

START SMALL DREAM BIG

Presented by  KIDSTART



About KidSTART

KidSTART Singapore Ltd (KidSTART SG) is a non-profit organisation specialising in child development.

We support and empower pregnant mothers and low-income families with children under 6 years old by journeying with them to enhance parenting confidence and capacity whilst focusing on positive child development outcomes.

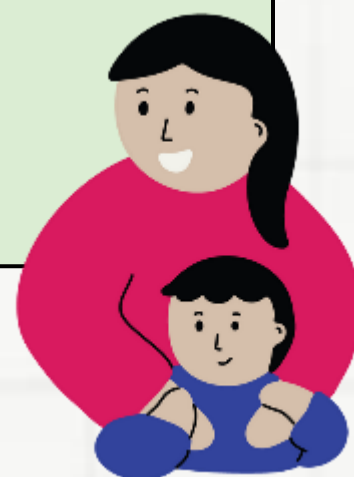
Our vision is for children to have a good start in life.





Criteria 1

Pregnant mothers and families with Singapore citizen children aged 6 and below



Who can join?

Criteria 2

Gross monthly household income of \$2,500 and below or per capita income of \$650 and below



How **KidSTART** journeys with families



Regular home visits and engagements where we deliver evidence-based curricula



Check-ins on parents' well-being



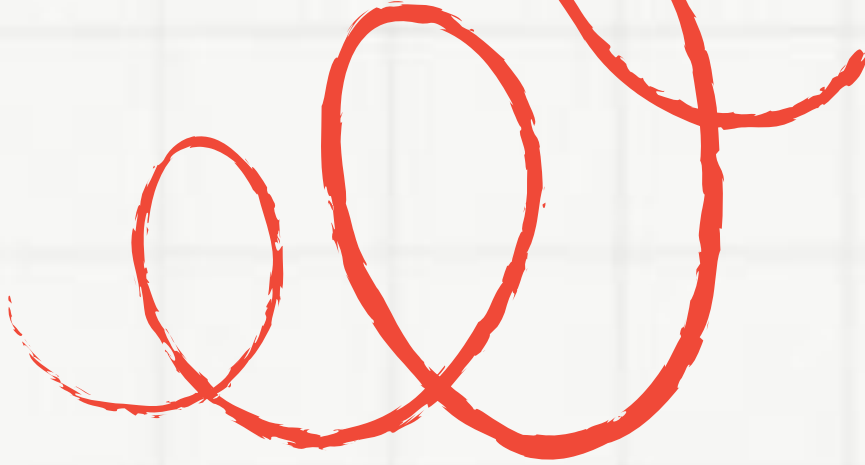
Provision of educational learning resources to reinforce good parenting skills and knowledge at home



Social opportunities for parents to connect with one another through KidSTART community events



Collaborations with key agencies to ensure families' various needs are met



Positive Outcomes



Child Health

- Up-to-date child immunisations
- 



Child development

- Improved Preschool enrolment and attendance
- More children meeting their developmental milestones
- Children being more expressive and interacting better



Parental outcomes & family functioning

- Parents reported feeling better supported and more confident in their parenting skills
 - Reduction in the number of mothers with depression
- 

KidSTART x SSDB Project:

Every child to have a good start in life!

Objective #1 :
Celebrate every child's
unique strengths and
backgrounds



Objective #2 :
Plant the seeds of being
caring by helping others

Objective #3:
Discover that by coming together,
each child can contribute their
unique strengths and help each other
achieve a good start in life

How else can we collaborate?

Fundraising



Your donation will provide:

- Health & Nutrition Support
- Learning & Development Resources
- Other forms of assistance (such as Package of Assistance (For urgent and immediate child development needs on a case-by-case basis))



Volunteering

Join us as a school and encourage your parents and children to help us distribute resources to KidSTART families.

Upcoming Distributions

June 2026: Diaper Distribution
Aug 2026: KidSTART Stories Distribution
Oct 2026: Fresh Food Produce Distribution

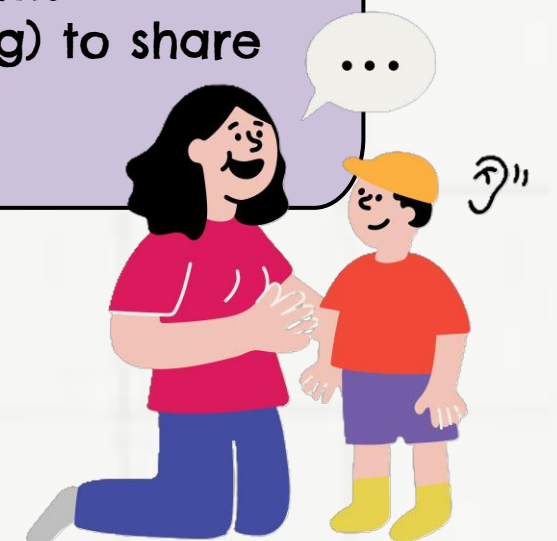
Other ways

Programme awareness and outreach:

Display KidSTART posters on school notice boards, or to share information about the KidSTART programme

Parent engagement:

Engaged directly with eligible parents through platforms (parent/teacher meeting) to share about KidSTART



As KidSTART has IPC status, organisations are entitled to tax deductions.

Ready to collaborate for a good start?

Write to KidSTART Singapore (enquiry@kidstart.sg) with subject title: SSDB 2026 to either register your interest with the details below or send in your queries!



- Name of Preschool
- Contact Person & Number
- Type of SSDB Collaboration (You may select all)
School Activity / Fundraising / Volunteer
- Total Number of Children Participating



@kidstartsingapore

www.kidSTART.sg

enquiry@kidstart.sg