

ecda

Early Childhood  
Development Agency

# Start Small Dream Big 2025





# Start Small Dream Big 2025

## Overview of SSDB



# It is never too young to Start Small Dream Big

no one  
can do  
everything  
but everyone  
can do  
something



SSDB was launched in **2015** to celebrate **SG50** and the **President's Challenge 15<sup>th</sup> Anniversary.**



It promotes **character building** by instilling the spirit of giving and values, such as care for others, humility, kindness and compassion.



Pre-schools involve and guide the children in developing, planning and implementing community projects over **a period of six months.**

Parents, family members and community partners are encouraged to come together to **support children's efforts in giving back to the community!**





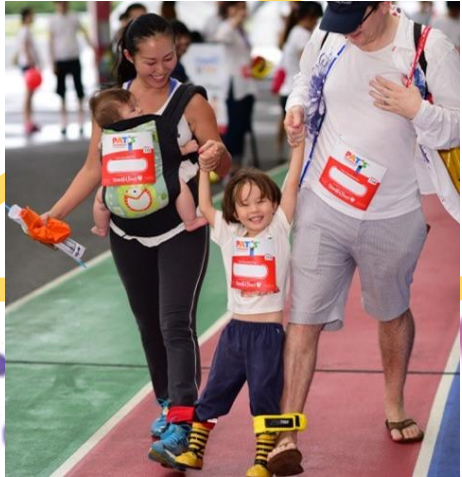
no one can do everything but everyone can do something

It also catalyses parent-preschool-community partnership.

Preschool



Home



SSDB

Community



Benefits children's learning and development



# SSDB has come a long way, with support all round, including President and POHs

**2015**

**Min Heng Swee Keat**

**2016**

*Berita Harian*  
Kanak-kanak mumpuni semangat kampung di bazar

小心願大夢想  
2万儿童为慈善筹款15万

**President Tony Tan**

**2017**

Little hands lend a big help

Semai cinta alam bersama

**Min Desmond Lee**

**SPS Faishal**

**SPS Low Yen Ling**

**2018**

**President Halimah Yacob**

**2019**

**President Halimah Yacob**

**2020**

Pre-schoolers show gratitude to healthcare, migrant workers

**President Halimah Yacob**

**2021**

Pre-schoolers show gratitude to healthcare, migrant workers

**Min Masagos**

**MOS Sun Xueling**

**2022**

Pre-schoolers show gratitude to healthcare, migrant workers

**Min Masagos**

**MOS Sun Xueling**

**2023**

Many helping hands, caring everyone

**President Halimah Yacob**  
**MOS Sun Xueling**

**MOS Gan Siow Huang**

**2024**

**President Tharman Shanmugaratnam**



The SSB movement has grown from strength to strength over the years!

10



Community Service Hours  
 Children Participated  
 Preschools Participated  
 Charity Raised

no one can do everything but everyone can do something

# SSDB 2025



# SSDB 2025 Theme



## Together for Tomorrow: Empowering Young Hearts

1. Align with SG60 theme “Building Our Singapore Together”, by the Ministry of Culture, Community and Youth (MCCY).
2. "Together for Tomorrow" emphasizes a united approach, reflecting the importance of everyone—families, educators, community partners, and volunteers — working hand in hand to shape the future.
3. By focusing on "**Empowering Young Hearts**," the theme shines a spotlight on the youngest members of society as the foundation of Singapore’s tomorrow, encouraging everyone to contribute to nurturing them in meaningful ways.



