

MEMORANDUM CIRCULARNo. 13

Series of 2024

SUBJECT: UTILIZATION OF THE DSWD OFFICIAL CASH ENVELOPE IN ANY MONETARY RELEASES OF ALL FRONTLINE PROGRAMS AND SERVICES

I. RATIONALE

The Department of Social Welfare and Development (DSWD) leads the development, implementation, and coordination of social protection and poverty reduction solutions for and with the poor, vulnerable, and disadvantaged. Relatively, it also ensures a unified and standardized implementation reducing risks and setting quality implementation of its Programs and Services.

Pursuant to the DSWD Memorandum Circular No. 01 series of 2024¹, ensuring the standard implementation of the DSWD Information, Education and Communication (IEC) materials and other collaterals as DSWD Brand Identity of Good Governance and Leadership aligns with the Memorandum Circular No. 24, series of 2023 or the Launching of the Bagong Pilipinas Campaign as the Administration's Brand of Governance and Leadership" which directs all Government Agencies, Attached Agencies, Institutions, and Government-Owned and Controlled Corporations to adopt the campaign logo issued by the Office of the President leading to enhanced specifications of the DSWD branding and visual identity.

In an effort to fortify the Department's identity, the **DSWD Official Cash Envelopes** are utilized for monetary releases of frontline programs and services. This enhances security and accountability by guaranteeing the safe delivery of monetary assistance and protection against adverse circumstances, while also facilitating transparent transactions. Furthermore, it establishes an identity that can foster trust and confidence in clients and beneficiaries, upholding respect for the recipients leading to the effective delivery of services to those marginalized, vulnerable, and poor populations.

Moreover, to ensure a culture of excellence with integrity and transparency, the DSWD shall ensure adherence to its quality policies, mandates, and other pertinent laws. Hence, this Memorandum Circular is issued to guide the utilization of the DSWD Official Cash Envelope in any monetary releases of all DSWD Programs and Services.

II. LEGAL BASES

A. Office of the President of the Philippines Malacañang Memorandum Circular No. 24, series of 2023 entitled "Launching the Bagong Pilipinas Campaign as the Administration's Brand of Governance and Leadership", the

¹ DSWD MC No. 01, s. 2024 entitled Amendment to MC No. 14 S. 2021 with the subject Amending the Guidelines on the Implementation of the DSWD Brand Design and Its Consistent Application in All Agency Collaterals, Communications and Marketing Materials

Administration's overarching Brand of Governance and Leadership, a National Government branding and communications strategy.

- B. **Executive Order No. 14 s. 2023, Philippine Development Plan 2023-2028**, reflecting the government's policies, strategies, programs, and legislative priorities consistent with and in support of the Socio-Economic Agenda.
- C. **DSWD Memorandum Circular No. 01 series of 2024 Amendment to MC No. 14 S. 2021** with the subject "Amending the Guidelines on the Implementation of the DSWD Brand Design and Its Consistent Application in All Agency Collaterals, Communications, and Marketing Materials".

III. OBJECTIVES

This Circular is issued primarily to guide the program implementers in the utilization of the DSWD Official Cash Envelope for identifiable packaging of any monetary release transaction being provided through the frontline programs or services.

Likewise, it aims to manage the unified usage of DSWD IEC and collateral materials aligned with the DSWD branding and communications strategy consistent and standard on the provision of all applicable and pertinent laws and regulations governing monetary transactions and communication practices. Adherence to legal frameworks that essentially uphold transparency, legality, and ethical standards in delivering DSWD programs and services.

IV. DEFINITION OF TERMS

For purposes of herein guidelines, the following terms are defined as follows:

- A. **Official Cash Envelope** - refers to a formal envelope standardized in size and design, and will bear the markings and logo of the DSWD and approved by Digital Media Service. This will be used to standardize the level of formality and security in handling the disbursement of assistance.
- B. **Frontline Programs and Services** - refers to programs and services addressing the immediate needs of marginalized and vulnerable sectors, focused on poverty alleviation, social protection, and community development.
- C. **Monetary Release** - refers to the distribution or disbursement of funds in any form of financial assistance through cash outright.
- D. **Service / Program Owners** - refers to an office within DSWD, responsible for overseeing specific programs or services and ensuring guidelines are followed and compliance is maintained.

V. COVERAGE

This Circular shall cover and apply to all DSWD Offices, Bureaus, Services, and Units, in the Central Office and Field Offices, including the DSWD Social Welfare and Development (SWAD) Offices, and the DSWD Satellite Offices providing frontline programs and services through the provision of financial assistance or releasing monetary value to the DSWD clients or beneficiaries in all payout areas.


VI. IMPLEMENTING GUIDELINES

1. The DSWD Official Cash Envelope shall be used solely for the provision of outright cash in all payout areas;
2. The releasing officer of the concerned office conducting the payouts shall ensure the following:
 - a. Count the money in front of the client prior to sealing it in the DSWD Official Cash Envelope;
 - b. Indicate the exact amount in words and figures; and
 - c. Tick the appropriate box that corresponds to the program provided (i.e., AICS, SLP, ECT, Others);
3. Only layouts (see *annex A*) approved by the Digital Media Service (DMS) are allowed to be reproduced for usage, ensuring clear labels with DSWD and Bagong Pilipinas logos and any relevant identifying information. The layout and design will likewise include security measures to prevent incidents of attempting to falsify the envelope and use it to damage the image of the DSWD programs and the DSWD as a whole.
4. The Administrative Service and counterpart in Field Offices shall manage the printing or reproduction and distribution of the cash envelope to all concerned offices;
5. The AS and counterpart office shall ensure the availability of the official cash envelope and other logistical requirements;
6. The DSWD service/ program owners shall regularly monitor and ensure that the guidelines are followed;
7. The logo to be inscribed in the Official Cash Envelope shall be approved by the Head of Digital Media Services (DMS) or the authorized representative; and
8. The DMS shall Monitor the compliance of these guidelines, especially the production of the prescribed official cash envelope whether it conforms to the standards as approved.

VII. REPEALING, TRANSITIONARY AND EFFECTIVITY

This Memorandum Circular shall take effect immediately after Fifteen (15) days from the date of filing in the University of the Philippines Law Center and publication in the Official Gazette or newspaper of the general circulation.

Any other issuances inconsistent with this Guideline are hereby amended or repealed. Any provision shall be invalid, illegal, or unenforceable, the validity, legality, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.


 REX GATCHALIAN
 Secretary
 Date: 25 APR 2024

Certified True Copy


WILLIAM V. GARCIA, JR.
 OIC, Division Chief
 Records and Archives Mgt. Division

26 APR 2024

DSWD Payout Envelope Size #10 (10.48cm x 24.13cm)

"Annex A"

DSWD Department of Social Welfare and Development

SAGONG PUNANAS

ACS Attendance to Individuals in Crisis Situations
 SLP Sustainable Livelihood Program
 CFW Cash-for-Work
 ECT Emergency Cash Transfer
 Others

Amount in Words _____ P _____

Amount in Figures _____

#BawatBuhayMahalagaSADSWD

DSWD Central Office - BPO Space
 DSWD Regional Office - Cebu
 DSWD Regional Office - Iloilo
 DSWD Regional Office - Zamboanga
 DSWD Regional Office - Davao
 DSWD Regional Office - Marikina
 DSWD Regional Office - Baguio
 DSWD Regional Office - Zamboanga City
 DSWD Regional Office - Zamboanga City
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DSWD SAGONG PUNANAS #BawatBuhayMahalaga

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