



MEMORANDUM CIRCULAR NO. 107
Series of 2025

**TO: THE SENIOR DEPUTY ADMINISTRATOR, DEPUTY ADMINISTRATORS,
DEPARTMENT/REGIONAL/PROJECT MANAGERS, DIVISION MANAGERS
AND ALL OTHERS CONCERNED**

**SUBJECT: GUIDELINES FOR THE OBSERVANCE AND IMPLEMENTATION OF THE 2025
NATIONAL DAY OF CHARITY ON OCTOBER 30, 2025**

This Memorandum Circular is hereby issued to disseminate and enjoin compliance with the provisions of Philippine Charity Sweepstakes Office (PCSO) Memorandum Circular No. 2025-320, which provides the official "Guide for the Celebration of the 2025 National Day of Charity."

The National Day of Charity is observed annually every October 30th, pursuant to Proclamation No. 500, s. 2024. This year's theme is "Charity in Action - Building A Caring Nation."

In adherence to the PCSO and the Governance Commission for GOCCs (GCG) directives, all officials and personnel are strongly encouraged to participate in and support initiatives related to the observance of the National Day of Charity. Personnel are specifically directed to familiarize themselves with the available advocacy materials and display the official National Day of Charity banner on agency official websites and social media accounts, use the official hashtags (#2025NationalDayofCharity and #CharityInActionBuildingACaringNation) in all public communications, and show solidarity by wearing anything in the color red on Thursday, October 30, 2025. Furthermore, personnel are encouraged to organize and implement meaningful internal or external charitable activities in line with Section 4.0 of the PCSO MC (e.g., blood donation drives, community feeding, or similar acts of kindness), provided these activities do not disrupt essential agency functions, and to ensure that any planned activity strictly adheres to all applicable laws, rules, and regulations. The complete text of PCSO Memorandum Circular No. 2025-320 is attached for immediate reference.

For guidance and compliance.

ENGR. EDUARDO EDDIE G. GUILLEN
Administrator

Date: 28 NOV 2025





Office of the President of the Philippines
GOVERNANCE COMMISSION
FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
3/F, BDO Towers Paseo, 8741 Paseo De Roxas, Makati City, Philippines 1226



NOTICE TO GOCCs

SUBJECT : MEMORANDUM CIRCULAR NO. 2025-320 DATED 03 SEPTEMBER 2025 ISSUED BY THE PHILIPPINE CHARITY SWEEPSTAKES OFFICE

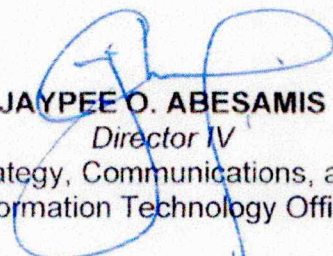
DATE : 22 OCTOBER 2025

The GCG transmits a copy of **MEMORANDUM CIRCULAR No. 2025-320** dated 03 September 2025, issued by the Philippine Charity Sweepstakes Office (PCSO), with the subject **"GUIDE FOR THE CELEBRATION OF THE 2025 NATIONAL DAY OF CHARITY WITH THE THEME: CHARITY IN ACTION – BUILDING A CARING NATION."**

The GCG enjoins all GOCCs to adhere to the Memorandum Circular and applicable laws, rules, and regulations.

FOR INFORMATION AND COMPLIANCE.

For the Commission:


JAYPEE O. ABESAMIS
Director IV
Strategy, Communications, and
Information Technology Office

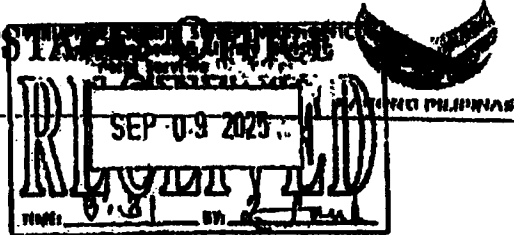




Republic of the Philippines

Office of the President

PHILIPPINE CHARITY SWEEPSTAKES OFFICE



MEMORANDUM CIRCULAR NO. 2025-020

TO : Heads of All Agencies and Instrumentalities of the National Government, including Government-Owned-or-Controlled Corporations, Government Financial Institutions, State Universities and Colleges, All Local Government Units, Non-government Organizations, and the Private Sector

SUBJECT : Guide for the Celebration of the 2025 National Day of Charity with the Theme: Charity in Action – Building a Caring Nation

DATE : 03 September 2025

1.0 Purpose

This Memorandum Circular is issued to guide stakeholders in their preparation and implementation of programs, projects and activities for the celebration of the "National Day of Charity" ("NDC") on October 30, 2025. The sections include:

- a) Background of the National Day of Charity and its legal bases;
- b) Suggested Activities for Stakeholders;
- c) PCSO Organized Activities.

2.0 Background and Policy Mandates

The Philippine Charity Sweepstakes Office (PCSO) is tasked to lead, coordinate and supervise the observance of the National Day of Charity dedicated to promoting and encouraging charitable acts across the country and fostering a culture of giving and solidarity among Filipinos, emphasizing the collective responsibility to support those in need.

The declaration of the 30th day of October every year as "National Day of Charity" is based on Proclamation No. 598 signed by the President on 13th day of June 2024.

This year's theme, "*Charity in Action - Building A Caring Nation*," celebrates the transformative power of compassion put into motion. It calls on every Filipino to go beyond intention and embrace generosity as a daily practice, whether through volunteering, sharing resources, or uplifting those in need. By turning empathy into action, individual and community bonds are strengthened shaping a nation that is rooted in kindness, resilience, and shared responsibility.

3.0 Objectives

The National Day of Charity is observed to raise awareness and encourage individuals and groups to implement charitable initiatives and philanthropic activities that can enrich community ties, improve other people's well-being, and impact lives in tangible way.

