

ANNUAL REPORT 年報 2020

30
years

EMPOWERING
YOUNG PEOPLE TO
REACH THEIR FULL
POTENTIAL

啟發青年潛能
讓其盡展所長



香港公益金
THE COMMUNITY CHEST
會員機構 MEMBER AGENCY



KELY
SUPPORT GROUP
啟勵扶青會

KELY Support Group does not receive any government subvention. Your generous donation will enable us to offer programmes around Drug and Alcohol Awareness, Mental Health and Wellbeing and Positive Youth Development to youth in need.

啟勵扶青會是非政府資助的慈善機構。您的慷慨捐助，可讓我們在精神健康、藥物及酒精意識，以及正向青年發展三方面，為有需要青年提供核心服務。

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MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR 主席及行政總監的話

2020 was a year of challenges, disruptions, and uncertainty. As Hong Kong's political turmoil continued to unfold and COVID-19 spread across the globe, we found ourselves facing a choice - to resist the reality that was upon us and hope for a quick return to 'normal,' or to seize the opportunity to change things up and bring our future plans into the present.

Since its beginning, KELY has worked closely with our school partners to reach young people. As technology has become increasingly essential as a form of communication and learning, we knew that we needed to expand beyond our in-person engagement and supplement it with digital engagement. While we had envisioned gradually expanding our digital engagement, 2020 gave us the impetus to make those 'someday' ideas a reality today. We are proud of what we've learned this year and of the foundation we've built for engaging youth digitally. The investment we're making now will only strengthen the

impact we'll be able to have when we can gather in person again.

In the past few years, we've also seen a greater need for youth-focused mental health resources and support. That's why we partnered with Mind HK last year to launch Coolminds, an initiative to improve mental health literacy for young people, teachers, and parents. When the events of 2020 began to unfold, we quickly made the decision to move up our timeline to launch the Coolminds website, a platform and hub for mental health resources. The groundwork we had laid in 2019 meant that we could respond quickly to the needs of

young people and those around them, offering timely, relevant, and helpful resources to cope with elevated stress, anxiety, and other mental health challenges.

None of this is to diminish the very real challenges we faced, especially as the economic impact of the pandemic made itself known. We are especially grateful for our partners and funders this year who met this challenging moment with flexibility and generosity, and who gave us the resources we needed to evolve and grow. We also want to recognise our peer organisations who joined us in urging the Hong Kong Government to ensure that non-subsidised NGOs like KELY would be included in critical COVID-response relief measures.

2021 marks three decades of KELY's work with young people in Hong Kong. In this report, you'll read about some of our impact highlights from the past 30 years. We are incredibly grateful to each one of you who have been a part of our journey thus far, helping us to continually grow, in pursuit of our mission of equipping young people with the skills, knowledge, and opportunities needed to support themselves and each other. And as we celebrate what we've already accomplished, we are also looking forward to what's to come. The challenges we faced this year have only prepared us for the next chapter, and we look forward to partnering with you to empower young people in Hong Kong to reach their full potential.

To the next 30 years,



2020是充滿不確定性及極具挑戰的一年。隨著香港政治動盪持續、2019冠狀病毒病於全球蔓延，我們來到了抉擇的關頭——要麼對抗眼前一切，期盼事情迅速重回正軌；或是趁機作出應變，提早實踐未來計劃。

自成立以來，啟勵一直與學校夥伴緊密合作，接觸年輕一輩。時代進步，科技逐漸成為人們學習及溝通的主要工具。我們知道是時候將服務從面對面交流的模式，拓展至數碼層面。過往，我們一直計劃逐步將服務數碼化，而2020年正正讓我們將計劃付諸行動。我們為過去一年所學的、所建立的一切而自豪。相信去年投放在數碼化的資源將為我們日後的服務帶來更深化的影響。

在過去幾年，我們留意到青年對精神健康資源及支援的需求逐漸增大。有見及此，我們去年與MindHK合作，推出Coolminds項目，旨在提升年輕人、老師及家長對精神健康的認知。面對2020年發生的一連串事件，我們決定提前啟動Coolminds網站，為大眾提供一個集合精神健康資訊的平台及中心。在2019年打下的根基，我們得以迅速回應年輕人及其身邊人的需要，以及相關和有用的資源，供他們應對龐大壓力、焦慮和其他精神健康挑戰。

