



**DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
KAGAWARAN NG KAPALIGIRAN AT LIKAS NA YAMAN**



BAGONG PILIPINAS

MEMORANDUM

**FOR : ALL REGIONAL EXECUTIVE DIRECTORS
ALL BUREAU DIRECTORS
ALL HEADS OF ATTACHED AGENCIES**

**FROM : THE DIRECTOR
Administrative Service**

SUBJECT : NATIONAL DAY OF CHARITY

This is to respectfully forward the letter from the Philippine Charity Sweepstakes Office (PCSO) regarding the celebration of the National Day of Charity every 30th of October, pursuant to Proclamation No. 598 dated 13 June 2024.

The Department is encouraged to actively participate in this celebration by conducting charitable activities aligned with our mandate. Suggested activities include: (1) Community tree planting, (2) Urban gardening or agroforestry, (3) Distribution of vegetable and fruit-bearing tree seedlings, and (4) Waste management projects.

Should you have any concerns or queries, you may directly coordinate with the Branch Operations Sector of the PCSO through email address: oagmbos@pcso.gov.ph or telephone no. (02) 8706-7571.

For your information and appropriate action.


ROLANDO R. CASTRO

MEMO NO. 2024 - 922



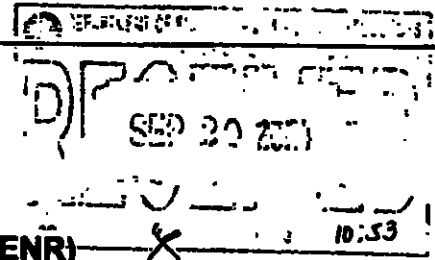
PHILIPPINE CHARITY SWEEPSTAKES OFFICE

Sun Plaza Building, 1507 Shaw Boulevard corner Princeton St., Mandaluyong City 1552

www.pcsso.gov.ph



BAGONG PILIPINAS



August 20, 2024

MARIA ANTONIA YULO-LOYZAGA

Secretary

Department of Environment and Natural Resources (DENR)

DENR Bldg. Visayas Avenue,

Diliman, Quezon City Metro Manila 1100

Dear Secretary Yulo-Loyzaga:

We write in reference to Proclamation No. 598 dated June 13, 2024, of President Ferdinand R. Marcos, Jr., declaring the 30th day of October of every year as "**National Day of Charity**". The Philippine Charity Sweepstakes Office (PCSO) is directed to lead, coordinate and supervise the observance of the National Day of Charity, and identify the programs, activities and projects for the celebration thereof.

Government agencies and private organizations are thus encouraged to implement charitable and philanthropic activities that can enrich the community or impact people's lives in tangible ways. Attached is the Memorandum Circular on the Guide for the Celebration of the National Day of Charity.

Cognizant of DENR's role in preserving the environment for present and future generations, we encourage your participation by undertaking charitable activities related to your mandate and inform us of the same so that we can highlight these in the celebration. Activities may include: (1) Community tree planting; (2) Urban gardening or agroforestry; (3) Distribution of free vegetable and fruit-bearing tree seedlings; and (4) Waste management projects.

For this year, we have created Facebook hashtag #PambansangArawngKawanggawasaBagongPilipinas and #NationalDayofCharity for posting of activities. You may also tag PCSO's FB page - Philippine Charity Sweepstakes Office.

For concerns, you may contact the Branch Operations Sector of the PCSO at oagmbos@pcsso.gov.ph with telephone number (02) - 8706-7571.

Thank you.

Very truly yours,

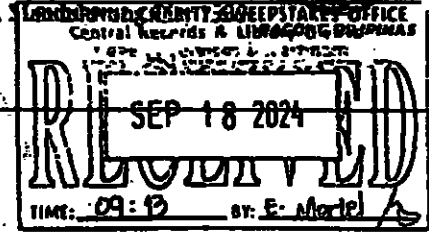
MELQUIADES A. ROBLES
General Manager

JUDGE FELIX P. REYES (Ret.)
Chairperson



PHILIPPINE CHARITY SWEEPSTAKES OFFICE

Sun Plaza Building, 1507 Shaw Boulevard corner Princeton St.
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MEMORANDUM CIRCULAR NO. MO 2024-795

TO : Heads of All Agencies and Instrumentalities of the National Government, including Government-Owned-or-Controlled Corporations, Government Financial Institutions, State Universities and Colleges, All Local Government Units, Non-government Organizations, and the Private Sector.

SUBJECT : Guide for the Celebration of the National Day of Charity

DATE : 09 September 2024

1.0 Purpose

This Memorandum Circular is issued to guide stakeholders in their preparation and implementation of programs, projects and activities for the celebration of the "National Day of Charity" ("NDC") on October 30, 2024. The sections include:

- a) Background of the National Day of Charity and its legal bases;
- b) Suggested Activities for Stakeholders;
- c) PCSO Organized NDC Activities.

