

ecda

Early Childhood
Development Agency

Start Small Dream Big

PRESIDENT'S
CHALLENGE 2024



SSDB E-Connect Session: Programme

S/N	Time	Programme	Presenter
1	2pm – 2.10pm	Welcome remarks	ECDA
2	2.10pm – 2.30pm	Overview of SSDB and Getting Started on your SSDB Project	Preschool Market
3	2.30pm – 2.50pm	“Never Too Young To Change The World” - Sharing by ECDA Fellow	Ms Oh Chui Hwa
4	2.50pm – 3.00pm	About Donations and Charities	President’s Challenge Secretariat
5	3.00pm – 3.10pm	SG Cares Volunteers Centre	MCCY SG CARES
6	3.10pm – 3.30pm	Sharing by preschools	1. PCF Sparkletots Preschool @ Ayer Rajah-Gek Poh Blk 750 2. Little Atlas Preschool
7	3.30pm – 3.50pm	Sharing about LittleLives Portal and LittleStories	LittleLives
8	3.50pm – 4.00pm	Short Break	Moving into breakout rooms
9	4.00pm – 5.00pm	Breakout sessions	
10	5.00pm	Feedback & End of Session	

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Early Childhood
Development Agency

Start Small
Dream Big

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Overview of SSDB



It is never too young to Start Small Dream Big

no one
can do
everything
but everyone
can do
something



SSDB was launched in **2015** to celebrate **SG50** and the **President's Challenge 15th Anniversary**.



It promotes **character building** by instilling the spirit of giving and values, such as care for others, humility, kindness and compassion.



Pre-schools involve and guide the children in developing, planning and implementing community projects over **a period of six months**.

Parents, family members and community partners are encouraged to come together to **support children's efforts in giving back to the community!**



Participation

no one can do everything but everyone can do something

The SSDB movement has grown over the years, and we hope you will encourage your peers and colleagues from other centres to join the EC community in doing good!



YEAR	2015	2016	2017	2018	2019	2020	2021	2022	2023
# of Centres	150	316	550	670	820	950	1,050	1,090	1,130
# of Children	8,000	20,000	34,000	39,000	49,000	53,000	71,000	75,000	77,000



SSDB 2024



SSDB 2024 Theme

“DOING GOOD TOGETHER:

CELEBRATING 10 YEARS OF START SMALL DREAM BIG”



1. Emphasises the **importance of preschool-families-community collaborations**, and celebrates the combined efforts of children, families, educators and community partners in community service projects.
2. Aligns with MSF’s **Year of Celebrating Volunteers** which spotlights the vital role of volunteers and inspires a culture of volunteerism for the betterment of society.
3. In line with President’s Challenge’s focus on promoting **volunteerism as a way of life**.



Key Milestones 2024



KEY EVENTS	TARGET DATE
Registration for SSDB 2024	By 29 Mar
Delivery of Resource Packages to Centres	By early May
Launch of SSDB 2024 <ul style="list-style-type: none">Centres can launch their SSDB projects in April and complete by Sep (6 months)	Apr-May
SSDB 10th Anniversary Celebration	3 May
Partners' Events Week	May
Centres to share at least one story on the SSDB Portal	By 30 Aug
SSDB 2024 Finale <ul style="list-style-type: none">In conjunction with ECDA's Early Childhood Celebrations (ECC)	2 Nov (Sat)
Issuance of e-Certs of Participation (for children) & e-Plaques of Appreciation (for centres)	By mid-Nov

Getting started on your SSDB 2024 Project



Who should participate?



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- Children from **K1 and K2 levels (5 - 6 years old)** are encouraged to participate.
- May involve children from younger age groups if your SSDB activities are **age-appropriate**.
- Under the guidance of teachers, **children should play an active role** in deciding who they want to help and what they want to do for their project.
- **Invite parents and community partners** to contribute and support the children's projects!