儘管我們積極跨越難關、迅速應變，疫情帶來的影響仍然嚴峻，尤其是經濟方面的困窘。因此，我們特別感謝在這一年支持啟勵的夥伴及捐助者，他們慷慨解囊，讓我們得以在困境中成長、蛻變。更感謝夥伴機構，與我們攜手致力敦促香港政府，將如啟勵這樣的非津助非政府機構，涵蓋在疫情補助紓緩措施之中。

2021年，標誌著啟勵服務香港青年的工作正式踏入第三十個年頭。在這份報告中，我們將過去三十年所帶來的正面影響娓娓道來。我們衷心感謝迄今與我們同行的每一位；您們令我們得以不斷成長，實現使命：提供機會予年輕人發展技能及知識，令他們得以幫助自己與他人。除了為曾達到的目標感恩，我們更期待即將來臨的一切。在面對過去一年的種種挑戰過後，我們已準備好為下一個章節揭幕。我們期待與您攜手並肩，繼續啟發青年潛能，讓其盡展所長。

願未來三十年繼續精彩！



主席



行政總裁

30 YEARS WITH KELY 與啟勵走過三十年

In 2021, KELY will be turning 30! Here is a snapshot of KELY over the last three decades.

2021 年，啟勵踏入三十歲了！以下是我們過去三十年經歷過的精采時刻。

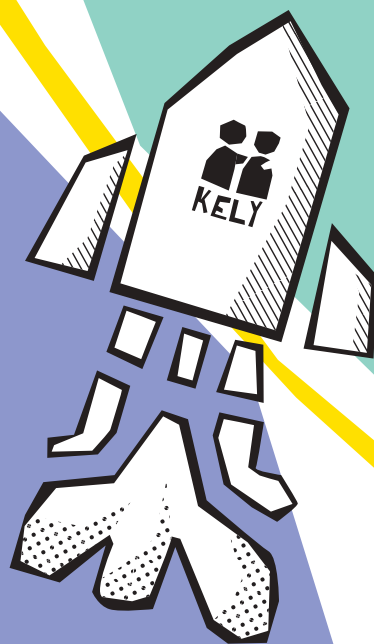
1991

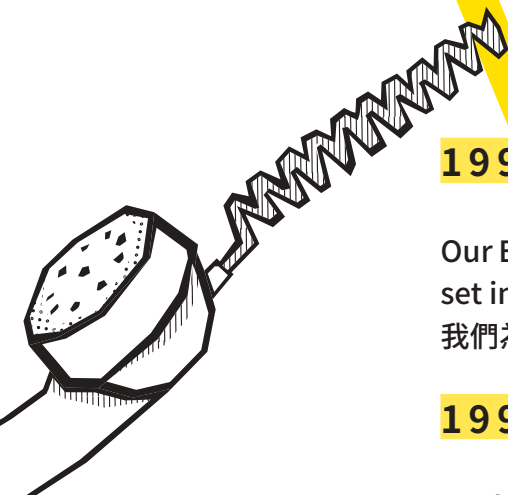
KELY was officially launched from a peer support network with the name "Kids Everywhere Like You".

啟勵 (KELY) 正式成立，命名為《Kids Everywhere Like You》，前身為一個朋輩支援組織。

In the same year, Mrs. Anne Marden and Ms. Michelle Yeoh became the official Patrons for KELY. We also developed partnerships with over half of the international schools and built a strong reputation within the English-speaking schools in Hong Kong.

同年，馬登夫人及楊紫瓊女士正式成為啟勵的贊助人。啟勵亦與本港超過一半國際學校建立夥伴合作關係，並在英語授課為主的學校中建立良好聲譽。





1992

Our English hotline service in support of Hong Kong's young people was set in motion.

我們為本港青年開設的英語電話熱線正式投入服務。

1993

We began to offer Chinese-language programmes to local secondary schools in Hong Kong. Beyond our existing drug prevention and education, we started to include a number of positive youth development programmes to meet the needs of young people.

