



We at **Kiddies Patch™** believe that children should enjoy their early childhood years but at the same time be ready for their entry into primary school. Learning while having fun is essential in getting the children to grow up being a responsible and useful adult.

We believe that developing the child's personality and character is just as important as academics. Our programme encourages children to be able to express themselves and seek out answers instead of being spoon-fed answers by the teachers.



**Bright Kids with the right start**

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Bright Kids with the right start

**Kiddies  
Patch**



## Kiddies Patch™'s Core Values

INTEGRITY

EXCELLENCE

COMMITMENT

RESPONSIBILITY

GLOBAL

### About us

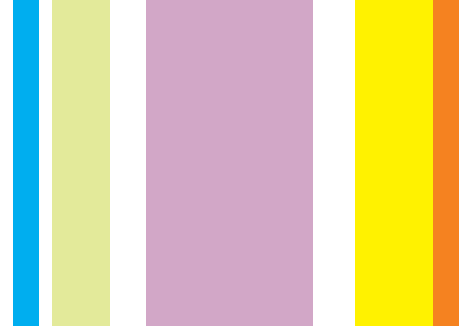
*Kiddies Patch™* was established in November 2005 with the aim and intention to provide the best childcare and education experience to children.

Due to the recognition of uniqueness of *Kiddies Patch™*'s system by the growing number of parents seeking an alternative option for their children, *Kiddies Patch™* has now expanded to multiple centres.

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## Kiddies Patch™'s Company Mission

*Kiddies Patch™* is founded on and dedicated to a sustainable corporate concept of linked prosperity. The aim is to bring about social benefits to the community via a commercial venture. Our mission consists of two (2) inter-related parts:

**Product Mission:** To create and distribute the finest quality education for children below 10 years of age with a continued commitment to incorporating wholesome values and community spirit while imparting respect to the Earth, the environment and animals.

*Kiddies Patch™* aims to be the school choice of parents and children.

**Social Mission:** To operate the company in a way that actively recognises the central role that business plays in society by initiating innovative ways to improve the quality of life and raise the standard of education locally, nationally and internationally. *Kiddies Patch™* aims to be a voice for social change in children's, human and animal's rights.

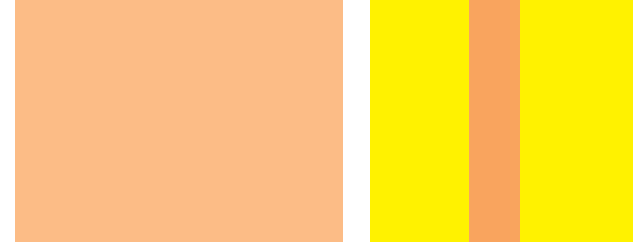


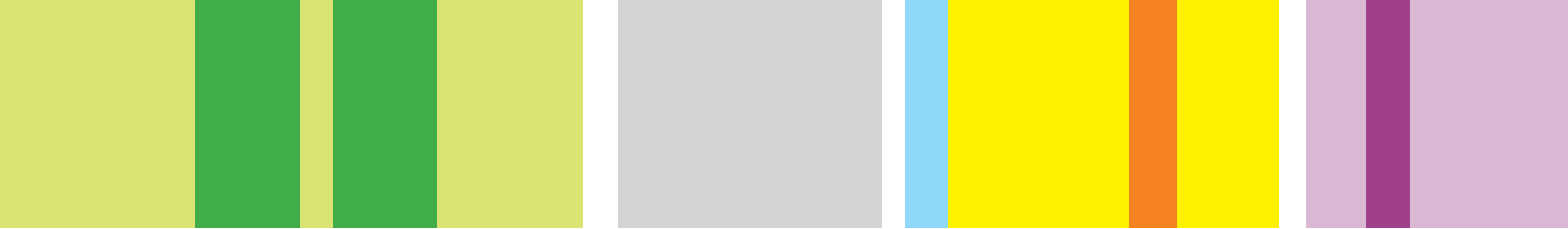
## The Concepts

In Malaysia, too much emphasis is placed upon academic aspect of education in pre-schools. The public's perception of a fully capable child is that of one who is academically ready to progress to primary school. The emotional, personal, physical and intellectual developmental areas are not properly nurtured, thus resulting in the child subsequently experiencing behavioural and emotional difficulties, as is evidence in current media reports.

**Kiddies Patch™** believes that childcare and pre-school education is essential for the social and emotional development of children. In fact, quality childcare helps build confidence and lays the foundation for lifelong learning.

**Kiddies Patch™** aims to lay the foundations for the emergence of great adults. To create such individuals, **Kiddies Patch™** has structured an educational programme derived from a range of internationally, renowned theoretical underpinnings. The most significant inspiration for the **Kiddies Patch™** methodology is an early childcare educational philosophy adopted from the Reggio Emilia Approach system utilised in municipal schools of Reggio Emilia in Italy. Newsweek quoted a Reggio Emilia school in the December 2, 1991 issue as being *the best pre-school system* and *the most avant-garde early childhood institution in the world*.