# Key Milestones 2025



KEY EVENTS	TARGET DATE
<b>Registration for SSDB 2025</b>	By 28 Mar
<b>Delivery of Resource Packages to Centres</b>	Latest by 9 May
<b>Launch of SSDB 2025</b> <ul style="list-style-type: none"> <li>Centres can launch their SSDB projects anytime upon receiving resource package</li> </ul>	Within 6 months
<b>SSDB Walkathon 2025</b>	10 May
<b>SSDB E-Newsletter</b> <ul style="list-style-type: none"> <li>Featuring SSDB stories, meaningful collaborations, Service Learning content</li> </ul>	April - Oct
Centres to share at least one story on the <b>SSDB Portal</b>	By 30 Sep
<b>SSDB 2025 Finale</b> <ul style="list-style-type: none"> <li>In conjunction with ECDA's Early Childhood Conference &amp; Celebrations (ECCC)</li> </ul>	26 Sep, Fri (PM)
Issuance of <b>e-Certs of Participation</b> (for children) & <b>e-Plaques of Appreciation</b> (for centres)	By mid-Oct

# SSDB Walkathon

no one can do everything but everyone can do something



## Objectives

- ♥ Inculcate values of kindness, compassion, respect, and giving back to society in the young
- ♥ Foster community bonding and encourage families' participation in SSDB
- ♥ Support the beneficiaries of President's Challenge

## Event Details

Date: 10 May 2025 (Sat)  
Time: 8.30am - 12pm  
Venue: Siloso Beach, Sentosa

3km

## Event Highlights

Inspiring Scenic Walk, Family-friendly Activities at Community Partners' Booths, Mascots Meet-and-Greet, Walkathon Fun Pack and many more!

Open to Preschools, Partners and Beneficiaries!

JOIN US in this meaningful walk!

Let's stay connected! Follow us on:

Instagram: @preschoolmarket

Facebook: Preschoolmarket

Register now via [ssdbwalkathon.sg](https://ssdbwalkathon.sg)

For more information, please contact Preschool Market at [ssdb@preschoolmarket.com](mailto:ssdb@preschoolmarket.com)

Grab your tickets

**FOR FREE NOW!**

Registration closes 8 March (Sat)



Organisers



Supported by



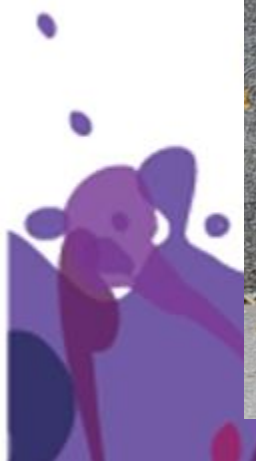
Venue Sponsor





# SSDB Walkathon

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# SSDB E-Newsletter: Stay Inspired & Connected!

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## What is it?

- Bi-monthly E-newsletter that replaces the Annual SSDB Commemorative Book
- Featuring Project highlights, SSDB updates, Insights, Initiatives & Community Spotlights

## Why?

- Get fresh **ideas & inspiration** from fellow preschools' SSDB projects.
- Stay updated on **key events, new initiatives, relevant programmes**
- Discover **fun facts & insights** on service learning and meaningful collaborations.
- Gain **visibility** for your preschool's impactful initiatives!





# SSDB E-Newsletter: Stay Inspired & Connected!



## How to be involved?

- Preschools can state your interest and **Submit** your project plans via form for feature consideration
- Upload on SSDB Portal or write in to [ssdb@preschoolmarket.com](mailto:ssdb@preschoolmarket.com) to share your preschool's success stories on project/ collaboration
- Be inspired, share and participate in more featured events!



# Planning for your SSDB Project





# Who should participate?



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- Children from **K1 and K2 levels (5 - 6 years old)** are encouraged to participate.
- May involve children from younger age groups if your SSDB activities are **age-appropriate**.
- Under the guidance of teachers, **children should play an active role** in deciding who they want to help and what they want to do for their project.





# Who should participate?

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- Invite parents and community partners to co-create and implement the projects.





# Finding Project Ideas

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- Your SSDB project need not be something new or complicated!
- It can be an **existing activity which promotes giving back to the community/ service learning.**
- If you are planning a new activity, introduce the element of **service learning – combining learning objectives with community service** – into the activity, and incorporate **parents’ involvement**, to make it a more meaningful experience for the children.
- **Brainstorm** with children and their parents and staff to find out what causes they want to champion.