Project Proposal



- Submit your project theme with a **simple outline of your plans and activities** and proceed with implementing it.
- If you have **indicated the SSDB partner(s) you are interested to work with**, they will reach out to you to provide assistance and guidance for your SSDB project.
- Alternatively, you can **reach out to your own community partner of choice** to collaborate with on your project.
- **Share your project proposal** with ECDA (via an online form) for opportunities to be featured in the media or on our publicity platforms.

We have general SSDB categories to cater to different interests of children.

no one can do everything but everyone can do something

‘Evergreen’ categories / causes aligned with SSDB’s main objective

Caring for Family & Friends

- Appreciating Mothers/ Fathers/ Grandparents
- Showing kindness to friends, teachers, neighbours
- Promoting healthy living & good personal hygiene



Caring for the Community

- Appreciating frontline & community workers
- Volunteering at elderly homes
- Raising funds/donations for the less fortunate
- Befriending people with disabilities & special needs
- Celebrating diversity
- Food Security and Food Safety



Caring for the Environment

- Recycling
- Water conservation
- Gardening
- Energy conservation
- Zero waste
- Clean public spaces



Caring for Animals

- Wildlife conservation
- Marine life conservation



Finding Project Ideas

no one can do everything but everyone



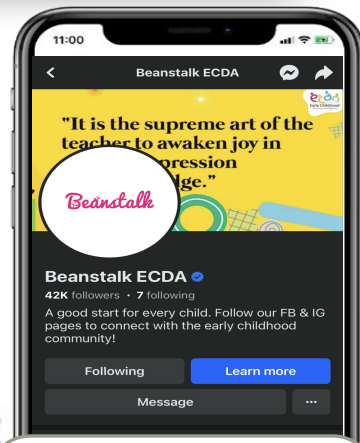
- Your SSDB project need not be something new or complicated!
- It can be an **existing activity that you are already doing with the children or part of your centre's curriculum.**
- Simply introduce the element of **service learning – combining learning objectives with community service** – into the activity, and incorporate **parents' involvement**, to make it a more meaningful experience for the children.
- Have **brainstorming sessions** with children and staff to find out what causes they want to champion.



SSDB Portal

Find stories posted by our SSDB centres for ideas on the kinds of projects you can embark on!

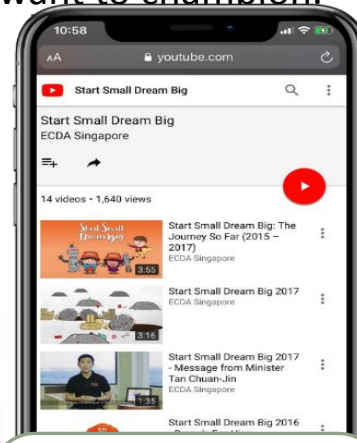
www.startsmalldreambig.sg



Facebook

Get updates and be part of the SSDB community on social media!

www.facebook.com/BeanstalkKECDA



Youtube Channel

Watch our SSDB launch and finale videos to get to know our SSDB mascots and themes!

<http://bit.ly/SSDBYouTube>

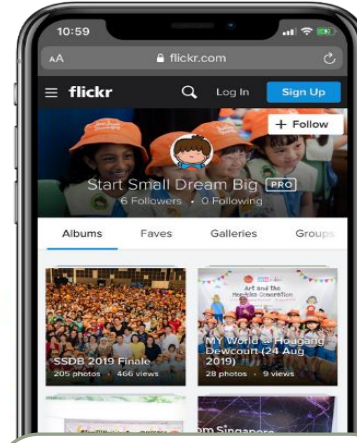


Photo Gallery

See the faces of our SSDB participants in various activities!

www.flickr.com/startsmalldreambig/albums



Commemorative Book 2024

Read highlights from last year's SSDB!

<http://go.gov.sg/ssdb2024-ebook>



SSDB Resource Package

*These are the main items produced by ECDA (not including resources provided by Partners)

- Centres who register for SSDB will each receive a box filled with resource items to be used by children and teachers for their SSDB activities.
- Distribute the resources to your children and parents, use them to decorate your classrooms, and bring them along for your SSDB activities!
- **E-collaterals** are also available for centres.

