



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

Advisory No. **015**, s. 2026
February 6, 2026

FEB 10 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.
(Visit www.depedmuntinlupa.ph)

CASHVILLE KIDZ FINANCIAL LITERACY PROGRAM FOR 2026

Attached is a letter from Ms. Rhea Setubal, Program Facilitator, MoneyTree Asia PH, dated February 4, 2026, 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.

CTCC/ CASHVILLE KIDZ FINANCIAL LITERACY PROGRAM FOR 2026

015/FEBRUARY 9, 2026

AD-2026-015



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

015
SGOD



FEBRUARY 4, 2026

**DR. VIOLETA GONZALES, CESO VI
ASSISTANT SCHOOLS DIVISION SUPERINTENDENT
O-I-C
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY**

We are pleased to submit our CashVille Kidz program proposal for your kind approval and consideration.

PROGRAM: CashVille Kidz Financial Literacy Program

CashVille Kidz is a cartoon series designed to teach school students between the ages of 9 -12 years old on the importance of money, in order to prepare them to meet future financial challenges.

CashVille Kidz brings together 4 good friends (Penny, Sens, Barry and Suzy), whom despite their different backgrounds & personalities, share the same challenges when it comes to handling their daily money affairs.



Sens Andola
The Encyclopedia

Penny Wise
The Wise Spender

Barry Maveric
The Risk Taker

Suzy Spendamore
The Spoiled Princess

LEVEL: Grades 4-6 (9 to 12 years old); can include Grade 3 and Grade 7 students

COST: Given to your school for **FREE**

SPONSORED BY: Maybank Philippines, Inc., Maybank Foundation, and Organized by MoneyTree Asia Pacific

MODE OF IMPLEMENTATION: Online Classrooms or Face-to-Face Classroom Interaction

OBJECTIVES:

The purpose of initiating this program is to achieve 4 objectives:

1. To create an exciting avenue for kids to acquire financial literacy knowledge
2. To create opportunities for kids to apply their financial knowledge in an exciting manner
3. To create more a platform where kids can exchange ideas on financial literacy
4. Motivate kids to take initiative in learning financial literacy through experiential learning

