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March 26, 2013 DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT  
 Constitution Hills, Quezon City  
 Tel. Nos. 931-8068/931-8101 loc. 301 to 303

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MEMORANDUM CIRCULAR  
 No. 04  
 Series of 2013

**DSWD PARTNERSHIP WITH THE JOLLIBEE FOODS CORPORATION ON  
 DECLARING 2013 AS YEAR OF THE FILIPINO FAMILY**

Effective immediately, all Offices, Bureau, Services and Units are hereby enjoined to support the campaign of the Department of Social Welfare and Development's (DSWD) partnership with the Jollibee Foods Corporation on declaring 2013 as year of the Filipino family in accordance to the Terms of Reference (TOR) on the Joint campaign of the DSWD and Jollibee Foods Corporation on Declaring 2013 as year of the Filipino family.

For your compliance.

*Corazon Juliano Soliman*  
**CORAZON JULIANO SOLIMAN**  
 Secretary

DEPT. OF SOCIAL WELFARE & DEV.  
 IBP ROAD, CONSTITUTION HILLS, Q.C.

APR 1 2013 *ad*  
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**A CERTIFIED COPY:**  
*Nicomedes P. Sullen*  
**NICOMEDES P. SULLEN**  
 Chief, General Services Division

APR 02 2013  
 SECRETARIAT  
 RECORDS UNIT  
 DSWD GENERAL OFFICE

**JOINT CAMPAIGN OF THE DEPARTMENT OF SOCIAL WELFARE AND  
DEVELOPMENT (DSWD) AND JOLLIBEE FOODS CORPORATION ON  
DECLARING 2013 AS YEAR OF THE FILIPINO FAMILY**

**Terms of Reference**

**I. BACKGROUND**

Presidential Proclamation No. 60 signed on September 28, 1992 devotes every fourth week of September to celebrate the National Family Week. This Proclamation also emphasizes the importance of the family as a basic unit of society and recalls the importance of family values and the need to strengthen family unity and solidarity. Moreover, this supports the global response to changing social and economic structures, which affects the family structure and stability in many regions of the globe, an effort which started in 1994 with the United Nations' Proclamation of the International Year of Families.

The Department of Social Welfare and Development (DSWD) and the National Committee on the Filipino Family (NCFF) spearheads the annual National Family Week celebration and conduct the activities in partnership with the 17 Local Government Units in Metro Manila, civil society organizations (CSOs), which include non-government organizations, peoples' organizations, faith-based organizations private institutions and the academe.

In an effort to bring Filipino families closer, the DSWD signed a Memorandum of Understanding and forged partnership with the Jollibee Foods Corporation last January 31, 2013 and jointly declared 2013 as the Year of the Filipino Family and agreed to jointly conduct a series of family-themed activities.

**II. OBJECTIVE**

The joint campaign declaring 2013 as Year of the Filipino Family in partnership with the Jollibee Foods Corporation aims to promote family unity and solidarity by supporting the conduct of family-themed events especially those Pantawid Pamilya Pilipino Program related activities.

**III. DESCRIPTION OF THE PROJECT**

This project is the actualization of the MOU signed by the DSWD and the Jollibee Foods Corporation (JFC) where they agreed to promote and highlight family unity and solidarity. This will include Jollibee Foods Corporation's food sponsorship of DSWD activities - especially those that involve the family beneficiaries of Pantawid Pamilyang Pilipino Program.

It will also include development and printing of advocacy, communication and media articles which promote family-themed activities jointly conducted by DSWD and the Jollibee Foods Corporation as well as the declaration of 2013 as the Year of the Filipino Family.

#### **IV. IMPLEMENTATION PROCEDURES**

##### **A. CREATION OF THE AD HOC TEAM**

1. An ad hoc team shall be convened and shall be headed by the Pantawid Family Program which will also act as the secretariat that will monitor and coordinate the implementation of this project.
2. The Ad Hoc Team shall be composed of representatives from the Protective Services Bureau, Sustainable Livelihood Program, Social Technology Bureau, Social Marketing Service, and Policy Development and Planning Bureau.
3. The Ad Hoc Team shall also conduct a project assessment and/or evaluate at the end of the project.

##### **B. CONSULTATION / PLANNING ACTIVITIES**

1. In coordination with the Office of the Undersecretary of the Operations and Program Group (OUOPG), the Jollibee Foods Corporation (JFC) through its designated representative shall attend the consultation and partnership meetings.
2. The Ad Hoc Team and the Jollibee Foods Corporation shall determine the specific project activities and schedules and implement them based on agreed institutional arrangements indicated in this TOR.
3. The Ad Hoc Team and the Jollibee Foods Corporation shall also agree on the indicators that will be used in the project assessment and evaluation.
4. The DSWD and the Jollibee Foods Corporation shall agree on the Core Advocacy / Communication Messages that will be printed based on the following conditions:
  - a. The Jollibee Foods Corporation shall mount the campaign, and they shall inform the DSWD, through the OUOPG on the advertorial materials that will be developed.
  - b. The core advocacy / communication message is in consonance with the Declaration of 2013 as the Year of the Filipino Families.
  - c. The core message shall highlight family strengthening, social integration, family closeness / togetherness and solidarity among Filipino families. The theme of the International Family Day Celebration for national observance shall likewise be followed.
  - d. The advocacy activities will be implemented in coordination with the Social Marketing Service.

