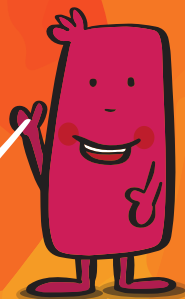


Start Small Dream Big

PRESIDENT'S
CHALLENGE
2017





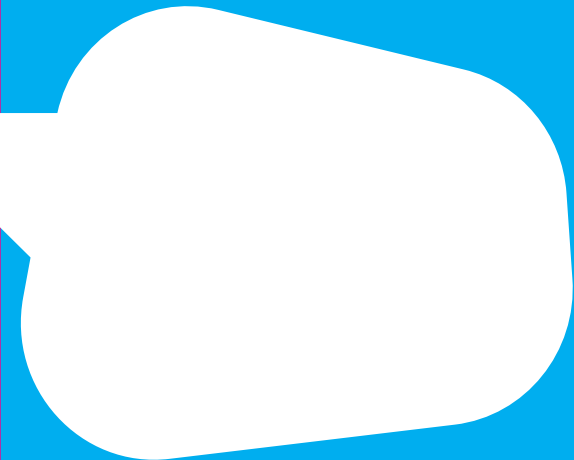
Start

“You don’t have to be great to start, but you have to start to be great!”



‘Start Small Dream Big’ started out in 2015 as a way to celebrate the 15th Anniversary of the President’s Challenge and the nation’s SG50, to inspire children to give back to society in their own ways.





Small



The children have the support from their pre-school, teachers, and many community partners. Parents and family members are also encouraged to get involved in their children's projects.

“I may be small,
but I can do
GREAT things!”

Dream



“I want to save
the world!”



Through ‘Start Small Dream Big’, children have the opportunity to create, innovate, problem-solve and apply their unique strengths to help others. By participating in a service learning activity, they gain a rich learning experience.



Big

“Think BIG!”



This year, our children spread joy and cheer to the sick and the elderly, raised funds for the less fortunate through creative and meaningful ways, cared for the environment through recycling and gardening, and much more!

Check out all their projects at:
www.startsmalldreambig.sg

Contents

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Foreword



Early childhood development matters! It lays the foundation for our children's holistic development, and for them to lead a happy and fulfilling life. It is with this vision in mind that the Early Childhood Development Agency launched the President's Challenge 'Start Small Dream Big' movement in 2015.

'Start Small Dream Big' has shown that one is never too young to contribute to the community and help others. It is a meaningful platform for centres and parents to come together to inculcate positive values through community service projects.

This year, more than 34,000 children from over 550 preschools participated in the movement. This is more than triple the number of 150 preschools which participated in the inaugural run of the initiative in 2015. Our children have given their time and talent to contribute to worthy community causes.

Thank you to all the early childhood educators, parents, family members and the community who have supported our young ones to 'Start Small Dream Big'. We look forward to many more opportunities to work with you to give every child a great start in life.

A handwritten signature in black ink, reading 'Eugene'.

Mr Eugene Leong

Chief Executive Officer
Early Childhood Development Agency

Message



Since it was launched in 2015, the Start Small Dream Big (SSDB) initiative has engaged over 62,000 pre-schoolers to give back to the community, and involved over 1 million hours of community service from children alone.

They may be young, but empowering our children to contribute to society is our responsibility as parents, teachers and mentors.

It is encouraging to see the younger generation taking up the Challenge, to initiate ideas on how to serve the community through the guidance of their teachers. Not only do the children learn the values of giving and caring, it also instils in them a sense of responsibility towards a shared effort. Through this journey, they also learn how to work as a

team, which is something that will stand them in good stead.

We would like to commend the Early Childhood Development Agency, dedicated teachers and supportive parents who have lent their help in many ways to make SSDB a success.

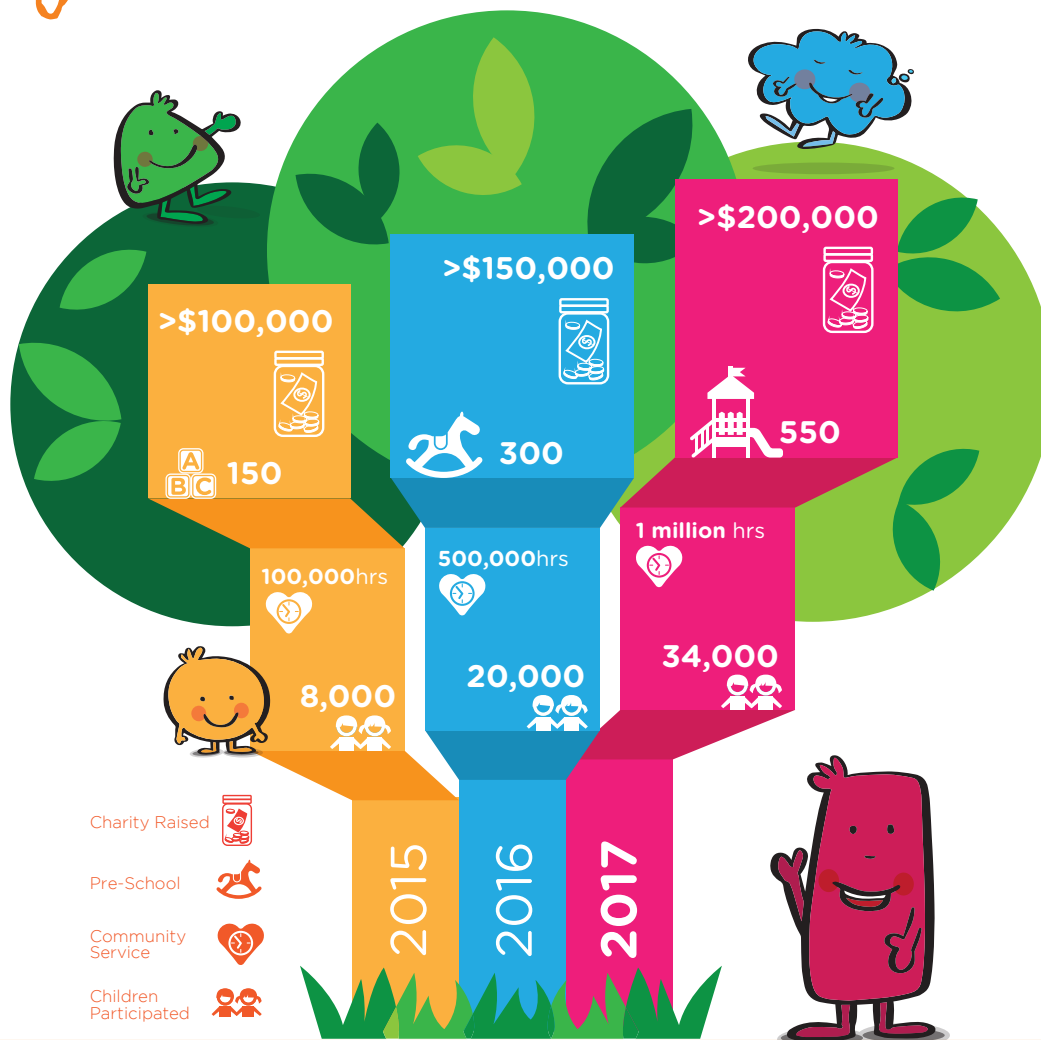
We look forward to SSDB continuing to inspire more preschools to make a collective effort towards building a caring, cohesive and inclusive Singapore!

The President's Challenge

GIVE FREELY.
LIVE FULLY.