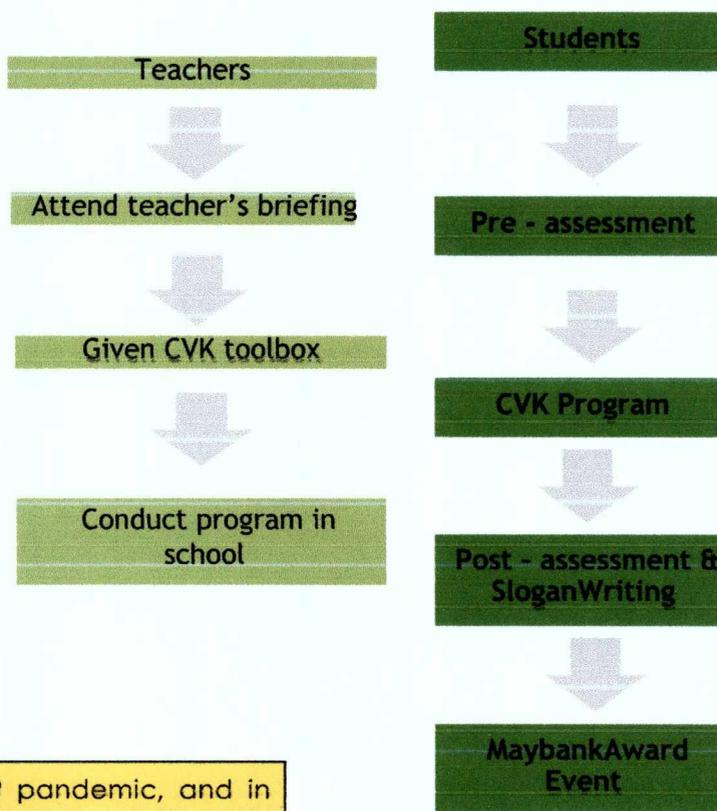


INCLUSION

FEATURES	INCLUSION	
Materials	1 16 GB Pen Drive/Google Drive containing all the 8 episodes videos file, slides, and materials in a soft-copy format	✓
	CashVilleKidz Google Drive containing soft copy of the following: <ul style="list-style-type: none"> • Delivery Order • Teacher’s Implementation Guides • Feedback Forms • Thank You Note to Teachers • Teacher and Student Workbooks 	✓
Training	Professional Training <ul style="list-style-type: none"> • 1-hour Online Training for the Teachers (Teachers Briefing) • Teachers would be briefed to conduct the program in school 	✓

OVERALL ROLL OUT PLAN

We will be deploying the tried and tested method used in Malaysia since 2012. Working with Maybank, we will identify & adopt schools. The diagram on the right explains the processes that teachers & students go through in the CVK school



The change in score between pre- assessment & post- assessment allows the impact of the CVK program to be measured

In view of the COVID-19 pandemic, and in line with Social Distancing protocols, for CVK 2026, schools may choose to deliver the program either Offline (Face-to-Face), Online (Web Conference platforms) or a combination of both.



SUGGESTED ROLL OUT SCHEDULE

OPTION 1 (3 Days):

Day	1	2	3	
EPISODES	PRE TEST + 1,2,3,4 (1 HOUR)	5,6,7,8 (1 HOUR)	POST TEST + SLOGAN (1 HOUR)	DUMO

OPTION 2 (4 Days):

Day	1	2	3	4	
EPISODES	PRE TEST + 1 & 2 (30 minutes)	3,4,5 (30 minutes)	6,7,8 (30 minutes)	POST TEST + SLOGAN (30 minutes)	DUMO

- Numbers denote the respective episodes (1 = Episode 1)
- Program can be conducted either Online (Meet/Zoom or any other Web Conference Platforms), Offline (Face-to-Face; when schools officially reopen), or a combination of both (certain components to be conducted Online, and the rest, Offline)
- **PRE** = Pre-Assessment: To be conducted BEFORE first episode on Day 1
- **POST** = Post-Assessment: To be conducted AFTER Last episode
- **SLOGAN WRITING**: Included in the **post assessment test**, students need to finish the statement "I love Cashville Kidz because..."
- **DUMO** is a continuing learning application where students continue learning more about Financial Literacy even after the program
- **Maybank Award Event**: After the PRE & POST Assessment has been compiled, qualified participants would be invited to the Maybank Financial Education Excellence Award event, where the Best School, Best Educator, Best Student and Best Family would be announced. Attractive and Exciting prizes await the winners!

*Note: Only Finalists would be invited to this event.



MAYBANK FINANCIAL EXCELLENCE AWARDS Upon the completion of the program, the teacher in charge will nominate the

CVK Most Outstanding Student from their respective schools (one student per school) to represent the school for at the Maybank Award Event (will be informed later).

Finalist schools will be invited to the Maybank Financial Excellence Award Event where the Best school Award, Best Educator Award, Best Student Award and Best Family Award will be presented. More information will be provided as we near the event.

INCENTIVES

	Winning Criteria
Incentives for the Students	The top 25 best slogan from all of the student participants from your school will get exciting rewards.
Incentives for the Teachers	As a gesture of Appreciation to the teachers (Criteria for qualification is stated on the "Thank You Note" to teachers) PHP 1,000 CASH INCENTIVE Criteria: 1 Submit 150 Matching* Pre & Post Assessments (150 Pre + 150 Post), 2 AND Submit 3 – 5 High Quality Photos of the class in action (email to cashvillekidz.ph@moneytree.ph)
	PHP 2,000 CASH INCENTIVE Criteria: 1 Submit 300 Matching* Pre & Post Assessments (300 Pre + 300 Post), AND 2 Submit 3 – 5 High Quality Photos of the class in action. (email to cashvillekidz.ph@moneytree.ph)
	PHP 3,000 CASH INCENTIVE Criteria: 1 Submit ABOVE 400 Matching Pre & Post (400 Pre + 400 Post) Assessments, 2 AND Submit 3 - 5 High Quality Photos of the class in action (email to cashvillekidz.ph@moneytree.ph)
	<i>*Limited 1 teacher per school</i>





