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Department of Education
DIVISION OF MALAYBALAY CITY

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DIVISION ADVISORY

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CHA-CHING FINANCIAL LITERACY PROGRAM FOR GRADE 4 STUDENTS

This Office informs the field that **JUNIOR ACHIVEMENT OF THE PHILIPPINES, INC. (JA PHILIPPINES)** is inviting Grade 4 Students to attend Cha-Ching Financial Literacy Program for the year 2022. Attached are the documents for further details.

Interested applicants may email at coordinator2@japionline.org and address to Paula Patrice Dela Cruz on or before July 31, 2022.


VICTORIA V. GAZO PhD, CESO V
Schools Division Superintendent

Encl.:

As stated

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JA Philippines

100 YEARS OF ACHIEVEMENT
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July 18, 2022

MS. VICTORIA V. GAZO

Schools Division Superintendent
Department of Education - Malaybalay City Division

Greetings to our dearest Cha-Ching Advocate!

The **Junior Achievement of the Philippines, Inc. (JA Philippines)** – is a non-stock, nonprofit organization, with a mission to promote and train future young entrepreneurs through active participation in business mentorship and innovative diverse programs addressing the needs of the current generation. As a member of JA Worldwide, we are proud that the organization has been nominated for the **2022 Nobel Peace Prize Award**, and recognized as one of the **Top 10 NGOs for the fourth consecutive year** by *thedotgood* (formerly, NGO Advisor).

Moreover, we would like to share with you, in great pleasure, that in just 2022, JA Philippines was able to achieve two of the biggest financial literacy awards in Southeast Asia. Last April 2022, JA Philippines conquered their first ever Stevie Awards experience by taking home a **Bronze Stevie Award for Innovation in Community Relations or Public Service Communications** with their essay entry for Cha-Ching. Consecutively, JA Philippines has once again proven their rapport with financial literacy by being recognized as the **Best Non-Profit in a Developing Economy** during the 2022 Money Awareness and Inclusions Awards (MAIA) for their Cha-Ching financial literacy program for Grade 4 students. Entries for these awards highlighted that the success of the Cha-Ching financial literacy program is a joint collaboration between JA Philippines, Our 8 division partners and 13 District partners which is inline with our rigorous efforts to expand our programs and reach more students.

Cha-Ching is a financial literacy and entrepreneurship program that aims to teach the youths about the four (4) basic money concepts: **Earn, Save, Spend and Donate**. In its early stages, the

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606 Metropolitan Terraces Sacred Heart Makati City <https://www.japhilippines.org/>

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program has first been presented to the public as a music-based cartoon, broadcasted through Cartoon Network. Presently, Cha-Ching has been integrated in the Values Formation subject of Grade 4 students which gave birth to the **Cha-Ching Curriculum** and is currently being monitored by our Department of Education partners in their respective divisions. With the intention of cultivating financially-free and financially-savvy individuals, various Cha-Ching activities and initiatives are being organized, throughout the academic year, that will surely form the habit of making healthy and wise financial decision making.

To further strengthen their positioning in the financial literacy field, JA Philippines, alongside their corporate partners: **Prudence Foundation and Pru Life UK**, has prepared an improved and better version of the Cha-Ching Financial Literacy program. For the year 2022, JA Philippines have closely worked with selected Department of Education partners to revise the existing Cha-Ching curriculum and materials to ensure that the lessons that the students are learning are still relevant in the present times and circumstances.

With your participation, the Cha-Ching financial Literacy Program will successfully introduce the value of **Earning, Saving, Spending and Donating** to more Filipino youths! With this, we are extending an invitation to all Grade 4 students from your Schools and Divisions to join our program. As Cha-Ching advocates, we will help the next generation become financially literate individuals.

If you have any inquiries or concerns in regards with your participation in the Cha-Ching Financial Literacy program you can contact us through **coordinator2@japionline.org** addressed to **Ms. Paula Patrice Dela Cruz**, on or before **July 31** with your availability schedule for discussion.

Thank you so much and we are looking forward to continuing our fight towards financial literacy with you and the rest of our Cha-Ching Advocates!

Sincerely,

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