



Republic of the Philippines  
Department of Education  
NATIONAL CAPITAL REGION  
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

JUL 30 2024

Advisory No. **105**, s. 2024  
July 30, 2024

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.  
(Visit [www.depedmuntinlupa.ph](http://www.depedmuntinlupa.ph))

### INVITATION TO CACHET KICK-OFF

Attached is a letter from Marievic A. Maala, dated July 29, 2024, re: **Cachet Kick-off**, the contents of which are self-explanatory, for the information and guidance of all concerned.

Participation of public and private schools shall be subject to the no-disruption of-classes policy stipulated in DepEd Order No. 9, s. 2005 entitled Instituting Measures to increase Engaged Time-on-Task and Ensuring Compliance Therewith.

Moreover, schools are reminded of the "No Collection and No Selling of Tickets Policy" stipulated in DepEd Order Nos. 19 and 40, s. 2008 and RA Nos. 4206 and 5546.

  
**VIOLETA M. GONZALES**

Assistant Schools Division Superintendent  
Officer-in-Charge  
Office of the Schools Division Superintendent

CTCC/ INVITATION TO THE CACHET KICK-OFF  
**105**/July 30, 2024

AD-2024-105



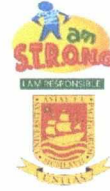
Student Center for Life Skills Bldg., Centennial Ave, Brgy. Tunasan, Muntinlupa City  
8805-9935, 8805-9940  
[sdo.muntinlupa@gmail.com](mailto:sdo.muntinlupa@gmail.com)  
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# Alalay sa Pamilya at Bayan Foundation, Inc.

(Campaign for Character Education Tenacity)  
and

**UNIVERSITY OF ASIA AND THE PACIFIC**  
(I AM STRONG – I Keep Love Real Program)



July 29, 2024

**DR. EVANGELINE P. LADINES**

**Schools Division Superintendent**

City Schools Division of Muntinlupa

Laguerta St., Tensuan Site, Poblacion, Muntinlupa City

Dear Dr. Ladines:

Greeting from CACHET FAMILY! We hope this message finds you in good spirits.

We are delighted to invite your division teacher-coaches and student representatives to the CACHET KICK-OFF for school year 2024 – 2025, scheduled for Saturday, August 24, 2024, at Li Seng Giap Hall, University of Asia and the Pacific, Pearl Drive, Ortigas Centre, Pasig City.

We are attaching the following for your information and consideration:

1. CACHET Calendar of Activities for SY 2024-2025
2. WAGI sa CACHET Framework for SY 2024-2025
3. List of CACHET Winning Schools and Individual Awards, last SY 2023-2024.

The order of the day for the Kick-off is as follows:

7:00 a.m.	Arrival/Registration/Light breakfast
9:00	Preliminaries
9:30	Welcome Remarks Inspirational message
10:00	Overview of the School Year Program (with rubrics and logistics details)
11:30	Lunch Break
1:30	Announcements and Photo Opportunity End of the day.

May we request the schools to send their list of expected attendees by the end of the day of August 15, care of [marievicmaala@gmail.com](mailto:marievicmaala@gmail.com).

Thank you for your continuing interest in and support of CACHET, which we hope can continue to enrich and enhance the character development of the students in close continuing partnership with your school.

Sincerely yours,

  
ANTONIO N. TORRALBA  
Program Director

  
ANNABELLE P. BROWN  
Chairman and President

**FRAMEWORK OF WAGI (WASTONG ASAL AT GAWI ISABUHAY) SA CACHET for SY 2024 - 2025**

<b>DepEd Core Values</b>	<b>Core Moral Values</b>	<b>Cachet Themes</b>	<b>Virtue of Focus</b>	<b>Expected Output</b>
<b>MAKA-DIYOS</b> Pagmamahal sa Diyos	<b>Love of God</b>	<b>Human Dignity: Responsible Decision-Making</b>	<b>Respect – Regard and Responsibility</b>	<b>Poster showing Universality of Love for God in Family, School, Community, or Nation</b>
<b>MAKATAO</b> Pagmamahal sa Sarili, Pamilya at Kapwa	<b>Love for Life Reverence for Sexuality</b>	<b>Man in Society</b>	<b>Genuine Concern And Care for Others</b>	<b>Video on stories of concern and love for others in Family, School, Community, or Nation</b>
<b>MAKABANSA</b> Pagmamahal sa Bansa, Bayan at Daigdig	<b>Respect for Authority</b>	<b>Love of Country and People</b>	<b>Patriotism</b>	<b>Comics showing how to become RESPONSIBLE CITIZEN in Family, School, Community, or Nation</b>
<b>MAKAKALIKASAN</b> Pagmamahal sa Kapaligiran	<b>Responsible Use of Material Goods</b>	<b>Care for Surroundings</b>	<b>Justice and Charity</b>	<b>Community Project with sustainable benefit to the neighborhood</b>



