



Campaign for Character Education Tenacity of Alalay sa Pamilya at Bayan (APB) Foundation, Inc.
And I Am STRONG...I Keep Love Real of University of Asia and the Pacific

Schools Division Office of Bulacan
ADVISORY
No. 071 s. 2023
TO: PUBLIC PRIVATE PSDS
 Elementary — Junior High School — Senior High School
 Elementary School Principals/School Heads
 Secondary School Principals/School Heads
For information:
NORMA P. ESTBAN, EdD, CESO V
Schools Division Superintendent
Office of the School Division Superintendent

August 8, 2023

MS. NORMA P. ESTEBAN

Superintendent
Malolos City, Bulacan

Dear Ms. Esteban:

The School Year 2022-2023 has just ended, and before we know it, we are standing by the entrance gate of SY 2023-2024. The 28th of August, indeed, is coming soon.

We would like to take advantage of this early time to announce the Kick-off Ceremonies of CACHET 2023-2024. As many of you already know, although some are still in the process of being welcomed into the campaign with open arms, CACHET is an undertaking of Alalay sa Pamilya at Bayan Foundation, Inc., in partnership with University of Asia (UA&P) and the Pacific, and other institutional partners. We are arranging for orientation by division in during the break, to the extent appropriate and feasible.

THE KICK-OFF CEREMONIES is scheduled ...

for Saturday, 9 September, from 9:00 a.m. to 4:00 p.m.
at the Li Seng Giap Auditorium of the UA&P Ortigas Campus

and you are most cordially invited face-to-face for a deeper orientation on CACHET and its program of activities for SY 2023-2024. We welcome in a special way those school clubs who are attending CACHET for the first time.

As a heads-up too, on this same day, school clubs that were active in the past school year shall receive a certification formally classifying them as **CACHET ASSOCIATE LEVEL II**, while those who newly formed school clubs shall receive a certification formally admitting them to CACHET as **CACHET ASSOCIATE LEVEL 1**.

The morning of the kick-off is given to an in-depth orientation on CACHET: its nature, thrust, and direction; and what it has done without let-up over these past years, including the two pandemic years.

We plan to start the day with a Holy Mass at 7:30 a.m. at the Stella Orientis Chapel, for those who wish to attend, followed by breakfast at 8:30 a.m.

The afternoon is devoted to a detailed orientation of the National Culture of Excellence (NCE) and National Culture of Governance (NCG), two movements, the first of which has been a complementary flagship program of DepEd for character building in the late nineties and the first decade of the 2000s. Both authored by Dr. Jesus P. Estanislao, one of the founding fathers of Center for Research and Communication and the first president of the University, the second of the series is a new set of four pamphlets, currently still on digital copy, on the four core values of the government, especially DepEd: Maka-Diyos, Makatao (incorporating Makapamilya), Makakalikasan and Makabansa. We have invited him to address us in the afternoon.

This letter of invitation is for you to save-the-day. We would be most happy if the CACHET officers and coaches will come in good numbers.

We shall keep you posted, but you are requested to indicate your intention as early as now, even yet without compromising the school. Thank you and warmest personal regards! Have a good rest for this midterm break ... keep your cheerfulness and ensure your well-being!

Sincerely yours,
Sincerely you

ANNABELLE P. BROWN
Chairman and President
APB FOUNDATION, INC

ANTONION N. TORRALBA
CACHET Program Director
and University Fellow

MARIEVIC A. MAALA
Executive Director
APB FOUNDATION, INC.