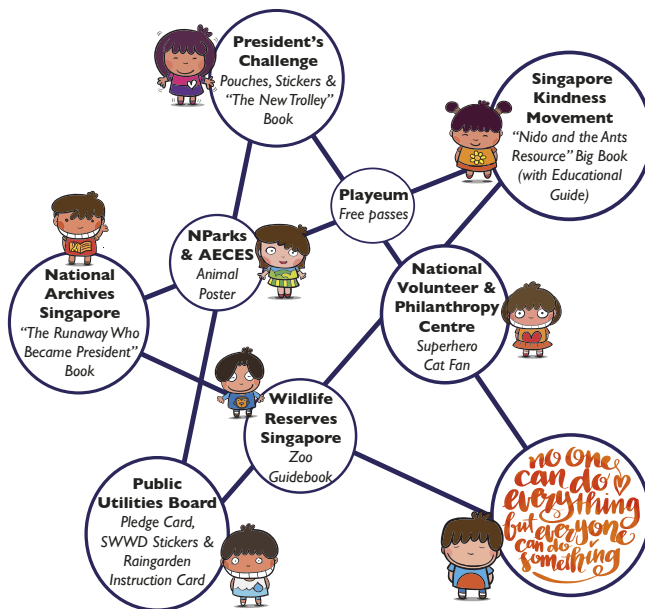
Growing up with SSDB



Resources

Prior to launching this year's 'Start Small Dream Big', The Early Childhood Development Agency (ECDA), together with our partners, had put together a resource package to help our pre-schools in their SSDB journey. Centres have used these to spread the SSDB message, expand their curriculum programmes, and organise events for the children to give back to the community!

Contributions from our SSDB Partners



Resources from ECDA



Centre Signboard



SSDB Orange Bucket Hats



Parent's Brochure



SSDB Mascot Stickers



"Karung Guni Boy" Book & Educator's Guide



Classroom Hanging Mobiles



Service-learning Guide



SSDB Pledge cards

Virtual Launch Party



'Start Small Dream Big' was launched in a unique way this year! While children and teachers celebrated their own project launches in their centres with parents and community partners, they also joined the 'Start Small Dream Big' Virtual Launch Party on Facebook. Pre-schools and parents went online, and shared their photos and live videos of their parties on the 'Start Small Dream Big' 2017 Virtual Launch Event Page (<http://bit.ly/SSDB2017Launch>), from 3 April to 17 April 2017.



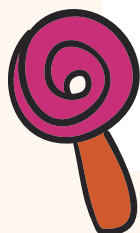
Centres Celebrate!



This is our first time joining SSDB and we had fun organising the party for our K2 children and parents! #SSDB2017

Eugenio Kathrina Cupat

Teacher, PCF Sparkletots KCare Centre
@ Westwood (via Facebook)





We celebrated the SSDB launch party today! Children started their act of kindness in the classroom by doing activities such as Thank You cards and writing good points about their friends. #SSDB2017



Ms Nurdiyanah Abdul Saini

English Teacher, My First Skool @ Blk
419 Bedok North (via Facebook)



Start
Small
Dream
Big

Collaboration with Partners

PCF Sparkletots Preschool @ Kolam Ayer Blk 8



On 25 March, PCF Sparkletots Preschool @ Kolam Ayer Blk 8 launched a book entitled “The Runaway Who Became President”, together with the opening of their new centre. This story book on former President Mr S. R. Nathan, written by Amanda Kee and illustrated by Patrick Yee, encourages children to do little acts of kindness. With their close proximity to an elder care centre, the preschool’s project, “Learning and Bonding with Families and Pioneers”, lets children show their appreciation to the pioneers in the community.



Kidz Meadow Kindergarten and Childcare Centres



Along with their first Mass Terrarium Workshop on 28 March, Kidz Meadow Kindergarten and Childcare Centres launched their 'A Garden In Every Preschool' project with the unveiling of an Educator's Guide and Activity Book based on a children's book, "The Curious Garden" by Peter Brown. The Educator's Guide includes activities stemming from Art and Craft, Music and Drama, and more. 200 preschools participating in SSDB also received a Gardening Starter Kit so children can start caring for nature!



Our young inquisitive children are like the seedlings that are waiting to sprout out their leaves and flowers, beautifying the world they live in.

Mdm Norliza Amin

Senior Manager for Early Childhood,
Kidz Meadow



The Salvation Army Child Care Centres



Teachers from The Salvation Army Child Care Centres were involved in creating an Educator's Guide for the story book, "Karung Guni Boy", by Lorraine Tan and Eric Wong. The Educator's Guide contains captivating ideas for discussions and activities that teachers may use in their classes. The Guide was launched at their first recycling carnival for children on 31 March, to inspire them to save the earth through recycling!

We are excited to encourage children to use their creativity in recycling and giving back to society.

Mr Marcus Moo

Director of Social & Community Services, The Salvation Army





Kinderland @ Serangoon



Children learn to care for the environment and do their part in building a more compassionate society at the “Earth Week Lights-Out Carnival” on 21 April! Organised by AECES, this project kick-started the Resource Sharing initiative facilitated by the National Environment Agency. Industry partners donated recyclable materials. Former Minister for Social & Family Development, Mr Tan Chuan-Jin joined the children in building a miniature garden city and making mini terrariums.

We hope that this initiative will create a ‘multiplier effect’ to influence not just the child, but also their families to live sustainably.

Ms Susan Tan

Head of Workplace, Kinderland
Preschool & Kindergarten





Showing Kindness & Appreciation

Agape Little Uni @ Clementi



Our school held a charity bazaar to raise funds for our "Door Knock" Project, a collaboration with Project Goodwill Aid. We had booths for crafts & food, photo-taking and henna, and pre-loved items. Parents and members of the public gave their support and we raised more than \$1,300 for the beneficiaries! It was a great experience for all the children.



NurtureStars Preschool @ SAFRA Toa Payoh



Our children were encouraged to brainstorm for ways they can show kindness & appreciation to others. With values like graciousness & consideration in mind, the children made sandwiches and distributed them to vendors, security officers and cleaners. We also did planting and painting activities to raise funds for the needy. The amount raised will be donated to Ju Eng Home for Senior Citizens!

**No act of kindness, no matter
how small, is ever wasted.**

Aesop

**No
Waste,
More
Grace**



Living Sanctuary Kindergarten



This year, we went beyond just donating tin cans for our adopted elderly, Aunty Grace. We found out that Aunty Grace had to wash each can and crush them individually, so the children decided to wash and flatten the tin cans for her. We hope that the children will look out for other people in need and perform acts of kindness as part and parcel of living as they grow up.



We believe in creating opportunities for children to learn values, practise them and embrace them.



The Little Skool-House International At-OCBC-Centre



The K2 class decided to honour a group of people who helped to raise them: their Grandparents! They want to make their grandparents feel loved and taken care of. The children came up with the menu, and opened Lavender Café after months of preparation. It felt great to show appreciation and care to our loving grandparents who do the same for us every day!



Bright Sparks Childcare LLP



Parents need to spend quality time with their children. We therefore invited parents for tea on Mother's Day, serving food prepared with lots of love. They appreciated the opportunity to bond with their children in school! Children shared that they were excited to play games with their parents, and it was "fun to see Mommy and Daddy playing like them"!



If you want your children to turn out well, spend twice as much time with them, and half as much money.

Abigail Van Buren



Cedan Kindergarten



Our project aims to instill the values of kindness, compassion and respect among our children. Singapore Kindness Movement performed a puppet show about respect, care and neighbourliness. We visited Kindsville for an Experiential Tour and learned how to be kind in small ways to others. Family members reinforced these acts at home. Our project sparked off a powerful chain reaction, from the school to the home, and into the community!



