



# SSDB 2021 Connect Session



# Overview of SSDB



# What is 'Start Small Dream Big'?

no one  
can do  
everything  
but everyone  
can do  
something



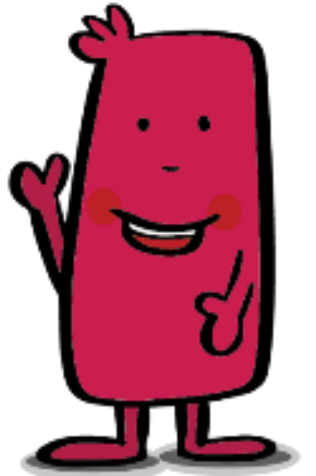
'Start Small Dream Big' (SSDB) was launched in **2015** as part of **SG50** and the **President's Challenge 15<sup>th</sup> Anniversary**.

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!**





# SSDB is part of SG Cares!



*From national conversations such as Our Singapore Conversations and SGfuture, we see more citizens desire to do more for our society. SG Cares is a national movement borne as a result.*

**SG Cares is a movement to nurture a caring people who look out for each other, and grow a strong society that stands together and ensures no one gets left behind.**

This is in line with the goals of **Start Small Dream Big** to seed the **values of care, consideration and contribution in our young** - to become active champions of meaningful causes in society.



*Singaporeans would like to see...*

**A Society That Takes Care of the Disadvantaged**  
where strong social safety nets are complemented with a culture of volunteerism.

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**A Society with a Greater Sense of Togetherness**  
expressed through a revival of our Kampong Spirit.

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# Vision



To build an early childhood community that inculcates positive values in our children, and encourages them to give back to society.



**To achieve a sustainable START SMALL DREAM BIG movement, there must be:**

**Compelling Vision**

that inspires the community to achieve it

**Leaders & Partners**

that build and support the community to move forward

**Curriculum Resources**

that develops knowledge, skills and disposition

**Come Together Events**

that strengthens the bond and encourage learning and growing

**Parent Awareness and Involvement**

that encourage children to care and share

**Cultural Movement Marketing**

that promotes a cause beyond organization branding

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



# Calendar of Events in 2021



KEY EVENTS	TARGET DATE
<b>SSDB 2021 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>	26 Feb (Fri)
<b>Registration for SSDB 2021</b>	Till end Mar
<b>Delivery of Resource Packages to Centres</b>	By end Apr
<b>Official Launch of SSDB 2021</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>	22 Apr (Thur)
SSDB 6-month Project Period	Apr-Sep
Centres to share at least one story on the SSDB Portal	By end Aug
<b>SSDB 2021 Finale</b> <ul style="list-style-type: none"><li>This will likely be a virtual event in conjunction with ECC 2021</li></ul>	Sep/Oct
Delivery of Certificates of Participation (for children) & Plaques (for centres)	By end Oct



# SSDB 2021 Theme





# Stay Connected, Make A Difference

Strengthening our society by maintaining social connections with the community and being inclusive

In line with this year's President's Challenge focus to support the digital inclusion of vulnerable groups.





# Stay Connected, Make A Difference

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- We encourage the children 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
- Make regular calls or spend time with their elderly at home





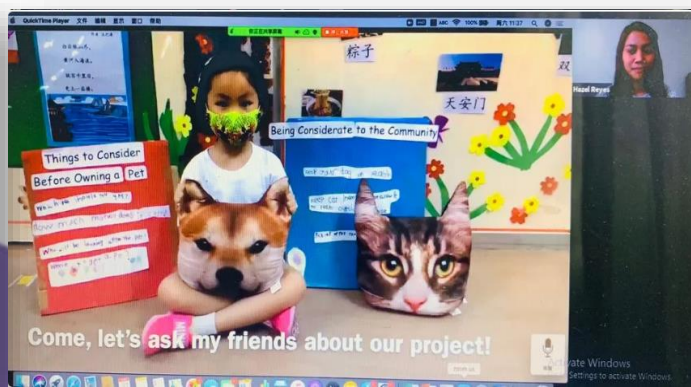
# Stay Connected, Make A Difference



- To stay connected in a time of social distancing, we encourage preschools to **leverage technology and be innovative in engaging the community**

## Examples:

- Use communication technologies to connect with seniors & persons with disabilities, to keep them mentally & physically active
- Link up with residents of Children's Homes or foreign workers' dormitories, to befriend them and uplift their spirits
- Organise virtual fundraising events involving parents
- Link up with experts or organisations to learn more about wildlife conservation, pet responsibility, and other environmental causes



# 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 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!



# 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.





# General SSDB themes

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These are some 'evergreen' themes & causes aligned with SSDB's main objective

## 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



## Caring for the Environment

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



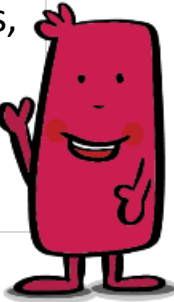
## Caring for Animals

- Wildlife conservation
- Marine life conservation
- Responsible pet ownership



## Caring for Family & Friends

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



# Get inspired!

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- 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!



