

Children's Day Appeal (CDA): Frequently Asked Questions

About Us

1. Who is Community Chest?

Community Chest is the philanthropy arm of the National Council of Social Service (NCSS), which is the national co-ordinating body for social service agencies in Singapore.

As the hallmark of care and share, Community Chest has been uniting the community to fundraise and serve those in need since 1983. As social service needs become more complex, we endeavour to create impactful partnerships with the people, private and public sectors to deepen sustainable giving and champion the potential of those we aim to support. Together, we can empower every person to live with dignity in a caring and inclusive society.

With your support, Community Chest has disbursed more than \$69 million to over 200 critical programmes, empowering more than 82,000 service users, to achieve their potential in FY2023.

2. Who do we serve?

100% of your donations go towards empowering lives of community in need through our supported social service agencies, as our fundraising and operating costs are covered mainly by Tote Board Group. We serve:



Adults with Disabilities



Children with Special Needs and Youth-At-Risk



Families in Need of Assistance



Persons with Mental Health Conditions



Seniors in Need of Support

For details on funds raised, disbursed and programmes supported, view our latest Impact Report [here](#).

3. What is Children's Day Appeal (CDA)?

Since its inception in 1984, CDA has stood as an annual beacon for fundraising efforts, advocating for children's involvement, and rallying substantial support for communities in need.

Aligned with the Ministry of Education's Values-in-Action Programme, this campaign encourages preschoolers and primary school students to embrace the spirit of giving, fostering essential values of compassion, respect, and empathy from an early age.

4. How is CDA 2025 different from previous editions?

A. SG60 Special

As Singapore celebrates 60 years of progress, CDA 2025 continues to play an important role in rallying our children to give back and shape a caring, inclusive society.

Every donation made through CDA will be matched dollar-for-dollar through the SG Gives general matching grant until 31 December 2025, making each act of kindness go further in supporting those in need.

B. Sharity Returns to Schools!

We are excited to announce that Sharity is making a long-awaited return to schools! This much-loved initiative nurtures kindness, empathy, and inclusivity through meaningful and engaging activities with students.

Here's what's lined up:

- Primary Schools: 30-minute Sharity Assembly Programme (Limited to 20 schools)
- Preschools: Half-day Sharity Visit featuring three 20-minute Engagement Sessions (Limited to 10 schools)







Special Priority: The first 5 primary schools and first 3 preschools to sign up for CDA will be guaranteed a spot. Remaining slots will be allocated based on schools' interest and availability, with a random draw if demand exceeds capacity.

Programmes will run from August 2025 to February 2026, but slots are expected to fill quickly so don't miss out! Register for CDA today to secure your Sharity Experience!

More details available in our [Sharity Experiences FAQ!](#)

Teachers' Guide

1. What are the key dates for CDA 2025?

 <p><small>https://sg.gov.sg/cda2025</small></p>	<p>Register by 5 September 2025 to get envelope and sticker sets latest by 26 September 2025. <i>To help your school kickstart a meaningful giving journey, delivery will be prioritised based on sign-up order—so don't miss out!</i></p> <p>Scan the QR code or click here to register. Each participating school can select either or both of the following options:</p> <ul style="list-style-type: none"> • Individual donation envelopes for cash donations per student. Schools can collect cash donations until the scheduled collection date. • Customised PayNow QR codes for digital donations per school. The QR code is valid for donating until 31 December 2025. <p>For funds raised through internal fundraising events, please email NCSS_School@ncss.gov.sg to arrange for bank transfer.</p>
	<p>Teaching kit available on 15 September 2025</p> <p>Download the teaching kit via the link below.</p>
	<p>Donation Envelope Delivery & PayNow QR Codes Distribution in September 2025</p> <ul style="list-style-type: none"> • Donation envelope and sticker sets will be delivered to your school's general office latest by 26 September between 9am and 5pm (weekdays only). Envelopes will be addressed to the teacher-in-charge. • Customised PayNow QR codes will be sent via email to the teacher-in-charge from 15 September onwards.
	<p>Sharity Experience Scheduling from August 2025 onwards</p> <p>Scheduling will be arranged with selected schools for Sharity Experiences running between August 2025 and February 2026. Refer to Sharity Experiences FAQ for more details.</p>
	<p>Kickstart your giving journey from end September to October 2025</p> <p>Schools can start their giving journey upon receiving the donation envelopes and/or customised PayNow QR code. In celebration of SG60, we warmly encourage all participating schools to use both fundraising methods and keep the PayNow QR code active until 31 December 2025 to spread even more kindness.</p>
	<p>Collection of Donation Envelopes from 8 October 2025 onwards</p> <p>A Form.Sg link will be emailed to schools to indicate minimally two preferred collection dates and times.</p> <p>There is no need to count the envelopes. Simply collect all filled envelopes and recycle any unused ones.</p>

