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Company Background



About First Footprint

First Footprint was founded in 2016. Our philosophy is learning through playing. Our playgroup and course aims at developing kids intelligent cognition, enhancing attention, imitation ability, problem solving skills, communication skills, emotional and social development. We believe play is one of the most effective kinds of learning.

First Footprint Mission

**Turning play into learning experience
– and making sure that most learning is fun.**

First Footprint courses are designed according to different development stage of children using different teaching aids, activities, themes and well designed scenario.

"We used to think play and education were opposite things" say Jean Marzollo and Janice Lloyd in their excellent book Learning Through Play. "Now we know better. Play is learning, and even more, that play is one of the most effective kinds of learning."



Founder



Joey Sha

Founder and Curriculum Director

- **Master of Social Science in Psychology**
- **Master of Social Science in Marketing**
- **Dynamic Assessment for Young Children (Educational and Intervention Perspectives, certificate from David Tzuriel)**
- **Member of Asian Professional Counselling & Psychology Association (APCPA)**
- **Hong Kong Authorized Playgroup Instructors**
- **Certified Instructors of Infant Massage from International**
- **Association of Infant Massage (IAIM)**
- **Instructors of The Montessori Method**
- **Instructors of Baby & Children Gym**
- **Member of Hong Kong Sandplay Therapy Association**
- **Columnist & Public Speaker**

Founder

First Footprint was founded by Miss Joey Sha in 2016. Our philosophy is learning through playing. Our course aims at developing kids intelligent cognition, enhancing attention, imitation ability, problem solving skills, communication skills, emotional and social development.

In the year 2018, Miss Joey Sha launched the Chinese Educational game for children to play and learn, through playing, kids can memorise the Chinese words with over 500 words in short time with fun.



Founder



Start from the year 2019 from until now, Miss Joey Sha is one of the expert education teams in Hong Kong to publish the famous Kindergarten Interview Book, published by Eugene Group.

In the year 2020, First Footprint is successful to launch the Certificate of Playgroup Tutor Training Course for adult which is recognised under Hong Kong Qualifications Framework Level 3 (The Government of Hong Kong Special Administrative Region). This course also recognised by Training Qualification United Kingdom Level 3.

Founder's Seminars & Talks

Understanding Early Childhood Development

- Understanding how early childhood development shapes the future of children
- Common development obstacles in early childhood

Quality Caretaking

- How to response to different needs of children in early childhood
- What are the different parenting style

Learning & Motivation

- What are the different ways of learning
- How to set needs & goals
- What are intrinsic & extrinsic motivation

Personality & Individual Differences

- Characteristic patterns of thinking, feeling and behaving
- How personality traits develop
- How personality shapes the life

Personality Surprise

- Personality drives reaction
- How each kind of personality response to changes
- Personality determine activity level
- Tolerance to frustration



Our teams

First Footprint's team has registered kindergarten teachers, experienced in early childhood education and kindergarten syllabus. Our team also has ABRSM music teacher, delivering lesson with rich music elements. Our team has art teacher teaching students how to paints, draw and create ceramic, arts is the best way to let kids to express themselves. We also has SEN teacher to assist diverse students needs. All First Footprint teachers have gone through strict internal training to ensure the best teaching quality.

Beside, the teaching professional, we also have business experts from Business, Finance, Marketing and Technology. First Footprint is a community with like-mind people with talent, passion, energy and vision. Continuously striving to perfect our learning courses through tireless research. We offer an enriching workplace and welcoming culture and dedicated people can grow. Guided by strong values, we are committed to doing business in an ethical and sustainable way.

You are welcome to join our early childhood education industry. Please email your resume to hr@firstfootprint.com.hk



Courses



Toddler First Step
8-16 months

As your toddler start to take their first step in life, our course would include activities to develop their fine and gross motor skills which are designed base on the neuro development stage of toddler.



Little Pre-schooler
16-21 months

Getting the kids to prepare for a more structured school life. Aims at improving kids attention, social skills, expression skills and Linguistic skills through playing.



Pre-schooler
21 months
- 3 years old

Very soon the kids will be going to kindergarten. Our course is designed with reference to actual kindergarten life, With well defined themes, classroom rules, kids would continue to learn via playing interesting and interactive activities.

Courses



The Story Teller
PN-K3

It is time for the kids to tell the story. The kids will learn to express themselves, share a story and present in front of their little peers. Allow the kids to talk in front of the audience and enhance their confidence.



Learning the Chinese Character
K1-K3

Chinese character can be a difficult language to learn. It is even more difficult without an interactive and interesting way. Our course is again designed to let children to learn through lots of playing.



Attention Enhancement
20 - 36 months /
K1-K3

The course is designed for children's development of physical, cognitive, language and communication at specific ages by adding seven sensory elements to train and stimulate each system.

