

SUPPLEMENTARY INFORMATION – START SMALL DREAM BIG 2024

1. What is ‘Start Small Dream Big’?

The ‘Start Small Dream Big’ movement was initiated by the Early Childhood Development Agency (ECDA) in 2015 to encourage preschools to create platforms for children to give back to the community. It was first launched to celebrate SG50 and the 15th anniversary of President’s Challenge, as an annual series of fund-raising and volunteer activities. Participating preschools design and implement community service projects for children over a period of six months each year, many of which involve parents and partnering organisations supporting these efforts.

2. What are the objectives of ‘Start Small Dream Big’?

The movement aspires to nurture each child holistically, including character building, so that they can succeed individually in life and become responsible citizens who care about those around them. Through ‘Start Small Dream Big’, young children in preschools are encouraged to use their own resources to give back to society, and in the process, instil the spirit of giving and good values such as care for others, kindness, humility and compassion.

3. How many children have participated in ‘Start Small Dream Big’ over the years?

Year	Number of SSDB pre-schools	Number of SSDB children
2015	150	8,000
2016	300	20,000
2017	550	36,000
2018	670	39,000
2019	820	49,000
2020	950	53,000
2021	1,050	71,000
2022	1,090	75,000
2023	1,130	77,000
2024	1,200	80,000

4. What is the age range of children who participate in ‘Start Small Dream Big’ and what is expected of the children?

The children are mainly from the K1 and K2 levels (i.e. 5 - 6 years old), although those from the younger age groups may participate in age-appropriate activities. The preschools are encouraged to involve and guide the children in developing, planning and implementing the 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 strongly encouraged to be involved in supporting their child’s community projects.

5. What are some of the community projects that preschools will be carrying out for ‘Start Small Dream Big’ this year?

Preschools are encouraged to collaborate with community partners on causes their children wish to champion, particularly those that involve volunteering activities.

Some examples of their community projects include befriending and giving support to the elderly, persons with disabilities or those with special needs; participating in donation drives for charity organisations; fundraising for the less fortunate; distributing food or care packs for migrant workers; and showing care and appreciation for caregivers of family members, healthcare workers and lower-income families. Preschools may also choose to care for the environment through gardening, recycling efforts, beach clean-ups and water conservation; or care for animals through responsible pet ownership and raising awareness on marine and wildlife conservation.

6. What kind of support does ECDA provide to participating preschools?

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

7. How was the 10th Anniversary of ‘Start Small Dream Big’ celebrated this year?

Minister of State for Family and Social Development and Home Affairs, Ms Sun Xueling, joined in celebrating the 10th anniversary of ‘Start Small Dream Big’ on 3 May 2024 (Friday) at Gardens by the Bay. Over 750 preschoolers, parents, teachers and community partners attended the celebration. Other participating preschools carry out satellite events with children at their own premises to launch their SSDB projects and share photos or videos through the ‘Start Small Dream Big’ portal, www.startsmalldreambig.sg. Preschools will also document their projects over a period of six months (April to September) on this portal, which is open to the public.

8. Which community and government agencies are ECDA partnering with in 2024 for ‘Start Small Dream Big’?

A total of 31 agencies are supporting ‘Start Small Dream Big’ as community partners this year. Among them are Gardens by the Bay, Preschool Market, SG Cares (Ministry of Culture, Community and Youth), Singapore Kindness Movement, KidSTART Singapore, MINDS, Agency for Integrated Care, Centre for Fathering, National Parks Board, Singapore Food Agency, the Singapore Discovery Centre and Wildlife Reserves Singapore. This year, new partner organisations on board are Ain Society, Children’s Museum Singapore and Singapore Book Council. More information on centres’ projects and partners is available at <http://www.startsmalldreambig.sg>.

9. How will the new resource guides be made available to all preschools?

The new educators’ guide, “Small Hands, Big Hearts: An educators’ guide to fostering volunteerism in children”, developed by the SG Cares Volunteer Centres @ Ang Mo Kio, Punggol and Sengkang operated by Allkin Singapore will be made available online for all preschools to access at <https://www.allkin.org.sg/resources/publications>.

The new intergenerational guide, “Bridging Generations: Intergenerational Guide for the Community Care and Early Childhood Sectors”, co-developed by the Agency for Integrated Care (AIC) and ECDA, together with stakeholders from the community care and early childhood sectors, is available for download at <https://for.sg/aic-bridging-gen-main>.