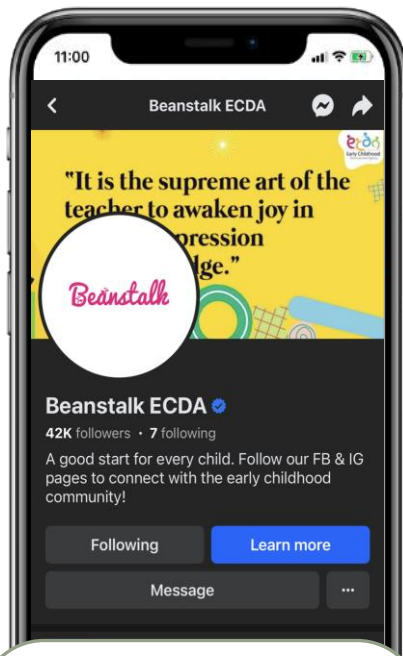
# Finding Project Ideas

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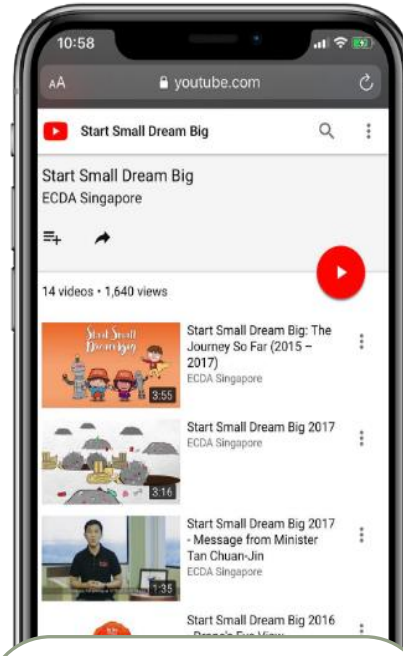
## SSDB Portal

Find stories posted by our SSDB centres for ideas on the kinds of projects you can embark on!  
[www.startsmalldreambig.sg](http://www.startsmalldreambig.sg)



## Facebook

Get updates and be part of the SSDB community on social media!  
[www.facebook.com/BeanstalkECDA](http://www.facebook.com/BeanstalkECDA)



## Youtube Channel

Watch our SSDB launch and finale videos to get to know our SSDB mascots and themes!  
<http://bit.ly/SSDBYouTube>



## Photo Gallery

See the faces of our SSDB participants in various activities!  
[www.flickr.com/startsmalldreambig/albums](http://www.flickr.com/startsmalldreambig/albums)



## Commemorative Book 2024

Read highlights from last year's SSDB!  
<http://go.gov.sg/ssdb2024-ebook>



# We have general SSDB categories to cater to different interests of children.

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‘Evergreen’ categories / causes aligned with SSDB’s main objective

## Caring for Family & Friends

- Appreciating Mothers/ Fathers/ Grandparents
- Showing kindness to friends, teachers, neighbours
- Promoting healthy living & good personal hygiene



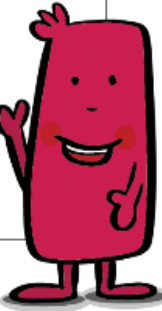
## Caring for the Community

- Appreciating frontline & community workers
- Volunteering at elderly homes
- Raising funds/donations for the less fortunate
- Befriending people with disabilities & special needs
- Celebrating diversity
- Food security and food safety



## Caring for the Nature and Environment

- Recycling
- Water conservation
- Gardening
- Energy conservation
- Zero waste
- Clean public spaces
- Wildlife conservation
- Marine life conservation



# Finding Community Partners



## 1) SSDB Partners

These agencies support SSDB in various ways, such as **providing resources to centres, organising programmes for pre-schoolers, and collaborating with them on activities.**

Indicate your interest in collaborating with them in your project proposal, and they will reach out to you with more information!

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) *New
16	National Environment Agency (NEA)
17	National Library Board (NLB)
18	National Parks Board (NParks)
19	NTUC Health *New
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





# Finding Community Partners

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## 2) Other Community Partners

Approach an organisation you would like to support, and find out how your centre can contribute to them. It can be in the form of **befriending activities**, **volunteer work**, **raising in-kind donations**, or **monetary donations**.

