

Advisory No. 039, s. 2026

July 29, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013 this advisory is issued not for endorsement per DO 28, s. 2001, but only for the information of DepEd officials, personnel/staff, as well as the concerned public.
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IMPLEMENTATION OF THE CACHET (CAMPAIGN CHARACTER EDUCATION TENACITY) PROGRAM IN REGION IV-A CALABARZON

The Department of Education (DepEd) Region IV-A CALABARZON, in partnership with the Alalay sa Pamilya at Bayan (APB) Foundation, Inc., through the Curriculum and Learning Management Division (CLMD) in collaboration with the Education Support Services Division (ESSD), announces the implementation of the Campaign for Character Education Tenacity (CACHET) Program in public elementary and secondary schools throughout the Region.

The CACHET Program is designed to promote character formation, values education, leadership development, and the cultivation of universally accepted ethical principles aligned with the goals, policies, and standards of the Department of Education. It is emphasized that CACHET is neither a religious organization nor a program for religious instruction, and all activities shall be implemented in a manner that upholds inclusivity, respect for diversity, and adherence to DepEd policies and guidelines.

Participation in the program shall be voluntary and may only be undertaken upon the issuance of the appropriate authority by the concerned Schools Division Office (SDO), subject to existing DepEd policies, local procedures, and governance mechanisms.

Furthermore, the implementation of the CACHET Program within a Schools Division shall be contingent upon the execution of a Memorandum of Agreement (MOA) or other appropriate partnership instrument between the concerned SDO and the APB Foundation, Inc., as may be determined necessary by the Schools Division Superintendent (SDS). Such agreement shall clearly define the scope of the partnership, roles and responsibilities of the parties, and other operational arrangements to ensure effective and compliant program implementation.

For more information, please contact

Schools Division Office of Imus City
Ruby B. Heramia, EPS -GMRC/Values Education
Contact No: (046)4198450



CLMD-RM-2026-469

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

14 July 2026

Regional Memorandum

No. 469 s.2026

**IMPLEMENTATION OF THE CACHET (CAMPAIGN FOR
CHARACTER EDUCATION TENACITY) PROGRAM**

To **Schools Division Superintendents**
All Others Concerned

1. Consistent with the Department of Education's commitment to promote the holistic development of learners through values formation and character development, and pursuant to the Memorandum of Agreement (MOA) entered into between the Department of Education Region IV-A CALABARZON and the Alalay sa Pamilya at Bayan (APB) Foundation, Inc., this Office through the Curriculum and Learning Management Division (CLMD) in collaboration with the Education Support Services Division (ESSD), announces the implementation of the **Campaign for Character Education Tenacity (CACHET) Program** in public elementary and secondary schools throughout Region IV-A CALABARZON.
2. The CACHET Program is a character formation initiative designed to strengthen universal moral values, positive behavior, leadership, resilience, civic responsibility, and personal development among learners, teachers, parents, and other education stakeholders through seminars, workshops, recognition programs, self-reflection activities, competitions, and other developmental interventions.
3. For purposes of this Memorandum, it is emphasized that CACHET is not a religious organization nor a program for religious instruction. The implementation of its activities should focus on character formation, values education, leadership development, and the promotion of universally accepted ethical principles that are consistent with the goals of the Department of Education.
4. Accordingly, no activity conducted under this Memorandum shall be interpreted as promoting or requiring adherence to any religious belief, denomination, or faith tradition.
5. Participation of public elementary and secondary schools in the CACHET Program shall be subject to the approval of the concerned Schools Division Superintendent (SDS).



