



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION

Advisory No. **189**, s. 2023
May 29, 2023

In compliance with DepEd Order 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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EASTWEST RURAL BANK, "I RESPECT AWARD 2023"

The EWRB "I Respect" Award is given to graduating Grade 6 students who exemplify the value of "Respect", a core value of the Bank, in his/her day-to-day dealings and encounter. This award is open to all elementary schools and we are pleased to inform your office that we will once again select FIVE (5) graduating Grade 6 students from your region to receive this award. We encourage your office to SUBMIT TEN (10) schools from which the qualifiers will be selected. Strictly one (1) candidate is allowed per school.

The "I Respect Award" campaign aims to recognize the efforts of the Teachers to mold their student's values in their day-to-day dealings and encounters.

The EWRB "I respect Award is open to all DepEd Elementary Schools.

For more information, please contact:

FLORINDA S. DE LA CRUZ
Division Leader-EWRB NCR
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Encl.: As stated

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08 May, 2023

DR. WILFREDO E. CABRAL
Regional Director
National Capital Region Office
Department of Education



Dear RD Cabral,

Greetings!

EastWest Rural Bank envisions itself as a community providing excellent customer experience to the DepEd Community. This excellent customer experience is not only limited to catering to financial needs but also in showing our full support in DepEd's activities towards realizing the full potential of the students.

With S.Y. 2022-2023 closing in a few months, Graduation Rites will soon commence in each school to recognize students with outstanding performance in different aspects of student development. Recognizing that good character is also an important aspect of learning and excellence, EastWest Rural Bank would like to take part again in this celebration of success through the EWRB "I Respect" Award.


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Attached in this letter is the award rationale and mechanics for the details on how your Region can join and submit a nomination.

For questions and inquiries, please do not hesitate to contact us.

Thank you very much and we look forward to receiving your nomination.

Respectfully,


FLORINDA S. DE LA CRUZ
Division Leader – EWRB-NCR
Contact Number: 09088162130

EASTWEST RURAL BANK I RESPECT Award 2023

AWARD RATIONALE

The EWRB "I Respect" Award is given to **FIVE (5)** graduating Grade 6 students from each DepEd Region who exemplifies the value of respect, a core value of EWRB, in his/her day-to-day dealings and encounter. Respect, as a value, can be expressed through actions such as, but not limited to:

1. **RESPECT to Oneself** by taking care of oneself, physically, mentally, and emotionally.
2. **RESPECT to Others** by being courteous and polite when talking to teachers, classmates and the elderly. Treats everyone equally and accepts that each one is unique and different.
3. **RESPECT to Culture & Religion** by having a good relationship with people of different faiths and beliefs and does not misrepresent or belittle their beliefs and practices.
4. **RESPECT for the Environment** by being responsible for his/her actions towards the surroundings.
5. **RESPECT to Social Media** by being responsible in using social media platform and respecting others online.

The awardee shall receive EWRB I Respect medallion and a cash incentive amounting to Php5,000.00.

OBJECTIVES

The "I Respect Award" campaign aims to recognize the efforts of the Teachers to mold their student's values in their day-to-day dealings and encounters. Specifically, this project aims to:

1. Convey a message that EWRB places high regards to the students' value of respect towards humanity, the environment, social, cultural, and spiritual beliefs.
2. Show the Bank's desire to uphold respect as a value amidst the current social issue of students' disrespect towards their teachers.
3. Maintain the Bank's relationship with the key DepED officers through participation in one of its major activities - the Graduation Rites.

WHO CAN JOIN?

The EWRB "I Respect Award" is open to **ALL DepEd Elementary Schools**. Each region, through the Regional Head, is invited to nominate **TEN (10) schools** from which the qualifiers will be taken. Strictly one (1) candidate is allowed per school.

Five (5) nominees from each region will be selected by the Bank as recipient of the award.

QUALIFYING CRITERIA FOR AWARD RECIPIENT

1. Bona fide graduating Grade 6 elementary student at the current School Year 2022-2023.
2. Of good moral character and does not have any record or report of any inappropriate behavior or misconduct
3. GWA: No minimum general average is required to qualify as recipient of the award.

SUBMISSION PROCESS TIMELINE

PHASE	ACTIVITY	TIMELINE	DEADLINE OF SUBMISSION
CALL FOR NOMINATION	Respective Division Leaders will visit the Regional Offices and submit the notification of the Bank's intent to continue with its I Respect campaign for 2023.	May 8, 2023 (Mon) to May 12, 2023 (Fri)	Regional Offices must be informed on/or before May 12, 2023 (Fri)
	Division Leaders must inform the Region that we need at least ten (10) schools from which the nominees will be selected		
SUBMISSION OF NOMINEES FROM REGION	Division Leaders will collate the following information from Regional Offices and forward the same to the Business Innovation Group through Brand and Channel Management Officers. i. School Name ii. School Address iii. Principal's name, email address, and contact number	May 15, 2023 (Mon) to May 20, 2023 (Sat)	List of ten (10) schools must be submitted to Brand and Channel Management on/or before May 20, 2023 (Sat)
NOTIFICATION OF CHOSEN SCHOOLS	Brand and Channel Management will send via email, a notification letter to the school principal informing them of the award rationale, objective, and the selection process. i. The S&C Division Leader will also be copied in the email. Just in case the Principal falls to receive the notification; the DL or TL S&C may print a copy and will personally hand-over such notification to the Principal to ensure timely receipt of the same.	May 22, 2023 (Mon) to May 24, 2023 (Wed)	All schools must receive the letter on or before May 24, 2023 (Wed)
SUBMISSION OF NOMINEES FROM SCHOOLS	Once a nominee has been identified, the following documents will have to be submitted via email to Brand and Channel Management Channel Management Officers. i. Personal data form & Data Privacy Notice (See Annex B) - The Data Privacy Notice must be signed by the Student Nominee's Parent or Guardian. ii. Certificate of good moral character iii. Duly accomplished Scorecard (See Exhibit C)	May 15, 2023 (Mon) to May 31, 2023 (Wed)	May 31, 2023 (Wed)

SELECTION PROCESS AND ANNOUNCEMENT OF AWARDEES

1. A **PRE-SCREENING** of all submissions will be conducted for compliance. Submissions with lacking documents will automatically be disqualified.

2. Nominees from each region shall undergo **JUDGING PROCESS** to select the **FIVE (5)** awardees out of ten (10) nominees from each region based on the criteria below:
 - i. Overall Ranking based on the I Respect Scorecard
 - ii. The Impact of the described situation/event where/when the nominee was observed to have exercised the value of **RESPECT**, as illustrated by the advisor/teacher.
3. The selected 5 nominees from each region shall be the "I Respect" award recipients for the area.
4. A letter will be sent to the Regional Office and school addressed to the School Principal to inform them of the selection of their nominees as award recipients.
5. East West Rural Bank reserves the right not to award, and to withdraw and/or forfeit any of the award should the participants or entries fail to meet a certain competition requirement

AWARD

1. The selected award recipient/s will receive the following:
 - i. EWRB I Respect Medallion
 - ii. Cash Incentive amounting to Php5,000.00
2. The award will be turned over by EWRB representative to the School Principal before the ceremony for their preparations.

AWARD PRESENTATION

1. The award shall be presented to the selected recipient during the Graduation of the school under the Special Awards Category.
2. EWRB representative shall accompany the school officials during the presentation of the award to the student recipient.