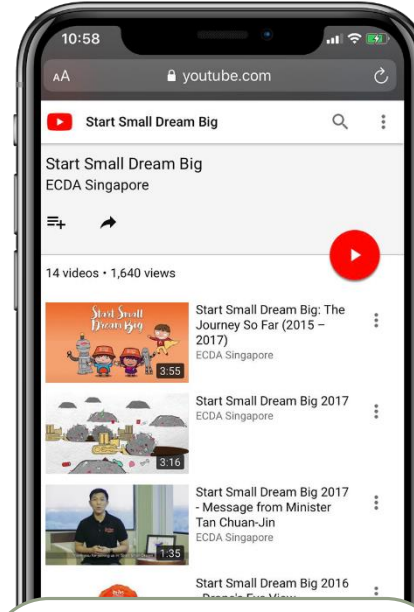
## SSDB Portal

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



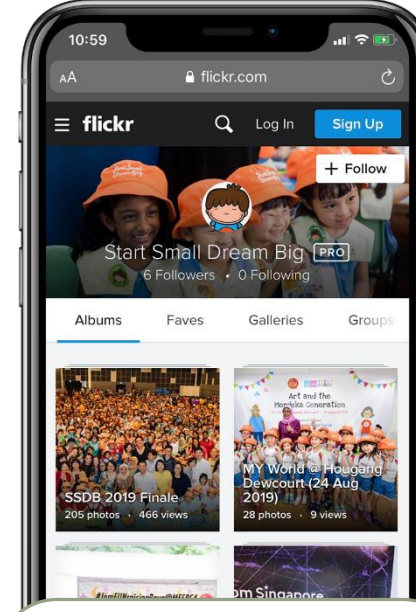
## Facebook

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 2020

Read highlights from last year's 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.
- 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!



# COVID-19 Safety Measures



## Field Trips and Learning Journeys from 1 January 2021

1. What is the maximum number of children and staff allowed for programmes and activities at external venues (e.g. field trips, learning journeys)?

The overall group size for activities at external venues is capped at 50 persons (inclusive of children and staff) and children should be further split into smaller groups of 8 (excluding staff) from the same cohort. Preschools must keep to the overall group cap of 50 persons and stagger the groups over different days if there are more than 50 persons.



2. Must the children and staff from each group be from the same cohort?

Yes. Children should remain within their cohorts, when taking part in such activities. The children within each group of 8 must be from the same cohort and managed by staff from the same cohort. Children should also remain within their assigned groups throughout the programme or activity.

# COVID-19 Safety Measures



## 3. What are the safe distancing measures that should be maintained?



## 4. Can parents or parent volunteers accompany the children during a field trip or learning journey?



Preschools should limit parent participation during field trips or learning journeys to parent volunteers needed to support the staff during the activity. Parent volunteers will be counted towards the overall group cap of 50 persons, and should adhere to safe management measures such as undergoing health checks and temperature screening, and submitting a travel declaration.



# COVID-19 Safety Measures



## 5. Can the group take the same charter bus for the trip?

As a good practice, there should be no mixing between different cohorts during pick-up/drop-off and when taking the charter bus. However, if this is not practicable, preschools must ensure that the following safe management measures are observed:

- (a) Take temperatures of all children and staff before boarding;
- (b) Ensure that all the children and staff wear a mask/face shield;
- (c) Assign specific seats for each child;
- (d) Alternate the seating with at least 1 metre apart, where practicable;
- (e) Ensure that children and staff from different cohorts do not interact and are seated further apart in the bus, where practicable; and
- (f) Ensure that the bus is sanitised before each use.



*Refer to the circular sent on 15 December 2020 for more information.*

# Community Partnerships





# Finding Community Partners



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## 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!