Harmony Child Care & Development



We decided to spread love and cheer to the residents of All Saints Home at Jurong East. It was heartening to see the joyful faces of the residents during our visit. Some residents were moved to tears when the children held their hands and bid farewell. In their own special way, the children brought beautiful smiles to the residents' faces which mirrored their own.



**A dream you dream alone is only
a dream. A dream you dream
together is reality.”-John Lennon**



Pcf Sparkletots Preschool @ Tampines North Blk 483



We embarked on a community initiative, the “Kindness Fridge”, led by Mr Baey Yam Keng, MP for Tampines GRC. This sparked off a big kindness movement in our school! Teachers and parents bring children every Wednesday to donate food items into the refrigerators meant for needy residents. We also started “My Kind of Garden” in front of our school grounds, and have since successfully grown and harvested vegetables for the fridge!



Helping Others in Need

For our project, our children decided to share a joy by sharing their toys. They learned that some children were not as fortunate as them, so they contributed some of their own toys. They decorated boxes for collecting the toys with hand prints to show that little children like them can contribute to the less fortunate. We then shared the toys with children from Pertapis Children's Home!

**Cherie Hearts
Justkidz Pte. Ltd.**



**Jamiyah
Kindergarten**



Children from Jamiyah Kindergarten organised a fund-raising event, "Caring Little Hearts", to raise funds for the eldercare services of Jamiyah Singapore. Senior Parliamentary Secretary for Social and Family Development, Assoc. Prof Muhammad Faishal Ibrahim, joined the children, parents and teachers at Jamiyah Singapore. The children created mini terrariums with the elderly from Jamiyah Home for the Aged as tokens for the elderly to remember them by.

**"Share a toy,
Share a joy!"**

**It was wonderful to see
meaningful bonds formed
between generations, and to
watch our little ones learn how to
make volunteerism a way of life.**



PCF Sparkletots Preschool @ Kaki Bukit Blk 525



From a class discussion on “Being Kind to the People Around us”, the children were introduced to visually-handicapped persons. This project became an opportunity to work with the Singapore Association of the Visually Handicapped (SAVH). The teachers conducted activities for the children to have a deeper understanding of the lives of the visually handicapped. We decided to raise funds through a bazaar, and proceeds were donated to the SAVH!



Sweetlands Childcare Farrer Road 6 Pte Ltd



We worked with the Children's Cancer Foundation to raise awareness of children with cancer, and hoped to raise funds for the children and family impacted by cancer. A staff from CCF conducted a talk to educate our children about the challenges of life faced by cancer children. Our children spread awareness by distributing flyers. Through the event, we strengthened parent-child relationships, broadened minds, and instilled good values.



Good Shepherd Convent Kindergarten



For our Project B.L.E.S.S (Be Little Envoys & Shepherds of Service), we worked with the National Kidney Foundation to bring joy and happiness to the patients of Bedok Dialysis Centre. The children learned the hardships of dialysis patients, and gave out healthy snacks. They also showed appreciation to the nurses caring for the patients. This project gave us an opportunity to help people who are chronically ill.



Singapore Hokkien Huay Kuan Preschool



Our children were excited to raise funds for 'The Straits Times School Pocket Money Fund'. They decided to sell the products they had grown in their Living Gardens. Our children showed their parents the making of compost, and enjoyed parent-child bonding while making terrariums. We raised a total of \$3,400 from this meaningful event!



Skool4Kidz @ Marsiling Drive



To help the less fortunate children from the Singapore Children's Society, we decided to raise funds from selling our canvas artwork. The children promoted their creations, and parents chose whose paintings they wanted to purchase. Parents supported by buying not only their own children's art pieces but others' as well. We were glad that almost all the paintings were sold!



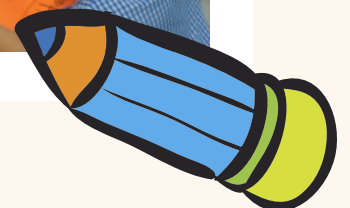
**Little steps can go a
distance.**



Al-Nasry @ Sengkang South



We collaborated with a trust fund society called Tabung Amal Aidilfitri (TAA), which raises money during the month of Ramadhan. The proceeds had benefited 2,700 recipients. Our children created different kinds of art pieces and other items such as table mats, bags, bookmarks as well as book covers, which were sold during our Al-Nasry Family Day. Together, we raised \$943 for TAA!



*Start
Small
Dream
Big*

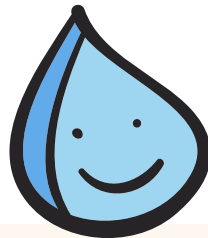
Protecting The Environment



**Learning Vision
@ Nanyang
Polytechnic**



Children and parents went to East Coast Park on a beach-cleaning volunteer trail, with support from the National Environment Agency. The children showed appreciation to the park cleaners by helping them clear as much rubbish as they can. The children now value the cleaners who work under the hot sun to keep the beach clean. Saying thank you and showing gratitude can come in the form of lending a helping hand!



**PCF Sparkletots
Preschool @
Punggol Coast Blk
303A**



We distributed pamphlets to encourage households to donate recycled items to the school for a good cause, and received warm responses. We then invited ActiveSG to a 'Family Day' to promote a healthy lifestyle, and sold craftwork made out of recycled materials. Proceeds were donated to AWWA Elderly Care. The children learned the importance of helping those in need, and the joy of working with recyclables!



**Recycling comes
from you & me!**



YWCA West Coast Child Development Centre



We partnered with the Public Utilities Board, who gave us Water Saving Kits to raise awareness on saving water. The children paraded from our centre to Ayer Rajah Hawker Centre wearing their orange hats, carrying a banner - "SLOW THE FLOW, SAVE H2O". The children distributed the Water Saving Kits to stall owners and passers-by. The children learned that they can help the environment by inspiring the public to save water!

**Water, water everywhere,
try to save it if you care!**



Small Wonder @ Serangoon North



We partnered with Jalan Kayu Zone 3 to harvest organic vegetables at the Community Garden. The garden's caretaker allocated a plot for us, so everything we grew belonged to us! The children ensured the vegetables grew healthily. These were sold to raise funds for the beneficiaries of The President's Challenge. By involving our young children in meaningful community projects, we encourage them to cultivate values such as responsibility.



Just Kids @ Jurong



Our centres organised a fund-raising walk-athon carnival to spread messages on environmental awareness & energy conservation. The full amount collected from the purchase of race packs, kite-making kits and picnic packs will be donated to The President's Challenge beneficiaries. From water conservation, to looking at alternative sources of energy, every little effort goes a long way to reducing pollution and protecting the Earth!



Sunflower Preschool @ Punggol Field Walk



To encourage our children to appreciate nature's treasure and the beauty of the planet, our children embarked on a project advocating clean air. We partnered with Chef Bala, President of the Indian Chefs & Culinary Association, to learn the preparation of nitrogen ice-cream. We held a carnival to raise funds for The President's Challenge, and our school entered the Singapore Book of Records as the 'First Preschool in Singapore to Scoop 200 Liquid Nitrogen Infused Ice-cream in One Hour'!