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6. Schools may participate only upon the issuance of the appropriate authority by the Schools Division Office (SDO) and in accordance with existing DepEd policies, local procedures, and governance mechanisms.
7. Furthermore, the implementation of the CACHET Program within a Schools Division shall be subject to the execution of a Memorandum of Agreement (MOA) or other appropriate partnership instrument between the concerned SDO and the APB Foundation, Inc., as may be deemed necessary by the Schools Division Superintendent (SDS), to define the scope, responsibilities, and operational arrangements of the partnership.
8. Participation in the CACHET Program shall not be construed as mandatory for all SDOs or public elementary and secondary schools. The decision to implement the Program shall rest upon the approval of the concerned SDS, taking into consideration its consistency with existing DepEd policies, the best interests of learners, and the educational priorities and needs of the Schools Division.
9. The CACHET Program shall be implemented solely as a non-sectarian character formation initiative that promotes universal values and ethical development. It shall not be used as a vehicle for religious instruction, worship services, preaching, proselytizing, or any sectarian or doctrinal activity. Any conduct of Optional Religious Instruction shall be governed separately by the applicable constitutional provisions, Regional Memorandum No. 426, s. 2026, and other relevant DepEd issuances.
10. The sample implementation guidelines, authorized CACHET activities, and the roles and responsibilities of the SDOs, School Heads, and the APB Foundation, Inc. are provided in Enclosure No. 1.
11. For queries or concerns, please contact Ms. Margaret P. Musa, Education Program Supervisor in GMRC and Values Education, through clmd.calabarzon@deped.gov.ph
12. For information, guidance, and strict compliance.


CARLITO D. ROCAFORT
Director IV

Enclosure No. 1 SAMPLE IMPLEMENTATION GUIDELINES, AUTHORIZED CACHET PROGRAM ACTIVITIES, AND ROLES AND RESPONSIBILITIES

I. Implementation Guidelines

All Schools Division Offices (SDOs) and public elementary and secondary schools implementing the Campaign for Character Education Tenacity (CACHET) Program shall ensure that all program activities:

- a. promote universal values such as integrity, respect, responsibility, compassion, perseverance, discipline, honesty, service, and love of country;
- b. foster an inclusive, respectful, and learner-centered environment that recognizes and respects the diverse religious beliefs, cultures, ethnicities, and personal convictions of learners, personnel, and stakeholders;
- c. uphold the constitutional principle of religious neutrality in public schools and ensure that all activities remain non-sectarian in nature;
- d. comply with all applicable laws, rules, and regulations, including the Child Protection Policy, the Data Privacy Act of 2012, and pertinent DepEd issuances;
- e. ensure that participation in CACHET activities shall not require or encourage learners to engage in sectarian, devotional, liturgical, or doctrinal religious activities; and
- f. ensure that no learner shall be discriminated against, excluded, or disadvantaged on the basis of religion, belief, or non-participation in any CACHET activity.

II. Authorized CACHET Program Activities

Subject to existing DepEd policies and the approval of the concerned Schools Division Superintendent, schools may participate in the following CACHET Program activities:

- a. Character Formation Seminars;
- b. Learner Leadership Development Activities;
- c. Teacher Capability-Building Programs;
- d. Parent Education and Family Engagement Sessions;
- e. Recognition and Awarding Programs;
- f. School and Division Character Development Initiatives;
- g. CACHET Awards; and
- h. Other related character formation activities as may be approved by the concerned Schools Division Superintendent, consistent with existing DepEd policies.

III. Roles and Responsibilities of the Schools Division Offices

The Schools Division Offices shall:

- a. evaluate and approve the implementation of the CACHET Program within their respective divisions, subject to existing DepEd policies;
- b. coordinate with the Alalay sa Pamilya at Bayan (APB) Foundation, Inc. regarding approved program activities;

- c. facilitate the execution of a Memorandum of Agreement (MOA) or other appropriate partnership instrument with APB Foundation, when deemed necessary by the Schools Division Superintendent;
- d. provide technical assistance to participating schools to ensure effective implementation of the program;
- e. monitor and evaluate the implementation of approved CACHET activities;
- f. ensure compliance with applicable laws, DepEd issuances, and this Regional Memorandum; and
- g. submit implementation reports to the Regional Office, as may be required.