### List of SSDB Partners

- Agency for Integrated Care (AIC) (in collaboration with NCSS)
- Association for Early Childhood Educators (Singapore) (AECES)
- Community Chest
- Down Syndrome Association (Singapore)
- Families For Life (FFL)
- Gardens by the Bay (GbtB)
- Little Lives Inc Pte Ltd
- Ministry of Defence (Nexus), Temasek Foundation
- National Library Board (NLB)
- National Environmental Agency (NEA)
- National Parks Board (NParks)
- Playeum Ltd
- Preschool Market
- President's Challenge Secretariat
- Public Utilities Board
- S.E.A. Aquarium at Resorts World Sentosa (RWS)
- Sentosa Development Corporation
- SG Cares Office, Ministry of Culture, Community, and Youth (MCCY)
- Singapore Art Museum
- Singapore Discovery Centre (SDC) *\*New*
- Singapore Food Agency (SFA) *\*New*
- Singapore Kindness Movement (SKM)
- Singapore Red Cross (SRC)
- Wildlife Reserves Singapore (WRS)



# 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.



# Resource Package





# Resource Items from ECDA

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- 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.

### E-COLLATERALS

Visit [www.preschoolmarket.com/ssdb](http://www.preschoolmarket.com/ssdb) for e-collaterals, materials and programmes.



#### Instruction Guide

Refer to our instruction guide to get started with your SSDB journey!




#### Mascot Design

We have created mascots for our partners. Use it as a decoration item and share our partners' causes.




#### Classroom Hanging Mobiles

It makes for a great decoration and serves to remind you to do good all day, everyday!



#### Poster

Display this and show everyone you're a part of SSDB!



#### Pledge card

Make a pledge to do good for the community and put it up for decoration at your centre!

### FOR PARENTS & CHILDREN




#### Orange Bucket Hats

Put this on during SSDB projects and events, and you'll be an SSDB ambassador!



#### Parent's Brochure


A parents' guide to SSDB and how to join your children in supporting the cause.



#### Reflection Journal

Observe and reflect after your SSDB activities. Check out the fun activities included to do in your free time!

### FOR CENTRES & TEACHERS



#### Service-learning Guide

Check out this guide and learn how to better engage and facilitate your children's community effort!



#### Banner\*

Display this and show everyone you're a part of SSDB!

\*Only for new centres participating in SSDB. E-version will also be provided.



# Resource Items from SSDB Partners

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- The Resource Package also contains collaterals & resources from our SSDB Partners.
- Distribute activity sheets to your children and use the educators' guides for conducting activities.
- **E-collaterals** are available for centres.



For more details on SSDB Resource Materials and Programmes, please visit  
[www.preschoolmarket.com/ssdb](http://www.preschoolmarket.com/ssdb)

# Launching your SSDB Project





# Launching Your SSDB Project

- SSDB 2021 will **officially launch** on **22 April 2021, Thursday**.
- 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 virtually 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

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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)

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

**End of August**



# Documenting your SSDB Project

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- Download the “**LittleStories**” mobile app.
- Obtain **Login access**. (Email: [feedback@littlilives.com](mailto:feedback@littlilives.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.)*

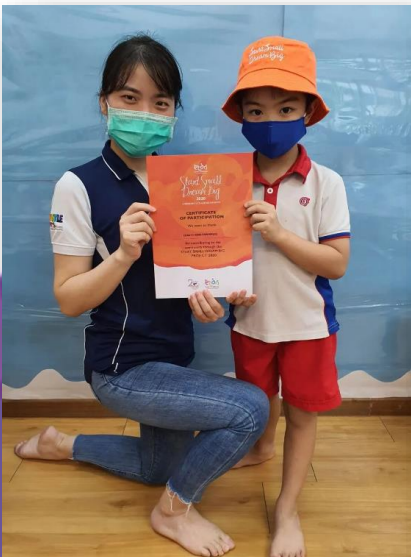
***Always obtain parents’ permission before uploading their children’s photos on public platforms.***



# Wrapping Up SSDB

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- **Submit 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 the Early Childhood Conference.
- **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!





# Closing Package

- ECDA will deliver a **Closing Package** to SSDB centres in October containing:
  - ✓ **Appreciation Plaque** for centres
  - ✓ **Certificates of Participation** for the children
  - ✓ **Commemorative Book**
- Organise a little ceremony to present the certificates and goodies in the closing package to the children, to make them feel special!



- \*Blank Certificates of Participation** will be given for you to print the names of your children on.
- **E-copy** will be made available to account for extra children who participated, or in case of printing errors.
  - Choose to either **write** the name of each child's name, or do a **mail merge** to print their names on the certificates. (We will provide a template and instructions.)

# 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"*

