



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

Office of the Schools Division
Superintendent

OCT 30 2025

Advisory No. 113 s.2025

October 13, 2025

In compliance with DepEd Order (DO) No. 8, S. 2013
This advisory is issued for the information of DepEd Officials,
Personnel/Staff, as well as the Concerned Public.

“YEAR 2 OF THE CHA-CHING PROGRAM”

Attached is a letter from MS. TOVI MARIE R. LUNA, Assistant Project Lead, Junior Achievement of the Philippines, Inc. (JA Philippines), to be held on November 2025, the above-mentioned title, content of which is 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 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.

EMB/ Year 2 of the Cha-Ching Program
October 30, 2025

113

AD-2025-113



Student Center for Life Skills Bldg., Centennial Ave, Brgy. Tunasan, Muntinlupa City
8805-9935, 8805-9940
sdo.muntinlupa@gmail.com
deped-muntinlupa.com



**JA PHILIPPINES
LEARNING INSTITUTE**

October 28, 2025

DR. VIOLETA M. GONZALES, CESO VI

OIC - Superintendent

Department of Education - Muntinlupa City

Dear Dr. Gonzales,

Greetings from Junior Achievement of the Philippines!

Junior Achievement of the Philippines, Inc. (JA Philippines) – a member of JA Worldwide®, proudly serves as the implementing arm of Junior Achievement programs in the country. With JA Worldwide's unwavering commitment to empowering youth globally, it is with great pride that the organization has been nominated for the Nobel Peace Prize for four consecutive years.

Following the success of the Cha-Ching Program's initial implementation in Muntinlupa City, we are delighted to announce **Year 2 of the Cha-Ching Program**, in partnership with Prudence Foundation, the community investment arm of **Prudential plc**, together with **Pru Life UK** and **JA Asia Pacific**.

For School Year 2025–2026, the **Cha-Ching Program will cover all public Grade 4 learners in Muntinlupa City**, further expanding our shared goal of nurturing financially literate and responsible students. The program introduces the core money management concepts of **Earn, Save, Spend, and Donate** through engaging, story-based lessons and music videos that make learning about money both fun and practical.

To prepare for this new cycle, we would like to **schedule the Teacher's Training this November**. Participating teachers will receive free Cha-Ching teaching kits, implementation support, and certificates of participation. Schools that successfully deliver the program may also be recognized for their outstanding practices in promoting financial literacy.

We are truly grateful for the continued support and collaboration of the Muntinlupa City Division Office in empowering learners to make wise financial decisions from a young age. For coordination and scheduling details, please contact **Ms. Paula Patrice Dela Cruz** at **coordinator2@japionline.org**.

ENTREPRENEURSHIP



FINANCIAL LITERACY



WORK READINESS



EMAIL.

info@japionline.org



WEBSITE.

www.japhilippines.org



Member of JA Worldwide



**JA PHILIPPINES
LEARNING INSTITUTE**

Thank you very much for your continued partnership and commitment to advancing financial literacy education in your Division.

Sincerely,

A handwritten signature in black ink, appearing to read "Paula Patrice De la Cruz".

PAULA PATRICE DELA CRUZ

Director of Operations

Junior Achievement of the Philippines, Inc. (JA Philippines)

A handwritten signature in black ink, appearing to read "Krishna C Alejandrino".

KRISHNA C ALEJANDRINO, MSC, ChBA

Executive Director

Junior Achievement of the Philippines, Inc. (JA Philippines)

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Invitation for Muntinlupa City Division to Participate in Year 2 of the Cha-Ching Financial Literacy Program

1 message

Tovi Marie Luna <tovi@japionline.org>

Tue, Oct 28, 2025 at 10:13 AM

To: sdo.muntinlupa@gmail.com

Cc: "Paula Patrice M. Dela Cruz" <coordinator2@japionline.org>, Paula Patrice dela Cruz <paulapatricedelacruz@japionline.org>, Andrea Robles <andrea@japionline.org>

Dear Dr. Gonzales,

Warm Greetings from **Junior Achievement of the Philippines!**

Junior Achievement of the Philippines, Inc. – a member of **JA Worldwide®**, proudly implements Junior Achievement programs across the country. With JA Worldwide's strong commitment to empowering young people globally, the organization has been honored with a **Nobel Peace Prize nomination for four consecutive years** for its impact on youth education worldwide.

Following the success of the **Cha-Ching Program's** initial implementation in Muntinlupa City, we are delighted to announce **Year 2 of the Cha-Ching Program**. For School Year 2025–2026, the program will cover all public Grade 4 learners in your Division, further supporting our shared goal of nurturing financially literate and responsible students.

To prepare for this new cycle, we would like to schedule the **Teacher's Training** this November. Participating teachers will receive **free Cha-Ching teaching kits, implementation support, and certificates of participation**. Schools that successfully deliver the program may also be recognized for their best practices in promoting financial literacy.

We are sincerely grateful for the continued partnership and support of the **Muntinlupa City Division Office** in empowering learners to make informed financial decisions from an early age.

Please find the attached formal letter for your reference. For coordination and scheduling details, you may contact Ms. Paula Patrice Dela Cruz at coordinator2@japionline.org.

Thank you very much for your continued commitment to advancing financial literacy education in your Division.

Tovi Marie R. Luna
Assistant Project Lead



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[Cha-Ching] Request Letter - Muntinlupa.pdf
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