### C. ACTUAL IMPLEMENTATION

1. The joint campaign declaring 2013 as Year of the Filipino Family in partnership with the Jollibee Foods Corporation shall be implemented from 22 March 2013 until 31 December 2013.
2. The Office of the Undersecretary of the Operations and Program Group (OPG) shall approve the family themed events/ activities at the national level to be pursued for this campaign.
3. The Jollibee Foods Corporation shall support nationwide activities of DSWD that aim to strengthen family relationships especially those that involve the family beneficiaries of the Pantawid Pamilyang Pilipino Program such as the following:
  - Annual Family Week Celebration/ National/Regional/September 2013
  - Search for Huwarang Pantawid Pamilya Program beneficiaries/National Pantawid
  - Family Development Sessions (FDS)
  - Children's Month Celebration Children's Forum on Empowering Families through the Modified Conditional Cash Transfer
  - National Gift giving / outreach to SNP/DCC
  - Outreach during 18th day Campaign Against Violence on Women and Children
  - Cluster Meetings of Civil Society Organizations (CSOs), Regional and Quarterly events
  - Cluster Meetings of SEA-K Associations
  - *Maaga ang Pasko*
  - Jollibee Family Values Awards
  - Family Values Awards /Search for five outstanding families who exemplify positive Filipino values.
4. A feedback report shall be submitted by the Ad Hoc Secretariat to the OUOPG, 10 days after the activity.

### V. INSTITUTIONAL ARRANGEMENTS

#### A. DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT

##### 1. Pantawid Pamilyang Pilipino Program

- a. Act as the lead of the DSWD Ad Hoc Team for the project which shall also be the secretariat that will coordinate the implementation of the project;
- b. Identify/match family beneficiaries for family - themed events for Jollibee's campaign in 2013 in coordination with the concerned OBSUs.

- c. Facilitate invitations / request for the conduct of regional events of DSWD through food sponsorship during September 2013, the Month of the Family
- d. Provide final list of activities for food sponsorship for family themed seminars /trainings
- e. Include Search for Huwarang Pantawid Pamilyang Pilipino in the campaign package / activities

**2. Sustainable Livelihood Program (SLP)**

- a. Identify/match family beneficiaries for family - themed events for Jollibee's campaign in 2013 and submit to Pantawid Pamilya.
- b. Facilitate invitations / request for the conduct of regional events of DSWD through food sponsorship during the 2013 Celebration of the Month of the Family
- c. Submit list of activities for food sponsorship for family themed seminars/trainings, or livelihood related national events for the family, e.g., PAMANA.

**3. Social Marketing Service (SMS)**

- a. Provide inputs and technical assistance on the development, printing, and distribution of publicity materials on events and family strengthening campaigns through issuance of press/photo releases, broadcast and print interviews/guestings
- b. Monitor the appropriate use of name and logo of DSWD on the Jollibee Foods Corporation collaterals, advertorials, press releases and related campaign activities.
- c. Attend the meetings related to planning and actual conduct of events.
- d. Cover/Handle media coverage of events in coordination with Jollibee Foods Corporation
- e. Acknowledge Jollibee as a major partner in campaign - related advertorials.

**4. Protective Services Bureau (PSB) and Social Technology Bureau (STB)**

- a. Attend Ad Hoc consultation / coordination meetings.
- b. Provide inputs and technical assistance on the implementation of the project as agreed upon.
- c. Recommend family themed seminars /trainings, activities

**5. Policy Development and Planning Bureau (PDPB)**

- a. Attend Ad Hoc consultation / coordination meetings.
- b. Provide inputs and technical assistance on the implementation of the project as agreed upon.
- c. Ensure consistency of family themed campaign / activities with the recommendations of the ASEAN Ministerial Forum on Families

**6. DSWD-FIELD OFFICES**

- a. Help disseminate the family – themed advocacy materials.
- b. Provide technical assistance in the conduct of family themed activities.

## **B. JOLLIBEE FOODS CORPORATION**

- a. Designate official representative to coordinate with the DSWD.
- b. Organize /mount family themed events in 2013 in consultation / coordination with the DSWD.
- c. Acknowledge the partnership with DSWD throughout 2013 via publicity.
- d. Provide support on nationwide /regional events of DSWD through food sponsorship from period March to December 2013 most especially during the Family Week celebration.
- e. Provide support through food sponsorship of family themed seminars and trainings of DSWD.
- f. Attend assessment meetings after the conduct of the one –year campaign.

## **VI. MONITORING AND EVALUATION**

1. Quarterly monitoring shall be implemented by the *ad hoc* team led by the Pantawid Pamilyang Pilipino Program.
2. A post evaluation activity shall be conducted by the ad hoc team in partnership with the Jollibee Foods Corporation to determine the milestones, gains and lessons on the campaign/partnerships with corporate organizations for future guide / recommendations on DSWD partnerships with the corporations.

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