IV. Roles and Responsibilities of School Heads

School Heads shall:

- a. ensure that participation in CACHET activities is consistent with the school's educational priorities and promotes learner welfare;
- b. secure the necessary approval from the Schools Division Office prior to the implementation of program activities;
- c. ensure that all CACHET activities are conducted within approved schedules and in accordance with existing DepEd policies;
- d. protect instructional time in accordance with the Three-Term School Calendar and ensure that program activities do not disrupt regular classroom instruction;
- e. ensure that all activities remain educational, developmental, inclusive, and non-sectarian in nature;
- f. properly inform parents or legal guardians of learner participation in program activities and secure signed parental consent whenever necessary;
- g. maintain complete and appropriate records and documentation of program implementation; and
- h. uphold learner safety, child protection standards, and data privacy requirements at all times.

V. Responsibilities of the Alalay sa Pamilya at Bayan (APB) Foundation, Inc.

The Alalay sa Pamilya at Bayan (APB) Foundation, Inc. shall:

- a. coordinate all proposed CACHET activities with the concerned Schools Division Offices and School Heads prior to implementation;
- b. faithfully observe the provisions of the Memorandum of Agreement, this Regional Memorandum, and all applicable DepEd policies and government regulations;
- c. ensure that all program activities remain focused on character formation and values development and do not involve sectarian religious instruction, worship services, or proselytizing;
- d. work collaboratively with DepEd officials in ensuring the orderly, safe, and effective implementation of approved activities; and
- e. submit such reports and documentation as may be required by the concerned Schools Division Office or the Regional Office.

MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

This Memorandum of Agreement was made and entered into on this 27th day of February 2026 at Axiaa Hotel, West Avenue, Quezon City by and between:

The **DEPARTMENT OF EDUCATION**, hereinafter referred to as "DepEd," an agency of the national government of the Republic of the Philippines, created by virtue of law, particularly Batas Pambansa Blg. 232, otherwise known as the "Education Act of 1982," as amended by Republic Act No. 9155, otherwise known as the "Governance of Basic Education Act of 2001", with its field office in DepEd Region 4A - Regional Office, with office address at Karangalan Village, Cainta, Rizal, Philippines, represented by its **Regional Director, Atty. Alberto T. Escobarte CESO II**; hereinafter referred to as the **FIRST PARTY**.

- and -

ALALAY SA PAMILYA AT BAYAN (APB) FOUNDATION, INC., a non-stock, non-profit non-governmental organization created and existing under the laws of the Philippines, with office address at 104B Cedar Mansion, Saint Josemaria Escriva Drive, Ortigas Center, Pasig City, represented herein by its Chairman and President, **ANNABELLE P. BROWN**, referred to as the **APB FOUNDATION, INC.**;

WHEREAS, FIRST PARTY believes that one way of fulfilling its mandate and functions in providing better delivery of basic education is to collaborate with other government and non-government organizations and other stakeholders for auxiliary resources;

WHEREAS, Republic Act No. 8525 (RA 8525), otherwise known as the "Adopt-a-School Act of 1998" was enacted to encourage private entities to assist in the delivery of better quality education to public schools in the country, particularly in the poverty-stricken provinces;

WHEREAS, Revenue Regulations No. 10 s. 2003, Implementing the Tax Incentives Provision of RA 8525, otherwise known as the Adopt-a-School Act of 1998, has been issued by the Department of Finance thru the Bureau of Internal Revenue;

WHEREAS, both parties recognize and ensure compliance with Republic Act No. 10173, or the "Data Privacy Act of 2012" and "Freedom of Information Order under E.O. No. 2. S. 2016";

WHEREAS, FIRST PARTY, in line with the policy enunciated under Joint Memorandum Circular 2010-01 issued by the Civil Service Commission and the Department of Health, and DepEd Order No. 6, s. 2012 and DepEd Order No. 48, s. 2016, does not deal with the tobacco industry, except to the extent strictly necessary to effectively regulate the tobacco products;