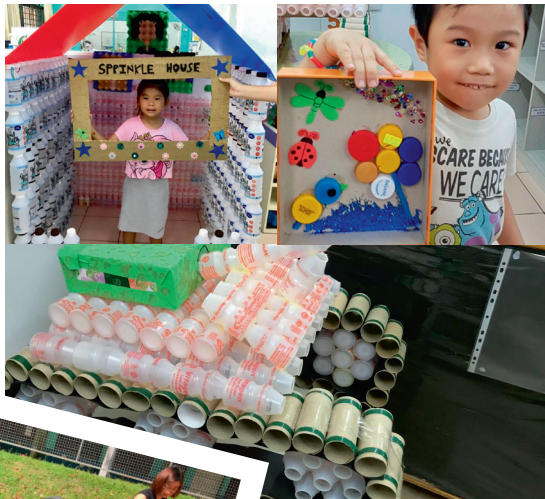


Keep cool, it's
for nature!



We asked parents to 'donate' recycled materials for our crafts. We wanted them to know that recycling is very important and it can help save the Earth, no matter how small or little. We wanted to save as much money as possible, so that we could donate to the Children's Cancer Foundation. We managed to raise a good amount from our carnival! Our parents were very supportive and they understood more on the importance of recycling, and that was what mattered most to us - raising awareness.

Star Learners @ Ang Mo Kio



**I want to help
save the Earth**

*Start
small
Dream
Big*



Averbel Child Development Centre



We invited a speaker from National Environment Agency to give a brief talk about how to keep our surroundings clean, and went to Pasir Ris Park to clean up the park! We gave out tokens of appreciation to the cleaners for their hard work, in the form of origami hearts. Thank you for keeping our park clean! Giving up a few hours of your time to your community leaves you with a genuinely satisfying feeling. So, do find time to participate in community work with your child!



Caring For Animals

We partnered with the Agri-food and Veterinary Authority of Singapore to raise awareness of responsible pet ownership. We invited 'Action for Singapore Dogs' to share about their rescue efforts and programmes to improve the welfare of stray and abandoned dogs. We also held a carnival to raise funds. It is indeed with the spirit of Start Small Dream Big that we endeavour to do something to serve others!

**Chen Su Lan Methodist
Children's Home (Child
Care)**



**Initium Academy
Pte Ltd**



Our children harvested vegetables to feed the animals at 'Acres Wildlife Rescue Centre'. They'd learned that ACRES rescues animals with hopes of returning them to the wild. From a tour of the grounds, they saw different species of tortoises being fed with the radishes, butterheads, green corals and red oats they had harvested! The children found joy in labouring for a greater cause.



Kiddiwinkie Schoolhouse @ Novena Pte Ltd



Our centre held a carnival to raise funds for 'Causes for Animals Singapore', to help the animals that need shelter and food. The organisation's mission is to save the lives of the homeless and unwanted companion animals of Singapore. Our parents were very generous and wanted to do their part in helping the shelter animals. We raised a total of \$1,200 and the children were pleased to receive a certificate of appreciation from CAS for their efforts!



Kinderland Preschool & Kindergarten



Our children rallied teachers and parents to promote awareness and conservation of our wildlife in Singapore. Through sales of otter-related crafts, we raised a total of \$10,000 for Wildlife Reserves Singapore to help save the Asian Small-Clawed Otters and other endangered native wildlife! Children developed an awareness of communal effort, and how compassion for creatures big or small go a long way to making our world a better place.



Little Footprints Preschool (AMK)



In collaboration with the Society for the Prevention of Cruelty to Animals (SPCA), we raised a total amount of \$1,000 for the shelter animals' medical expenses, food and other necessities. Through this project, children helped raise awareness to their friends, parents and public on how to be a responsible pet owner. Thanks to AVA and SPCA for giving our students an opportunity to learn to interact with real-life animals for a hands-on experience!



My First Skool @ Boon Lay Blk 180B



The main highlight of our project was our K1 Penguin Ambassadors' presentation, done with collaboration with Wildlife Reserves Singapore. Our ambassadors did a great job, using specimens and posters to educate our families about the Kind Penguins and the dangers they face. The children also shared some possible solutions to save the penguins! We raised over \$600 for WRS to help upkeep their parks and provide better services to the animals.



PCF Sparkletots Preschool @ Braddell Heights Blk 417



Our children love animals and were curious to find out about endangered species. We worked with Wildlife Reserves Singapore, focusing on the cassowary. Through a learning journey to the Jurong Bird Park, we had close encounters with the cassowary, spoke to the zoo keepers, and fed the birds. The trainers at the Bird Park conducted a workshop customised for the children. Our exhibition hopes to raise awareness of this endangered creature!



PPIS Child Development Centre Bukit Batok



Our project's aim was to instill empathy and compassion towards our feline friends. We wanted to create awareness of cruelty towards animals, especially cats. Families were invited to a fund-raising event with proceeds given to SPCA for cats' welfare. Parents came along with their pet cats and volunteered to share about looking after cats. Children learned the importance of respecting animals and treating them with love and care.



**We Love Our Feline
Friends**



Our Participating Centres

Ace @ Work Enrichment
 Acekidz @ Choa Chu Kang Centre
 Acekidz @ Community
 Acekidz @ Jurong Centre
 Acekidz @ Lakevista
 Acekidz Creative Educare
 Active Learners Child Care
 Agape Little Uni. @ Cecil
 Agape Little Uni. @ Central
 Agape Little Uni. @ Choa Chu Kang
 Agape Little Uni. @ Clementi
 Agape Little Uni. @ Commonwealth
 Agape Little Uni. @ Compassvale
 Agape Little Uni. @ Jurong West
 Agape Little Uni. @ Kallang
 Agape Little Uni. @ Sengkang Eastway
 Al-Nasry @ Sengkang South
 Al-Nasry Kindergarten
 Al-Nasry Kindergarten @ Jurong West
 Amar Kidz @ Hougang Central
 Ang Mo Kio Methodist Church Kindergarten
 Appleland Montessori Childcare Centre
 Arise Kindergarten
 Averbil Child Development Centre
 Bedok Methodist Church Kindergarten
 Bethany Childcare Centre
 Bethel Day Care Centre
 Bethel Preschool
 Bethesda (Bedok-Tampines) Kindergarten
 Beyondtalent (Eden) @ Compassvale
 Big Apple Child Care And Development Centre

Bleu Castle Montessori Child Care Centre
 Blossom Creative Centre
 Blossom Discovery Centre @ Lorong Chuan
 Blossom Educare Centre
 Blossom Fantasia Centre
 Blossom Glittering Campus
 Brain Explorers Schoolhouse
 Bright Juniors @ Jurong West Blk 660D
 Bright Sparks Childcare
 Brilliant Tots @ Bukit Batok
 Brilliant Tots @ Jurong West
 Brilliant Tots @ Kelulut
 Brilliant Tots @ Serangoon
 British Council (Singapore) Pre-school
 Callidus Preschool
 Calvary Baptist Kindergarten
 Cambridge Pre-School @ Yio Chu Kang
 Carpe Diem @ Hilltop
 Carpe Diem Childcare @ Bukit Batok Blk 318
 Carpe Diem Childcare Resort
 Carpe Diem Kinder Ace
 Carpe Diem Little Green House @ Woodlands 11C
 Carpe Diem Schoolhouse @ Toh Yi
 Cedan Kindergarten
 Centre of New Life Kindergarten
 Champkids' Academy
 Chen Su Lan Methodist Children's Home (Child Care Division)
 Cherie Hearts @ The Chevron
 Cherie Hearts @ Upper Thomson
 Cherie Hearts DiscoveryLand @ Depot Close
 Cherie Hearts Justkidz
 Cherie Hearts Kidz Campus

