MEMORANDUM TO:

OIC, Office of the Assistant Schools Division Superintendent
Chief Education Supervisors, SGOD and CID
Elementary and Secondary School Principals
Officers-in-Charge
Public Schools Only

SUN PERA-ARALAN PROGRAM DIGITAL LAUNCH

Attached is a letter from Mr. Timothy John Agulto, Managing Director, AHA Behavioral Consultancy Corp. dated August 11, 2020 re: “Digital Launch of Sun Pera-Aralan Program” on September 11, 2020 at 9:00 am, via Facebook Live, for information and appropriate action.

School heads/officers-in-charge and Faculty Club presidents are highly encouraged to attend the said activity.

For wide and immediate dissemination.

SHERYLL T. GAYOLA
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent

\[\text{acf@es038}\]
11 August 2020

Dr. Sheryll T. Gayola  
School Division Superintendent  
Marikina City Schools Division  
191 Shoe Ave., Sta. Elena, Marikina  
City, 1800 Philippines  

Dear Dr. Gayola:

Thank you once again for the opportunity to present to you Sun Pera-Aralan, the behavioral financial management program of Sun Life Foundation and AHA! Behavioral Design.

As shared with you during our online meeting, we will be rolling out this program specifically designed for the public school teachers of the Philippines. In times when budgeting is critically essential but also challenging, we want to provide this support to your teachers even beyond this current situation.

Unlike traditional financial literacy projects that require class and work-disrupting seminars, Sun Pera-Aralan uses a behavioral approach, which is highly non-disruptive and is very respectful of the already existing load of the teachers. This behavioral approach is to be done by distributing a straightforward budgeting tool to the school principals and deploying a set of digital nudges to remind them to use the tool over a period of five months.

This scientifically tested program will run from October 2020 to March 2021 to all the public school teachers in Manila, Marikina and Quezon City for our 2020 rollout.

Keeping in mind the health issues we are facing, a top priority included in this program is securing the well-being of you, your teachers, as well as our team’s. We ensure that we will follow government-prescribed safety protocols in all our activities—from the launch, tool distribution, and insighting sessions.

In line with this, we would like to respectfully reiterate the following requests that you may also consider as you draft the official memo:
Roles & Responsibilities of Parties

I. Proponents: Sun Life Foundation & AHA! Behavioral Design
   1. Organize and provide for all activities related to the program, i.e., the digital launch event, tool distribution activity, online interview, and insighting sessions;
   2. Deploy researchers to interview and insighting sessions with teachers from select schools between October 2020 and February 2021; and,
   3. Report the results of the program to the SDO after March 2021.

II. Partner: DepEd-Marikina
   A. SDO (Superintendent)
      1. Formally endorse the program to all the schools in the Division through an Official Memo;
      2. Join and be a part of the social media group of ‘Sun Pera-Aralan’;
      3. Attend at digital launch on September 11, 2020; and
      4. Encourage the Principals and Faculty Club Presidents to be part of the social media group of ‘Sun Pera-Aralan’ for updates about the program.
      5. Invite the Principals and Faculty Club Presidents to attend the digital launch event.

   B. Principals and Faculty Club Presidents
      1. Join the social media group of ‘Sun Pera-Aralan’ for updates, together with their Faculty Club Presidents;
      2. Attend the digital launch event scheduled for their school and cluster on September 11, 2020;
      3. Provide our Sun Pera-Aralan team a schedule of delivery to the school principals on October to conduct the tool distribution;
      4. Encourage the teachers to be part of the social media group of ‘Sun Pera-Aralan’ where the nudges that remind them to use the tool will be deployed; and,
      5. Authorize the Sun Pera-Aralan Team to conduct interviews & insighting sessions with teachers from select schools sometime in January and February 2021.
C. Teachers

1. [On a voluntary basis] Use the tool for six months, which is the initial period of the program
2. Join an online community for the program, where prompts and reminders to use the tool will be deployed.
3. [For select teachers from certain schools] Participate in the online interviews & insighting sessions that will be conducted by the Sun Pera-Aralan Team sometime in January and February 2021 to measure the results of the intervention.

Attached to this letter is an infographic material on the details and initial results of the program. Please feel free to reproduce and share it as encouragement and guidance for your constituents.

Also included is a draft sample memo that you can use as a reference.

For confirmation of attendance to the small group launch roadshow, please have your office and the principals get in touch with our Project Team:
   1. Project Manager: Ms. Rech De Asis at (+63)916-333-9951 or rech.deasis@ahabd.com
   2. Project Coordinator: Mr. Denzel Dela Cruz at (+63)998 884 5168 or denzel.delacruz@ahabd.com

We are excited to work with you and to realize the potential benefits for the teachers in the Marikina City Division, especially during these difficult times.

Muli, maraming salamat po sa inyong tulong at suporta!

Respectfully yours,

TIMOTHY JOHN AGULTO
Managing Director
AHA Behavioral Consultancy Corp.
JOIN US IN THE OPENING OF THIS GROUNDBREAKING
FINANCIAL MANAGEMENT “SCHOOL” FOR YOUR TEACHERS!

Sun Pera-Aralan
2020 | DIGITAL LAUNCH
VIA FACEBOOK●LIVE

SEPTEMBER 11, 2020 | FRIDAY | 9:00 AM

REGISTER THROUGH:
bit.ly/SPA2020LaunchRegistration

DEADLINE FOR REGISTRATION IS ON AUGUST 28, 2020

SPEAKERS:

Mr. Benedict Sison
CHAIRMAN OF THE BOARD,
SUN LIFE FOUNDATION

Br. Armin Altamirano Luistro, FSC
INDEPENDENT TRUSTEE,
SUN LIFE FOUNDATION

Mr. Alexander Narciso
PRESIDENT, SUN LIFE FOUNDATION

Mr. Enchong Dee
SUN LIFE BRAND AMBASSADOR

Dr. Malcolm Garma, CESO V,
REGIONAL DIRECTOR, DepEd-NCR

Ms. Kristine Dianne Millete
EXECUTIVE DIRECTOR,
SUN LIFE FOUNDATION

SPECIAL THANKS TO

DepED
DEPARTMENT OF EDUCATION