



Republic of the Philippines  
Department of Social Welfare and Development  
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120 ROAD, CONSTITUTION HILLS, Q.C.

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LEGAL SERVICE

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ADMINISTRATIVE ORDER

No. 13  
Series of 2003

GUIDELINES IN THE DISTRIBUTION OF PREMIUMS AND TOYS  
DONATED BY THE RONALD MCDONALD HOUSE OF CHARITIES  
AND GOLDEN ARCHES DEVELOPMENT CORPORATION

I. Background:

The Ronald Mc Donald House Charities and the Golden Arches Development Corporation as part of its corporate policy of giving back a certain percentage of their sales to the community, established a partnership with the Department of Social Welfare and Development in collaboration with the Local Government Units in the provision of program materials such as assorted toys specifically for the pre-school children in the day care center.

McDonald's undertake to provide and donate premiums and toy items from its Happy Meals programs also known as "Premiums" bearing the trade marks of McDonald's Corporation to DSWD for its use and distribution to the 202 day care centers under KALAHI-CIDSS areas in Metro Manila, 1,338 accredited day care centers in Region I, 1,169 day care centers in Region IX, and 1019 day care centers + 70 day care centers under CIDSS areas in Region XII. The seven (7) day care centers in the Pikit Evacuation Center in Colabato and the 2,747 children-evacuees were included as beneficiaries of these donations.

The following guidelines in the distribution of the said premiums are hereby formulated to aid the Department Central and Field Offices and the local government units (LGUs) concerned in the distribution of these premiums and toys.

II. General Policies:

1. The Department reserves the right to inspect and determine the suitability of the premiums to the children. It may reject or refuse to accept any toy found unsuitable or hazardous.
2. The Premiums shall be used solely and exclusively by the children inside the day care centers and shall not be sold, bartered or exchanged for profit or for any commercial purpose.

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3. The DSWD Field Offices shall ensure that the concerned local government unit uses the premiums as intended, which is to form part of the program materials of the day care centers and would remain to be a property of the day care centers.
4. No item/premium is to be taken out of the day care center without the authority/permission of the DSWD-Field Office concerned. The DSWD Field Office shall constantly monitor the premiums on a quarterly basis and submit reports to the External Assistance Office (EAO), for submission to the Ronald McDonald House Charities.
5. The EAO shall allocate the toys in pre-selected day care centers based on the agreements with the donor, Ronald McDonald House Charities and on the consolidated report of day care centers from the field offices.
6. The DSWD Field Offices shall provide technical assistance to the concerned LGU on the use of toys and other matters regarding the donation.

### III. Distribution Policies:

The total number of premiums/toys donated is 283,635, with the following breakdown:

<u>Kinds of toys :</u>	<u>Number of Pieces:</u>
1. Hamburglar	71,901 pcs.
2. Birdie	44,688 pcs.
3. French Fries	11,750 pcs.
4. Farmyard Animals Moo	8,550 pcs.
5. Farmyard Animals Flop	5,550 pcs.
6. Grimace Sundae Cone Biker	4,480 pcs.
7. Wise Prize Puzzle	6,750 pcs.
8. Grimace	252 pcs.
9. Hello Kitty	42 pcs.
10. Assorted Toys	35,172 pcs.
12. Plastic Tumbler	94,500 pcs.

1. The identification of regions as recipients of the premiums were based on the following reasons as agreed upon with the donor :
  - a) Selected areas where the Department's program CIDSS is being implemented.
  - b) Regions where there is incidence of armed conflict
  - c) Other regions and special cases as may be identified by the donor itself

The following are the identified regions :

- NCR CIDSS DCC /Centers and Institutions
- Region I – Accredited only
- Region IX – All DCCs
- Region XII – All DCCs
- Pikit Evacuation Center
- DSWD- CO DCC/CIU

2. The allocation of the toys are as follows:


	Total Number of premiums	Number of Assorted Toys per DCC
NCR : CIDSS DCCs / Center & Institutions	7,272 pcs. 2,489 pcs.	36 pcs.
Central Office DCC/CIU	300 pcs./ 236 pcs.	536 pcs.
Region I (accredited only)	47,203 pcs.	35 pcs.
Region IX	46,763 pcs.	42 pcs.
Region XII	49,005 pcs.	45 pcs.
Pikit evacuation center	4,031 pcs.	45 pcs.

An additional 94,500 pcs. of tumblers with covers is likewise being allocated for DSWD – NCR centers and institutions and day care centers in the CIDSS areas.

3. The DSWD – Central Office will take charge of transporting the premiums to the concerned Field Office. The Field Office, likewise will coordinate with the identified LGUs for the pick –up of the premiums. The LGUs shall be responsible for the distribution of the premiums in the day care centers based on the allocation per day care center (as attached in Annex A).
4. The actual distribution of toys in the day care centers should be witnessed by a Field Office staff. The Field Office should provide a photo documentation of the actual turn-over/distribution.
5. The concerned Field Office is likewise expected to submit a semestral monitoring report on the utilization and inventory of the premiums.

This Order takes effect immediately.

Issued in Quezon City, this 9<sup>th</sup> day of April 2003.

A CERTIFIED COPY:  
  
**RENATO F. GILERA**  
Records Officer III

  
**CORAZON JULIANO-SOLIMAN**  
Secretary

## McDo Toy Donation Summary of Allocation

Region	Total DCC	Toys	# of pcs. Toys/ Ctrs.	Total # of Toys
<b>NCR</b>				
<b>a) CIDSS Area</b>	202	Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Grimace Plastic Tumbler Assorted Toys	17 12 3 3 1	3,434 2,424 606 606 202 50,000 29,501
<b>b) Center and Institution</b>		Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Wise Prize Puzzle Grimace Sundae Cone Plastic Tumbler		300 400 300 400 116 973 44,500
<b>CO DCC/CIU</b>		Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Grimace Hello Kitty Wise Prize Puzzle		100 / 90 30/20 30/26 30/18 30/20 30/12 50/50
<b>Region I Accredited DCCs only</b>	1338	Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Assorted Toys	15 11 3 3	20,070 14,718 4,014 4,014 4,387
<b>Region IX All DDCs</b>	1169	Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Grimace Sundae Cone	20 12 3 4 3	23,380 14,028 3,507 4,676 3,507
<b>Region XII All DDCs</b>	1019	Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Wise Prize Puzzle	20 12 3 4 6	20,380 12,228 3,057 4,076 6,114
<b>CIDSS</b>	70	Hamburglar Berdie French Fries Farmyard Animal Moo/Flop Wise Prize Puzzle	20 12 3 4 6	1,400 840 210 280 420
<b>Pikit Evacuation Centers</b>	7	Assorted Toys		1,284
<b>Children Evacuees</b>	2747	Hamburglar	1pc./child	2,747
<b>Grand Total</b>	<b>3,805</b>			<b>283,635</b>

**Summary:**

Hamburglar	71,901
Berdie	44,688
French Fries	11,750
Farmyard Animal Moo/Flop	14,100
Wise Prize Puzzle	6,750
Grimace Sundae Cone	4,480
Grimace	252
Hello Kettle	42
Plastic Tumbler	94,500
Assorted Toys	35,172
	<u>283,635</u>