我們開始在本地中學展開中文項目。除了繼續推動預防濫藥及相關教育外，我們還引入各種正向青年項目，為年輕人提供所需服務。



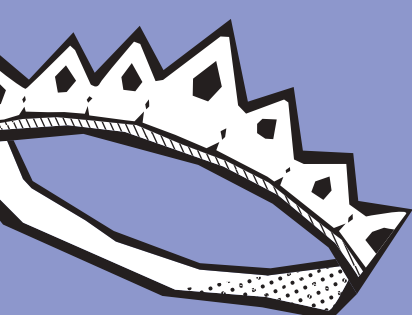
We officially launched our Cantonese hotline service dedicated to local Chinese youth.

我們專為本地青年而設的廣東話服務熱線正式啟動。

1995

The Former Governor, Mr. Chris Patten, visited KELY as part of his commitment to fight the rising trend of drug use in Hong Kong. Some young people who had been joining our English and Chinese Language services talked directly with Mr. Patten and their experiences at KELY.

香港前總督彭定康先生探訪啟勵，履行他對遏止香港濫藥上升趨勢的承諾。部分曾參加我們英文和中文項目的青年，直接跟彭定康先生談及他們在啟勵的學習經歷。



With the help of nearly 800 Hong Kong's young people, KELY raised over \$307,000 on our first Flag Day.

有賴800名香港青年協助，啟勵在首個賣旗日成功籌得逾\$307,000善款。

1998

Her Royal Highness, The Duchess of Gloucester attended the morning reception held by KELY. Our board, staff, sponsors and volunteers were on hand to meet with The Duchess of Gloucester.

告羅士打公爵夫人出席啟勵主辦的早餐接待會，與我們董事會成員、員工、贊助商，以及一眾義工會面。

1999

Mr. and Mrs. Chow Yun Fat became KELY's official Patrons.
周潤發伉儷正式成為啟勵的贊助人。

The Narcotics Division of the HKSAR Government invited KELY to design and deliver drug education programmes in local primary and secondary schools.
香港特別行政區政府保安局禁毒處邀請啟勵為本地中、小學設計及展開藥物教育項目。

2001

We held a “KELY Have A Hug Day” in December, which was also the first ever Hug Day in Hong Kong, aiming at increasing awareness of positive contact between people, and raising funds for Operation Santa Claus 2001 by selling badges.

我們於12月舉行「擁抱愛心慈善日」，旨在增進人與人之間的正面溝通——這也是香港有史以來第一個「擁抱日」；並透過襟章義賣，為聖誕老人愛心大行動2001籌款。

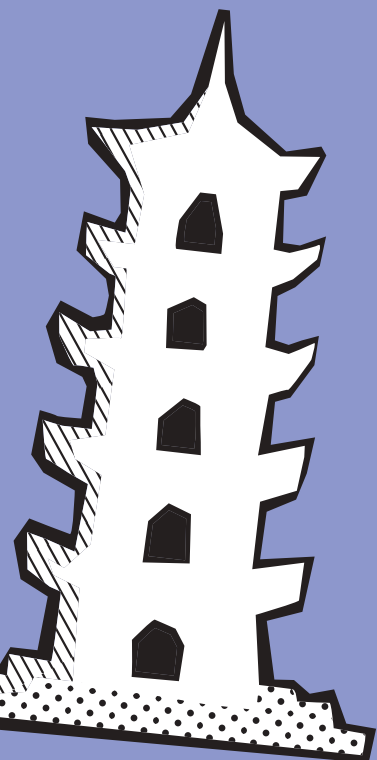
2002

We moved into a new office at 12 Borrett Road (where we have continued to operate until now!), with the funding from Hong Kong Jockey Club.
承蒙香港賽馬會資助，我們在波老道12號設置全新辦公室（我們至今仍使用該辦公室！）。

2003

We launched a teen publication, Match Magazine, which was created by over 130 secondary school students and distributed locally to more than 500 schools, youth agencies and public libraries. Although the world of media has changed since then, we continue to publish content for youth,





by youth, through our online channels. Our hope is to amplify young people's voices, nurture their creativity, and gain practical experience. 我們首度出版青年刊物《Match》。該書由本港超過130名中學生共同創作，並於500所學校、青年機構，以及公共圖書館派發。儘管媒體世界日後出現不少變化，但我們仍繼續透過網上渠道，讓青年出版適合其朋輩的內容。我們希望傳遞年輕人的聲音，培養他們的創作能力，讓他們獲得實戰經驗。

2005

On 7th October, KELY organised its first charity ball at the Shangri-la Hotel in Kowloon.

