

8 January 2004

MEMORANDUM CIRCULAR

No. 7
Series of 2004

**SUBJECT: ADOPTION OF THE CHILDREN'S HOUR IN THE DSWD
THROUGH THE "WALA PANG PAYB MINUTES" DRIVE**

I. Introduction

The United Nations General Assembly recommended in 1954 that all countries institute a Universal Children's Day. Thus in 1993, by virtue of Presidential Proclamation No. 267, the National Children's Month is celebrated annually every October to recognize Filipino children as the most valuable assets of the nation. The celebration also underscores the important role of Filipino children within the family and within the society.

The Children's Hour campaign calls on individuals and companies to donate an hour of their earnings to support programs committed to the welfare and development of our children and youth. Since its re-launch last August 2002, the campaign got 400 companies to participate from all over the country with over 150,000 employees donating an hour of their salary and raised about P32 million, a demonstration of the private sector's potent power in mobilizing support from the rest of the nation for social services and development especially for the Filipino children and youth. Children's Hour has requested the Department to adopt their campaign in support of their cause.

The DSWD has been one of the beneficiaries of the said Children's Hour campaign. Recently, the campaign has been a source of funding of P 3 million for the PGMA educational assistance program, the beneficiaries of which are the children of the Payatas landslide victims. The Department recognizes the private sector's importance, Children's Hour in particular, as a partner in achieving our vision and implementing our programs specifically focusing on the children and youth. Therefore, it is of utmost importance that good working relations and cooperation exist with NGOs.

The DSWD has been the leader in delivering services to the poor and marginalized in government. Due to this demonstrated leadership, the Department has earned the respect of the Filipino people as an efficient and effective agency and among the least corrupt. The Department's leadership towards quality service for greater public interest has been instrumental in rallying support in pursuing bold steps and ceasing opportunities for development. Presented before us is another opportunity to promote greater consciousness on children issues faced by our society.

In consideration of the employees' sense of social responsibility and in conjunction with the Department's vision and objectives, this is one way of acknowledging the importance of the private sector's involvement and support in providing welfare service, the Department has decided to adopt the Children's Hour campaign through the implementation of the "Wala Pang Payb Minutes" Drive, within the agency as an advocacy campaign for children.

II. Objectives

1. To promote social responsibility and develop civic mindedness among DSWD employees
2. To generate funds in support of the Children's Hour campaign for the development and welfare of children.

III. Campaign Description

"Wala pang five minutes!" This is a **common expression** among us Filipinos. *"Wala pang five minutes!"* Whenever we would want someone to wait for us for a moment while we ready ourselves. This expression reveals a lot about the Filipino culture of maximizing the things we could do in the shortest time available. We value those **"five minutes"**, that's why we want those precious minutes to be time well spent.

The campaign shall call on DSWD employees to donate five minutes (5:00) of their earnings every week. The participation of the DSWD employees shall be on a **voluntary basis**. The duration of the campaign shall be for three (3) months (i.e., December 2003 to March 2004). The donation of each employee's five minutes earnings shall be collected through automatic salary deduction with corresponding authorization from the employees'/officers' salary. This shall cover both the regular, casual / contractual and MOA of the Department. The proceeds of the fund-raising activity shall be turned-over to the Children's Hour.

A sample computation of the 5 minutes of earnings is provided as an attachment. The schedule is presented in each salary grade and based on Step 1 and a median Step level (between Step 4 to 5) for illustration purposes.

1. Collection and Remittance

Central Office. The External Assistance Service shall be in-charge of the monitoring of collections and remittance of funds to the Children's Hour. The remittance of funds shall be coordinated with Children's Hour and shall be guided by the Memorandum of Agreement with Children's Hour with regards to the implementation of the campaign in the Department.

Regional or Field Offices. A separate Memorandum of Agreement with the Children's Hour Steering Committee in each Field Office shall govern the monitoring of donations and remittances of funds. The Children's Hour Steering Committee with the respective Regional Directors of the Field Offices shall consummate the MOA, stipulating the designated officer-in-charge of the monitoring and remittance of funds of the Field Office to Children's Hour.

2. Optional

Any employee has the option to donate additional minutes of their earnings if he or she wishes to do so. Additional minutes for donation shall be in multiples of 5 (i.e. 5 minutes, 10 minutes and 15 minutes) with a maximum of 30 minutes.


