



# SSDB 2023 Connect Session



# Overview of SSDB



# What is 'Start Small Dream Big'?

no one  
can do  
everything  
but everyone  
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something



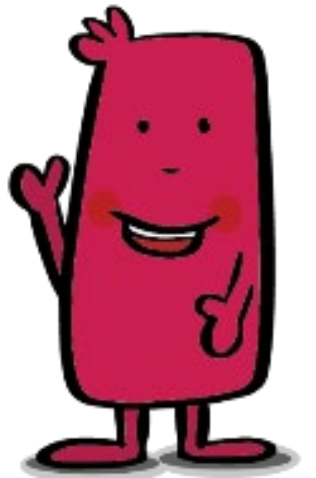
'Start Small Dream Big' (SSDB) was launched in **2015** as part of **SG50** and the **President's Challenge 15<sup>th</sup> Anniversary**.

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!**





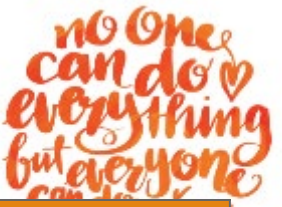
# Participation

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	2022
# of Centres	150	316	550	670	820	950	1,050	1,090
# of Children	8,000	20,000	34,000	39,000	49,000	53,000	71,000	75,000
# of Hours of Involvement	100,000	500,000	1 million	1.2 million	1.4 million	1.5 million	2.1 million	2.5 million



# Calendar of Events in 2023



KEY EVENTS	TARGET DATE
<b>SSDB 2023 Briefing</b> <ul style="list-style-type: none"><li>Briefing slides will be available on <a href="http://www.startsmalldreambig.sg">http://www.startsmalldreambig.sg</a></li></ul>	28 Feb (Tue)
<b>Registration for SSDB 2023</b>	Till end Mar
<b>Delivery of Resource Packages to Centres</b>	By mid Apr
<b>Official Launch of SSDB 2023</b> <ul style="list-style-type: none"><li>Centres can launch their SSDB projects in their own centres throughout the month of April</li></ul>	End Apr (TBA)
<b>SSDB 6-month Project Period</b>	Apr-Sep
<b>Centres to share their stories on the SSDB Portal</b>	By end Aug
<b>SSDB 2023 Finale</b> <ul style="list-style-type: none"><li>This will be in conjunction with an EC sector event</li></ul>	28 Oct (Sat)
<b>Delivery of e-Certs of Participation (for children) &amp; e-Plaques of Appreciation (for centres)</b>	By end mid-Nov



# SSDB 2023 Theme



# General SSDB Categories

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‘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



# “Many Helping Hands, Caring for Everyone”

- Aligned with **MSF’s Year of Celebrating Social Service Partners** - We want to encourage children to work together and be active contributors of our evolving social compact that makes Singapore a caring, united and cohesive society.
- Message: **Everyone has an important part to play in building strong families and communities.** Together, we can leverage our diverse strengths to support and care for everyone around us.
- Inspired by the ‘**Many Helping Hands**’ approach – which promotes an **inclusive society** by involving the community, private sector and civil society groups to give support to those in need.
- Also aligned with the **Forward Singapore** initiative’s ‘**Unite**’ pillar – which aims to examine our nation’s values and refresh our social compact, in particular, our sense of belonging to Singapore, and how we can strengthen our bonds with each other as a society.
- Echoes the **President’s Challenge 2023** theme “**Caring for Caregivers**” – Caregivers also need the support of others to cope with their caregiving journey. We want to highlight that caregiving is not only limited to someone who is a family member; it could be a friend, a neighbour or someone from the community. Our SSDB theme encompasses helping and supporting those providing care for others.
- Reinforces the inculcation of SSDB’s main values: **kindness, empathy, compassion, inclusiveness.**



# “Many Helping Hands, Caring for Everyone”

We encourage children and their families to reach out and contribute to the community in any ways they can.

## Examples:

- Raise funds for President’s Challenge, its beneficiaries, or other charity organisations
- Pack & donate food/essential items for families and other vulnerable groups in need
- Befriend seniors, and persons with disabilities
- Reach out to the sick at hospitals, hospices, or homes
- Show support & gratitude to caregivers, frontliners, and other essential workers, by gifting care packs, cards, or crafts



# Getting started on your SSDB Project





# Who should participate?



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- Children from **K1 and K2 levels (5 - 6 years old)** are encouraged to participate. The e-Reflection Journal and other resource items provided 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!

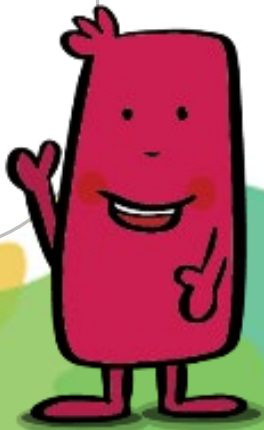


# Finding Project Ideas

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- 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.