Agencies at the national and local levels, as well as other stakeholders, shall be guided by the following general objectives in planning their National Day of Charity activities:

- Celebrate acts of kindness and generosity. Encourage volunteerism and active participation of individuals and organizations to participate in charitable activities;
- Highlight the collaborative efforts of government agencies, non-government organizations, and private sector entities in maximizing the reach and impact of charitable initiatives;
- Increase solidarity, social responsibility and public support for charity.
- Generate funds to support various charity programs and mobilize resources to aid the less fortunate and vulnerable sectors of society;
- Develop sustainable programs that can continue supporting beyond the National Day of Charity and implement strategies that ensure long-term impact and continuity of charitable efforts.

4.0 Charitable Activities

PCSO encourages government agencies, non-government organizations, sectoral groups, private entities, civil society organizations, and various stakeholders at national, regional, and local levels to organize meaningful activities aligning with the "National Day of Charity" ("NDC"). Possible activities include:

4.1 National Day of Charity banner of support

- a. Exhibit the National Day of Charity banner.** Display NDC banner prominently in front of offices, landmarks, and other designated areas. In addition, upload the digital version of the banner to your agency or organization's official website and social media accounts. Banner materials are available for download in the National Day of Charity Webpage found in the PCSO Website.
- b. Use the official designs released by PCSO.** Stakeholders are encouraged to utilize the official advocacy profile photo, standard banner and FB frame for the NDC. Details and downloadable materials are available in the NDC webpage found in the PCSO Website.
- c. Use the official hashtag: #2025NationalDayofCharity #CharityInActionBuildingACaringNation.** This hashtag encourages individuals and organizations to come together to support those in need whether through donations, volunteer work, or other charitable programs to create positive change in our communities.

Photos during the conduct of activities related to the National Day of Charity shall be automatically shared and consolidated by PCSO for monitoring and reportorial purposes.

4.2 "Kawanggawa Para sa Kapwa." Public and private entities have the option to extend charitable acts or kind gestures to disadvantaged sectors, on or before October 30 of each year. These generous acts may include tokens freebies, discounts, special lanes, free services, and other promotions for the underprivileged or marginalized sector of society. Moreover, government and private organizations, can organize missions, fairs, or similar activities. These events can serve as platforms to disseminate information about efforts and initiatives aimed at uplifting the conditions of the disadvantaged sectors in the society, and encouraging charitable acts across the country, i.e. Libreng Sakay, Community Feeding Program, Medical and Dental Mission, Blood Donation Drive, Support for Orphanages and Elderly Homes, Free Legal Consultations, Libreng Gupit, Community Pantry, Operation Tuli, Community Library, among others.

4.3 "Porsiyento ng Kita para sa Kawanggawa." Consider setting aside a percentage of earnings for charitable endeavor/s to select organizations/certain beneficiary.

4.4 Coordination with the regional and local agencies. Coordination with the regional and local agencies aims to facilitate inter-agency activities focused on promoting and organizing charitable programs. By fostering cooperation at both regional and local levels, these initiatives contribute to more collaborative efforts in maximizing the reach and impact of charitable efforts.

4.5 Red is the Color of Charity

Red is the color of love and giving. Wear anything in color red on the 30th day of October to raise awareness regarding the National Day of Charity, and to show solidarity in our efforts to extend charity and to do acts of kindness and generosity.

5.0 PCSO Organized Activities

5.1 Charity Summit

The PCSO will hold a Charity Summit on September 5, 2025, aimed at bringing together various stakeholders to discuss and promote charitable activities and events across the Philippines to encourage collaboration among different sectors, including government agencies, non-government organizations, and private entities.

5.2 Charity Run

The PCSO will sponsor the PCSO Charity Run at the Ayala Triangle Gardens on October 12, 2025 with 3k, 5k, 10k and 21k events. The activity aims to promote health, fitness, and social responsibility while raising funds for various charitable causes. At least five (5) representatives from different government agencies are encouraged to join the Charity Run.

5.3 Blood Donation Drive

The PCSO, in partnership with Philippine Red Cross, shall conduct a blood-letting activity which aims to increase public awareness of the importance of voluntary, non-remunerated blood donation (VNRBD) of safe and healthy blood in saving the lives of millions of Filipinos. Representatives from different GOCCs may participate in the event by coordinating with the PCSO Medical Services Department at med@pcso.gov.ph or at 0441-26-12.

5.4 Medical and Dental Mission

The PCSO will conduct a comprehensive medical and dental mission for a Geographically Isolated and Disadvantaged Area aimed at delivering essential healthcare services to the community. This outreach initiative will focus on providing free medical consultations, dental examinations and extractions, and other vital health services. The mission seeks to promote preventive care, address immediate health concerns, and improve overall well-being, particularly among underserved and vulnerable populations.

5.5 Distribution of Char'Timba

The PCSO will distribute Char'Timba to qualified recipients. This is intended to provide basic food supplies to the poor, the sick, and the marginalized sector of society. It serves as a symbol of government compassion, solidarity and gesture of empathy to the less privileged members of the community.

5.6 Community Feeding Program

The PCSO will conduct a community Feeding Program aimed at fostering goodwill, promoting social responsibility, and extending compassion to the neighborhoods surrounding the agency. This initiative reflects PCSO's commitment to uplifting lives through meaningful outreach, strengthening ties with local communities, and addressing immediate nutritional needs with empathy and care.

5.7 First Aid Awareness Workshop for School Children

The PCSO, in partnership with Philippine Coast Guard, will conduct an interactive and age-appropriate first aid lessons for high school students which will cover essential life-saving skills for common school emergencies.

For guidance and appropriate action.


MELQUIADES A. ROBLES
General Manager