September 20, 2019

MEMORANDUM TO:

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

‘SUN-PERA ARALAN’
OF THE SUN LIFE FOUNDATION AND AHA! BEHAVIORAL DESIGN

Attached is a letter from Mr. John Leinard A. Ramos, Program Head, Sun Pera-Aralan 2019 dated September 3, 2019 re: invitation to school heads and teachers to attend the program launch of the ‘Sun Pera-Aralan’ Program on September 30, 2019.

This is issued for information purpose only and not an endorsement of the activity.

Participation to this activity is on voluntary basis only.

Wide dissemination of this Memorandum is desired.

JOEL T. TORRECAMPO
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

Maku-Diyos, Makatao, Makalikasan at Makabansa
03 September 2019

DR. JOEL T. TORRECAMPO
Schools Division Superintendent
Marikina City Schools Division
191 Shoe Avenue, Sta. Elena,
Marikina City

Dear Dr. Torrecampo:

Greetings!

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

As shared with your representatives during our meeting, we will be launching this financial management program specifically designed for the public school teachers of the Philippines. The aim is to enable public school teachers to budget their current salary in order to minimize the tendency for unnecessary informal loans.

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 very respectful of the already existing load of the teachers. This behavioral approach is to be done by distributing a very simple budgeting tool during a regularly occurring INSET and deploying a set of non-disruptive nudges to remind them to use the tool, over a period of 5 months.

This practical, non-disruptive and scientifically tested program will run from October 2019 to February 2020.

In line with this, we would like to respectfully reiterate the following requests:

I. Your attendance to the ‘Sun Pera-Aralan’ Launch Event on September 30 (10:00 AM), at the Globe Auditorium, BGC Arts Center, Taguig City and participation in the ceremonial handing-over activity during the event [We highly encourage you to invite two officials/staff from the Division Office to join you in the event]; and,

II. An official memorandum of endorsement of the ‘Sun Pera-Aralan’ Program to all the Public Schools in the Division, specifically,
   - Enjoining all your Principals to attend the program launch on September 30;
   - Providing our Sun Life Volunteers a 1-hour segment during the INSET (October 21-25) to conduct the tool demo & distribution in the schools assigned to them;
   - Allowing the teachers to be part of the social media group of ‘Sun Pera-Aralan’ where the nudges that reminds them to use the tool will be deployed;
- Authorizing our Monitoring and Evaluation (M&E) team to conduct testings, interviews & insighting sessions with teachers from select schools between October 2019 & February 2020; and,
- Permitting our Sun Life Volunteers to return to the schools in February 2020 to conduct the closing session to all the teachers.

For confirmation of attendance to the launch, kindly have your office and the principals get in touch with Ms. Rech de Asis at +63916-3339-951 or reche.deasis@ahabd.com.

We very much look forward to having you in the launch event. We are excited to work with you and to realize the potential benefits for the teachers in the Marikina Division, as you will be among the pioneers in adopting this program.

Maraming salamat po sa inyong suporta!

Respectfully yours,

John Leinard A. Ramos  
Program Head, Sun Pera-Aralan 2019  
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