



# SSDB 2020 Connect Session



# Overview of SSDB



# What is 'Start Small Dream Big'?

no one  
can do  
everything  
but everyone  
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something



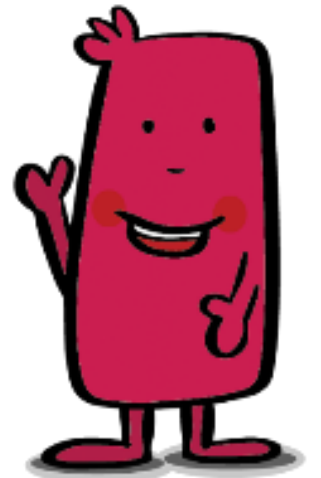
'Start Small Dream Big' (SSDB) was launched in **2015** as part of **SG50** and the **President's Challenge 15<sup>th</sup> Anniversary**.

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!**



# Vision

: 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:**

<b>Compelling Vision</b>	that inspires the community to achieve it
<b>Leaders &amp; Partners</b>	that build and support the community to move forward
<b>Curriculum Resources</b>	that develops knowledge, skills and disposition
<b>Come Together Events</b>	that strengthens the bond and encourage learning and growing
<b>Parent Awareness and Involvement</b>	that encourage children to care and share
<b>Cultural Movement Marketing</b>	that promotes a cause beyond organization branding



## Participation

Year	2015	2016	2017	2018	2019
<b># of Centres</b>	150	316	550	670	820
<b># of Children</b>	8,000	20,000	34,000	39,000	49,000
<b># of Hours of Involvement</b>	100,000	500,000	1 million	1.2 million	1.4 million

# Calendar of Events



KEY EVENTS	TARGET DATE
<b>SSDB 2020 Briefing</b> <ul style="list-style-type: none"> <li>Physical Briefing session replaced by sharing info via SSDB resource portal at <a href="http://www.startsmalldreambig.sg">http://www.startsmalldreambig.sg</a></li> </ul>	28 Feb 2020 (Fri)
<b>Registration for SSDB 2020</b>	Till end Mar
<b>Delivery of Resource Packages to Centres</b>	By end Apr
<b>Official Launch of SSDB 2020</b> <ul style="list-style-type: none"> <li>Centres to launch their SSDB projects in their own centres throughout the month of April</li> </ul>	9 Apr (Thur)
<b>SSDB 6-month Project Period</b>	Apr-Sep
<b>Centres to share their SSDB projects on SSDB Portal</b>	Till end Aug
<b>SSDB 2020 Finale @ ECC 2020</b> <ul style="list-style-type: none"> <li>This event may be cancelled. We will inform centres at least 3 months in advance.</li> </ul>	12 Sep (Sat)
<b>Delivery of Certificates of Participation for Children &amp; Plaques to Centres</b>	By end Oct



# SSDB is part of SG Cares!

## Building a caring and inclusive society



**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.



*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.*



*Singaporeans would like to see...*



# SSDB 2020 Theme





# A Caring & Inclusive Home For All

no one  
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Children giving back to society, regardless of their differences & abilities

In line with President's Challenge's 2020 focus on supporting the empowerment of people with disabilities through skills & employment





# A Caring & Inclusive Home For All

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## Caring

### In light of COVID-19:

- Encourage social responsibility and good personal hygiene practices among friends, family & community, e.g. proper hand-washing, mask-wearing
- Show appreciation to others, especially those in front-line services, e.g. healthcare professionals, community workers, cleaners



## Inclusiveness

- Embrace diversity in preschools;
- Show that there is a role for all to do good, regardless of differences & abilities.



# A Caring & Inclusive Home For All



In light of COVID-19, there are simple things that our children can do now as part of their SSDB project. Get started on your SSDB journey with the activities below!

**Appreciate & motivate our frontline healthcare staff, cleaners & other community workers!**



**Write appreciation cards and send them directly or through online platforms!**



**Make appreciation videos and share them online!**



**Fold origami pins or paper hearts with encouraging messages!**



**Send simple care packs!**



# 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!

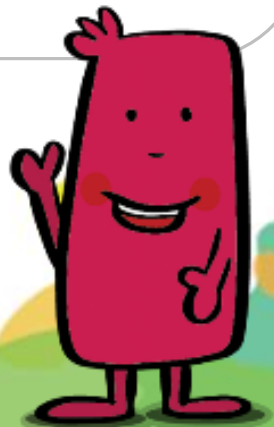


# Finding Project Ideas

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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 concept 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.