10月7日，啟勵於九龍香格里拉大酒店舉辦首個慈善舞會。

Princess Alexandra the youngest granddaughter of King George, met the KELY team at the Carlton Ritz.

英皇佐治五世最年輕的孫女——雅麗珊郡主於麗思卡爾頓酒店，與啟勵團隊會面。

The Former Governor, Mr. Chris Patten paid a second visit to KELY and attempted to find us funding through the Coins Fund.

香港前總督彭定康先生二度探訪啟勵，並通過Coins Fund為我們籌款。

2007

KELY becomes an official NGO partner of the Community Chest.

啟勵正式成為香港公益金的會員機構。

2011

In our 20th year, we rolled out our first campaign and intervention at the Hong Kong Sevens – the largest sporting event in Hong Kong. The public awareness campaign and intervention involved setting up a safe space where young people could get help, rest and recover, and engage in fun, alcohol-free activities. This was the beginning of our signature SOSKELY harm reduction programme - our outreach team and volunteers can be found at major sporting events and music festivals such as the Hong Kong Rugby Sevens, Road to Ultra, Creamfields and Clockenflap!



踏入二十周年時，我們在香港最大型的體育盛事——香港國際七人欖球賽中，展開首個緩害外展活動。為了於場內提高公眾意識及進行介入服務，我們為青年提供一個安全空間，讓他們獲得適時協助及歇息；同時亦跟他們進行各種有趣、零酒精的互動活動。這亦為我們具標誌性的SOSKELY緩害項目揭開序幕。自此，我們的外展團隊及義工不時駐足各個大型體育及音樂活動如：香港國際七人欖球賽、Road to Ultra、Creamfields，以及Clockenflap，為場內青年提供支援。

We also kicked off our Stand Up and Say Something! Research - youth-driven research that was the first of its kind in Hong Kong, where young people could determine the issues they cared about and how they wanted the issues to be heard and addressed. The first series of research focused on supporting youth who might be vulnerable to drug abuse.

另外，我們還展開首個以香港青年作主導的研究調查《企出嚟話我知你諗乜》。當中，我們剖析青年不時面對的各種問題，以及鼓勵他們就處理方案提出寶貴意見。第一個研究系列的重點為幫助容易墜入濫藥危機的弱勢青年。

2012

Mr. Vivek Mahbubani, a famous Hong Kong-bred Indian comedian, joined KELY as our first ambassador.

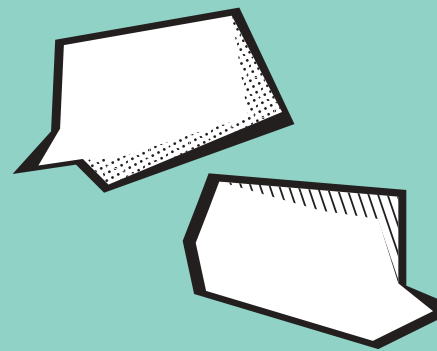
香港土生土長的印裔棟篤笑表演者Mr. Vivek Mahbubani，加入啟勵成為首位大使。