# NATIONAL CACHET SAXUM RECOGNITION

A partnership of  
**Alalay sa Pamilya at Bayan Foundation, Inc.**  
(Campaign for Character Education Tenacity)

and

**University of Asia and the Pacific**  
(I AM S.T.R.O.N.G – I Keep Love Real)

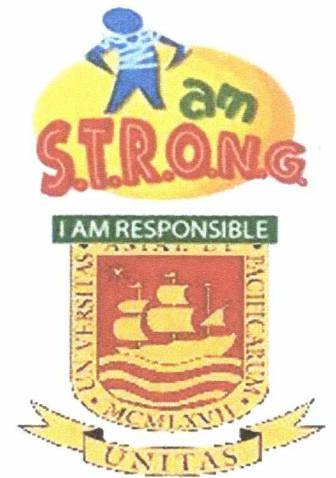
In unity with the aspiration of the  
Department of Education  
of shaping learners who are

“Maka-Diyos, Makatao, Makapamilya, Makakalikasan at Makabansa”

Via the CaChET Student Associate,  
PERSON OF CHARACTER  
SELF-DIRECTED

In their RESPECT-REGARD-RESPONSIBILITY  
Through SELF-KNOWLEDGE, SELF-MASTERY, SELF-GIVING

**Think CaChET...Do CaChET... Be CaChET**  
Help bring about tenacious CHANGE in minds and hearts





**Alalay sa Pamilya at Bayan (APB), Foundation, Inc.**  
**(Campaign for Character Education Tenacity)**  
**and**  
**UNIVERSITY OF ASIA AND THE PACIFIC**  
**(I AM STRONG – I Keep Love Real Program)**

**SY 2024 - 2025 CALENDAR OF ACTIVITIES**

<p align="center">August 10, 2024, 2PM ONLINE          CACHET ORIENTATION for ALL and          ONLINE CACHET SCHOOL REGISTRATION</p>	<p align="center">November 9, 2024 ONLINE          Session FOR Teachers and Learners          TOPIC 2: MAKATAO          CACHET THEME : Man In Society          Virtue-of-the-Month :          Genuine Concern and Care for Other</p>	<p align="center">January 25, 2025          On-site 2<sup>nd</sup>          Family Conference Part 2          OPEN FOR NON-CACHET SCHOOL</p>
<p align="center">August 24, 2024 On-Site          CACHET ORIENTATION on Details of SY 2024 - 2025</p>	<p align="center">November 23, 2024          ON-SITE QUIZ BEE FINALS          And ART SUMMIT RENDITIONS          On Church Culture and Philippine Fiestas</p>	<p align="center">February 8, 2025 : ONLINE          Session Teachers and Learners --          Topic 4: MAKAKALIKASAN          CACHET THEME: Care for Surroundings          Virtue-of-the Month : Justice and Charity</p>
<p align="center">September 7, 2024 : ONLINE          Session for Teachers and Learners          TOPIC 1 : MAKA-DIYOS : Love for God          CACHET THEME : Human Dignity          Responsible Decision-Making          Virtue-of-the -Month : Respect-Regard-Responsibility</p>	<p align="center">November 30, 2024 :          ONLINE SUBMISSION of          VOM OUTPUT for MAKATAO</p>	<p align="center">February 15, 2025 - ON-SITE          3<sup>rd</sup> CACHET Family Games and Sports Festival          (with traditional categories and rubrics, inclusive to futsal)          (Active CACHET SCHOOLS)</p>
<p align="center">September 28, 2024 : ONLINE          SUBMISSION and PRESENTATION of          VOM OUTPUT for MAKA-DIYOS</p>	<p align="center">December 7, 2024 :          ONLINE Session Teachers and Learners          Topic 3: MAKABANSA          CACHET THEME Love of Country and People          Virtue-of-the Month : Patriotism</p>	<p align="center">February 22, 2025 : ONLINE          SUBMISSION and PRESENTATION of          VOM OUTPUT for MAKAKALIKASAN</p>
<p align="center">October 19, 2024 : ONLINE          QUIZ BEE and Art Summit          On Church Culture and Philippine Fiestas          ORIENTATION</p>	<p align="center">December 14, 2024: ON-SITE          Christmas Get-together and QBAS Awarding</p>	<p align="center">March 8, 2025 : ONLINE          School Year 2024 - 2025          PRESENTATION OF CANDIDATES for National Cachet          Saxum Award</p>
<p align="center">October 26, 2024 : ONLINE          QUIZ BEE PRELIMINARY</p>	<p align="center">January 12, 2025 : ONLINE          SUBMISSION and PRESENTATION          VOM OUTPUT for MAKABANSA</p>	<p align="center">March 22, 2025 : ON-SITE          21<sup>st</sup> NATIONAL CACHET SAXUM          AWARDING RITE</p>