Examples: senior care centres, children's homes, special needs schools, charitable organisations, welfare associations, etc.



# Working with SSDB Community Partners

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- **Use the educational materials and resources** provided by community partners as part of your SSDB project to engage your children. Contact the partners if you require clarification or more resource support.
- **Discuss with your chosen partner on how they can guide/facilitate your project**, be it through advice, expertise, or direct engagement such as trainings and workshops.





# SSDB Resource Package

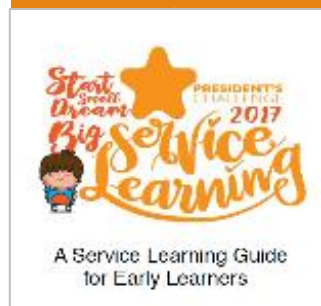
*\*These are the main items produced by ECDA (not including resources provided by Partners)*

- Centres who register for SSDB will each receive a box filled with resource items to be used by children and teachers for their SSDB activities.
- Distribute the resources to your children and parents, use them to decorate your classrooms, and bring them along for your SSDB activities!

## Adult & Child Bucket Hats



## ★ Service Learning Guide for



## ★ Reflection Journal for Children



## ★ Parents' Brochures



## SSDB Decal



## ★ Stickers for Children



## ★ SSDB Poster



## ★ Pledge Cards



## ★ Hanging Mobiles



★ E-versions to save the environment!

# SSDB Decal

All participating centres will be issued with a decal to stick on your centres' front door.





# Kindred Studio

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Preschool Market invites participating SSDB centres to be part of Kindred Community to **BE CREATIVE** and **DO GOOD** for the community using sustainable materials.

- ❖ Recyclables Hub for Preschools.
- ❖ A wide variety of raw materials and clean recyclables sponsored by community partners and corporates.
- ❖ Workshops on Pedagogy for sustainable education will be introduced.
- ❖ Our team will work with educators to create creative learning materials.



Scan the QR Code below to visit our Kindred Studio at our 2 locations:

- 1) Jurong Gateway
- 2) Kampung Eunos



<https://bit.ly/KindredStudioSGvisits>



# Project Proposal



- Submit your project theme with a **simple outline of your plans and activities** and proceed with implementing it.
- If you have **indicated the SSDB partner(s) you are interested to work with**, they will reach out to you to provide assistance and guidance for your SSDB project.
- Alternatively, you can **reach out to your own community partner of choice** to collaborate with on your project.
- **Share your project proposal** with ECDA (via an online form) for opportunities to be featured in the media or on our publicity platforms.



# Launching your SSDB Project



# Launching Your SSDB Project

- Pick any suitable date in **April-May** to launch your centre's own SSDB project.
- Organise a **Launch Party** with your children to get them excited to kick-start their project.
- **Invite parents** to the party to:
  - introduce them to SSDB and their children's project, and
  - share with parents how they can participate in their children's projects
- Decorate your party with items from your **Resource Package** or use recycled and craft materials.
- **Take photos or videos**, and upload stories on SSDB Portal!





# Keeping Records



Submit your final stories on the SSDB Portal via LittleStories mobile app by Aug-Sep for a chance to be invited to ECCC, featured on E-newsletter/social media platforms.

We will seek the following data from centres (via online form) for our annual report and press release by end Sep  
*\*Estimated figures are acceptable if project is not completed yet*

- Total **no. of hours** spent on SSDB project
- Total **no. of children** who participated
- Total **no. of parents** involved
- Total **amount of funds** raised (if any)
- Final stories submitted on SSDB Portal via LittleStories app

Keep The SSDB Team updated on:

