

Annex A

'OUR WONDERFUL PARENTS' INITIATIVE

1. What is 'Our Wonderful Parents'?

'Our Wonderful Parents' aims to foster positive parent-preschool partnership, by recognising parents who actively collaborate with their child(ren)'s educators and preschools as valued partners in children's holistic development.

By celebrating positive examples of partnerships that demonstrate values of trust, respect, empathy and altruism, this initiative aims to cultivate a strong culture of collaboration in our preschool community in the longer term, creating environments where children thrive and the early childhood sector continues to grow.

The initiative is organised by Preschool Market (PSM), supported by the Early Childhood Development Agency (ECDA) and Singapore Kindness Movement (SKM).

2. How does 'Our Wonderful Parents' contribute to building a positive early childhood education culture in Singapore?

Many parents in Singapore value their child(ren)'s educators as professional partners who offer invaluable guidance in early childhood development. Such positive parent-preschool partnership has multiple positive outcomes:

- Children experience better learning outcomes through consistent home-school approaches, while observing and learning from positive adult relationships.
- Parents feel better supported in their parenting, as they receive guidance from educators on early childhood development and gain valuable insights about their child(ren) in preschool setting.
- Educators can prepare more effective and targeted teaching approaches for children, when parents share valuable insights about their child(ren). Such collaboration also enhances educators' job satisfaction.

This initiative thus aims to amplify such positive partnerships by sharing of inspiring stories of parent-preschool partnership and providing a platform for preschools/educators to recognise parents. The long-term vision is to cultivate a strong culture of collaboration in our preschool community.

3. How were the four values of trust, respect, empathy and altruism selected? What specific behaviours demonstrate these values?

Trust, respect, empathy and altruism were selected from SKM's range of values, assessed to be relevant to fostering positive parent-preschool partnership. Examples of the values in action include:

- **Trust:** Approaching parent-teacher meetings with an open mind and aligning with the educator to complement learning approaches for the child at home
- **Respect:** Treating educators with respect and respecting their professional boundaries
- **Empathy:** Understanding that an educator's job involves significant emotional investment and can be mentally taxing
- **Altruism:** Actively volunteering for preschool activities to assist educators and families/children

4. How are parents nominated for 'Our Wonderful Parents' initiative?

Educators/preschools can submit a simple online form with examples of specific actions by parents demonstrating the identified values, with the parent's consent to share personal details and stories. Nominated parents should also meet the following criteria:

- a. Have a child enrolled in an ECDA-licensed preschool (including ECDA-funded early intervention provider) or a MOE Kindergarten for at least one full year.
- b. Demonstrate at least two of the four values (trust, respect, empathy and altruism).
- c. Not a staff of PSM, ECDA or SKM.

5. How will parents be recognised under 'Our Wonderful Parents' initiative? Is there a cap on the number of parents that are recognised?

All nominated parents who meet the eligibility criteria will receive a token of recognition through the nominating preschool. Inspiring stories will be selected for profiling. There is no cap on the number of parents recognised.

6. When will nominations open and close?

Nominations will be open from 11 May to 11 July 2025*. (*Closing date may be subject to changes. Please check 'Our Wonderful Parents' webpage at www.ourwonderfulparents.sg for updates.)

7. How can parents learn more about building positive partnerships with preschools?

Parents are encouraged to engage their child(ren)'s educator(s) and preschool for contextualised advice and support. Additional resources are available on ECDA's Beanstalk website (www.ecda.gov.sg/Beanstalk), which includes tips on building strong parent-preschool partnerships.