Adult & Child Bucket Hats

★ Service Learning Guide for

Reflection Journal for Children

★ Parents' Brochures

★ Stickers for

★ SSDB Poster

Thank You Card from Parent to Teacher

★ Pledge Cards

★ Hanging Mobiles

★ Centre Banner

★ E-versions to save the environment!

The collage displays various resources for the 'Start Small Dream Big' initiative. It includes two orange bucket hats with the slogan 'Start Small Dream Big'. A 'Service Learning Guide for Early Learners' features a star and the text 'PRESIDENT'S CHALLENGE 2017'. A 'Reflection Journal for Children' has a star and the text 'PRESIDENT'S CHALLENGE' and 'My Reflection Journal'. Parents' brochures show a child and the slogan. Stickers are circular with cartoon children. A poster titled 'Start Small Dream Big PRESIDENT'S CHALLENGE' contains text in English and Chinese. Pledge cards are circular with a star and the slogan. Hanging mobiles are star-shaped with the slogan. A centre banner features the slogan and 'DREAM BIG PRESCHOOL making a difference to the community' with a row of cartoon children. E-versions are indicated by a star icon.

Kindred Studio

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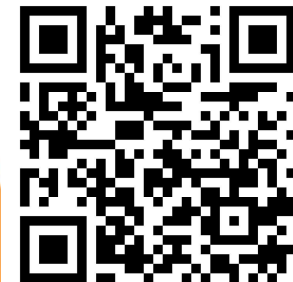
Preschool Market invites participating SSDB centres to be part of Kindred Community to **BE CREATIVE and DO GOOD** for the Community using sustainable materials.

- ❖ Recyclables Hub for Preschools
- ❖ A wide variety of raw materials and clean recyclables sponsored by community partners and corporates
- ❖ Easy-to-reserve for the items that **you need**
- ❖ Workshops on Pedagogy for sustainable education will be introduced.
- ❖ Our team will work with educators to create creative learning materials.



Scan the QR Code below to visit our Kindred Studio at our 2 locations:

- 1) Jurong Gateway
- 2) Kampung Eunos



<https://bit.ly/KindredStudiovisits24>

Community Partnerships



Finding Community Partners



1) SSDB Partners

These agencies support SSDB in various ways, such as **provide resources to centres, organise programmes for pre-schoolers, and collaborate with them on activities.**

Indicate your interest in collaborating with them in your project proposal, and they will reach out to you with more information!

1	Agency for Integrated Care (AIC)
2	Association for Early Childhood Educators (Singapore) (AECES)
3	Community Chest
4	Dads for Life
5	Down Syndrome Association (Singapore) DSA(S)
6	Families for Life (FFL)
7	Gardens by the Bay (GBTB)
8	KidSTART
9	Little Lives Inc Pte Ltd (LL)
10	Mandai Wildlife Reserve
11	MINDS
12	National Library Board (NLB)
13	National Environment Agency (NEA)
14	National Parks Board (NParks)
15	Preschool Market (PSM)
16	President's Challenge Secretariat (PC)
17	Public Utilities Board (PUB)
18	S.E.A. Aquarium at Resorts World Sentosa (RWS)
19	Sentosa Development Corporation (SDC)
20	SG Cares Office, Ministry of Culture, Community, and Youth (MCCY)
21	Singapore Art Museum (SAM)
22	Singapore Chinese Cultural Centre (SCCC)
23	Singapore Discovery Centre (SDC)
24	Singapore Food Agency (SFA)
25	Singapore Kindness Movement (SKM)
26	Singapore Red Cross (SRC)
27	Ain Society (New)
28	FoodBank (New)
29	Singapore Book Council (New)
30	Children's Museum Singapore (New)



Finding Community Partners

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2) Other Community Partners

Approach an organisation you would like to support, and find out how your centre can contribute to them. It can be in the form of **befriending activities, volunteer work, raising in-kind donations, or monetary donations.**

Examples: senior care centres, children's homes, special needs schools, charitable organisations, welfare associations, etc.