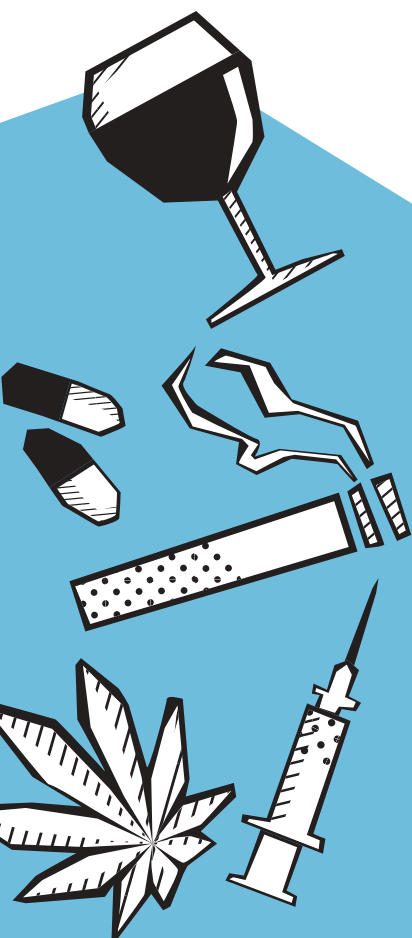
2013

Hong Kong's Department of Health and the World Health Organisation invited KELY to be one of six observers to attend the Regional Meeting Addressing the Harmful Use of Alcohol Amongst Young People in Hong Kong. 香港衛生署及世界衛生組織邀請啟勵出席有關處理香港青年危險使用酒精的區域會議，並擔任六名觀察員之一。

2014

KELY launched Talk2Me IM, a pilot bilingual WhatsApp helpline for young people in need of emotional and psychological support. Our team of experienced counsellors and psychologists provided immediate support, conducted quick mental health assessments, and offered referrals to additional services where needed.





啟勵開展一個先導雙語項目Talk2Me IM，通過WhatsApp輔導服務熱線，為有需要的青年提供情緒及心理支援。團隊由一眾經驗豐富的輔導員和心理專家組成，能為青年提供即時支援、進行快速精神健康評估；轉介有需要的青年接受進一步服務。

2015

KELY was invited to participate in the "International Expert Meeting on Education Sector Responses to Substance Use Among Children and Young People", jointly hosted by UNESCO, WHO and UNODC in Istanbul, Turkey. Following this important event, KELY's approach to prevention work was cited as a case study in a UN report on "Education sector responses to the use of alcohol, tobacco and drugs".

啟勵很榮幸獲邀出席International Expert Meeting，主題為Education Sector Responses to Substance Use among Children and Young People。會議於土耳其伊斯坦堡舉行，由聯合國教育、科學及文化組織、世界衛生組織及聯合國毒品和犯罪問題辦事處攜手主辦。聯合國其後將啟勵的預防工作方針，刊載於其報告《Education sector responses to the use of alcohol, tobacco and drugs》之上。

We launched Operation Big Bird, an investigation of youth accessibility to alcohol in Hong Kong. Over the two years of data gathered from 'mystery shopper' operations and surveys, we found that there were few restrictions on young people purchasing alcohol, and ID checks were few and far between. This data was key to our advocacy efforts, in 2018, the Hong Kong government enacted a new law to restrict the sales of alcohol to minors across retail stores in Hong Kong.

我們展開Operation Big Bird項目，旨在調查青年在香港接觸酒精的機會。經過兩年從「神秘顧客」行動，以及問卷調查所搜集的數據顯示，青年在購買酒精飲料時面對甚少限制；檢查身份證更屬少之又少。這些數據均成為我們展開倡導宣傳工作的關鍵資訊。2018年，香港政府頒布一項新法例，限制本港零售商店向本港未成年人士販賣酒類飲品。

2016

Dr. Stephen T. F. Tai was appointed as KELY's Patron.
戴德豐博士正式成為啟勵的贊助人。



2018

In collaboration with the Equal Opportunities Commission and Lingnan University, we organised “Own Voices: Breaking Stereotypes”, a film screening for a documentary produced by two ethnic minority youth, featuring first-hand perspectives of ethnic minorities. The documentary was aimed at breaking racial stereotypes and amplifying the voice of ethnic minority youth in Hong Kong.

