. Attached the guidelines and mechanics of the contest for reference.
3. For inquiries and clarifications, you may directly coordinate with Mr. Joemel T Malit, EWRB-Division Leader Region 3 at 0998 8437524 or at email address: JTMalit@eastwestbanker.com.
4. For information and guidance.

MAY B. ECLAR, PhD, CESO III
Regional Director

Encl.: As stated
Reference: None
To be indicated in the Perpetual Index
under the following subjects:

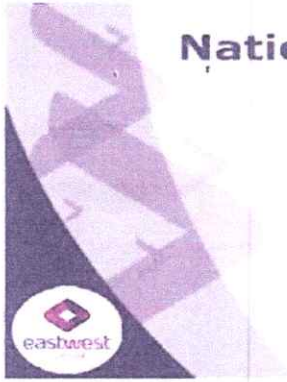
ESSD/essd2
September 12, 2023



Address: Matalino St. D.M. Government Center, Maimpis, City of San Fernando (P)
Telephone Number: (045) 598-8580 to 89; Email Address: region3@deped.gov.ph



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)



Business Innovation Group
Instruction on Responsibility and Accountability – BIG 2023-013
Internal

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.



**Business Innovation Group
Instruction on Responsibility and Accountability – BIG 2023-013
Internal**

DATE: SEPTEMBER 11, 2023

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.

DATE: SEPTEMBER 11, 2023

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.



**Business Innovation Group
 Instruction on Responsibility and Accountability – BIG 2023-013
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DATE: SEPTEMBER 11, 2023

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	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) Follow below instruction in printing the notification card: <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. 		Regional Offices must be informed starting September 11, 2023 (Mon)



**Business Innovation Group
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DATE: SEPTEMBER 11, 2023

<p>SELECTION OF NOMINEES</p>	<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. 	<p>1 banking day (September 27, 2023)</p>	<p>Required information must be submitted to Brand and Channel Management on or before September 27, 2023 (Thu)</p>
<p>POSTING OF OFFICIAL ENTRIES</p>	<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>
<p>FACEBOOK POSTING AND VERIFICATION OF RESULTS</p>	<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>	<p>19 calendar days (September 9-27, 2023)</p>	<p>Brand and Channel Management begin tally the results after cut-off September 27, 2023 (Fri)</p>



**Business Innovation Group
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<p>AWARDING</p>	<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. 	<p>Specific date of NTM culmination per region/division/school is to be determined by the S&C - Division Leader</p>
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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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DATE: SEPTEMBER 11, 2023

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 blue ink, appearing to read "Hera A. Duka".

HERA A. DUKA

Leading, Business Innovation Group