WHEREAS, FIRST PARTY, in compliance with Executive Order No. 51 on the "Adopting a National Code of Marketing of Breastmilk Substitute, Breastmilk Supplements and Related Products, Penalizing Violation Thereof, and for Other Purposes" and with DepEd Order No. 80, s. 2012 entitled "Strengthening the Integration of Breastfeeding Education in the Curriculum, Setting up and Sustaining the Operation of Lactation Stations in Schools and Compliance with Executive Order No. 51," does not engage with companies manufacturing milk and infant products.

WHEREAS, FIRST PARTY's top five (5) priorities are: (1)Keep school-age children in school, (2)Improve foundational skills of learners, (3)Capacitate School Heads and teachers, (4)Ensure learner-centered environment, and (5)Strengthen governance.

NOW, THEREFORE, for and in consideration of the foregoing premises and the terms and conditions herein set forth, the parties agree as follows:

Article I Program Description and Scope

NATIONAL CACHET SAXUM AWARD is a yearly recognition of public schools from Grade School to Senior High School through the Campaign for Character Education Tenacity (CACHET) Program, which provides schools in the National Capital Region with character formation through seminars, workshop forums, congresses, self-reflection opportunities, competitions, and other personal development-related programs and activities directly and personally addressing public school students, teachers, and parents for the promotion and strengthening of universal moral values and human virtues;

Article II Program Beneficiary

The Project Beneficiaries are the public school teachers, learners, and parents from the Region IV-A - Calabarzon and other regions nationwide.

Article III Program Cost

The Total Value of the Project is PHP 7,000,000.00, underwritten by Alalay sa Pamilya at Bayan (APB) Foundation, Inc. and its corporate partners.

Article IV Rights and Responsibilities

Responsibilities of the FIRST PARTY

Allow the APB FOUNDATION to introduce its programs to public schools, school clusters, and school divisions within the CALABARZON in coordination with the Schools Division Offices and related support units.

1. Encourage and accredit the creation of CACHET Clubs in schools and CALABARZON CACHET Federation to optimize the involvement of the members of the school community, on a voluntary basis.
2. Create a system of communication for a virtual community of learning among ESP head teachers and coordinators from the Region IV-A Schools Divisions
3. Conduct orientation of related DepEd partners, with the help of APB Foundation Inc., on the proper implementation of the program.
4. Seek the assistance of the CACHET Team for support and for possible improvement of the program/project.
5. Encourage the ESP head teachers, coordinators, and guidance advocates to serve as the core team for each cluster of schools to provide sessions to groups of learners.

Responsibilities of APB FOUNDATION

1. To engage schools in DepEd CALABARZON that value, foster, and promote character education and want to partner with the APB;
2. To recognize and provide moral support to division-wide continuing character education-related initiatives and programs through the periodic and term-end CACHET Award.

3. To underwrite direct expenses of CACHET-initiated and related Division ESP/Guidance Program activities towards the implementation of the intent and direction of the program.
4. To assist in the Futsal Coaches Training Course and organize the CACHET regional Futsal meet Tournament.
5. To support and assist the Dancesports program of the region and selected division, and organize the CACHET Dancesports Club and competitions.
6. To issue a Certificate of Recognition to teacher-coaches for their professional development and progression.

Article V: Terms and Termination

This Memorandum of Agreement shall take effect upon its signing and shall remain in full force and effect during the entire project duration, which will be from February 27, 2026, to May 27, 2028. The **FIRST PARTY and APB FOUNDATION** shall submit their intention for renewal of this agreement through formal notice within thirty (30) days before the expiration of this Agreement.

