



Republic of the Philippines
Department of Education
CARAGA REGION

DEPARTMENT OF EDUCATION
RECORDS UNIT, REGIONAL OFFICE-CARAGA
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21 Sept 2026

REGIONAL MEMORANDUM
No. 0968 , s. 2026

To: Schools Division Superintendents
All Others Concerned

PARTICIPATION IN THE 2026 I RESPOND CAMPAIGN OF EAST WEST RURAL
BANK (EWRB)

1. **Activity.** The EastWest Rural Bank (EWRB) will conduct the 2026 I RESPOND Campaign: My Mentor, My Colleague – Heroes Among Us in celebration of National Teachers' Month 2026, with the recognition ceremony scheduled in November 2026 as part of the celebration of EWRB's Anniversary.
2. **Objective.** The campaign aims to recognize and honor educators whose leadership, innovation, and service have made meaningful contributions to their schools and communities.
3. **Nomination.** Schools Division Office (SDO) may endorse **one (1) teacher nominee and one (1) teacher nominator** for evaluation and consideration under the campaign.
4. **Evaluation and Recognition.** Endorsed nominees shall undergo the **prescribed evaluation and judging process** of EWRB, with selected regional winners to be recognized during the scheduled recognition ceremony.
5. **Supporting Documents.** The following documents are attached for reference and guidance:
 - a. Campaign Overview and Program Brief (Exhibit B);
 - b. Nomination Form (Annex A); and
 - c. Data Privacy and Social Media Posting Consent Form (Annex B).
6. **Contact Person.** For coordination, please contact **Noreyev D. Barsobia**, EWRB Division Leader, at 0918-919-3496 and NDBarsobia@eastwestbanker.com
7. For information and dissemination.

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ALLAN G. FARNAZO
Director IV

JATS/ESSD/RM- Participation in the 2026 I Respond Campaign...
15366/September 16, 2026





PROGRAM OVERVIEW

The **2026 I RESPOND Campaign: My Mentor, My Colleague: Heroes Among Us** is EastWest Rural Bank's annual teacher recognition initiative in celebration of **National Teachers' Month 2026**.

The campaign seeks to recognize educators whose leadership, innovation, and service have created meaningful impact within their schools and communities.

Aligned with the spirit of the Department of Education's **DepEd Heroes Initiative**, the program celebrates teachers who go beyond their classroom responsibilities and exemplify positive change through community-centered initiatives.

The campaign also integrates EastWest Rural Bank's **GuroWAIS Financial Literacy Program**, providing participating educators an opportunity to strengthen their financial knowledge and become advocates of financial literacy within their respective communities.

Outstanding awardees shall be recognized as **GuroWAIS Magenta Mentors** and will be invited to the **I RESPOND Campaign: Heroes Among Us Recognition Ceremony 2026** in November 2026.

OBJECTIVES

The campaign aims to:

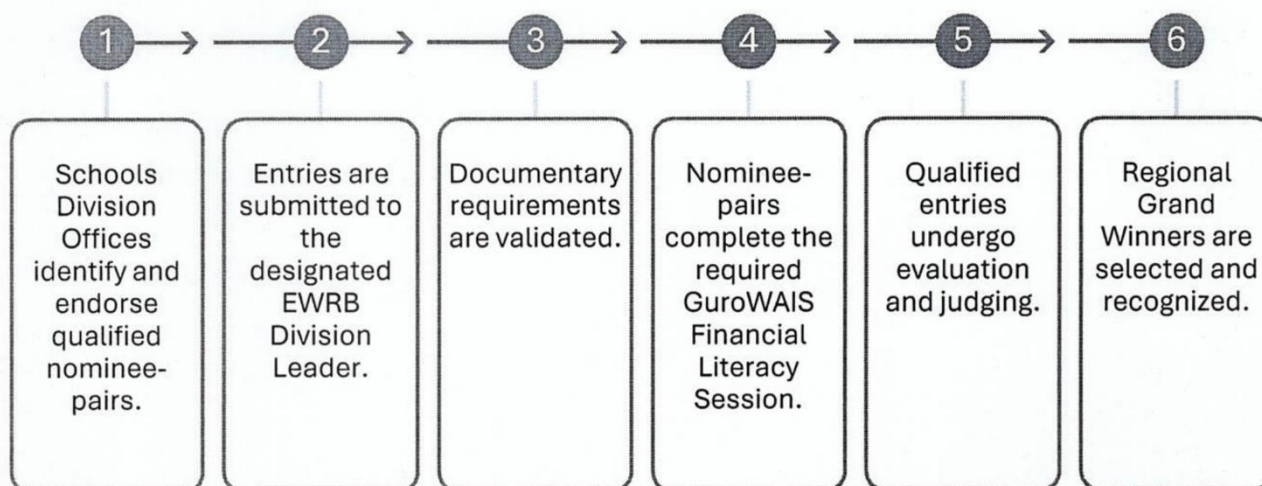
- Recognize teachers whose initiatives have positively impacted their schools and communities.
- Highlight inspiring stories of leadership, innovation, mentorship, and service.
- Promote the Bank's I RESPOND values through meaningful educator recognition.
- Strengthen collaboration between EastWest Rural Bank and the Department of Education.
- Encourage financial literacy advocacy through the GuroWAIS Program.

