Overview of SSDB

What is 'Start Small Dream Big'?

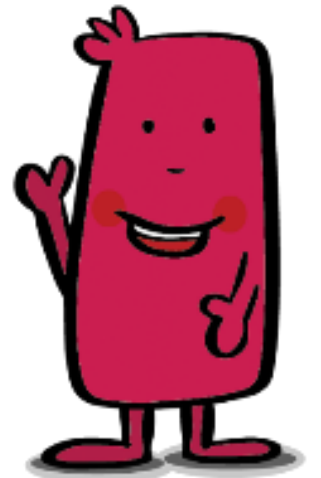*no one can do everything but everyone can do something*

'Start Small Dream Big' (SSDB) was launched in **2015** as part of **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

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
# of Centres	150	316	550	670	820	950	**1,050**
# of Children	8,000	20,000	34,000	39,000	49,000	53,000	**71,000**
# of Hours of Involvement	100,000	500,000	1 million	1.2 million	1.4 million	1.5 million	**2.1 million**

Calendar of Events in 2022

KEY EVENTS	TARGET DATE
SSDB 2022 Briefing • *Briefing slides will be available on http://www.startsmalldreambig.sg*	25 Feb (Fri)
Registration for SSDB 2022	Till end Mar
Delivery of Resource Packages to Centres	By mid Apr
Official Launch of SSDB 2022 • *Centres can launch their SSDB projects in their own centres throughout the month of April*	22 Apr (Fri)
SSDB 6-month Project Period	Apr-Sep
Centres to share at least one story on the SSDB Portal	By end Aug
SSDB 2022 Finale • *This will likely be a virtual event in conjunction with an EC sector event*	Sep/Oct
Delivery of **e-Certs of Participation** (for children) & **e-Plaques of Appreciation** (for centres)	By end Oct

SSDB 2022 Theme

SSDB 2022: "Our Family, Our Community"

- Focus on **showing appreciation and care for one's family**, and **those around us in our community** (e.g. neighbours, friends, vulnerable groups, frontline workers)

- In line with President's Challenge 2022 theme, "Supporting Lower-Income Families", i.e. encouraging the community to provide assistance and aid to lower-income families

- Also in line with MSF's mission of **nurturing strong families and a caring society**, and the launch of the **"Year of Celebrating SG Families"** in 2022

- Reinforce the inculcation of family values and engagement, consistent with SSDB values such as kindness, empathy, compassion, and inclusiveness

Our Family, Our Community

- We encourage the **children and their families** to continue to **reach out and contribute to the community**, with proper safe management measures in place.

Examples:
- Pack & donate food items for families in need
- Show support & gratitude to frontline and other essential workers by gifting crafts, cards or care packs
- Write letters to sick friends at the hospitals or hospices
- Befriend seniors and persons with disabilities
- Make regular calls or spend time with their elderly at home

Who should participate?

- Children from **K1 and K2 levels (5 - 6 years old)** are encouraged to participate. The Reflection Journal and other resource items we provide are more targeted to this age group.

- However, you 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!

no one can do everything but everyone can do something

Finding Project Ideas

- 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.

General SSDB Categories

'Evergreen' categories / causes aligned with SSDB's main objective

Caring for Our Family & Friends

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

Caring for Our Community

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

Caring for Our Environment

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

Caring for Animals

- Wildlife conservation
- Marine life conservation
- Responsible pet ownership

no one can do everything but everyone can do something

Get inspired!

- Find **project ideas** from other SSDB centres
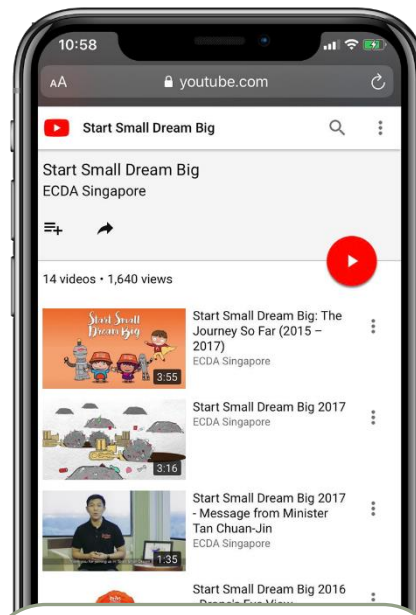- Or, **think out of the box** and come up with other creative ways to give back to the community!