為了打破「種族刻板定型」，以及向大眾宣揚種族和諧的意識，我們跟平等機會委員會及嶺南大學合作，舉辦《Own Voices: Breaking Stereotypes》紀錄片放映活動。整套紀錄片由兩名少數族裔青年製作，訴說少數族裔的真實故事。

2019

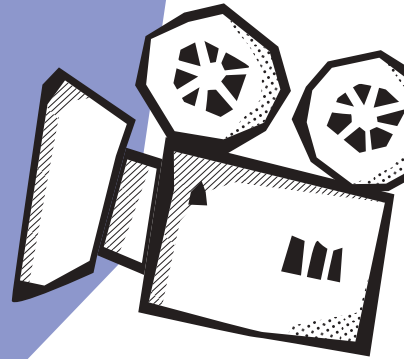
To adapt to the evolving needs of our young people, KELY focused our collective programming under 3 core areas – mental health & wellbeing, drug and alcohol awareness and positive youth development. With this transition, we welcomed more new team members and created new partnerships to extend and expand our ability to reach and support more youth.

啟勵為回應青年不同的需求，將項目劃分為三個核心服務——精神健康、藥物及酒精意識，以及正向青年發展。我們亦特為團隊招徠不少新成員，以及跟不同機構建立夥伴關係，進而擴展現行項目，幫助更多本港青年。

2020

Even a global pandemic and city-wide school closures didn't stop our team! Whether it was distributing care packs to our alumni, creating online resources, or kicking off a new podcast, our team has been creative and resilient, finding ways to meet the needs of the youth in our city!

雖然疫症蔓延全球，導致全城學校停課，但這亦無阻我們的扶青工作。我們整個團隊堅持尋求創新方式，幫助有需要的青年，例如：派發「關心小禮包」給曾參與啟勵項目的青年、製作一系列網上資源，以及啟動全新播客節目等等。



2021

KELY turns 30! 啟勵踏入30周年!





ABOUT KELY 關於啟勵

KELY Support Group (KELY) is a Hong Kong-based nonprofit organisation whose mission since 1991 is to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other.

We envision a world where young people are empowered to reach their full potential.

We collaborate with schools and other partners to offer programmes to Chinese- and English-speaking youth between the ages of 14 and 24 around our three core focus areas: Drug and Alcohol Awareness, Mental Health & Wellbeing, and Positive Youth Development.

Drug & Alcohol Awareness

For many young people, experimenting with drugs and alcohol is just a part of growing up. While not all young people go on to become dependent, using drugs and alcohol during these formative years can have significant risks for a young person's physical, mental,

and emotional development.

At KELY, we work to prevent and reduce the harm associated with drugs and alcohol abuse. Our Drug and Alcohol Awareness programmes equip young people with the skills and knowledge needed to avoid using drugs and alcohol, protect themselves and make healthy choices, and support their peers.

Mental Health & Wellbeing

Young people growing up in Hong Kong face increasing levels of stress - from dealing with changes associated with adolescence, to academic pressures, to growing use of social media and other technology - all of which can lead to anxiety, depression, and other health issues.

We take a preventative approach to our Mental Health & Wellbeing programmes and focus on helping young people to understand their own emotions, cope with stress, and know how to help themselves as well as their peers. In situations where we identify additional mental health needs, we work with a strong network of referral organisations that can provide in-depth one-on-one counseling.

Positive Youth Development

We know that young people who are healthy, confident, and connected to a supportive community not only have much to contribute to our society, they are also better able to face whatever challenges life throws at them. Recognising and building up young people's strengths lessens the likelihood of risky behaviours such as substance abuse and promotes more positive behaviours.

Our Positive Youth Development programmes create opportunities for young people to explore and develop life skills and creative expressions, increasing their aspirations for the future. We focus specifically on disadvantaged youth, who typically don't have access to skills-building programmes of this nature.