Teaching kit

1. Where do the teachers download the teaching kit?

Teachers may download the teaching kit from the [CDA website](#) starting from 15 September 2025. Community Chest will send an email notification to inform the teachers that the teaching kit is ready to be downloaded.

2. Can the teachers amend the teaching kit?

Yes, teachers may customise the teaching kit to better suit their curriculum and the audience. However, please avoid amending slides 1 to 8 on corporate information.

3. Are teachers allowed to send the teaching kit to students/parents?

Yes, teachers may send the teaching kit to students/parents in PDF format. Alternatively, teachers can visit the [CDA website](#) to download the teaching kit.

Delivery of Donation Envelopes and Stickers

A. Before Receiving Materials

1. We have indicated the wrong number of donation envelopes in the Form.Sg submission.

Please contact us at NCSS_School@ncss.gov.sg and update the number of donation envelopes required.

2. We have not received our donation envelopes after 26 September 2025.

Please check with your school's general office first. If the general office has not received the envelopes, please email us at NCSS_School@ncss.gov.sg. We will do our best to deliver the envelopes to your school before your celebration date.

B. After Receiving Materials

3. Our school/centre received extra donation envelopes.

You may use the extra envelopes to encourage other teachers to donate to CDA. In support of our green efforts, we encourage recycling of any unused envelopes.

4. Our school/centre received fewer donation envelopes than indicated.

Please email NCSS_School@ncss.gov.sg to request the additional number of donation envelopes required. We will do our best to deliver the envelopes to your school before your celebration date.

Collection of Donation Envelopes

1. How do we prepare the donation envelopes for collection?

Please safekeep all collected envelopes in the staff room, or where best advised by the school. There is no need to count the envelopes – simply collect all filled envelopes and recycle any unused ones. A collection manual will be sent later to explain the collection protocol.

2. When will our school be notified of the collection date and time?

A Form.Sg link will be emailed for indicating two preferred collection dates (at least 3 working days apart). Either Community Chest or the appointed vendor will confirm the final collection date and time with your school.

3. Our school missed the scheduled collection date.

If you have missed your scheduled collection date, please email NCSS_School@ncss.gov.sg. We will arrange an alternative collection date and time. We do not advise schools to personally deliver the envelopes to Community Chest.

4. Should we inform our General Office and guard house about the delivery and collection?

Yes, please inform them to enable a smooth process for delivery and collection.

Extend Your Support for CDA Beyond Campaign Dates

There are other meaningful ways to support CDA outside of the campaigning period (January to August 2025):

a. Download and Share the Teaching Kit with Your Students

The kit features experiential activities and a story of a service user to nurture compassion and social responsibility among students. It will be available for download via the [CDA website](#) from 15 September 2025.

b. Partner Community Chest for Values-in-Action (VIA) Projects

If your school has an upcoming initiative with a fundraising element — such as a concert, funfair, or student-led project — you can align it with CDA 2025. Funds raised can be donated in support of the appeal.

CDA resources can be adapted, which you may customise for your event and audience.

Recognition and Appreciation

Will participating schools be recognised for their contributions to CDA?

Yes. To acknowledge the efforts of our participating schools, the top three contributing schools for each Children's Day Appeal edition will be recognised at the annual Community Chest Awards.

This recognition celebrates the collective commitment of the school community in nurturing socially responsible young contributors and fostering a caring, compassionate culture.

Testimonials from these schools have also been shared on the [CDA website](#).