ELIGIBILITY REQUIREMENTS

To qualify for nomination, the nominee must:

- ✓ Be a current teaching personnel of the Department of Education.
- ✓ Be nominated by a fellow teacher colleague.
- ✓ Have implemented, led, or significantly contributed to an initiative that created positive impact within a school or community.
- ✓ Have been recognized, endorsed, or validated through a DepEd-related initiative, program, or recognition at the school, district, division, regional, or national level.
- ✓ Complete the required GuroWAIS Financial Literacy Session.
- ✓ Submit all documentary requirements within the prescribed submission period.

NOMINATION PROCESS



REQUIRED DOCUMENTS

Each nomination must include:

1. **Nomination Form (Annex A)**
2. **Data Privacy and Social Media Posting Consent Form (Annex B)**
3. **Supporting Documents**
 - Certificates
 - Endorsements
 - Validations
 - Recognitions
 - Related documentation
4. **High-Resolution Photos**
 - One (1) solo photo of the nominee
 - One (1) photo of the nominee and nominator
5. **Impact Story Write-Up** (Minimum of 500 words)

The write-up should discuss:

- Background of the initiative
- Problem or need addressed
- Key activities implemented
- Beneficiaries reached
- Outcomes achieved
- Community impact
- Leadership journey

6. Proof of Initiative Implementation and Impact

Examples include:

- News articles or published features
- Social media posts
- Website or project page links
- Video documentation
- Testimonials
- Activity photos
- Attendance reports
- Impact reports
- Awards and recognitions received

GUROWAIS FINANCIAL LITERACY SESSION

All nominee-pairs must complete at least one (1) GuroWAIS learning session covering topics such as:

- Budgeting and Cash Flow Management
- Savings and Emergency Fund Planning
- Debt Management
- Responsible Borrowing
- Financial Goal Setting
- Basic Investment Awareness

Sessions shall be conducted virtually through schedules provided by EastWest Rural Bank.

EVALUATION CRITERIA

Criteria	Weight	Description
Impact of Initiative to Community or Others	50%	Extent to which the initiative produced meaningful, measurable, and positive impact on beneficiaries and stakeholders.
Alignment with I RESPOND Values	25%	Demonstration of responsiveness, service excellence, compassion, commitment, and other I RESPOND values.
Leadership and Innovation	15%	Creativity, initiative, resourcefulness, and leadership displayed during implementation.
Storytelling and Inspirational Value	10%	Effectiveness in communicating the journey and inspiring others through the nominee's story.
TOTAL	100%	

AWARDS AND RECOGNITION

REGIONAL GRAND WINNER

- ✓ **One (1) Awardee per Region (18 Awardees Nationwide)**

Awardee	Nominator
• ₱5,000 Cash Prize • Brand New Tablet • Certificate of Recognition • Feature Story on EWRB Official Communication Platforms • Designation as an Official GuroWAIS Magenta Mentor • Invitation to the I RESPOND Campaign: Heroes Among Us Recognition Ceremony 2026	• ₱2,000 Cash Prize • Certificate of Recognition • Feature Story on EWRB Official Communication Platforms

REGIONAL FINALISTS (CONSOLATION)

Nominee	Nominator
• ₱2,000 Cash Prize • Digital Certificate of Recognition	• ₱1,000 Cash Prize • Digital Certificate of Recognition

MOST INNOVATIVE AWARD

Selected from among the Regional Grand Winners.

Award includes:

- ₱50,000 EWRB Project Support Donation for initiative expansion or mobilization (subject to applicable guidelines)
- Certificate of Recognition
- Feature Story on EWRB Official Communication Platforms

RECOGNITION CEREMONY

The eighteen (18) Regional Grand Winners shall be invited to attend the:



**I RESPOND CAMPAIGN: HEROES AMONG US RECOGNITION CEREMONY
2026**

The ceremony shall be held during EastWest Rural Bank's Anniversary Celebration in **November 2026**.