## Kiddies Patch™ Values

- ✓ Child-centred curriculum
- ✓ Multi-intelligent learning environment to accommodate children's different learning rates
- ✓ Flexible curriculum with basic goals that reflect the children's choice in activity and project
- ✓ Learning through exploration of the environment
- ✓ Constant cooperation and collaboration among staffs at all level
- ✓ Extensive documentation to encourage teachers to constantly learn
- ✓ Active school and family participation
- ✓ Close and lively relationships with parents and families to provide a *homelike* atmosphere
- ✓ Spacious, stimulating and personal school environment
- ✓ Play learning is vital for child development
- ✓ A multi-cultural, multi-lingual, multi-intelligent learning environment

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## The Reggio Emilia Approach (REA)

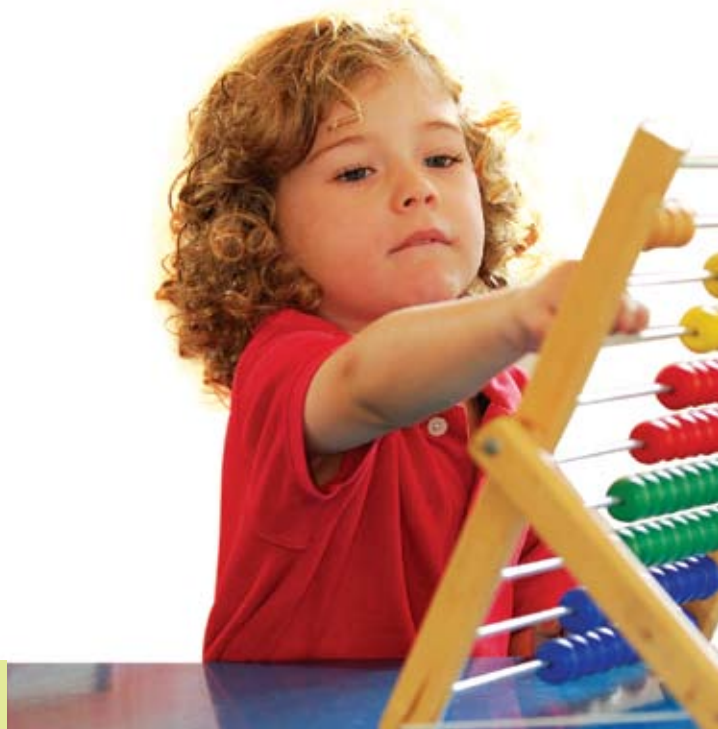
**The Reggio Emilia Approach (REA)** was conceived in a bid to create spaces that would cater for the cognitive and physical development of children, in harmony with the environment and educational guidance for their teachers. **Kiddies Patch™**'s programme takes into account the Malaysian cultural context and places real importance on the child's ability to evolve naturally, within structural guidelines that prepare them for formal academia upon graduation.


**The Reggio Emilia Approach** is an educational philosophy focused on pre-school and primary education. It was started by the parents of the villages around Reggio Emilia in Italy after World War II. The destruction from the war, parents believed, necessitated a new, quick approach to teaching their children. They felt that it is in the early years of development that children are forming who they are as an individual. This led to creation of a programme based on the principles of respect, responsibility and community through exploration and discovery in a supportive and enriching environment based on the interests of the children through a self-guided curriculum.

The city of Reggio Emilia in Italy is recognised worldwide for its innovative approach to education. Its signature educational philosophy has become known as **The Reggio Emilia Approach** which many American pre-school programmes have adopted. The Reggio Emilia philosophy is based upon the following set of principles:



- ✓ Children must have some control over the direction of their learning;
- ✓ Children must be able to learn through experiences of touching, moving, listening, seeing and hearing;
- ✓ Children must have a relationship with other children and with material items in the world;
- ✓ Children must have endless ways and opportunities to express themselves; and
- ✓ Children must be allowed to explore and experience.