SG	STEP 1			MEDIAN SALARY		Contribution / employee			
	STEP 1	STEP 8	MEDIAN	04:59 / wk	monthly	04:59 / wk	monthly	Step 1	Median
1	5,082.00	6,041.00	5,561.50	2.64	10.55	2.89	11.55	31.65	34.64
2	5,540.00	6,585.00	6,062.50	2.88	11.50	3.15	12.59	34.51	37.76
3	6,039.00	7,177.00	6,608.00	3.13	12.54	3.43	13.72	37.62	41.16
4	6,522.00	7,751.00	7,136.50	3.39	13.54	3.70	14.82	40.63	44.45
5	7,043.00	8,375.00	7,709.00	3.66	14.62	4.00	16.01	43.87	48.02
6	7,606.00	9,042.00	8,324.00	3.95	15.79	4.32	17.28	47.38	51.85
7	8,139.00	9,675.00	8,907.00	4.22	16.90	4.62	18.49	50.70	55.48
8	8,709.00	10,351.00	9,530.00	4.52	18.08	4.95	19.79	54.25	59.36
9	9,318.00	11,075.00	10,196.50	4.84	19.35	5.29	21.17	58.04	63.52
10	9,939.00	11,815.00	10,877.00	5.16	20.64	5.65	22.58	61.91	67.75
11	10,535.00	12,522.00	11,528.50	5.47	21.87	5.98	23.94	65.62	71.81
12	11,167.00	13,274.00	12,220.50	5.80	23.19	6.34	25.37	69.55	76.12
13	11,837.00	14,070.00	12,953.50	6.14	24.58	6.72	26.90	73.73	80.69
14	12,546.00	14,914.00	13,730.00	6.51	26.05	7.13	28.51	78.15	85.53
15	13,300.00	15,810.00	14,555.00	6.90	27.62	7.56	30.22	82.85	90.67
16	14,098.00	16,758.00	15,428.00	7.32	29.27	8.01	32.03	87.82	95.10
17	14,944.00	17,764.00	16,354.00	7.76	31.03	8.49	33.96	93.09	101.87
18	15,841.00	18,830.00	17,335.50	8.22	32.89	9.00	36.00	98.68	107.99
19	16,792.00	19,959.00	18,375.50	8.72	34.87	9.54	38.15	104.60	114.46
20	17,799.00	21,153.00	19,478.50	9.24	35.96	10.11	40.44	110.87	121.33
21	18,510.00	22,003.00	20,256.50	9.61	38.43	10.52	42.06	115.30	126.18
22	19,251.00	22,883.00	21,067.00	9.99	39.97	10.94	43.74	119.92	131.23
23	20,020.00	23,799.00	21,909.50	10.39	41.57	11.37	45.49	124.71	136.48
24	20,823.00	24,752.00	22,787.50	10.81	43.24	11.83	47.32	129.71	141.95
25	21,655.00	25,742.00	23,698.50	11.24	44.96	12.30	49.21	134.89	147.62
26	22,521.00	26,771.00	24,646.00	11.69	46.76	12.79	51.17	140.29	153.52
27	23,422.00	27,842.00	25,632.00	12.16	48.63	13.31	53.22	145.90	159.67
28	24,359.00	28,955.00	26,657.00	12.64	50.58	13.84	55.35	151.74	166.05
29	25,333.00	30,113.00	27,723.00	13.15	52.60	14.39	57.56	157.80	172.69
30	28,875.00	34,323.00	31,599.00	14.99	59.96	16.40	65.61	179.67	196.84
31	40,425.00	74,052.00	57,238.50	20.98	83.94	29.71	118.85	251.81	356.55
32	46,200.00	54,917.00	50,558.50	23.98	95.93	26.24	104.98	287.79	314.94
33	57,750.00	68,648.00	63,199.00	29.98	119.91	32.81	131.23	359.73	393.68

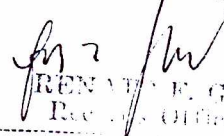
3. Time Frame of the Activity

December 1, 2003 Proposed launch of the *Wala Pang Payb minutes! Drive*
March 1, 2004 End of the *Wala Pang Payb Minutes Drive*

V. Effectivity

This shall be initially in effect for three (3) months, particularly from January 1, 2004 until March 1, 2004 for pilot testing purposes. After which, the Drive shall be implemented from the month of October until the end of December of every year to coincide with the yearly celebration of Universal Children's Day and the National Children's Month every October of the year.


CORAZON JULIANO-SOLIMAN
Secretary - DSWD

A CERTIFIED COPY:

RENATE E. GILERA
Records Officer III