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/ECDAstartsmalldreambig

Youtube Channel

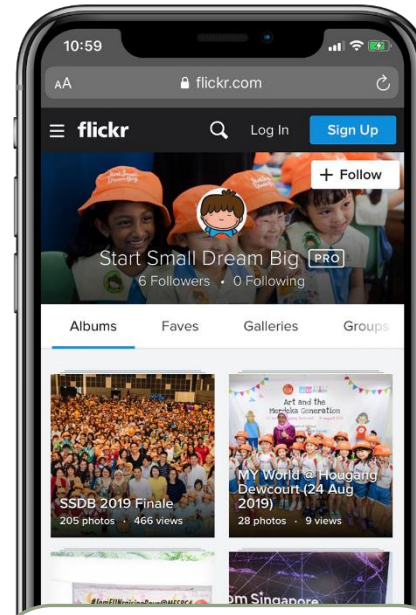Watch our SSDB launch and finale videos to get to know our SSDB mascots and themes!
http://bit.ly/SSDBYouTube

Photo Gallery

See the faces of our SSDB participants in various activities!
www.flickr.com/startsmalldreambig/albums

Commemorative Book 2021

Read highlights from last year's SSDB!
http://go.gov.sg/ssdb2020-ebook

Planning for Fundraising?

EMPOWERING LIVES.
UPLIFTING COMMUNITIES.

PRESIDENT'S
CHALLENGE

no one can do everything but everyone can do something

- For any fundraising matters, contact the **President's Challenge Secretariat**:

    pc_enquiry@ncss.gov.sg

- **Keep President's Challenge Secretariat informed** of your fundraising activities.

- **Keep a record** of the amount raised for audit purposes.

Project Proposal

- **Plan out your activities** (between April – September) once you have an idea of what project your children want to embark on.

- **Share your project proposal** with ECDA (via an online form) for opportunities to be featured in the media or on our publicity platforms.

- Submit your project theme with a **simple outline of your plans and activities** and proceed with implementing it**.**

- If you **indicate 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!

Community Partnerships

Finding Community Partners

no one can do everything

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	Down Syndrome Association (Singapore) DSA(S)
5	Families for Life (FFL)
6	Gardens by the Bay (GBTB)
7	Little Lives Inc Pte Ltd (LL)
8	Ministry of Defence (Nexus)
9	National Library Board (NLB)
10	National Environment Agency (NEA)
11	National Parks Board (NParks)
12	Playeum Ltd
13	Preschool Market (PSM)
14	President's Challenge Secretariat (PC)
15	Public Utilities Board (PUB)
16	S.E.A. Aquarium at Resorts World Sentosa (RWS)
17	Sentosa Development Corporation (SDC)
18	SG Cares Office, Ministry of Culture, Community, and Youth (MCCY)
19	Singapore Art Museum (SAM)
20	Singapore Discovery Centre (SDC)
21	Singapore Food Agency (SFA)
22	Singapore Kindness Movement (SKM)
23	Singapore Red Cross (SRC)
24	Temasek Foundation (TF)
25	Mandai Wildlife Reserve
26	Singapore Chinese Cultural Centre (SCCC) ~new
27	Centre for Fathering ~new

Finding Community Partners

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.

Launching your SSDB Project

Launching Your SSDB Project

- SSDB 2022 will **officially launch** on **22 April 2022, Friday.**

- Pick any suitable date in **April** 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 <u>virtually</u> 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.

Key Deliverables & SSDB Finale

Keeping Records

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

❑ 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)

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.)

Key Deliverables

Submit your final stories on
**SSDB Portal via
LittleStories mobile app**

End of August

Keep track of these data:

1) Total **No. of Hours** spent on SSDB Project

2) Total **No. of Children** who participated

3) Total **No. of Parents** involved

4) Total **Amount of Funds** raised (if any)

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

Documenting your SSDB Project

- Download the **"LittleStories" mobile app**.

- Obtain **Login access**. (Email: feedback@littlelives.com)

- Go to **www.startsmalldreambig.sg** for full instructions on how to upload your SSDB stories.

- **Submit your SSDB project stories regularly** to share with parents and other centres.

- Selected stories will be published in our annual **SSDB Commemorative Book**. *(Downloadable e-copies will be made available.)*

- Compile your stories into your **centre's own SSDB Booklet** at the end of project via the SSDB Portal, as a keepsake. *(Printing costs apply.)*
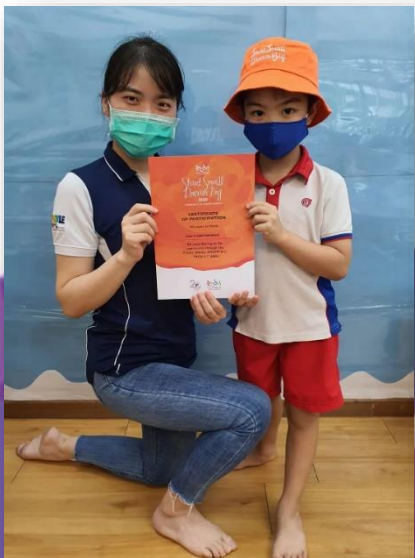
Always obtain parents' permission before uploading their children's photos on public platforms.

Wrapping Up SSDB

- **Submit your final stories on the SSDB Portal via LittleStories mobile app by end August** 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 Virtual Finale** 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!

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but everyone can do something"

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