CONFIRMATION REPLY FORM

Date				<i>School Stamp or School Logo</i>
School name				
Contact Person				
Contact details				
Confirmation of Participation	Please tick (✓) the appropriate box below:			
	<input type="checkbox"/> I would like to confirm our School's participation in the Philippines Cashville Kidz 2026 program <input type="checkbox"/> I decline our School's participation in the Philippines Cashville Kidz 2026 program			

	Signature Over Printed Name			
Select Program Option	<i>(Please refer to the proposal attached)</i>		Grade Level	Grade 3
	Option A (3 Days) Option B (4 Days)			Grade 4 Grade 5 Grade 6 Others: _____
Anything else you deem required / necessary				

Please return to MoneyTree Philippines' representative on or before March 2026.



For ENQUIRIES, please contact:
 (MoneyTree Philippine Licensee)
 Mobile Number: 0917 7022099 / 0917 6213557 / 02 994 3573
 Email: info@moneytree.ph / cashvillekidz.ph@moneytree.ph





January 30, 2026

DR. VIOLETA GONZALES, CESO VI
ASSISTANT SCHOOLS DIVISION SUPERINTENDENT
O-I-C
OFFICE OF THE SCHOOLS DIVISION SUPERINTENDENT
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Dear **Dr. Gonzales**,

We hope you are always in good health.

MoneyTree Philippines submits this letter of intent to collaborate with your esteemed office in offering the highly acclaimed financial literacy program – **CashVille Kidz (CVK)**, Maybank's award winning Corporate Social Responsibility Program on Financial Literacy. Since its inauguration in 2019, CVK already made great impact to over thirty thousand students and more than a thousand teachers in different private and public schools around Metro Manila and Calabarzon.

Last December 10, 2025, Maybank Regional Financial Education Excellence Awards 2025 Philippine winners were recognized at the Fairmont Hotel, Jakarta, Indonesia, with the other ASEAN countries implementing the CashVille Kidz Program.

The winners from the Philippines are from the following schools:

1. Best Student – La Salle College Antipolo (Antipolo City)
2. Best Educator – Jose Rizal University (Mandaluyong City)
3. Best School – Alapan I Elementary School (Imus, Cavite)
4. Best Family – Addition Hills Integrated School (Mandaluyong City)

We write to once again request from your good office to nominate schools for the 2026 CashVille Kidz Program. 6 public and 6 private schools with the following qualifications:

1. Schools with Grades 4-6 (9 to 12 years old) students; can include Grade 3 and Grade 7 students
2. Schools with at least 100 Grades 3-7 students in total

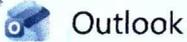
It will be an honor to collaborate with your office and your nominated schools as our program beneficiaries. For more information, you may contact us at 02-8994-3573 or 0917-621-3557.

Sincerely yours,

RHEA SETUBAL

Program Facilitator
Moneytree Philippines





Re: SDO Muntinlupa City - Invitation to join CashVille Kidz Program 2026

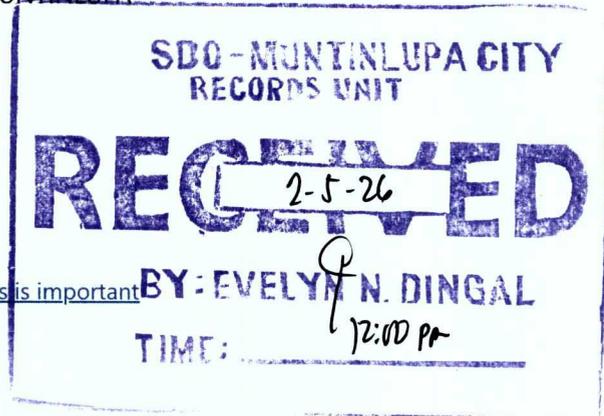
From Cashville Kidz (CVK Philippines) <cashvillekidz.ph@moneytree.ph>