Cherie Hearts Little Angels Children's Cove
 Choa Chu Kang Bible Centre Kindergarten
 Citikids Academy
 Clementi Woods Kindergarten
 Creativeland Childcare & Development Centre @ Admiralty
 Creativeland Childcare & Development Centre @ Crescent
 Creativeland Childcare & Development Centre @ Yew Tee
 E-Bridge Pre School @ Rivervale Drive Blk 116A
 E-Bridge Pre-School @ Montreal Link
 E-Bridge Pre-School @ Rivervale Crescent Blk 178A
 Edelweiss Kindergarten
 Sembawang Presbyterian Church
 Educa-Zion Group
 EILEEN'S ELFA PARI BURONG
 EILEEN'S ELFA TAMPINES
 ELFA Preschool
 Eshkol Valley @ Sengkang Pearl
 EtonHouse Preschool @ Robertson Walk
 EtonHouse Preschool @ Mountbatten 223
 Evangel Kindergarten
 Foochow Methodist Church Kindergarten
 Global Tots @ Admiralty Road East
 Global Tots Preschool - Holland
 Good Shepherd Convent Kindergarten
 Hampton Pre-School @ Bishan
 Harmony Child Care & Development Centre

Hope Community Kindergarten @ Choa Chu Kang
 Iman Childcare @ Jurong
 Iman Childcare @ Pasir Ris
 Iman Childcare @ Simei
 Iman Kindergarten @ Choa Chu Kang
 Iman Kindergarten @ Tampines
 Iman Kindergarten @ Tenagaville
 Iman Kindergarten @ Yishun
 Initium Academy
 Jamiyah Kindergarten
 Jenius Kindergarten @ Hougang
 Jenius Kindergarten @ Kovan
 Josiah Montessori: City Childcare Centre
 Joyland Child Care & Development Centre
 Jurong Christian Church Kindergarten
 Just Kids @ Bukit Panjang
 Just Kids @ Choa Chu Kang
 Just Kids @ Jurong
 Just Kids @ Jurong West
 Just Kids @ Marine Parade
 Just Kids @ Taman Jurong
 Just Kids @ Tampines
 Just Kids @ Woodlands
 Just Kids @ Yishun
 Just Kids Learning Place
 Kampong Kapor Methodist Church Kindergarten
 KHALSA KINDERGARTEN
 Kiddiwinkie Schoolhouse @ Novena
 Kids' Kingdom Child Development and Learning Centre
 KidsKingdom
 KidsKingdom @ Bedok Reservoir

Kidz Meadow Childcare & Development Centre @ Buangkok Crescent
 Kidz Meadow Childcare & Development Centre @ Woodlands
 Kidz Meadow Childcare @ Buangkok Ridge
 Kidz Meadow Childcare @ Jurong West
 Kidz Meadow Kindergarten
 Kidz Meadow Childcare @ Yishun
 KidzMonte Child Development Centre
 KINDERLAND BISHAN (RAINBOWLAND LEARNING CENTRE)
 Kinderland Choa Chu Kang Ave 3, EQ Educare
 Kinderland Choa Chu Kang Ave 4, EQ Educare
 KINDERLAND KINDERGARTEN, SERANGOON
 KINDERLAND KINDERGARTEN, WOODLANDS CIVIC CENTRE
 KINDERLAND KINDERGARTEN, YIO CHU KANG
 KINDERLAND PASIR RIS (LEARNINGHILL PASIR RIS)
 Kinderland Preschool, Republic Polytechnic
 KINDERLAND PRESCHOOL, HOUGANG
 KINDERLAND PRESCHOOL, MARINE PARADE
 Kinderland Preschool, Ministry of Education
 KINDERLAND PRESCHOOL, MND
 Kinderland Preschool, MOM
 KINDERLAND PRESCHOOL, PANDAN VALLEY
 Kinderland Preschool, Revenue House
 Kinderland Preschool, Sengkang

KINDERLAND PRESCHOOL,
WOODLANDS CIVIC CENTRE

KINDERLAND PRESCHOOL,
WOODLANDS MART

KINDERLAND PRESCHOOL,
YIO CHU KANG

KINDERLAND SIGLAP
(LEARNINGHILL EDUCARE)

KINDERLAND UPPER
CHANGI (BLOOM EDUCARE)

Leap Kids Preschool @ Jalan
Lana

Learning Vision @ Changi
Business Park

Learning Vision @ KK
Women's & Children's
Hospital

Learning Vision @ National
University Health Services

Learning Vision @ NCS

Learning Vision @ NYP

Learning Vision @ Solaris
(Fusionopolis)

Learning Vision @ Sunshine
Place

Learning Vision @ The
Grassroots' Club

Learning Vision @ Vista Point

Learning Visison @ Kent
Ridge (Singapore Science
Park I)