ARTICLE VI

OTHER PROVISIONS

1. **AMENDMENTS.** Any changes, amendments or modifications shall be made effective only upon mutual consultation and agreement, done in writing, and signed by both Parties;
2. **LEGAL CLAUSE.** Neither Party shall be held liable in any way for failure to observe or perform any provision of this Agreement if such failure shall be caused by any law, rule or regulation of any constituted public authority, or of any cause beyond the control of the Party-in-default;
3. **DISPUTE RESOLUTION.** All disputes, issues or controversy arising from or related to this Agreement shall first be mutually resolved in good faith. Unresolved issues shall be administratively settled or adjudicated in accordance with the Arbitration Law of the Philippines;
4. **CONFIDENTIALITY OF INFORMATION.** It is understood by **FIRST PARTY** that all information on technology, operational and technical matters that **APB FOUNDATION, INC.** may provide shall be used for the sole purpose of the implementation of the project. All of these matters are classified as confidential and proprietary in nature and thereby the DepEd/School shall undertake to prevent the transfer of such information to any party outside of **APB FOUNDATION**;
5. **HOLD HARMLESS CLAUSE.** **DEPED-CALABARZON**, together with the school personnel, pupils, and the parents concerned shall hold **APB FOUNDATION, INC.** its officers and employees free and harmless for any liability or claim for any injury that the learners may sustain or for any losses, whether personal or pecuniary, they may suffer in duration of the **CACHET Project**. For this purpose, a Waiver of Liability shall be executed by **FIRST PARTY/SCHOOLS**;

**Article VII
Miscellaneous**

Section 1. Intellectual Property

All Parties shall comply with Republic Act No. 8293, otherwise known as the Intellectual Property Code of the Philippines

Section 2. Data Privacy

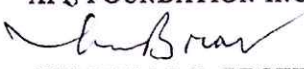
All data of information belonging to or provided by DepEd should be protected and shall not be used without the express written consent of DepEd during the term and even after the termination of the Agreement, thus the data and information should be in compliance with the confidentiality and privacy requirement enshrined under Section 4 of Republic Act No. 10173, otherwise known as the "Data Privacy Act of 2012".

IN WITNESS WHEREOF, the parties have signed this Memorandum of Agreement as of the date first above written at Axiaa Hotel, West Avenue, Quezon City.

FIRST PARTY


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

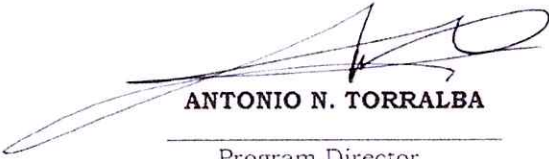
APB FOUNDATION INC.


ANNABELLE P. BROWN
Chairman, and President

SIGNED IN THE PRESENCE OF:


LOIDA N. NIDEA

Assistant Regional Director


ANTONIO N. TORRALBA

Program Director

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)
City of PASIG CITY) S. S.

BEFORE ME, a Notary Public, for and in the City of PASIG CITY, this
_____ day of 23 MAR 2026, 20____, personally appeared:

ID No.

Issued on/Issued at

ALBERTO T. ESCOBARTE, CESO II EMPLOYEE NO. 4529876

ANNABELLE P. BROWN

PASSPORT NO. P93739308

MARCH 27, 2022
DFA NCR CENTRAL

Known to me and to me known to be the same persons who executed the foregoing instrument and who acknowledged to me that the same is their free and voluntary act and deed, and that of the institutions respectively represented.

WITNESS MY HAND AND SEAL, on the date and place above written.

R. d.

ATTY. ROMEO MANUEL JOSHUA R. MOVIDO
 Notary Public for Pasig City
 Suite 07 Unit G06 West Tower, Tekrite Towers,
 Exchange Road, Pasig City
 R.O. of Attorney No. 66667
 Appointment No. 4-61022-2026, valid until 31 December 2026
 IBP Member No. 534938 Pasig 28 February 2026
 PTR No. 503904-06 Jan 2026 Pasig City
 MCLE Compliance No. 2024-01-01, valid until 14 April 2026