2.0 Background and Policy Mandates

The Philippine Charity Sweepstakes Office (PCSO) is tasked to lead, coordinate and supervise the observance of the National Day of Charity dedicated to promoting and encouraging charitable acts across the country and fostering a culture of giving and solidarity among Filipinos, emphasizing the collective responsibility to support those in need.

- The declaration of the 30th day of October every year as "National Day of Charity" is based on Proclamation No. 598 signed by the President on 13th day of June 2024.

3.0 Objectives

The National Day of Charity is observed to raise awareness and encourage individuals and groups to implement charitable initiatives and philanthropic activities that can enrich community ties, improve other people's well-being, and impact lives in tangible way.

Agencies at the national and local levels, as well as other stakeholders, shall be guided by the following general objectives in planning their National Day of Charity activities:

- Celebrate acts of kindness and generosity. Encourage volunteerism and active participation of individuals and organizations to participate in charitable activities;
- Highlight the collaborative efforts of government agencies, non-government organizations, and private sector entities in maximizing the reach and impact of charitable initiatives;
- Increase solidarity, social responsibility and public support for charity.
- Generate funds to support various charity programs and mobilize resources to aid the less fortunate and vulnerable sectors of society;
- Develop sustainable programs that can continue supporting beyond the National Day of Charity and implement strategies that ensure long-term impact and continuity of charitable efforts.

4.0 Charitable Activities

PCSO urges government agencies, non-government organizations, sectoral groups, private entities, civil society organizations, and various stakeholders at national, regional, and local levels to organize meaningful activities aligning with the "National Day of Charity" ("NDC"). Possible activities include:

4.1 National Day of Charity banner of support.

- Exhibit the National Day of Charity banner.** Display NDC banner prominently in front of offices, landmarks, and other designated areas. In addition, upload the digital version of the banner to your agency or organization's official website and social media accounts. Banner materials are available for download in the National Day of Charity Webpage found in the PCSO Website.
- Use the official designs released by PCSO.** Stakeholders are encouraged to utilize the official advocacy profile photo, standard banner and FB frame for the NDC. Details and downloadable materials are available in the NDC webpage found in the PCSO Website.
- Use the official hashtag: #NationalDayofCharity #PambansangArawngKawanggawasaBagongPilipinas.** This hashtag encourages individuals and organizations to come together to support those in need whether through donations, volunteer work, or other charitable programs to create positive change in our communities.

4.2 "Kawanggawa Para sa Kapwa." Public and private entities have the option to extend charitable acts or kind gestures to disadvantaged sectors, on or before October 30 of each year. These generous acts may include tokens freebies, discounts, special lanes, free services, and other promotions for the underprivileged or marginalized sector of society. Moreover, government and private organizations, can organize missions, fairs, or similar activities. These events can serve as platforms to disseminate information about efforts and initiatives aimed at uplifting the conditions of the disadvantaged sectors in the society, and encouraging

charitable acts across the country, i.e. Libreng Sakay, Community Feeding Program, Medical and Dental Mission, Blood Donation Drive, Support for Orphanages and Elderly Homes, Free Legal Consultations, Libreng Gupit, Community Pantry, Operation Tuli, Community Library, among others.

4.3 "Porsiento ng Kita para sa Kawanggawa." Consider setting aside a percentage of earnings for charitable endeavor/s to select organizations/certain beneficiary.

4.4 Coordination with the regional and local agencies. Coordination with the regional and local agencies aims to facilitate inter-agency activities focused on promoting and organizing charitable programs. By fostering cooperation at both regional and local levels, these initiatives contribute to more collaborative efforts in maximizing the reach and impact of charitable efforts.

4.5 Red is the Color of Charity

Red is the color of love and giving. Wear anything in color red on the 30th day of October to raise awareness regarding the National Day of Charity, and to show solidarity in our efforts to extend charity and to do acts of kindness and generosity.

5.0 PCSO Organized Activities

5.1 Charity Summit

The PCSO will hold a Charity Summit on September 5, 2024, that aims to bring together various stakeholders to discuss and promote charitable activities and events across the Philippines to encourage collaboration among different sectors, including government agencies, non-government organizations, and private entities.

5.2 Charity Run

In celebration of the National Day of Charity on October 30, 2024, the Philippine Charity Sweepstakes Office will sponsor the PCSO Charity Run on October 20, 2024 with 3k, 5k, and 10k events. This event aims to promote health, fitness, and social responsibility while raising funds for various charitable causes. At least five (5) representatives from different government agencies are encouraged to join the Charity Fun Run.

5.3 Blood-Letting Project

The Philippine Red Cross, in partnership with the PCSO, shall conduct a blood-letting activity which aims to create public consciousness on the importance of voluntary, non-remunerated blood donation (VNRBD) of safe and healthy blood in saving the lives of millions of Filipinos. Representatives from different GOCCs may participate in the event by coordinating with the PCSO Medical Services Department at msd@pcso.gov.ph or at 8441-26-12.

For guidance and appropriate action.



MELQUIADES A. ROBLES
General Manager