# 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!

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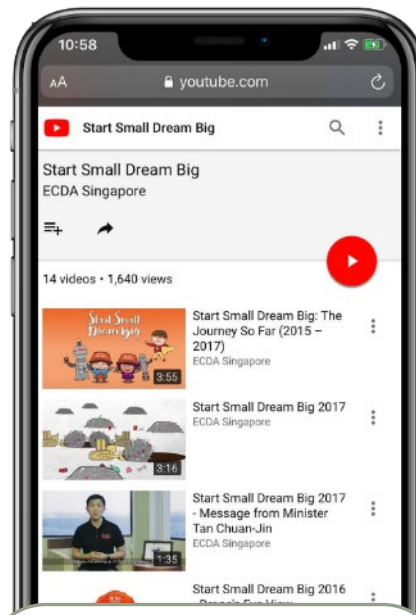
## SSDB Portal

Find stories posted by our SSDB centres for ideas on the kinds of projects you can embark on!  
[www.startsmalldreambig.sg](http://www.startsmalldreambig.sg)



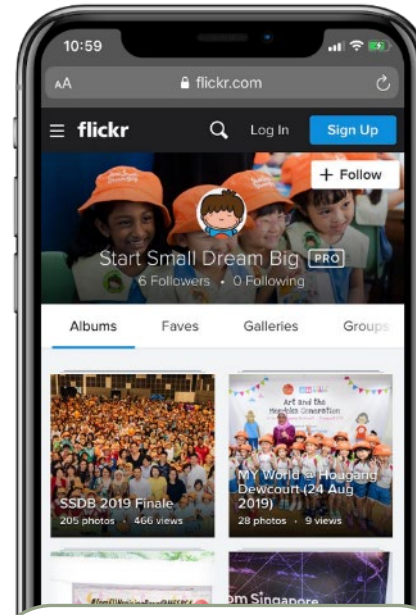
## Facebook

Get updates and be part of the SSDB community on social media!  
[www.facebook.com/ECDASTartSmallDreamBig](https://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](http://www.flickr.com/startsmalldreambig/albums)



## Commemorative Book

Read highlights from previous years' SSDB!  
<http://go.gov.sg/ssdb2020-ebook>

# Planning for Fundraising?

EMPOWERING LIVES.  
UPLIFTING COMMUNITIES.



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- For any fundraising matters, contact the **President's Challenge Secretariat:**  
**[pc\\_enquiry@ncss.gov.sg](mailto: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 → <http://go.gov.sg/myssdb2023project>
- 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



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



# Launching your SSDB Project





# Launching Your SSDB Project

- 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 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 and hashtag #SSDB2023.



# Key Deliverables & SSDB Finale



# Keeping Records



ECDA 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 (via [ECDA\\_SO@ecda.gov.sg](mailto:ECDA_SO@ecda.gov.sg)) 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**

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)

**End of August**

*\*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](mailto:feedback@littlelives.com))
- Go to [www.startsmalldreambig.sg](http://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

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- **Submit at least 1-2 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 Finale virtually** in conjunction with an EC sector-wide event.
- **Celebrate the closing of your SSDB project** with your 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,  
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# Resources for Start Small Dream Big 2023

# Your SSDB package



Centres who registered for SSDB will receive a box filled with resource items to be used by teachers and children for your SSDB activities.

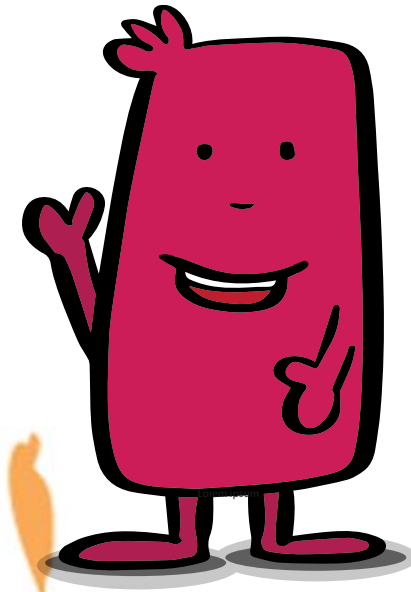
E-resources from ECDA and Partners are also available for your download.

- 1) SSDB bucket hats for children and adults (ECDA)
- 2) Activity sheets (Sentosa Development Corporation)
- 3) SINGA Paperbag craft (Singapore Kindness Movement)
- 4) Postcards (Singapore Art Museum)
- 5) Becky Bunny Stickers (MSF Families For Life)
- 6) Becky Bunny Activity Booklet (MSF Families For Life)

Do note:

- Your SSDB package should reach you by mid- April.
- The quantities will follow the numbers that you have keyed in during your submission.

