

## **ANNEX A**

### **About the Early Childhood Development Agency**

The Early Childhood Development Agency (ECDA) was set up in 2013. The autonomous agency oversees the regulation and development of infant, child care and kindergarten programmes for children below the age of seven. To achieve their vision of giving every child a good start, the agency works in partnership with stakeholders to ensure that every child has access to affordable and quality early childhood development services and programmes.

### **About President's Challenge**

Started in 2000, the President's Challenge is an annual community outreach and fund-raising campaign for beneficiaries selected yearly by the President's Office. The Challenge represents a coming together of people from all walks of life, under the President's patronage, to help the less fortunate. It serves as a call to all Singaporeans to do their part to build a more caring and inclusive society by giving of their time, skills and enterprise.

In 2012, Dr Tony Tan expanded the areas of focus to include Volunteerism and Social Enterprise. In 2018, President Halimah Yacob refocused the effort of President's Challenge towards the empowerment of vulnerable groups with skills and employability. An Empowering for Life Fund was set up to support programmes in skills upgrading, capacity building and employment of vulnerable groups. President's Challenge aims to raise \$10 million for the Empowering for Life Fund over the next 5 years and the Government will provide dollar-for-dollar matching.

More information on President's Challenge can be found at <http://www.pc.org.sg>.

## **SUPPLEMENTARY INFORMATION**

### **1. What is “Start Small Dream Big”?**

“Start Small Dream Big” was initiated by the Early Childhood Development Agency (ECDA) as a movement to encourage pre-schools to create authentic platforms for children to innovate, problem-solve and use their unique strengths to help others. It was first launched in 2015 as part of SG50 and the 15<sup>th</sup> anniversary of President’s Challenge, an annual series of fund-raising and volunteer activities. Participating centres design and implement community service projects for children over the year. This year, the movement was with the theme, ‘A Caring and Inclusive Home for All’. It is aligned with the President’s Challenge’s focus on giving everyone a chance to contribute to society, regardless of their abilities.

### **2. What are the objectives of “Start Small Dream Big”?**

As a society, we aspire to nurture each child holistically, including character building, so that they are well-prepared for life-long learning, active and responsible citizenry, and success in later life. Through “Start Small Dream Big”, we encourage young children to use their own resources and creativity to give back to society, and in the process, instil the spirit of giving and good values such as care for others, humility, kindness and compassion.

### **3. How many children have participated over the years?**

<b>Year</b>	<b>Number of pre-schools participating in SSDB</b>	<b>Number of children participating in SSDB</b>	<b>Number of community hours</b>
2015	150	8,000	100,000
2016	300	20,000	500,000
2017	550	36,000	1 million

2018	670	39,000	1.2 million
2019	820	49,000	1.4 million
<b>2020</b>	<b>950</b>	<b>53,000</b>	<b>1.5 million</b>

**4. What is the age range of children who participated in “Start Small Dream Big” and what are expected of the children?**

The children are mainly from the K1 and K2 levels (i.e. 5-6 years old). The pre-schools are encouraged to involve and guide the children in developing, planning and implementing community projects. Under the guidance of teachers, the children play an active role in deciding who they want to help and what they want to do. Parents are encouraged to be involved in supporting their child’s community projects.

**5. What kind of support did ECDA provide to the participating centres?**

ECDA provided a resource package to all participating preschools. The package included bucket hats, pledge cards, stickers, hanging mobiles, Educator’s Guides, reflection journals, posters, and customised banners. This year, e-resources were also provided to preschools at <http://go.gov.sg/ssdb2020-resources>. Furthermore, ECDA linked preschools to community partners and created opportunities for preschools to share best practices.

**6. How did preschools conduct their “Start Small Dream Big” projects in light of the COVID-19 situation?**

Preschools participating in SSDB were advised to conduct their projects in accordance with ECDA’s advisories on precautionary measures to safeguard the health and well-being of children and staff against COVID-19. These measures included ensuring personal and environmental hygiene practices, restriction of visitors in preschools, suspension of large group activities and safe-distancing measures. As such, projects were limited to activities within the children’s classrooms or outdoors, in small groups. Partners used online communication tools to give talks or conduct programmes for preschools. Centres also used online communication tools to ‘visit’ elderly facilities

and other vulnerable groups, to spread cheer to residents. At-home activities, such as raising donations, recycling, or making appreciation cards to the community were encouraged, with support from the children's parents and other family members. ECDA has always strongly encouraged SSDB centres to involve parents in their children's community service efforts so that parents can play an active role in their children's holistic education.

**7. Which community and government agencies did ECDA partner with in 2020 for "Start Small Dream Big"?**

ECDA works with many agencies to support preschools in their community projects. Among them are SG Cares, Community Chest, Singapore Kindness Movement (SKM), National Parks Board (NParks) and Wildlife Reserves Singapore (WRS). This year, new partner organisations on board "Start Small Dream Big" were Agency for Integrated Care (AIC), Down Syndrome Association (Singapore), Dyslexia Association of Singapore (DAS), Families for Life (FFL), Ministry of Defence (Nexus) and Temasek Foundation.

## PHOTO SHEET

### **Preschool:**

YWCA Child Development Centre (Outram)

### **Link to story:**

<https://www.littlelives.com/community/startsmalldreambig/schools/ywca-outram-cdc-55737>

### **Description of SSDB 2020 project:**

The centre showed appreciation to frontline workers by compiling a video of the children expressing heartfelt messages. The children also prepared and gave out mask cases, as well as hand-made Thank You posters, to healthcare workers at Singapore General Hospital (SGH).





**Preschool:**

Greenland Childcare @ Punggol Drive

**Link to story:**

<https://www.littlelives.com/community/startsmalldreambig/schools/greenland-childcare-punggol-drive-71745>

**Description of SSDB 2020 project:**

To show appreciation to the dormitory workers who have greatly contributed to Singapore, Greenland Childcare @ Punggol Drive collaborated with SG Accident Help Centre (SGAHC) to gather dry food supply contributed by parents and staff. They were packed into boxes by the children and teachers, while SGAHC helped to distribute them to the migrant workers. To further raise funds for the workers, the children created art pieces inspired by Southeast Asian artists. These were showcased and auctioned off in a virtual charity event. Children from different ages promoted their art pieces via Zoom to parents who contributed generously to the cause.





**Preschool:**

Little Greenhouse @ Jurong West Blk 502

**Link to story:**

<https://www.littlelives.com/community/startsmalldreambig/schools/little-green-house-jurong-west-502-87748>

**Description of SSDB 2020 project:**

After a show-and-tell session about being kind to others, the children from Little Greenhouse @ Jurong West Blk 502 decided to embark on a project on caring for the elderly. With the support of the Agency for Integrated Care (AIC) and Community Chest, they were partnered with nearby nursing homes: St. Andrew's Nursing Home (Taman Jurong), and All Saints Home (Jurong East). Parents chipped in by donating dry food items such as canned goods, bread, oats and powdered drinks. The children also worked with their parents to come up with suitable games for the seniors to enjoy, and filmed instructions and performances for them.