Little Big Pre-School

Little Footprints Preschool @
Ang Mo Kio

Little Footprints Preschool @
Balestier

Little Footprints Preschool
@ Sims

Little Footprints Preschool @
St. Anne's

Little Footprints Preschool @
Teban Garden

Little Footprints Preschool @
Thomson

Little Footprints Preschool
@ Ubi

Little Footprints Preschool @
Woodgrove

Little Footprints Preschool @
Woodlands

Little Footprints Preschool @
Yishun Blk 366

Little Footprints Preschool @
Yishun Blk 388

Little Footprints Preschool @
Yishun Blk 701A

Little Koala

Little Mighty Me

Little Petals Preschool

Little Treasures Childcare @
Woodlands

Little Treasures Childcare @
Woodlands Circle

Living Sanctuary Kindergarten

Lumiere Montessori House

Mahad Al-Nasry @ Tampines

Maple Bear @ Midview City

Methodist Church of the
Incarnation Kindergarten

MindChamps Preschool @
Holland Village

Mindchamps Preschool @
Woodlands

MOE Kindergarten @ Blangah
Rise

MOE Kindergarten @
Dazhong

MOE Kindergarten @ Fernvale
Link

MOE Kindergarten @ Frontier

MOE Kindergarten @
Northoaks

MOE Kindergarten @ Punggol
Green

MOE Kindergarten @
Springdale

MOE Kindergarten @
Tampines

MOE Kindergarten @
Westwood

MOE Kindergarten @ Yishun

MRC Kindergarten @
Serangoon North

Mujahidin Mosque
Kindergarten

Mulberry Learning Centre @
Woodlands

My First Skool @ Admiralty
Link Blk 491

My First Skool @ Ang Mo Kio
Blk 229

My First Skool @ Ang Mo Kio
Blk 329

My First Skool @ Bedok North
Blk 419

My First Skool @ Bishan Blk
236

My First Skool @ Blk 135
Simei St 1

My First Skool @ Blk 153
Bishan

My First Skool @ Blk 197D
Boon Lay Drive

My First Skool @ Blk 487C
Tampines St 45

My First Skool @ Boon Lay
Blk 180B

My First Skool @ Boon Lay
Community Centre

My First Skool @ Bukit Batok
East Blk 23

My First Skool @ Bukit
Panjang Blk 235

My First Skool @ Canberra
Blk 303

My First Skool @ Chin Swee
Road Blk 54

My First Skool @ Choa Chu
Kang Blk 212

My First Skool @ Choa Chu
Kang Blk 602

My First Skool @ Choa Chu
Kang Central Blk 208

My First Skool @ Clementi
Blk 428

My First Skool @ Fajar Road,
Fajar Hills Blk 443A

My First Skool @ Geylang
East Blk 128

My First Skool @ Jalan Bukit
Merah Blk 137

My First Skool @ Jalan Kayu
Blk 446A

My First Skool @ Jurong West
Blk 409

My First Skool @ Jurong West
Blk 518

My First Skool @ Jurong West
Blk 648C

My First Skool @ Jurong West
Blk 681A

My First Skool @ Jurong West
Blk 756

My First Skool @ Kallang
Bahru Blk 66

My First Skool @ Kang Ching
Road Blk 333

My First Skool @ Kim Keat
Link Blk 248

My First Skool @ Marine
Terrace Blk 18

My First Skool @ Parkway
Parade

My First Skool @ Pasir Ris
Blk 197

My First Skool @ Rivervale
Crescent Blk 153

My First Skool @ Segar Rd
Blk 487

My First Skool @ Sembawang
Close Blk 331

My First Skool @ Sembawang
Shopping Centre

My First Skool @ Senja Road
Blk 654

My First Skool @ Serangoon
North Blk 140

My First Skool @ Sumang Link
Blk 312C

My First Skool @ Telok
Blangah Heights

My First Skool @ Toa Payoh
Blk 219

My First Skool @ Westgate

My First Skool @ Whampoa
South Blk 49

My First Skool @ Woodlands
Blk 678

My First Skool @ Woodlands
Blk 688C

My First Skool @ Woodlands
Blk 848

My First Skool @ Woodlands
Circle Blk 742

My First Skool @ Yishun Blk
423

My First Skool @ Yishun
Blk 612

My First Skool @ Yung An
Road No. 505

MY World @ Ang Mo Kio

MY World @ Ang Mo Kio
Central

MY World @ Bukit Panjang

MY World @ Simei

MY World @ Tampines
Changkat

My World @ Tiong Bahru
View

MY World @ Yishun
Northland

Newton Kindergarten

Noah's Ark Childcare and
Development Centre

NURTURESTARS @ SPG

NURTURESTARS @ STM

NURTURESTARS @ SYS

NurtureStars Preschool @
Safera Jurong

Nurturestars Preschool @
Safera Mount Faber

NurtureStars Preschool @
Toa Payoh

Our Juniors' Schoolhouse @
Tanjong Katong

Pariposa Preschool

Pat's Schoolhouse @
Sembawang

Pat's Schoolhouse @ Aroozoo

Pat's Schoolhouse @ Mount
Sinai Drive

Pat's schoolhouse @ Prinsep

Pat's Schoolhouse @ Shaer

Pat's Schoolhouse @ Tanglin

Paya Lebar Methodist Church
Covenant Kindergarten

PCF Sparkletots Preschool @
Admiralty Blk 571B

PCF Sparkletots Preschool @
Admiralty Blk 585

PCF Sparkletots Preschool @
Ang Mo Kio-Hougang Blk 970

PCF Sparkletots Preschool @
Ayer Rajah Blk 41

PCF Sparkletots Preschool @
Ayer Rajah Blk 48

PCF Sparkletots Preschool @
Bedok Blk 30

PCF Sparkletots Preschool @
Bedok Reservoir - Punggol
Blk 475C

PCF Sparkletots Preschool
@ Bedok Reservoir Punggol
Blk 470C

PCF Sparkletots Preschool
@ Bedok Reservoir-Punggol
Blk 414



PCF Sparkletots Preschool @ Bishan East - Thomson Blk 197

PCF Sparkletots Preschool @ Bishan East-Thomson Blk 144

PCF Sparkletots Preschool @ Bishan North Blk 219

PCF Sparkletots Preschool @ Bishan North Blk 231

PCF Sparkletots Preschool @ Bishan North Blk 257

PCF Sparkletots Preschool @ Bishan North Blk 267

PCF Sparkletots Preschool @ Bishan North Blk441

PCF sparkletots Preschool @ Boon Lay Blk 627

PCF Sparkletots Preschool @ Braddell Heights Blk 307

PCF Sparkletots Preschool @ Braddell Heights Blk 417

PCF Sparkletots Preschool @ Bukit Batok East Blk 241

PCF Sparkletots Preschool @ Bukit Batok East Blk 271

PCF Sparkletots Preschool @ Bukit Batok East Blk 285C

PCF Sparkletots Preschool @ Bukit Batok East Blk 289G

PCF Sparkletots Preschool @ Bukit Gombak Blk 395A

PCF Sparkletots Preschool @ Bukit Gombak Blk 512

PCF Sparkletots Preschool @ Bukit Gombak Blk 535

PCF Sparkletots Preschool @ Bukit Gombak Blk 535

PCF Sparkletots Preschool @ Bukit Panjang Blk 111

PCF Sparkletots Preschool @ Bukit Timah Blk 305

PCF Sparkletots Preschool @ Bukit Timah Blk 319

PCF Sparkletots Preschool @ Buona Vista Blk 32

PCF Sparkletots Preschool @ Buona Vista Blk 54

PCF Sparkletots Preschool @ Canberra Blk 330

PCF Sparkletots Preschool @ Canberra Blk 337

PCF Sparkletots Preschool @ Canberra Blk 487

PCF Sparkletots Preschool @ Canberra Road Blk 413

PCF Sparkletots Preschool @ Cashew Blk 183

PCF Sparkletots Preschool @ Cashew Blk 545

PCF Sparkletots Preschool @ Changi Simei Blk 119

PCF Sparkletots Preschool @ Changi Simei Blk 131

PCF Sparkletots Preschool @ Changi Simei Blk 233

PCF Sparkletots Preschool @ Cheng San-Seletar Blk 435

PCF Sparkletots Preschool @ Chong Pang Blk 107

PCF Sparkletots Preschool @ Chong Pang Blk115B

PCF Sparkletots Preschool @ Clementi Blk 330

PCF Sparkletots Preschool @ Clementi Blk 462A

PCF Sparkletots Preschool @ Eunos Blk 616

PCF Sparkletots Preschool @ Eunos Blk 620

PCF Sparkletots Preschool @ Eunos Blk 629

PCF Sparkletots Preschool @ Eunos Blk 134

PCF Sparkletots Preschool @ Fengshan Blk 184

PCF Sparkletots Preschool @ Gambas Blk 309

PCF Sparkletots Preschool @ Geylang Serai Blk 14

PCF Sparkletots Preschool @ Geylang Serai Blk 11

PCF Sparkletots Preschool @ Henderson-Dawson Blk 59

PCF Sparkletots Preschool @ Hong Kah North 275A

PCF Sparkletots Preschool @ Hong Kah North Blk 345

PCF Sparkletots Preschool @ Hong Kah North Blk 419

PCF Sparkletots Preschool @ Hong Kah North Blk 748

PCF Sparkletots Preschool @ Hong Kah North Blk 750

PCF Sparkletots Preschool @ Hougang Blk 328

PCF Sparkletots Preschool @ Jalan Kayu Blk 517

PCF Sparkletots Preschool @ Jalan Kayu Blk 556

PCF Sparkletots Preschool @ Jurong Central Blk 308

PCF Sparkletots Preschool @ Jurong Central Blk 404

PCF Sparkletots Preschool @ Jurong Spring Blk 455

PCF Sparkletots Preschool @ Jurong Spring Blk 528

PCF Sparkletots Preschool @ Kaki Bukit Blk 525

PCF Sparkletots Preschool @ Kaki Bukit Blk 526

PCF Sparkletots Preschool @ Kampong Chai Chee Blk 135

PCF Sparkletots Preschool @ Kampong Chai Chee Blk 409

PCF Sparkletots Preschool @ Kampong Glam Blk 462/3

PCF Sparkletots Preschool @ Keat Hong Blk 353

PCF Sparkletots Preschool @ Keat Hong Blk 411

PCF Sparkletots Preschool @ Keat Hong Blk 489B

PCF Sparkletots Preschool @ Kebun Baru Blk 109

PCF Sparkletots Preschool @ Kebun Baru Blk 172

PCF Sparkletots Preschool @ Kebun Baru Blk 180

PCF Sparkletots Preschool @ Kembangan Chai Chee Blk 116

PCF Sparkletots Preschool @ Kembangan Chai Chee Blk 32

PCF Sparkletots Preschool @ Kembangan Chai Chee Blk 326

PCF Sparkletots Preschool @ Kembangan Chai Chee Blk 341

PCF Sparkletots Preschool @ Kolam Ayer Blk 8

PCF Sparkletots Preschool @ Kreta Ayer- Kim Seng Blk 79

PCF Sparkletots Preschool @ Limbang Blk 567 (CC)