Certificate of Playgroup Tutor Training Course

In the year 2020, First Footprint has successfully launched the **Certificate of Playgroup Tutor Training Course** for adult which is recognised under Hong Kong Qualifications Framework Level 3 (The Government of Hong Kong Special Administrative Region). This course also recognised by Training Qualification United Kingdom Level 3.

We proudly congratulate that some of our programme graduates have been employed by playgroup centers, and could practically use what they have learnt into educating the next generation. Many students of this course are parents of new-born, kindergarten teachers, social workers, which is efficient for them in interact with their students and understanding children in physical and psychological ways.



Other Courses for Adults

Course for Understanding Children with Special Educational Needs (SEN)

This course allows students to understand ADHD, ASD and other SEN needs. It is recognised under Hong Kong Qualifications Framework Level 2 (The Government of Hong Kong Special Administrative Region), and also recognised by Training Qualification United Kingdom Level 2.

Course for child caretakers

This course allows students to understand psychological and physically need from infant to children. The courses designed for caretakers who need to take care infant to children. Course include how to massage a baby, how to play with baby and child effectively and more how to assist the child parents to take good care of the baby or child.

Media Coverage

Playgroup Education Consultation Service

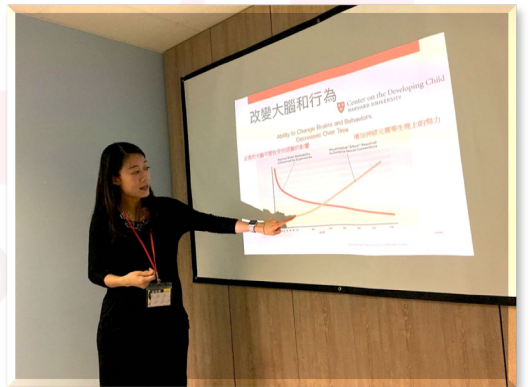
Service include :

- **For start-up company a playgroup centre.**
- **Operation Review and Improvement.**
- **Strategy Formulation.**
- **Accounting Service (Annual Audit).**
- **Promotion.**

Our centre has provided lectures, interviews or courses for the following organizations: Hong Kong Polytechnic University, Kwai Chung Kai Fong Welfare Association, 4M, Hong Kong Institute of Certified Public Accountants, Bank of China (BOC Life), "Corporate Speaker", Metro Radio , Eugene group , Hong Kong's Most Popular Brand.



Media Coverage



Seminars and Talks



Media Coverage



MEeeep More Interview

<https://bit.ly/33wQay9>



Interview for **Kong Stories**

<https://bit.ly/3a5qzh6>

Media Coverage



24 Aug 2017

MyBB.com Interview



First Footprint awarded **2017 Hong Kong Famous Brand**

Media Coverage

The screenshot shows the website for 'POLY-PRENEURS OF THE MONTH' from September 2018. The main content area features an interview with Sha Fung-ling, titled '幼吾幼以及人之幼 沙鳳翎為愛創業'. The text describes her journey as the founder of First Footprint, motivated by her desire to provide quality early education for her child and other children. The website includes a sidebar with 'WHAT'S NEW' featuring 'Inno-Carnival 2018', 'CEO Club', 'Technology Frontier', and 'Excel@PolyU'. The footer contains contact information and social media links.

THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學

POLY-PRENEURS® OF THE MONTH

September 2018

與您細談「理大企業家」創業背後鮮為人知的故事

幼吾幼以及人之幼 沙鳳翎為愛創業

俗話說，久病可以成醫。First Footprint 幼兒教育中心創辦人沙鳳翎的情況有點兒相似，她曾為了兒子的教育問題奔波了很久，找來找去都找不到合意的幼兒教育機構，最後乾脆自己創業，為了兒子以至其他小朋友開辦幼兒教育中心，箇中原因又竟止於母愛那麼簡單？

WHAT'S NEW

創研博覽嘉年華 INNO-CARNIVAL 2018 香港科學館 3月16-17/18-19

CEO Club 總裁協會 A Network of Execs with Global Vision

Technology Frontier News Site on PolyU's Innovation

Excel@PolyU

www.polypreneur.net

Tel: (852) 3400-2676 Fax: (852) 2333-2410 Email: poly.preneur@polyu.edu.hk

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Find us on Facebook Poly-preneurs

The Hong Kong Polytechnic University Interview POLY-PRENEURS OF THE MONTH

Media Coverage



9 Sep 2017

Metro Radio interview

Franchise

First Footprint is committed to providing the highest quality education for toddlers, parents and playgroup teacher class in 2020. We are recruiting people who are passionate about early childhood education and have a common educational philosophy with First Footprint who wants to build their careers and join our education profession. Headquarters will provide ongoing support in start-up business, continuous development and advocacy, including:

- **School site selection**
- **Promotion and online admission**
- **Teaching materials and courses**
- **Management training**
- **Store Design**
- **The founder holds talk at the branch school**
- **Teacher recruitment and training**
- **Operational support**





Our Achievements

- ★ First Footprint is awarded **the 2017 HONG KONG FAMOUS BRANDS AWARDS.**
- ★ The Certificate of Playgroup Tutor Training Course for adults.
 - Is a **Continuing Education Fund Approved** Course.
 - Is recognised by **Hong Kong Qualifications Framework Level 3 (The Government of Hong Kong Special Administrative Region).**
 - Is recognised by **Training Qualification United Kingdom Level 3.**



- ★ The First Footprint founder Ms Joey Sha is invited to be the **guest specialist for the magazine PRE-NURSERY DIRECTORY since 2019.**



- ★ First Footprint has been holding competitions with the **Hong Kong Children art & Speech Association**



- ★ Students who had joined First Footprint courses successfully got into competitive primary schools (e.g. **Logos Academy**).