The event serves as the culminating activity of the campaign and recognizes educators whose initiatives have created meaningful and lasting impact in their schools and communities.

EWRB shall provide:

- Roundtrip transportation
 - Hotel accommodation, if applicable
 - Meals during the event
 - Awards and recognition materials
-



Annex A
Nomination Form

Nomination Form
2026 I Respond Campaign

My Mentor, My Colleague: Heroes Among Us

I. Nominee Information

Complete Name <i>(Last Name, First Name, Middle Name)</i>	
Designation/Position	
School Name	
District	
Division	
Region	
Mobile Number	
Email Address	
Years in Service	

II. Nominator Information

Complete Name (Last Name, First Name, Middle Name)	
Designation/Position	
School Name	
District	
Division	
Region	
Mobile Number	
Email Address	
Years in Service	

III. Initiative Information

Title of Initiative

Duration of Implementation

Target Beneficiaries

Number of Beneficiaries Reached

Brief Description of the Initiative

IV. IMPACT STORY

(Attach a separate write-up with a minimum of 500 words addressing the following:)

- ☐ Background of the initiative
- ☐ Problem or need addressed
- ☐ Key activities implemented
- ☐ Beneficiaries reached
- ☐ Outcomes achieved
- ☐ Community impact
- ☐ Leadership journey
- ☐ Sustainability efforts and future plans

V. SUPPORTING DOCUMENTS CHECKLIST

Requirement	Submitted
Accomplished Nomination Form	☐
Data Privacy Consent Form	☐
Supporting Documents	☐
Solo Photo of Nominee	☐
Photo of Nominee and Nominator	☐
Impact Story Write-up	☐
Proof of Initiative Implementation and Impact	☐
GuroWAIS Session Completion	☐

VI. CERTIFICATION

We hereby certify that all information provided in this nomination form and the accompanying documents are true and correct to the best of our knowledge.

NOMINEE	NOMINATOR
Signature Over Printed Name	Signature Over Printed Name
Date: _____	Date: _____

Data Privacy and Social Media Posting Consent Form

My Mentor, My Colleague: Heroes Among Us *National Teachers' Month 2026 | I Respond Campaign*

We, the undersigned, voluntarily agree to participate in the **2026 I RESPOND Campaign: My Mentor, My Colleague: Heroes Among Us** initiated by EastWest Rural Bank (EWRB) in celebration of National Teachers' Month 2026.

We understand that this campaign recognizes educators whose initiatives, leadership, and service have created meaningful impact within their schools and communities.

By signing this form, we freely and voluntarily agree to the following:

1. Data Privacy Consent

We authorize EastWest Rural Bank to collect, store, process, and use the personal information, photographs, submitted documents, impact stories, videos, and other materials that we voluntarily provide solely for purposes related to this campaign, including:

- Eligibility verification and evaluation;
- Documentation and administration of the campaign;
- Awarding and recognition activities;
- Preparation of communication and publicity materials; and
- Internal and external reporting requirements.

All information shall be processed in accordance with applicable data privacy regulations and EastWest Rural Bank's internal policies.

2. Social Media and Publicity Consent

We grant permission to EastWest Rural Bank to use, reproduce, publish, and share our names, photographs, submitted stories, initiative descriptions, video materials, and related campaign content for communication, publicity, advocacy, and promotional purposes.

These materials may appear on:

- EastWest Rural Bank's official social media platforms;
- EastWest Rural Bank website;
- Internal and external communication materials;
- Press releases and media features;
- Event presentations and promotional materials related to the campaign; and
- Other official communication channels of EastWest Rural Bank.

3. Recognition and Event Participation Consent

Should the nominee be selected as a winner, we consent to participate in campaign-related recognition activities, interviews, photo documentation, video documentation, and other official activities associated with the **I RESPOND Campaign: Heroes Among Us Recognition Ceremony 2026**.

4. Ownership and Authenticity of Submission

We certify that all information, stories, photographs, supporting documents, and other materials submitted under this campaign are true, accurate, and, to the best of our knowledge, our original work or have been provided with proper authorization.

5. Voluntary Participation

We acknowledge that participation in this campaign is voluntary and that we have read and understood the contents of this consent form before signing.

CONSENT AND SIGNATURES

Nominee	Nominator
Signature Over Printed Name	Signature Over Printed Name
Date: _____	Date: _____

FOR EWRB USE ONLY

Details	Information
Region	
Schools Division Office	
Nomination Control Number	
Date Received	
Received By	