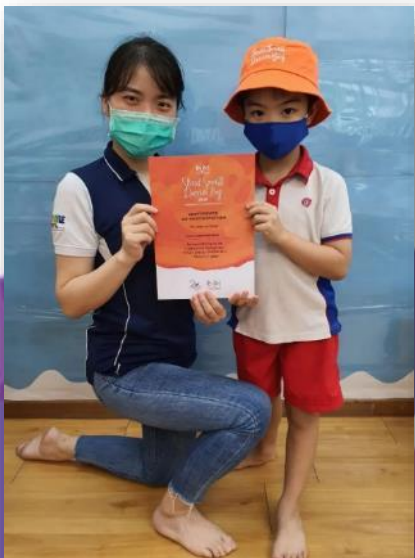
- ✓ Any **changes to email addresses** of staff in charge of SSDB, for communication purposes.
- ✓ Any **public events related to your SSDB project** (e.g. visits from Members of Parliament,
  - ✓ issuing of press releases, etc.)
- ✓ Centres may invite GOH and do your own publicity.



# Wrapping Up SSDB

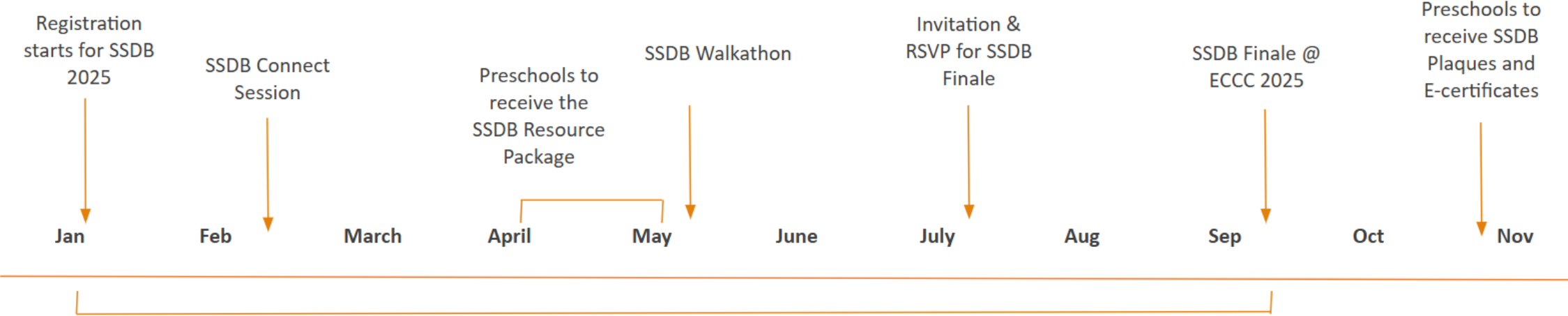
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- Centres will be invited to attend the **SSDB Finale virtually** in conjunction with an EC sector-wide event.
- **Celebrate the closing of their SSDB project** with their own children, parents and community partners in September-October. Share with us how you show appreciation to your children and their parents for their hard work and efforts in making their SSDB project a success!
- **Print out the e-Certificates** emailed to you and organise a little ceremony to present them to the children, to make them feel special!





# Timeline



# Little Lives - SSDB Portal

no one  
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# SSDB Survey



We will send an **online survey** post-Finale to get your feedback on your SSDB experience.  
Please take some time to give us your valuable inputs!

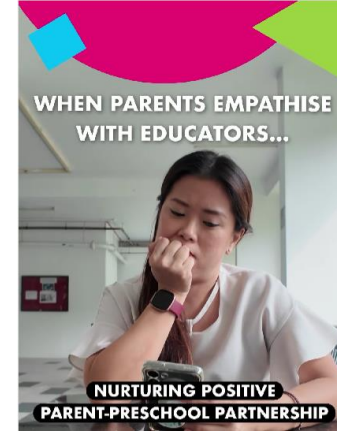
*"no one can do everything,  
but everyone can do something"*



# Parent Recognition Initiative to Promote Positive Parent-Preschool Partnership

no one can do everything but everyone can do something

- A collaboration between ECDA, PSM and SKM, this initiative aims to **promote the desired values of positive parent-preschool partnership and its impact on children's development.**
- This is an opportunity for preschools to **celebrate parents who have demonstrated exemplary collaboration with your preschool.**
- Nomination process will take place between May 2025 to July 2025.
- More details will be shared later.





Thank you for  
being part of  
SSDB!

