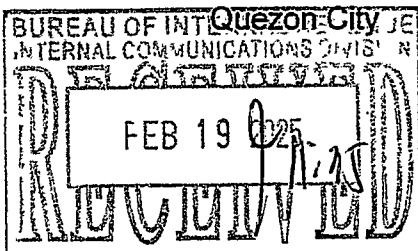




Bringing In Revenues
for Nation-Building

REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE



**BAGONG
PILIPINAS**

February 7, 2025

REVENUE MEMORANDUM CIRCULAR No. 013-2025

SUBJECT: Observance of the Month of February as "Tax Awareness Month"
Per Proclamation No. 486 S. 2024

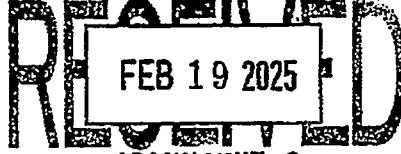
TO: All Revenue Officials, Employees, and Heads of National Government Agencies, GOCCs, GFIs, LGUs, SCUs, and Others Concerned

I. Background

President Ferdinand E. Marcos, Jr. has declared the month of February of every year as "Tax Awareness Month" with the issuance of Proclamation No. 486, 2. 2024 on March 1, 2024. Said Proclamation aims to enhance public awareness and understanding of the tax laws, regulations, and the importance of tax compliance to improve the nation's tax collection.

The 2025 Tax Campaign Theme is "*Buwis na Tapat, Tagumpay Nating Lahat*", which was launched during the 2025 BIR National Tax Campaign Kick-off held on February 4, 2025 at the Philippine International Convention Center. (See Annex A for the Tax Campaign Theme and Logo)

BUREAU OF INTERNAL REVENUE
RECORDS MANAGEMENT DIVISION



II. Objectives

This Circular is issued to:

1. Enjoin all agencies of the government, local government units, academic institutions, state universities and colleges, non-government organizations, multi-sectoral partners and the private sector at the national and local levels (*collectively called BIR External Partners*) to actively participate and support the activities that shall be undertaken by the Bureau of Internal Revenue (BIR) to promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time; and
2. Encourage BIR External Partners to undertake/initiate activities that will help enhance the voluntary compliance of taxpayers.

III. Guidelines

The following guidelines are hereby provided to attain the objectives of this Circular:

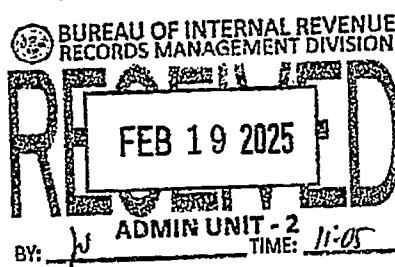
A. BIR External Partners

Assist the BIR in undertaking activities that will promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time. Some of these activities include the following:

1. Posting of tarpaulin/banner on the "Tax Awareness Month" at the facade of office building/compound, and official website and social media accounts. (See Annex B)
2. Re-posting in the agency's official social media accounts of BIR tax information materials, which include the 2024 Annual Income Tax Return Filing and Payment reminders. (See Annex C)
3. Conducting activities (e.g. poster/slogan contest, etc.) that will highlight the importance of paying the correct taxes.
4. Printing and display of tarpaulin bearing the message, "**This is Where Your Taxes Go**" during implementation of social, infrastructure, and relief projects.
5. Initiating the conduct of tax seminars/briefings to be attended by the agency's/group's employees/members with resource speakers coming from the BIR.
6. Participating in other tax awareness activities that may be conducted by the BIR, such as sending participants to BIR-initiated seminars/briefings.

B. BIR Revenue Regional/District Offices

1. Undertake the following activities to promote the observance of the Tax Awareness Month for the whole month of February:
 - a. Printing and posting of tarpaulin/banner on the "Tax Awareness Month" at the facade of office building/compound and official social media accounts of the regional/district office. (See Annex B)
 - b. Printing of tax information materials prescribed by the Client Support Service, which include the 2024 Annual Income Tax Return Filing and Payment reminders (see Annex C), for posting/display in conspicuous places in the office and in the official social media accounts of the regional/district office.
 - c. Conducting tax update seminars and other information dissemination/tax education activities, such as Tax Quiz, poster/slogan contest, guesting in TV/radio programs, etc.
 - d. Sending resource speakers to tax seminars/briefings to be initiated/organized by BIR External Partners.

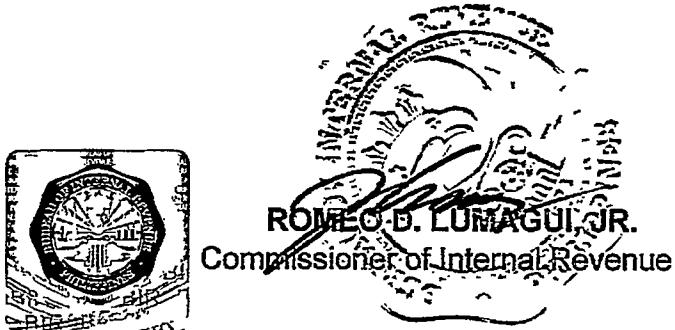


2. Send letter to heads of agencies (both in the public and private sectors) at the local level requesting for assistance from their Office in undertaking activities that will promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time. (*Use letter-template in Annex D*)
3. Provide soft copy of BIR-prepared tax information materials to public/private sector agencies, for their dissemination.
4. For the Revenue District Offices, prepare an **Accomplishment Report on Activities Undertaken to Promote the Observance of the Tax Awareness Month** (*use template in Annex E*), and submit the same to the Public Information and Education Division (via email at pied@bir.gov.ph) thru the respective Regional Director on or before March 12, 2025.

C. Public Information and Education Division

1. Prepare tax information materials (i.e. social media cards, tax information ads for electronic billboards, tax reminders in tarpaulin, etc.), for dissemination during the Tax Awareness Month (February).
2. Prepare a memorandum to all regional/district offices containing the link to the soft copy of all approved tax information materials for wide dissemination.
3. Prepare letter to heads of agencies (both in the public and private sectors) at the national level requesting for assistance from their Office in undertaking activities that will promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time.
4. Prepare a **Consolidated Accomplishment Report on Activities Undertaken to Promote the Observance of the Tax Awareness Month** and submit the same to the Commissioner of Internal Revenue thru the ACIR, Client Support Service and DCIR, Operations Group on or before last working day of March.

All concerned are hereby enjoined to be guided accordingly and to give this Circular as wide a publicity as possible.



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