# Here are some 'evergreen' SSDB projects



## Caring for the Community

- Appreciating frontline & community workers
- Volunteering at elderly homes
- Raising fund/donation(s) 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



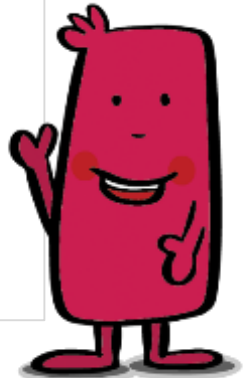
## Caring for Animals

- Wildlife conservation
- Marine life conservation
- Responsible pet ownership



## Caring for Family & Friends

- Promoting healthy living & good personal hygiene
- Appreciating Mothers/ Fathers/ Grandparents





# Get inspired!

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



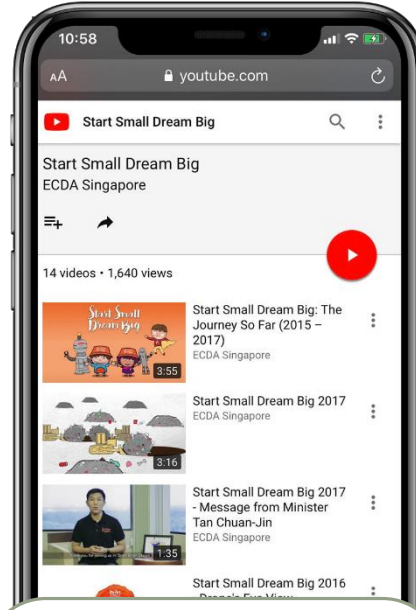
## SSDB Portal

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)



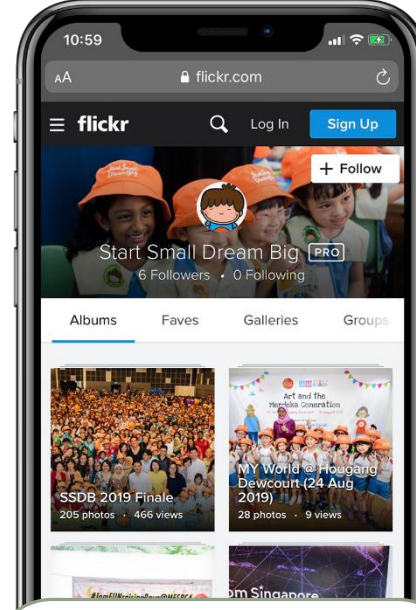
## Facebook

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 2019

Read highlights from last year's SSDB!  
<http://go.gov.sg/ssdb2019-ebook>

# Planning for Fundraising?

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- For any fundraising matters, contact the **President's Challenge Secretariat**:
  - Juliana Sahaimi at: [Juliana Sahaimi@ncss.gov.sg](mailto:Juliana_Sahaimi@ncss.gov.sg)
- Apply for a **fundraising license** if you are doing **public fundraising**. (This is not necessary for in-house fundraising.)
- **Keep President's Challenge Secretariat informed** of your fundraising activities.
- **Keep a record** of the amount raised for audit purposes.



In support of





# Project Proposal

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- **Plan out your activities** (between April – September) once you have an idea of what project your children want to embark on.
- **Share your project proposals** with ECDA (via an online form) for opportunities to be featured in the media or on our publicity platforms.
- Simply 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.





# Privacy Protection



- **Obtain parents' permission** before uploading their children's photos on public platforms.
- **Seek permission from Homes** you are visiting before taking photos of their residents. Inform them that the pictures may be used in publications.

*Always be vigilant of your children during any external visits or outdoor trips.*



# Community Partnerships





# Finding Community Partners



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## 1) SSDB Partners

These agencies support SSDB in various ways, such as **providing resources to centres, organising programmes for pre-schoolers, and collaborating 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)
- Community Chest
- Dyslexia Association of Singapore
- Down Syndrome Association (Singapore)
- Families for Life
- Gardens by the Bay
- Info-communications Media Development Authority
- Little Lives Inc Pte Ltd
- Ministry of Defence (Nexus), Temasek Foundation
- National Library Board
- National Environmental Agency
- 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 Kindness Movement
- Singapore Red Cross
- Wildlife Reserves Singapore