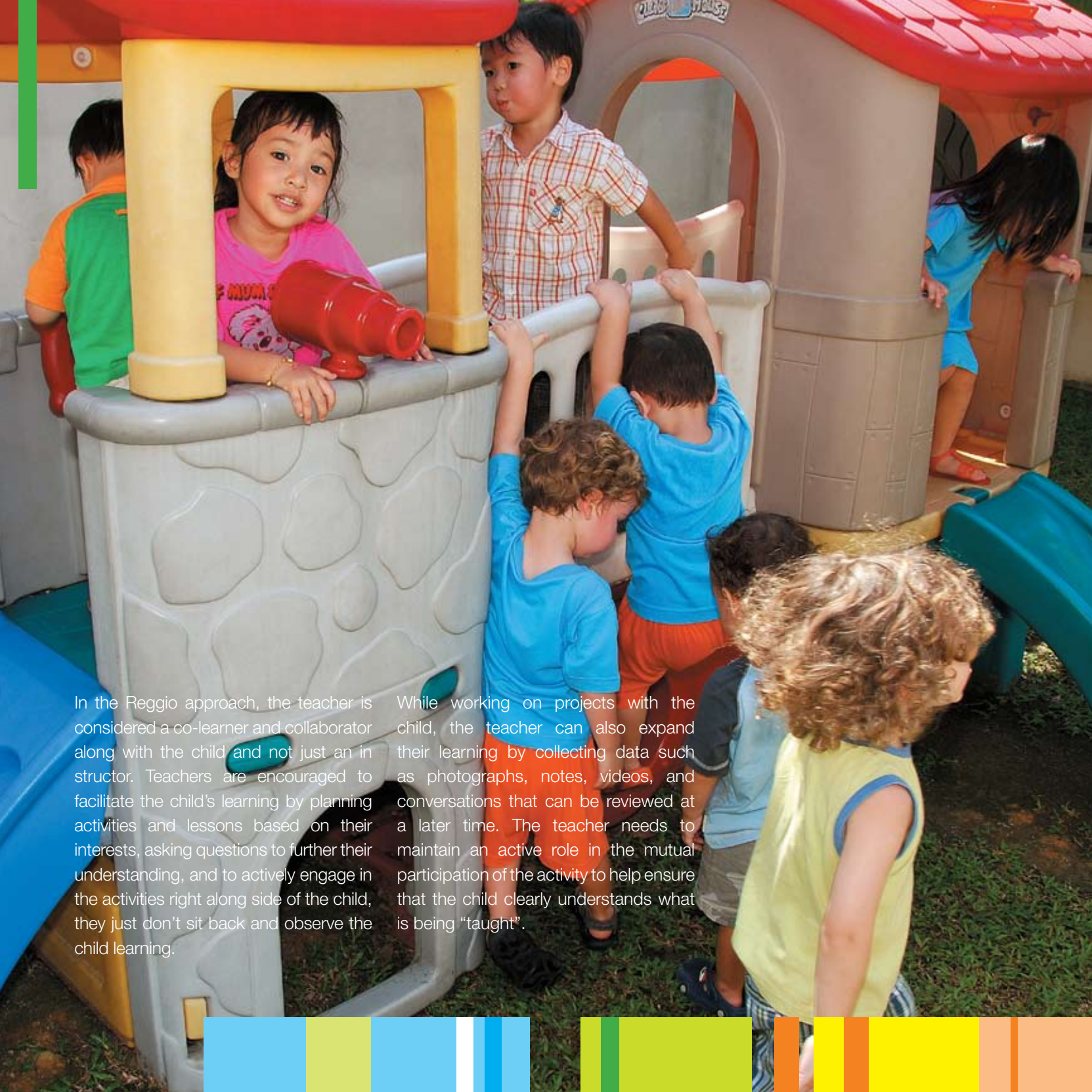




**The Reggio Emilia** approach to teaching young children puts the natural development of children as well as the close relationships that they share with their environment at the centre of its philosophy. Early childhood programmes that have successfully adapted to this educational philosophy share that they are attracted to Reggio because of the way it views and respects the child.

Parents are a vital component to the Reggio Emilia philosophy. Parents are viewed as partners, collaborators and advocates for their children. Teachers respect parents as each child's first teacher and involve parents in every aspect of the curriculum. It is not uncommon to see parents volunteering within Reggio Emilia classrooms throughout the school. This philosophy does not end when the child leaves the classroom. Most parents who choose to send their children to a Reggio Emilia programme incorporate many of the principles within their parenting and home life. Even with this bridge between school and home, many people wonder what happens to Reggio children when they make the transition from this style of education to a non Reggio Emilia school. The answer is that there is some adjustment that must take place. In most school environments, intellectual curiosity is rewarded, so students continue to reap the benefits of Reggio after they've left the programme.





In the Reggio approach, the teacher is considered a co-learner and collaborator along with the child and not just an instructor. Teachers are encouraged to facilitate the child's learning by planning activities and lessons based on their interests, asking questions to further their understanding, and to actively engage in the activities right along side of the child, they just don't sit back and observe the child learning.

While working on projects with the child, the teacher can also expand their learning by collecting data such as photographs, notes, videos, and conversations that can be reviewed at a later time. The teacher needs to maintain an active role in the mutual participation of the activity to help ensure that the child clearly understands what is being "taught".



## Essence of Reggio Emilia Approach:

- ✓ Belief that the child is competent
- ✓ Belief that the child is capable of being protagonist, collaborator and communicator
- ✓ Belief that child's learning is not limited by time or schedule
- ✓ Belief that environment is third teacher
- ✓ Belief that teacher is partner, nurturer and guide
- ✓ Belief that teacher is researcher and learner
- ✓ Belief in proper and detailed documentation and child's work
- ✓ Belief that parent's collaboration and partnership are vital
- ✓ Belief that child project-based learning improves learning rate



# What's Inside