Competitions



香港兒童表演藝術交流協會
Hong Kong Children Art & Speech Association



First Footprint has been holding the **Competition of Chinese and English Characters** with Hong Kong Children art & Speech Association, As well as **the Storytelling Competition**. Many kids joined the competition and got extraordinary results, you could see from their faces they really had a great time!



Testimonials

Parent reviews



"I am very thankful for First Footprint teaching. My daughter enjoyed the class a lot and she learned a lot through. In the past Chinese New Year, my 2 year old daughter can name a lot of the flowers we saw in the flower market. She even told me she likes to eat dumpling a lot in clear full sentences and ask me whether I like the same. I really agree with First Footprint's teaching through playing. Keep it up!"



"My boy had joined First Footprint courses for more than 15 months, First Footprint lesson is arranged by well-defined themes and my boy would always tell the whole family what he learnt after the class. First Footprint really teaches him a lot and thanks a lot for nurturing my boy."

Testimonials

Parent reviews



"My boy joined First Footprint playgroup since he was still an infant until 3 years old. First Footprint class is well structured, with all the necessary elements for a kid. It is the happiest thing to see my boy to grow up from an infant, not knowing how to express himself till now, clearing expressing himself in full sentences.

First Footprint not only taught my boy, but also taught me how to interact with my boy. Observe and play with my boy with meaningful and interesting activities from the point of view of a little boy.

My boy has now been admitted to one of our favourite kindergarten and again, thanks so much for First Footprint."



"It is the greatest rewards to a parent to see our kid learn and grow so much in First Footprint class.

The 2 hours pre-schooler class is well-structured with different elements which stimulate my kid attention. First Footprint is very professional and teaches every student with heart. Very thankful for their teaching."

Testimonials

Parent reviews



"Our son has spent a year having his weekly playgroup sessions at First Footprint. All the teachers have shown our son and us nothing but care, dedication, and professionalism. Our special thanks goes to Tutor Ching Ching and we wish First Footprint every success in the future""



"Thank you so much to First Footprint teachers, my daughter start the class at 2.5 years old and I appreciated Ms. Lam is teaching in a accordance with their aptitude. My daughter start with following the words from teacher until now she is able to tell the story in full sentences by herself.



"So happy that my son studied in First Footprint. He asked me to read the provided summary from First Footprint after each theme. Thank you to Miss Ku, Miss Sha and Miss Lam about their tender guidance which made his study happily."

Not only the speaking improved a lot, but also enrich her vocabulary through different stories in Story Teller Class, the Story Teller class is full of fun and learning through playing. My daughter is very proactive to pick up story books and tell me stories at home now. Special thanks to Ms. Lam for her guidance."

Testimonials

Parent reviews



"My daughter enjoy lessons in First Footprint. Teachers are kind, teaching content is full of fun, my daughter learnt a lot and very happy during lessons."



"Thank you for all First Footprint teachers. My son was not speak very good at the beginning but now improve a lot ! I like the teaching method of First Footprint. The teachers will teach parents how to practice at home after lessons. My son loves to go to school and this is the happiest thing. Thank you so much of the care and guidance over the past year."



"We sincerely thanks for the teachers in First Footprint over the past 1.5 year. My boy did not just come to play but learnt how to interact with other kids and teachers, learnt to behave, self introduce himself, count the numbers and determine the different colour. We are especially thankful to see our boy to self introduce himself confidently."

Shop

We have produced word games which differentiated in different level, they allow kids to learn words in a fun and playful way. The games are available now and interested parties can be able to purchase at First Footprint Jordan school or online.



We also have products like canvas bag and kid apron, please feel free to check and purchase at our Jordan school or online.

Contact Us

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WhatsApp: 9335 0739 (<https://bit.ly/2UM85uE>)

Email : info@firstfootprint.com.hk

Website : www.firstfootprint.com.hk

First Footprint **TUEN MUN (Branch)**

Address: 2719, 27/F, Tuen Mun Parklane Square,
2 Tuen Hi Road, Tuen Mun, Hong Kong.

First Footprint **SHA TIN SHEK MUN (Branch)**

Address: 27H, 27/F, Kings Wing Plaza 2,
1 On Kwan Street, Shek Mun, Sha Tin, Hong Kong.

