

## **ANNEX B**

### **START SMALL DREAM BIG (SSDB)**

#### **1. What is ‘Start Small Dream Big’?**

The ‘Start Small Dream Big’ (SSDB) movement was initiated by ECDA in 2015 in support of the President's Challenge. It aims to inculcate a culture of service learning, instil positive values and enhance the social-emotional development of preschoolers through community service projects in collaboration with preschools, parents and community partners.

Through community service projects, the children learn positive values, such as kindness, compassion and respect. Participating preschools design and implement community service projects for children over a period of six months.

PSM has been the key community partner for SSDB since 2021, leading and operating the movement.

#### **2. How many preschools and children have participated in SSDB over the years?**

SSDB has seen strong adoption amongst preschools over the years, with 80,000 children from 1,200 preschools participating in SSDB in 2024, a ten-fold increase from 2015.

#### **3. How can parents and families be involved in SSDB with their preschoolers?**

Parents are encouraged to be involved in their child(ren)’s community projects, which in turn strengthens the parent-preschool partnership and help reinforce the child’s learning at home.

#### **4. What are some of the community projects that preschools will be carrying out for SSDB this year?**

Community projects largely fall under “Caring for our Family & Friends”, “Caring for Nature & Environment” and “Caring for our Community”. Preschools are encouraged to collaborate with community partners and parents on causes their children wish to champion.

Some examples of community projects include befriending and supporting the elderly, persons with disabilities or those with special needs, recycling efforts, beach clean-ups and water conservation.

## 5. What kind of support is provided to participating preschools?

All participating preschools are provided resource packages, which includes SSDB's iconic orange bucket hats, Educator's Guide, Reflection Journals for children and learning materials from community partners. E-resources such as pledge cards, posters and banners are also provided. PSM also links preschools to its list of community partners and provides platforms for preschools to share best practices. Resources can be found on the 'Start Small Dream Big' portal at <http://go.gov.sg/ssdb-resources>.

## 6. What are the key highlights and purpose of the SSDB walkathon?

The Walkathon aimed to raise funds for the President's Challenge, with several participating preschools selling handmade crafts by children at the event. Other participating preschools also carried out satellite events with children at their own premises to launch their SSDB projects, and shared photos or videos through the 'Start Small Dream Big' portal (<http://www.startsmalldreambig.sg>).

## 7. Who are the community partners for SSDB 2025?

There are 32 community and government agency partners for SSDB 2025, an increase from 17 in 2016.

1	Agency for Integrated Care (AIC)
2	Ain Society
3	Association for Early Childhood Educators (Singapore) (AECES)
4	Children's Museum Singapore (CMSG)
5	Community Chest
6	Dads for Life
7	Defence Collective Singapore (DCS)
8	Down Syndrome Association (Singapore) DSA(S)
9	Families for Life (FFL)
10	Gardens by the Bay (GBTB)
11	KidSTART
12	Little Lives Inc Pte Ltd (LL)
13	Mandai Wildlife Group
14	MINDS
15	Ministry of Sustainability and the Environment (MSE)
16	National Environment Agency (NEA)
17	National Library Board (NLB)
18	National Parks Board (NParks)
19	NTUC Health

20	Preschool Market (PSM)
21	President's Challenge Secretariat (PC)
22	PUB, Singapore's National Water Agency (PUB)
23	S.E.A. Aquarium at Resorts World Sentosa (RWS)
24	Sentosa Development Corporation (SDC)
25	SG Cares Office, Ministry of Culture, Community, and Youth (MCCY)
26	Singapore Art Museum (SAM)
27	Singapore Book Council
28	Singapore Chinese Cultural Centre (SCCC)
29	Singapore Food Agency (SFA)
30	Singapore Kindness Movement (SKM)
31	Singapore Red Cross (SRC)
32	The Food Bank Singapore