# 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:

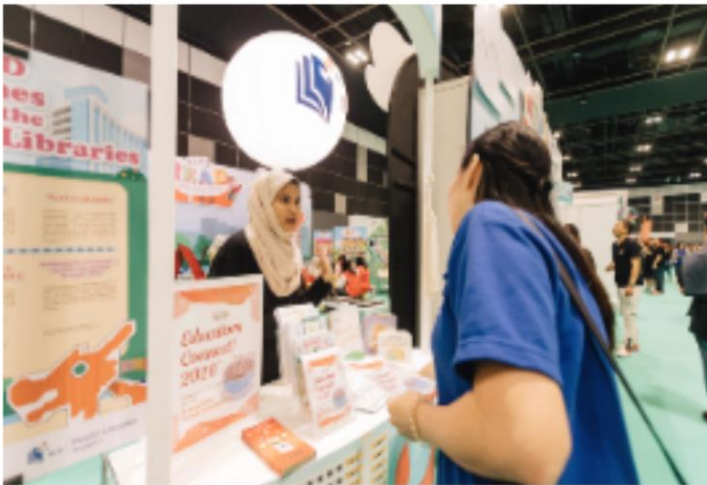
Every year, the President's Office selects a **list of charity organisations** to support under the President's Challenge. You can choose to donate funds raised from your SSDB project to the President's Challenge. 100% of your donations will be disbursed to their supported charities at the end of the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

For a list of the year's beneficiaries, go to: [www.pc.org.sg](http://www.pc.org.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 cards

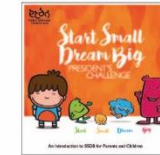
Make a pledge to do good for the community and put it up for decoration at your centre!

## 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

- 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.



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

\*\*To be distributed by end Apr '20

# Launching your SSDB Project





# Launching Your SSDB Project

- SSDB 2020 will **officially launch** on **9 April 2020, 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 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 indoors or outdoors – make it a **family-bonding time**!
- **Take photos or videos**, and share them on our social media platforms.





# Centre-based Launch Party

Share with us your Project Proposal (online) by 15 March 2020, and we may send over a photographer to cover your centre's Launch Party!



[go.gov.sg/myssdb2020project](https://go.gov.sg/myssdb2020project)



# Key Deliverables & SSDB Finale





# Keeping Records



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



- Download the “LittleStories” mobile app.
- Obtain **Login access**. (Email: [feedback@littlives.com](mailto:feedback@littlives.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**. *(Complimentary copies will be distributed to all SSDB centres.)*
- 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.)*





# Wrapping Up SSDB



- This year, we encourage centres to **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!
- **Submit your final stories on the SSDB Portal via LittleStories mobile app by end August** 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.
- Children, teachers and parents will be invited to attend the **SSDB Finale Appreciation Ceremony & Exhibition**. *[Note that this year's Finale will depend on the DORSCON alert – we will inform centres at least 3 months in advance.]*



# Closing Package

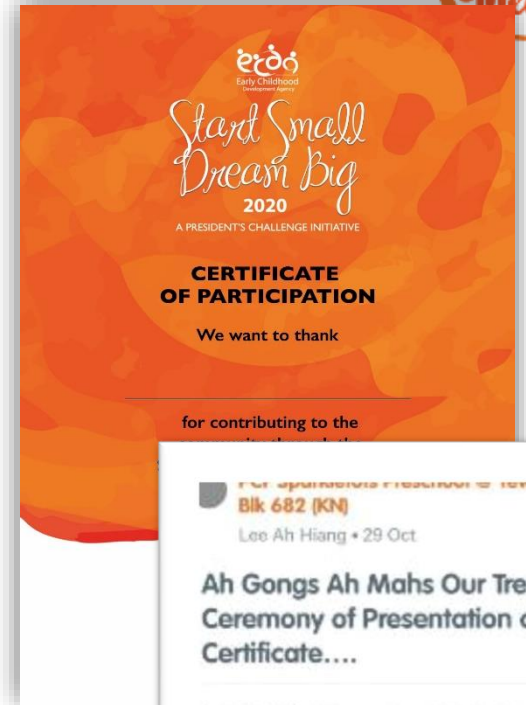
- ECDA will deliver a **Closing Package** to SSDB centres in October containing:
  - ✓ **Appreciation Plaque** for centres
  - ✓ **Certificates of Participation** for the children
  - ✓ **Commemorative Book**

\***Blank Certificates of Participation** will be given for you to print the names of your children on.

- **Spare certificates** will be provided to account for 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.

***Tip:** Organise a little ceremony to present the certificates to the children to make them feel special!*

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# 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"*