PCF Sparkletots Preschool @ Limbang Blk 786

PCF Sparkletots Preschool @ MacPherson Blk 108

PCF Sparkletots Preschool @ Macpherson Blk 31

PCF Sparkletots Preschool @ Macpherson Blk 54

PCF Sparkletots Preschool @ Marsiling

PCF Sparkletots Preschool @ Marsiling Blk 15

PCF Sparkletots Preschool @ Marsiling Blk 302

PCF Sparkletots Preschool @ Moulmein-Cairnhill Blk 10

PCF Sparkletots Preschool @ Nanyang Blk 934

PCF Sparkletots Preschool @ Nee Soon East Blk 357

PCF Sparkletots Preschool @ Nee Soon South Blk 879

PCF Sparkletots Preschool @ Pasir Ris East Blk 216

PCF Sparkletots Preschool @ Pasir Ris East Blk 412

PCF Sparkletots Preschool @ Pasir Ris East Blk 426

PCF Sparkletots Preschool @ Pasir Ris West Blk 517

PCF Sparkletots Preschool @ Pasir Ris West Blk 650

PCF Sparkletots Preschool @ Pasir Ris West Blk 738

PCF Sparkletots Preschool @ Paya Lebar Blk 125

PCF Sparkletots Preschool @ Paya Lebar Blk 23

PCF Sparkletots Preschool @ Pioneer Blk 662B

PCF Sparkletots Preschool @ Pioneer Blk 987D

PCF Sparkletots Preschool @ Punggol Coast

PCF Sparkletots Preschool @ Punggol Coast Blk 303A

PCF Sparkletots Preschool @ Punggol Coast Blk 602

PCF Sparkletots Preschool @ Punggol Coast Blk 676B

PCF Sparkletots Preschool @ Punggol- East Blk 123A

PCF Sparkletots Preschool @ Punggol East Blk 124A

PCF Sparkletots Preschool @ Punggol East Blk 143

PCF Sparkletots Preschool @ Punggol East Blk 194

PCF Sparkletots Preschool @ Punggol North Blk 105D

PCF Sparkletots Preschool @ Punggol North Blk 171C

PCF Sparkletots Preschool @ Punggol North Blk 172B

PCF Sparkletots Preschool @ Punggol North Blk 622C

PCF Sparkletots Preschool @ Punggol View

PCF Sparkletots Preschool @ Punggol West Blk 271A

PCF Sparkletots Preschool @ Punggol West Blk 308B

PCF Sparkletots Preschool @ Radin Mas Blk 108

PCF Sparkletots Preschool @ Radin Mas Blk 18

PCF Sparkletots Preschool @ Radin Mas Blk 21

PCF Sparkletots Preschool @ Radin Mas Blk 70A

PCF Sparkletots Preschool @ Radin Mas Blk 87

PCF Sparkletots Preschool @ Sembawang Blk 504A

PCF Sparkletots Preschool @ Sembawang Blk 755

PCF Sparkletots Preschool @ Sembawang Blk 780D

PCF Sparkletots Preschool @ Sembawang Blk 786B

PCF Sparkletots Preschool @ Sengkang Central Blk 206A

PCF Sparkletots Preschool @ Sengkang Central Blk 208

PCF Sparkletots Preschool @ Sengkang Central Blk 210

PCF Sparkletots Preschool @ Sengkang Central Blk 270

PCF Sparkletots Preschool @ Sengkang Central Blk 292B

PCF Sparkletots Preschool @ Sengkang South Blk 443

PCF Sparkletots Preschool @ Serangoon Blk 125

PCF Sparkletots Preschool @ Serangoon Blk 141

PCF Sparkletots Preschool @ Siglap Blk 170

PCF Sparkletots Preschool @ Siglap Blk 172

PCF Sparkletots Preschool @ Tampines Central Blk 725

PCF Sparkletots Preschool @ Tampines Central Blk 868A

PCF Sparkletots Preschool @ Tampines Changkat Blk 112

PCF Sparkletots Preschool @ Tampines Changkat Blk 273

PCF Sparkletots Preschool @ Tampines Changkat Blk 318

PCF Sparkletots Preschool @ Tampines Changkat Blk 358

PCF Sparkletots Preschool @ Tampines East Blk 261

PCF Sparkletots Preschool @ Tampines East Blk 262

PCF Sparkletots Preschool @ Tampines East Blk 385

PCF Sparkletots Preschool @ Tampines North Blk 443

PCF Sparkletots Preschool @ Tampines North Blk 483

PCF Sparkletots Preschool @ Tampines West Blk 140

PCF Sparkletots Preschool @ Tampines West Blk 151

PCF Sparkletots Preschool @ Tampines West Blk 890A

PCF Sparkletots Preschool @ Tampines West Blk 942

PCF Sparkletots Preschool @ Tampines West Block 140

PCF Sparkletots Preschool @ Tanjong Pagar - Tiong Bahru Blk130

PCF Sparkletots Preschool @ Teck Ghee Blk 310A

PCF Sparkletots Preschool @ Telok Blangah Blk 2

PCF Sparkletots Preschool @ Telok Blangah Blk 44

PCF Sparkletots Preschool @ Telok Blangah Blk 78A

PCF Sparkletots Preschool @ Toa Payoh Blk 157

PCF Sparkletots Preschool @ Toa Payoh Central Blk 146A

PCF Sparkletots Preschool @ Toa Payoh Central Blk 97

PCF Sparkletots Preschool @ Toa Payoh East - Novena Blk 247

PCF Sparkletots Preschool @ Toa Payoh East- Novena Blk 232

PCF Sparkletots Preschool @ Toa Payoh East-Novena Blk 6

PCF Sparkletots Preschool @ Toa payoh West - Balestier Blk 205

PCF Sparkletots Preschool @ Toa Payoh West-Balestier Blk 45

PCF Sparkletots Preschool @ Ulu Pandan Blk 15

PCF Sparkletots Preschool @ Ulu Pandan Blk 24

PCF Sparkletots Preschool @ Westwood

PCF Sparkletots Preschool @ Whampoa Blk 112

PCF Sparkletots Preschool @ Whampoa Blk 85

PCF Sparkletots Preschool @ Woodgrove Blk 364

PCF Sparkletots Preschool @ Woodgrove Blk 894D

PCF Sparkletots Preschool @ Woodgrove Blk 899B

PCF Sparkletots Preschool @ Woodlands Blk 604

PCF Sparkletots Preschool @ Woodlands Blk 801

PCF Sparkletots Preschool @ Yew Tee Blk 608

PCF Sparkletots Preschool @ Yew Tee Blk 682

PCF Sparkletots Preschool @ Yew Tee Blk 690D

PCF Sparkletots Preschool @ Yuhua Blk 233

PCF Sparkletots Preschool @ Zhenghua Blk 455A

PCF Sparkletots Preschool @ Zhenghua Blk 528

PCF Sparkletots Preschool @ Zhenghua Blk 632A

PCS @ Ang Mo Kio Child Care Centre

PCS @ Holland Village Child Care Centre

PCS @ Yishun Child Care Centre

Pentecost Methodist Church Kindergarten

Phyllis' Riccia School

Picket Fence @ Tampines

Posso Preschool @ Big Box

Posso Preschool @ West Coast Rise

PPIS Child Development Centre @ Bukit Batok

PPIS Child Development Centre @ Jurong

PPIS Child Development Centre @ Pasir Ris 1

PPIS Child Development Centre @ Sembawang

PPIS Child Development Centre Pasir Ris 2

Praiseland Child Care & Learning Centre

Precious Angels Playland

Pu Ti Child Care Centre

Queenstown Good Shepherd Kindergarten

Ramakrishna Mission Sarada Kindergarten

Saraswathy Dharma Muneeswarn Kindergarten

Saraswathy Kindergarten

Seeds D' Learning House

Seeds Learning Place @ Tides

SGM Murni Childcare Development Centre

Sherwood Childcare

Singapore Hokkien Huay Kuan Preschool

Skool4Kidz @ Anchorvale Crescent Blk 336A/B

Skool4Kidz @ Marsiling Drive

Skool4kidz @ Punggol Edgefield Plains BLK 673A

Small Wonder @ Punggol Ripples

Small Wonder @ Serangoon North

Small Wonder @ Yishun

Smiling Star @ Bukit Panjang

Smiling Star @ Jurong West

Spring Brainy Kidz @ Potong Pasir

Spring Brainy Kidz @ Sims

