MEMORANDUM TO:

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

RED CROSS YOUTH COFFEE BREAK AND MAAB KICK OFF 2019

Attached is a letter from Ms. Jennifer E. De Guzman, Chapter Administrator, Philippine Red Cross Marikina Chapter dated June 20, 2019 re: Red Cross Youth Coffee Break and MAAB Kick Off 2019, on July 5, 2019 (Friday) from 9:00 am to 11:00 am at CVJ Food Catering, 27 Flamingo Street, New Marikina Subdivision, Sta. Elena, Marikina City, content of which is self-explanatory, for information and guidance.

School heads or Red Cross Youth Focal Person are encouraged to attend the said activity.

For clarification contact Mr. Vernon Jay Z. Flores, Red Cross Youth – Staff in Charge of Philippine Red Cross Marikina Chapter on his contact number (+63) 997-6021-206 or floresvernon005@gmail.com.

School heads are requested to make necessary arrangements on the teaching schedule of the concerned teachers to avoid disruption of classes.

Wide dissemination of this Memorandum is desired.

JOEL T. TORRECAMPO
Assistant School Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent
TO: SCHOOLS DIVISION SUPERINTENDENT SCHOOL HEADS/PRINCIPALS

FROM: PHILIPPINE RED CROSS-MARIKINA CITY CHAPTER

SUBJECT: RED CROSS YOUTH COFFEE BREAK & MAAB KICK OFF 2019

Greetings from the Officer and Members of PRC- Marikina City Chapter Board of Directors and Staff!

The Philippine Red Cross (PRC) would like to express our utmost intent to your good office to partner with us in building community resilience and in educating, empowering and enabling the youth in the paramount role education plays in safeguarding human dignity and life, nurturing humanitarian values and hope for a better future, and building resilience and peace.

In this regard, our partnership would commence through the creation of Red Cross Youth (RCY) council in your respective school and to hone students as potential agents of change that could help us uplift human dignity and alleviate human suffering.

The Red Cross Youth (RCY) is one of the six (6) major services and is the youth volunteering program of the Philippine Red Cross. Its mission is to educate and empower children and youth in the spirit of the Red Cross through constructive trainings and effective leadership and provide opportunities for directing and harnessing their energies and idealism into worthwhile humanitarian activities.

The Red Cross Youth (RCY) seeks to:
   a. Inculcate humanitarian values;
   b. Instill the practice of healthy lifestyle;
   c. Enhance youth leadership skills through service delivery; and
   d. Advocate national/international friendship.

Relative thereto, we would like to request the presence of School Heads, Principals or a potential Focal Person in-charge with RCY from Public and Private Schools in Red Cross Youth Coffee Break & Membership with Accident Assistance Benefits Kick Off 2019 to formally present the Red Cross Youth Program as well an orientation about the Membership Program of Philippine Red Cross on July 5, 2019 from 9:00 AM to 11:00 AM were venue will be at CVJ Food Catering, 27 Flamingo Street, New Marikina Subdivision, Marikina City.

Should you have any clarifications, Mr. Vernon Jay Z. Flores, Red Cross Youth – Staff in Charge of Philippine Red Cross Marikina City Chapter will further coordinate with you. You may also contact us at (+63) 997-6021-206 or floresvernon005@gmail.com.

We thank you for your anticipation and support for the Philippine Red Cross Marikina City Chapter.

May the Almighty God richly bless you!

Yours in Service to Humanity,

MS. JENNIFER P. DE GUZMAN
Chapter Administrator

June 20, 2019
Red Cross Youth Coffee Break &
Membership with Accident Assistance Benefits Kick Off 2019

RATIONALE

The Philippine Red Cross generates funds to sustain the delivery of various services to the communities. With its vision in mind – becoming the foremost humanitarian organization in the Philippines and in Asia in terms of the services provided and number of people served, the PRC sets its mission to bring timely, effective and compassionate humanitarian assistance to the most vulnerable in order to alleviate human sufferings. These are met with the availability of resources generated from various fund generation projects and activities being allocated for the Red Cross services and activities.

The Membership with Accident Assistance Benefits (MAAB) is one of the many regular fund generation strategies of the PRC. The Section 6 of the Republic Act 10072 of 2009 states that:

"Membership in the Philippine Red Cross shall be open to the entire population in the Philippines regardless of citizenship. Any contribution to the Philippine Red Cross Annual Fund Campaign shall entitle the contributor to membership for one (1) year and the said contribution shall be deductible in full taxation purposes."

THE PHILIPPINE RED CROSS MEMBERSHIP PROGRAM

In July 2010 through the DepEd Memorandum No. 330, Series of 2010 signed by Sec. Armin Luistro, the Department of Education has encouraged all students and youth to become members of the PRC and support its fund drive program. In April 29, 2011, a memorandum was signed by the Undersecretary, Yolanda S. Quijano reinforcing the implementation of the National Membership Fund Drive of the Red Cross.

Memorandums of Agreement entered into by the Philippine Red Cross and various educational institutions and organizations including the Commission on Higher Education (CHED), Department of Education (DepEd), Technical Education and Skills Development Authority (TESDA) and the Philippine Association of Colleges and Universities (PACU) were signed in 2008. Special provisions were included in these memoranda clearly stating the support of these organizations to the Annual PRC Membership Fund Drive.

Furthermore, the Civil Services Commission (CSC) joins the Philippine Red Cross in its implementation of the RC Membership Program as a promotion for social responsibility and leadership among students and community youth. Through the CSC Announcement No. 27, Series of 2012, the active support of the students, government officials and employees are encouraged in the implementation of this program that has been successful not only in promoting good values and social leadership but also in giving accident assistance benefits.

The Red Cross Membership Fund Drive is a principle of helping the humanity by sharing an annual contribution depending on its category:

Funds that will be generated through the membership fund drive will be used to support the various activities and programs of the Philippine Red Cross through its major services.
THE RED CROSS YOUTH SERVICE

The Red Cross Youth (RCY) is one of the major services of the Philippine Red Cross (PRC). Its mission is to educate and empower the children and youth in the spirit of Red Cross through constructive training and effective leadership, and provide opportunities for directing and harnessing their energy and idealism into worthwhile humanitarian activities.

The objectives of the RCY are:
- Inculcation of humanitarian values
- Instill the practice of healthy lifestyle
- Enhance youth leadership skills through service delivery, and
- Advocate national / international friendship

Through the organization of a Red Cross Youth Council among the private and public schools within the country, the PRC was able to effectively bring the Red Cross services closer to every community. Interested schools who wish to establish a RCY Council registers and follows a procedure in the Council Organization and Accreditation.

THE COFFEE BREAK

The Red Cross Youth Coffee Break & Membership with Accident Assistance Benefits Kick Off is a half-day special event being conducted to take on opportunities of sitting with various stakeholders and introduce the works of the International Red Cross Movement. Various means on how they can support and partner with the PRC focusing on the support with the Membership with Accident Assistance Benefits are presented and discussed.

The Coffee Break convenes School Head, Principals and Potential Focal Persons in-charge with Red Cross Youth into a day full of exciting information on how they can support the International Red Cross Movement by becoming partners through their support to the MAAB as well as through the establishment of a Red Cross Youth Council within their respective schools.

Details on the MAAB such as the categories, benefits, inclusions and exclusions are discussed during the Coffee Break. In addition, the procedures on how to organize and establish a Red Cross Youth Council are presented.