啟勵扶青會 (啟勵) 是本港非牟利機構，自1991年起，我們旨在扶植青年裝備所需技能、知識及機會，推動朋輩間互助精神。

我們致力啟發青年潛能，帶他們走進一個讓其盡展所長的世界。

我們與學校及夥伴機構合作，為本地14-24歲的華語、少數族裔以及英語青年，提供三項核心服務項目：藥物及酒精意識、精神健康、正向青年發展。

藥物及酒精意識

對不少青年而言，成長過程中難免會接觸藥物和酒精。雖然並非所有曾在發育時期使用藥物和酒精的青年，都會自此濫用物質；但有關行為卻能為青年的身體、精神和情緒發展帶來重大風險。

在啟勵，我們致力預防及減低有關濫藥及酗酒之傷害。此項目旨在引領青年裝備一系列技能和知識，讓他們在面對酒精及藥物誘惑時，懂得作出明智、健康的選擇，從而於保護自己同時，為同儕給予正面支持。

精神健康

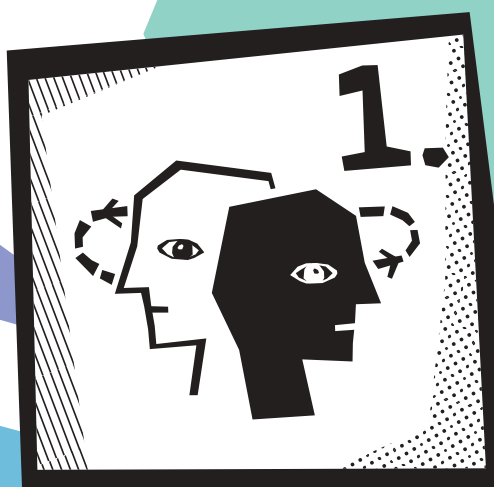
香港成長的青年所面對的壓力與日俱增——從應對與青春期有關的變化、面對沉重學業壓力，以至廣泛應用社交媒體和其他科技。這些轉變均會導致青年焦慮、抑鬱和其他健康問題。

我們採取防範於未然之路向，專注協助青年了解個人情緒、應對壓力；讓他們不僅懂得自救，亦能互相幫助。若我們識別青年需要接受進一步的精神健康服務，我們亦有強大網絡，可推介其他合作機構為其提供一對一的深入輔導。

正向青年發展

我們很清楚，擁有健康、自信以及與社區有充分連結的年輕人，不但能夠貢獻社會，更會對迎面而來的各種挑戰應付自如。如果我們能辨識並帶領青年建立強項，便能減少其涉足高危行為，如濫用藥物，並促使他們實踐正面行為。

我們為青年創造機會探索及提升他們的生活技能和創意表達，培育他們對未來的抱負。此項目關注沒有機會接觸此類型技能建構項目的弱勢青年。



**DRUG &
ALCOHOL
AWARENESS**

藥物及酒精意識



**MENTAL HEALTH &
WELLBEING**

精神健康



**POSITIVE YOUTH
DEVELOPMENT**

正向青年發展

OUR IMPACT 我們的成就

In past years, we've been asking ourselves how we can make our programmes more impactful and effective in the digital age. How can we supplement our in-person programmes with digital resources to fully engage young people? How can we expand our presence on social platforms to meet young people where they are? How can we respond to the growing need for youth-specific mental health support?

過去數年，我們一直反思：啟勵在這數碼時代，應怎樣提升及優化項目，才能帶來更具影響力的扶青效果呢？我們又該如何在面授活動時，善用數碼資源，與年輕人互動？在社交平台上，我們如何讓更多年輕人認識啟勵？隨著青年對精神健康支援的需求愈來愈大，我們又該如何應對呢？

KELY has always relied heavily on our partnerships with schools in order to deliver many of our programmes to young people. During a year of school closures, prolonged periods of distance learning, and fear and uncertainty across

the globe, we focused our efforts on digital learning resources, breathed new life into our youth-focused social channels, and strengthened our focus on mental health. In short, the disruptions we faced over the past year, while challenging, gave us the

sense of urgency to make changes now, kick starting the next chapter of KELY as we enter our fourth decade of impact on youth in Hong Kong.

Here is just a short snapshot of what we've been able to achieve in 2019-2020 and we're just getting started!