**AIDE MEMOIRE ON  
THE CAMPAIGN FOR CHARACTER EDUCATION (CACHET) INITIATIVE  
(a program of Alalay sa Pamilya Foundation, Inc.  
and the University of Asia and the Pacific)**

1. **NATURE AND AIM.** CACHET stands for Campaign for Character Education Tenacity, a program that aims to encourage boys and girls, young men and women, teachers, and parents from public elementary and high schools to personally strive (Campaign) for the cultivation of sterling human qualities (Character Education) with consistency and constancy (Tenacity), that is, doing so in all places, at all times, regardless of the challenges life may offer.

It seeks to complement, without duplicating, the work of the Department of Education in shaping, nourishing, and cultivating minds and hearts towards being better PERSONS, better STUDENTS, and better CITIZENS. Part of this complementation is the streamlining of its program along DepEd's "Maka-Diyos, Makatao, (Makapamilya) Makakalikasan, at Makabayan".

2. **THE BASIC PREMISE.** The main theoretical motive behind CACHET is that the character development of the students as persons, students, and citizens, through their PERSONAL DECISIONS, directly impact on their academic life and scholastic performance, with the home and the school playing their respective indispensable roles.
3. **ORGANIZERS AND THRUST.** CACHET is a project of Alalay sa Pamilya Foundation, Inc (APB), in partnership with the I Am STRONG ... I Keep Love Real (IKLR) Program of the University of Asia and the Pacific (UA&P). It is managed by an Executive Committee comprising three of its founders. The perennial thrust is to help the youth make good and responsible day-to-day decisions in key aspects of life, including home and family life; friendship and social responsibility; studies and career; love, courtship, relationship, and sexuality, teenage lifestyle, and life of faith and spirituality, in a lay and secular, non-religious, spirit.
4. **PROGRAM CHANNELS.** The channels of the program include, primarily, personal and individual mentoring for students and teachers; four sessions a month on the pre-selected virtue-of-the-month, including treatment of special issues and concerns facing the youth teachers, and parents; seminar-workshops and conferences; Usapang Magulang-Anak; Usapang Magulang-Guro; Usapang Kabataan; special projects such as Quiz Bee and Art Summit Mentoring Program, etc.

All activities are deliberate in their direction and plan; conversational and interactive; spritely and fun through culture and art interludes, as well as co-curricular competitions, mind games and trivia.

5. **REACH.** In its 15-year journey, CACHET has reached more than 20,000 students and teachers from some 1,000 schools, particularly in NCR, Calabarzon, and Region 10. To a lesser extent, it has engaged itself with schools in the north, the Visayas, and Mindanao. To date, within the two years of the pandemic and the use of the Zoom platform, CACHET enjoys the regular participation of some 400 schools, 250 of whom have CACHET clubs with their own set of fully active student officers and teacher coaches.

6. LOGISTICS. Expenses are covered mostly by benefactors, in cash, goods, and services, by such outfits as Mercury Drug (through the Professorial Chair held by its program director); National Bookstore; SANOFI, A Brown Co., Inc. The Henry Moran V. Foundation, Inc. Envisage Security Agency, APEX Mining Co., and GMA.
7. POSSIBLE PARTNERSHIP LINES WITH DEPED. CACHET, through its senior academics, has been quite capable in the past thirty years in conducting research, developing materials, and conducting development interventions on character education in general, and such issues and concerns as character-based sexuality education; character-based education in drugs; adult and peer mentoring; and home-school collaboration. This could be one channel of partnership.

Another channel of potential partnership is the holding of annual conferences for principals, teachers, and students, respectively, on particular education concerns and issues, with authorization from DepEd to charge breakeven fees through Local Funds (from the national budget) or Local School Board Funds (from the 15% real estate taxes). The organizers, particularly UA&P, was the spearhead in these DepEd authorized initiatives from the 1980s to the first decade of the 21<sup>st</sup> century through DepEd-recognized associations of principals working on the professional development of principals, teachers, and more importantly, students.