



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

Republic of the Philippines
DEPARTMENT OF EDUCATION
Schools Division Office of Bulacan
ADVISORY
No. 22, s. 2025
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

July 17, 2025

ADVISORY


This is in reference to the letter of **PAULA PATRICE DELA CRUZ** dated July 16, 2025, on the **Invitation to join the JA SparktheDream Program of the Junior Achievement of the Philippines, Inc.**

The timeline of the Program Implementation are as follows:

July 2025	Videos, Platform, and Teacher's Orientation -July 28, 2025, 1:00PM-3:00PM
August 2025	School Implementation -Platform & Video Access: August 4, 2025
September 2025	Social Challenge Nationals -Submission Deadline: September 5, 2025 -Philippine Finals: September 15, 2025 Mindset Workshop (Online) -September 12, 2025 -September 19, 2025
November 2025	Culmination of Event -Social Challenge Regionals: November 11, 2025 - 4:00PM – 5:00PM -Awarding of Event: November 21, 2025

Interested participants may directly communicate with coordinator2@japionline.org.

All participants are advised to secure a Travel Authority from the Division Office.


NORMA P. ESTEBAN, EdD, CESO V
Schools Division Superintendent



**JA
Philippines**

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**JA PHILIPPINES
LEARNING INSTITUTE**

November 2025

Culmination of Event

- **Social Challenge Regionals:** November 11, 2025
- 4:00PM - 5:00PM
- **Awarding Event:** November 21, 2025
- 9:00 AM - 11:00AM

We are delighted to extend an invitation to **700 Grade 6 students** from the **Bulacan City division**, along with at least one teaching staff or facilitator per student coordination, to join our JA SparktheDream program. Aligned with this, we are also kindly requesting for an **online meeting with school leaders** on **July 28, 2025 at 1:00PM - 3:00**.

Thank you so much and we look forward to hearing from you soon!

Sincerely yours,

PAULA PATRICE DELA CRUZ

National Project Manager

Junior Achievement of the Philippines, Inc. (JA Philippines)

KRISHNA C. ALEJANDRINO, MSC, ChBA

Executive Director

Junior Achievement of the Philippines, Inc. (JA Philippines)

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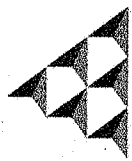
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July 16, 2025

DR. NORMA P. ESTEBAN EdD, CESO V

Schools Division Superintendent
Department of Education - Bulacan City

Greetings from Junior Achievement of the Philippines, Inc.,

Junior Achievement of the Philippines, Inc. (JA Philippines) is part of JA Worldwide®, a global non-profit organization nominated for the 2022 Nobel Peace Prize. For 53 years, we've educated students through hands-on programs focused on workforce readiness, entrepreneurship, and financial literacy, preparing young people for success in the global economy.

JA Philippines has partnered with FWD Insurance, an Asia-based insurance company established in 2013 that entered the Philippines in 2014. Together, we've launched the JA SparktheDream program as part of FWD's CSR initiative across JA Asia Pacific chapters..

JA SparktheDream is a holistic program aiming to develop primary school students' financial literacy at early ages, and empower them to live their dreams. This program equips students with skill sets to become financially capable individuals, and the mindsets and framework to become socially-minded, positive contributors to their communities by providing them with tools and opportunities to take charge of their financial future.

From this program, the students will also develop their financial literacy by multifaceted experience combining the following:

- Financial management lessons led by business volunteers
- Interactive online learning platform
- Family activities
- Community engagement
- Competition

Below is the timeline for the program implementation:

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www.japhilippines.org