

## Background Information on KidSTART

### *About KidSTART*

1. KidSTART provides upstream support to eligible children up to 6 years old and their families. The programme seeks to give children a good start in life by empowering low-income families to build strong foundations for their children and fostering positive child development outcomes.
2. KidSTART provides support for child development, coordinates and strengthens holistic services for families where needed, and monitors the developmental progress of children from birth onwards. Parents journeying with KidSTART are guided with skills and knowledge so their children can benefit from warm and nurturing relationships, achieve age-appropriate and holistic child development, and have a safe and secure home environment to grow up in.
3. KidSTART has supported over 2,000 children since 2016, and has expanded to support more children and families. A dedicated agency set up by ECDA, KidSTART Singapore Ltd works closely with partners, including an anchor Social Service Agency (SSA) in each region, to support coordinated outreach to families and implementation of KidSTART programmes. [Click here for more information on KidSTART.](#)

### *About Growing Together with KidSTART*

4. In 2019, the “Growing Together with KidSTART” initiative was launched to invite corporates and individuals to partner KidSTART through regular volunteering and/or contributions.
5. Building sustained partnerships with the community play a big part in bringing about better outcomes for KidSTART children and our families. More than 1,000 individuals have volunteered with KidSTART since its inception in 2016. This includes corporate volunteers, tertiary students, working professionals and even parents who have graduated from KidSTART. Corporates and individuals have stepped forward to contribute about \$4 million in cash donations and in-kind sponsorship of items such as connectivity devices, books and toys. Donations will go towards providing families with essential items such as milk and diapers, learning resources and Child Development Account (CDA) top-ups. Visit <https://www.kidstart.sg/sponsors-donors/> for more information on Growing Together with KidSTART.