Spring Brainy Kidz @ Yishun

St. James' Church Kindergarten @ Harding

St. James' Church Kindergarten @ Gilstead

St. James' Church Kindergarten @ Leedon

St. Paul's Church Kindergarten

Star Learners @ Ang Mo Kio

Star Learners @ Bishan

Star Learners @ Boon Keng

Star Learners @ Hougang

Star Learners @ Pasir Ris

Star Learners @ Thomson

Sunflower Childcare & Development Centre

Sunflower Kiddy Star Preschool

Sunflower Preschool @ Bedok Reservoir

Sunflower Preschool @ Frankel

Sunflower Preschool @ Hougang

Sunflower Preschool @ Nee Soon East

Sunflower Preschool @ Pasir Ris

Sunflower Preschool @ Punggol Field

Sunflower Preschool @ Punggol Field Walk

Sunshine Kids Care Centre @ Punggol Field

Sunshine Kids Care Centre @ Tampines

Superland Preschool @ Outram

Sweetlands Childcare @ Clementi Blk 607

Sweetlands Childcare @ Farrer Road 6

Sweetlands Childcare @ Jurong East Blk 316

Sweetlands Childcare @ Punggol Drive Blk 612

The Little Skool-House International At-Alexandra

The Little Skool-House International At-Downtown-East

The Little Skool-House International At-OCBC-Centre

The Little Skool-House International At-River-Valley

The Little Skool-House International On-the-Green

The Moral Childcare Centre @ Bukit Batok West Blk 415

The Moral Childcare Centre @ Serangoon Blk 407

The Salvation Army Child Care Centre @ Ang Mo Kio

The Salvation Army Child Care Centre @ Bukit Batok East

The Salvation Army Child Care Centre @ Bukit Panjang

The Salvation Army Child Care Centre @ Tampines

The Sunbird Child Development Centre

THK Child Development Centre @ Macpherson

THK Child Development Centre @ Membina

THK Educare Centre @ Ang Mo Kio

Toa Payoh Methodist Church Kindergarten

Twinklekidz Academy

Wesley Vineyard Childcare @ Serangoon North

Wesley Vineyard Childcare @ Telok Blangah

Wesley Vineyard Childcare @ Toa Payoh

Yio Chu Kang Chapel Kindergarten

YWCA Ang Mo Kio Child Development Centre

YWCA Bukit Gombak Child Development Centre

YWCA Outram

YWCA Pasir Ris

YWCA West Coast Child Development Centre

Zion Bishan Kindergarten

Zion Kindergarten



SSDB Finale

'Start Small Dream Big' 2017 concluded on a high note on 6-7 October at Suntec Singapore Convention & Exhibition Centre! Held in conjunction with the ECDA Early Childhood Conference 2017 and this year's Children's Day, we celebrated the contributions of the children, teachers, parents and partners who participated in SSDB!





Our children, along with parents and educators enjoyed many exciting programmes, activities and performances, with exhibitions that showcased various collaborative efforts between community partners or government agencies with SSDB preschool centres.

This year, our SSDB pre-schoolers raised over \$200,000 in cash donations for the President's Challenge beneficiaries and other community organisations, the highest amount raised so far in the three years since SSDB first started!

Appreciation Ceremony



Minister for Social & Family Development, Mr Desmond Lee, thanked our partners for their support at the SSDB Appreciation Ceremony. SSDB children accompanied our sponsors & partners with a gerbera, a symbol of kindness. Together, they formed the words "START SMALL DREAM BIG" on stage!



Setting A New Record



The SSDB community set a new Singapore Book of Records for “The Largest Word Formation Made up of Pledge Cards” at the SSDB Finale! The word formation “SSDB 2017” were made up of more than 4,000 pledge cards, written by the SSDB children and their supporters, with promises to do good deeds!





Our deepest appreciation to our partners and
sponsors for making Start Small Dream Big 2017
a big success!



Wildlife Reserves Singapore Group





The President's Challenge is an annual community outreach and fund-raising campaign for beneficiaries selected every year by the President's Office. Started in 2000, the Challenge represents a coming together of people from all walks of life, under the President's patronage, to help those who are less fortunate, and is a call to all Singaporeans to do their part to build a more caring and inclusive society. 100% of donations raised under President's Challenge go to charities, causes and social service organisations supported by President's Challenge.

Since 2012, the Challenge was expanded to go beyond fund-raising, by including volunteerism and social entrepreneurship. In 2015, President Tan also announced the setting up of the President's Challenge Silver Volunteer Fund to encourage senior volunteerism. President's Challenge will continue to rally the community to help the less fortunate among us through the giving of time, skills and enterprise. The operating costs of President's Challenge are covered separately by a grant from Singapore Totalisator Board as a community initiative. The overall operating cost to donation ratio for President's Challenge is also kept under 15%, well within 30% fund-raising efficiency ratio recommended by the Charity Council.



‘Start Small Dream Big’ was initiated by the Early Childhood Development Agency in 2015 to celebrate SG50 and the President’s Challenge’s 15th anniversary. Its aim is to build an early childhood community that inculcates good values in our children and encourages them to give back to society.

ECDA works with participating centres to design and implement community service projects over a period of six months, with the hope of making volunteerism a way of life for our young. In 2017, more than 34,000 children from over 550 preschool centres participated in **‘Start Small Dream Big’**.

We believe that children are never too young to contribute to the community. We are heartened to see many **‘Start Small Dream Big’** projects that touch lives and effect change. Through these projects, our children learn to be kind, compassionate and active citizens. Parents and family members too play an important part in the children’s efforts. We thank all of you for your support.

No one can do everything, but everyone can do something! It is our wish for the nation that every child do a good deed every day, to make the world a better place.

More information on Start Small Dream Big can be found at:
<http://www.growatbeanstalk.sg>.