Date Wed 2/4/2026 3:45 PM

To sdo.muntinlupa@gmail.com <sdo.muntinlupa@gmail.com>; SDO MUNTINLUPA <sdo.muntinlupa@deped.gov.ph>

📎 1 attachment (1 MB)

PUBLIC SCHOOL PROPOSAL CVK 2026 (2).pdf;



You don't often get email from cashvillekidz.ph@moneytree.ph. [Learn why this is important](#)

Dr. Violeta Gonzales, CESO VI
Assistant Schools Division Superintendent
O-I-C
Office of the Schools Division Superintendent
Schools Division Office of Muntinlupa City

Dear Dr. Gonzales,

We hope this message finds you well.

We are writing to respectfully follow up on the invitation sent regarding the **CashVille Kidz Financial Literacy Program for 2026**. We sincerely hope you had the opportunity to review the details of the program including the participation, nominations, and awards achieved of schools under your Schools Division Office over the past years.

Given the continued success of the program and the outstanding performance of your schools, we would be honored to once again work with your esteemed Division for the 2026 cycle. We are currently preparing for the next phase of coordination and would greatly appreciate your guidance on the potential beneficiary schools for the upcoming year.

Should you have any questions regarding the program, we would be more than happy to clarify or schedule a brief discussion at your convenience. You may also refer to the attached proposal addressed to your office.

Thank you once again for your continued support and partnership in promoting financial literacy among our learners. We look forward to your kind feedback.

Best regards,
MS. RHEA SETUBAL
PROGRAM FACILITATOR
MoneyTree Asia PH
02-8994-3573

09176213557

cashvillekidz.ph@moneytree.ph

Rhea Setubal

[Growise PH](#)

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On Fri, 30 Jan 2026 at 12:15, Cashville Kidz (CVK Philippines) <cashvillekidz.ph@moneytree.ph> wrote:

Dr. Violeta Gonzales, CESO VI
Assistant Schools Division Superintendent
O-I-C
Office of the Schools Division Superintendent
Schools Division Office of Muntinlupa City

Dear Dr. Gonzales,

Greetings of peace!

The Maybank and Maybank Foundation send this invitation to bring you their highly acclaimed **CashVille Kidz Financial Literacy Program**, educating and empowering elementary school students in proper money management at a young age.

The CashVille Kidz Program landed in the Philippines in 2019. Since then, it has impacted thousands of students, teachers and even communities throughout Metro Manila, Laguna and Cavite.

Through your guidance and recommendation, we are able to work with the esteemed schools under your Schools Division Office.

Please see below the list of schools who have participated in the program:

SCHOOL NAME	YEAR
PAREF Southridge School	2019
De La Salle Santiago Zobel School	202
South Mansfield College	2024 and 2025
Victoria Homes Learning Center	2024

Please also see the nominations and awards that were received by some of the schools under your division:

NOMINATIONS

Best Educator Nominee 2022
De La Salle Santiago Zobel School

Best Student Nominee 2025
South Mansfield College

With this, we would like to once again invite your esteemed schools to become the program beneficiaries for **CashVille Kidz Program 2026**. Please see the attached letter of intent for the program.

We also would like to take this opportunity to send our appreciation for your presence during the recently held Maybank Financial Education Excellence Awards - Philippines Segment Awarding Ceremony through Dr. Zoren Gubalane, Senior Education Program Specialist and Ms. Chelo Rongavilla, Education Program Specialist II.

Thank you once again for your continued support in the program. We look forward to another year of meaningful partnership with you.

Hope to hear your feedback soon.

Best regards,
MS. RHEA SETUBAL
PROGRAM FACILITATOR
MoneyTree Asia PH
02-8994-3573

09176213557

cashvillekidz.ph@moneytree.ph

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