3) President's Challenge Beneficiaries:

Every year, the President's Office selects a **list of charity organisations** to support under the President's Challenge. You can choose to donate funds raised from your SSDB project to the President's Challenge. 100% of your donations will be disbursed to their supported charities at the end of the campaign year.

For a list of the year's beneficiaries, go to:
<https://www.presidentschallenge.gov.sg>.

Working with Community Partners



- **Use the educational materials and resources** provided by community partners as part of your SSDB project to engage your children. Contact the partners if you require clarification or more resource support.
- **Look out for partners' upcoming programmes or events** from the Calendar of Events on the Information Card in your Resource Package.
- **Discuss with your chosen partner on how they can guide/facilitate your project**, be it through advice, expertise, or direct engagement such as trainings and workshops.



SSDB Partners' Week

To insert



Launching your SSDB Project



Launching Your SSDB Project

- Pick any suitable date in **April-May** to launch your centre's own SSDB project.
- Organise a **Launch Party** with your children to get them excited to kick-start their project.
- **Invite parents** to the party to:
 - introduce them to SSDB and their children's project, and
 - gather their support and commitment to the children's cause.
- Decorate your party with items from your **Resource Package** or use recycled and craft materials.
- Have it at home or in school – organise activities for **family-bonding time!**
- **Take photos or videos**, and share them on our social media platforms.



Keeping Records



We will seek the following data from centres (via online form) for our annual report and press release by end Sep

**Estimated figures are acceptable if project is not completed yet*

- Total **no. of hours** spent on SSDB project
- Total **no. of children** who participated
- Total **no. of parents** involved
- Total **amount of funds** raised (if any)
- Final stories submitted on SSDB Portal via LittleStories app

Keep ECDA updated on:

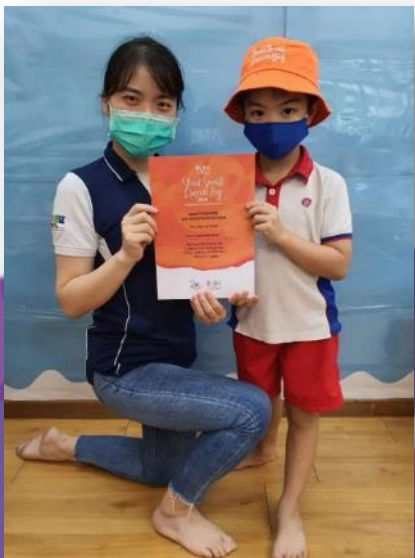
- ✓ Any **changes to email addresses** of staff in charge of SSDB, for communication purposes.
- ✓ Any **public events related to your SSDB project** (e.g. visits from Members of Parliament, issuing of press releases, etc.)
- ✓ Centres may invite GOH and do your own publicity.



Wrapping Up SSDB

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- **Submit your final stories on the SSDB Portal via LittleStories mobile app by Aug-Sep** for a chance to be selected for a feature in the SSDB Commemorative Book. This Book highlights the year's SSDB projects and participants, and will be presented to The President.
- Centres will be invited to attend the **SSDB Finale virtually** in conjunction with an EC sector-wide event.
- **Celebrate the closing of their SSDB project** with their own children, parents and community partners in September-October. Share with us how you show appreciation to your children for their hard work and efforts in making their SSDB project a success!
- **Print out the e-Certificates** emailed to you and organise a little ceremony to present them to the children, to make them feel special!



SSDB Survey



We will send an **online survey** post-Finale to solicit feedback on your SSDB experience.

Please take some time to give us your valuable inputs!

*"no one can do everything,
but everyone can do something"*



Thank you for
being part of
SSDB!



*Celebrating
10 years of
Start Small
Dream Big*

