



Nine-Year Olds Turn Entrepreneurs to Raise Funds for Needy Pupils

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Four primary three pupils from Rosyth School have created a business proposition that has come to fruition. And generously, all profits will be donated to the school's Needy Pupils Fund and The Straits Times School Pocket Money Fund.

In just eight months, the primary three team of classmates created and produced their very own board game. They call it "Poster Game" and the fun board game serves up some pretty heartwarming and mature play for such youngsters.

Designed to encourage their own peers and others to volunteer and give generously no matter how young or old they may be, the pupils created the game with help from The Little Entrepreneur Pte Ltd (TLE), which ran an entrepreneurship workshop at their school.

Played with dice, the Poster Game consists of a deck of poster cards that is divided into categories for volunteering. The different categories include: Students, Individual, Family & Friends and People at Work. Each card shows a way to volunteer in that category.

For instance, a poster from the "People at Work" category may say, "Organise play time for kids in hospital". The first player to obtain five different ways to volunteer within one category wins. Of course, no game is complete without challenges. Players have to forfeit their poster cards if they fall into the "Robber!" circle. They also need to strategise whether to pick up or discard posters at the "Recycling Bin". Landing on the "Switch Poster" circle can also throw the game for a loop as players are forced to swap cards.

"This is a great idea for children to learn for themselves, how they can personally do something for someone else less lucky than themselves. It's a fun way to learn and the children who created the game are wonderful examples of how you are never too young to start helping others," said Mrs Tan Chee Koon, Executive Director of the National Volunteer & Philanthropy Centre (NVPC).

Creating the business has also helped the pupils themselves. Teacher-in-charge, Mae Quah noticed the added sparkle and confidence the children have. "Some of them were very timid and quiet but now they have a lot more initiative, suggesting ideas and daring to speak before large groups to promote their game." Moreover, according to TLE's facilitator, Kathleen Yao, "We never had any problems in getting them to work on their games or their mini-business plans. In fact, they remained excited throughout the process and were eager to refine and present the potential of their work to prospective investors."

And after months of searching, an "investor" was finally found in City Developments Limited (CDL), who agreed to sponsor the production of the Poster Game. "Fostering youth development has always been a major focus in CDL's Corporate Social Responsibility Programme. This project is an extension of our commitment to nurture creativity, develop skills and self-confidence in young Singaporeans," says Ms Jean Khoo, Head of Corporate Communications, CDL.

And some of that creativity and confidence can already be seen in the Poster game's nine year old Marketing Manager, Dylan Peh who proudly showed the promotional posters prepared for pasting around the school. "We will be selling the games at \$5, but will also give out some discount coupons," he said, handing out an "early bird promotion" offer.

While the game's fund-raising target is modest - about \$3,500, the experience the pupils have gained in creating and managing their board game is priceless.

About City Developments Limited (CDL)

CDL, Singapore's property pioneer with over 40 years of experience, is today an international property and hotel conglomerate operating in 18 countries. CDL has a comprehensive social responsibility programme that covers youth development, caring for the needy and less privileged in the community, as well as promoting environmental awareness.

About National Volunteer & Philanthropy Centre (NVPC)

NVPC is the national coordinating body to promote volunteerism and philanthropy in Singapore, working in partnership with the public, people and private sectors to promote the spirit of giving across all the different areas that need volunteers. These extend beyond the social service sector to the arts, sports, environment, health, education and youth sectors.

About The Little Entrepreneur (TLE) Pte Ltd

TLE designs and conducts workshops and term curriculum courses for young students. Real world experience is then brought in for students who show interest and potential. While economic values of entrepreneurship and associated skills are touched upon, TLE's focus is on inspiring and cultivating entrepreneurial behavioural traits. TLE is consultant to The Chinese High School's Entrepreneurship Learning & Research Centre (ELRC).