For any issues, please email to [ssdb@preschoolmarket.com](mailto:ssdb@preschoolmarket.com)



# E-Resources from ECDA

[www.startsmalldreambig.sg](http://www.startsmalldreambig.sg) → Resources tab

LittleLives

ABOUT

SCHOOLS

STORIES

REFERENCES



Start Small  
Dream Big



## ECDA

Start Small Dream Big Project Overview - SSDB Themes, Resource Package, Partner Collaborations, Project Launch, Key Deliverables

View briefing slides

Additional Resources ^

SSDB Recordings v

1629 views

Service Learning Guide

Instruction Guide

Hanging Mobiles

Publicity Poster

Pledge Card

Mascot Design

Centre Banner

Info Kit

Additional Resources v

68 views



## Preschool Market

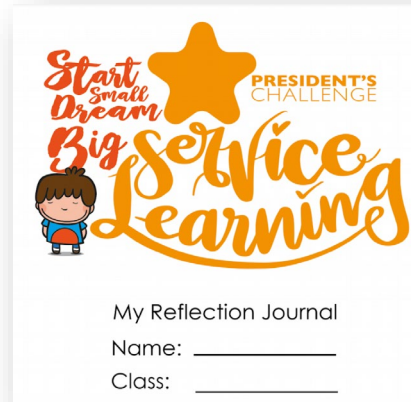
Sustainability starts with me!

View briefing slides

136 views



LittleLives



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# SSDB Centre Banner



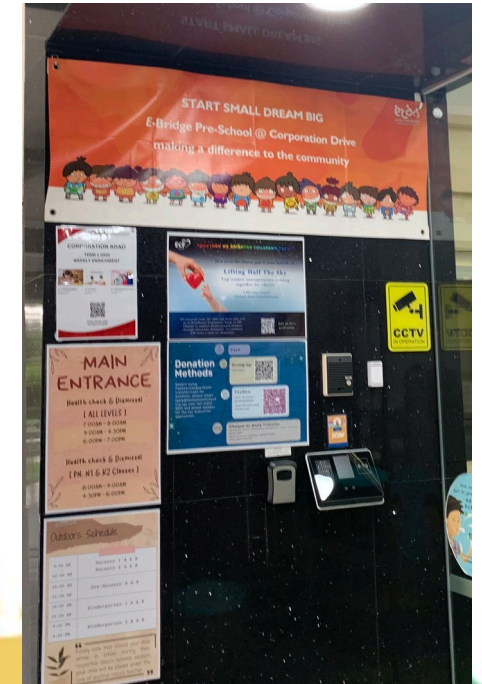
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You can also opt to purchase the SSDB Centre Banner, you can fill up the form at <https://tinyurl.com/ssdb-banner>

Each banner is at \$58/including GST and delivery.



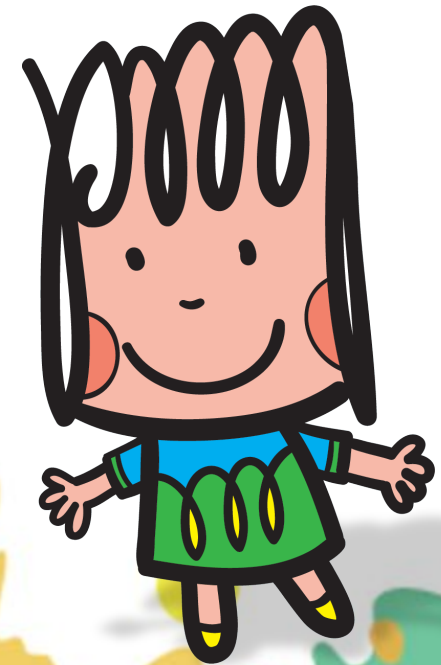
<https://tinyurl.com/ssdb-banner>



# Kindred Studio

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We would like to invite SSDB participating preschools to be part of Kindred Community to **BE CREATIVE** and **DO GOOD** for the Community using sustainable materials.





# Kindred Studio

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Some of our corporate partners:





# Kindred Studio

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**Scan to indicate your interest in  
collecting recyclables!**



We have 2 recyclables warehouse:

- 1) Jurong: 134 Jurong Gateway Road #03-309Q  
Singapore 600134
- 2) Outram: 315 Outram Road #12-05 Tan Boon  
Liat Building Singapore 169074





## We want your pre-loved toys and educational materials!

Project RePlay is a community project that aims to build a sustainable learning community. We collect your pre-loved toys and educational toys, refurbished them as best as we can. We will then distribute to the families-in-need and children.

Drop your preloved toys at

**134 Jurong Gateway Road #03-309Q Singapore 600134**

Whatsapp us at **+65 8588 8896**.



Work with us to be part of Project Replay  
as your SSDB Project

Contact      Preschool      Market      at  
**[ideas@preschoolmarket.com](mailto:ideas@preschoolmarket.com)**



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