啟勵一直與學校夥伴保持緊密聯繫，向青年提供各式各樣的服務和活動。過去一年，隨着學校停

課，網上授課成為常態，全球亦因疫情充斥諸多不確定因素與恐懼。有見及此，我們迅速將工作重點放在製作數碼學習資源上，並為青年社交渠道注入新活力，以及進一步加強推動精神健康服務。面對過去一年翻天覆地的挑戰，我們有感需要迫切作出改變，為啟勵踏入第三個十年之際揭開全新序幕。

以下，我們將簡短介紹在2019-2020年取得的成果。

KELY CARE PACK 啟勵關心小禮包

1





When COVID-19 first arrived in Hong Kong, we knew that many of our programme alumni and their families, especially those from ethnic minorities, would be amongst the most vulnerable in our city. Even in the best of times, ethnic minorities in Hong Kong face discrimination in their everyday lives. In times of crisis like a global pandemic, the inequalities in our society become more pronounced.

As the city scrambled for protection equipment like face masks and hand sanitisers, lack of information in different languages and inflated costs of hygiene products presented a significant barrier for many ethnic minorities to access the hygiene products they needed to protect themselves and their loved ones.

Our team quickly responded in the form of care packages distributed to 500 ethnic minority youth. Because we knew that the pandemic would mean additional stress for everyone and more time cooped up at home with relatives, we also included mental health resources and a card game to spark more open and meaningful conversation with family members.

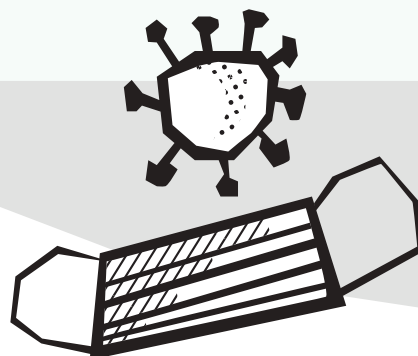
- 500 COVID-response care packs distributed to ethnic minority youth

隨着2019新型冠狀病毒病在香港蔓延，不少曾參加啟勵項目的青年，尤其是少數族裔，均表示他們急切需要援助。其實在疫情發生前，他們在日常生活中已常常面對各種歧視。種種社會不平等現象，在是次疫症危機中更為明顯。

少數族裔不僅需要高價搶購口罩、消毒酒精等防疫用品；還因語言障礙無法獲得及時資訊，難以保護自己跟家人。

有見及此，我們團隊迅速應變，向500名少數族裔青年派發關懷小禮包。疫情固然為所有人帶來龐大壓力，但亦讓大家享有更多與親人相處的時刻。為鼓勵青年與家人開心見誠地交流對話，我們特別在小禮包中加入精神健康資源，及卡牌遊戲。

- 向少數族裔青年派發500個關心小禮包



YOUTH SURVEYS 青年調查

2

Given the unprecedented times we experienced this year, we needed to ensure that we had an accurate picture of what young people in Hong Kong were really feeling so that we could best utilise our resources to support them and advocate on their behalf. We distributed two surveys to young people in Hong Kong to understand the impact of COVID-19 and the new studying at home measures and our results indicated that young people were experiencing greater levels of anxiety, feelings of isolation, and looking for ways to cope with the mental health stressors.

Equipped with these results, our team worked hard to find creative ways to offer mental health tips and resources and engage with youth in a meaningful way to ease their feelings of isolation. While mental wellbeing and health has always been one of KELY's core pillars, we knew that if we didn't address the mental health needs of our young people, it would lead to negative coping mechanisms like self-harm or substance abuse, or longer-term mental health issues.

- More than 50% indicated feeling anxious about seeing information about COVID-19 in the news and on social media
- 29% reported that they were struggling to adapt to the new studying at home measures
- 59% reported feeling stressed about falling behind academically
- 66% reported feeling stressed about the pandemic having a negative impact on their future
- 66% reported feeling stressed about being disconnected from friends and teachers
- 46% reported feelings of isolation while studying at home
- 27% indicated that they or their peers were more likely to use alcohol or drugs during the school closures
- 38% of respondents were not sure where they could get mental health support





過去一年的經歷的可謂史無前例。為了更深入了解香港青年的真實感受，以便如何妥善運用資源為其提供支援，我們特別進行兩次青年調查，進一步考究疫情如何影響他們在家學習的情況。結果顯示，年輕人正經歷極大程度的焦慮和孤獨感，並有意尋找應對精神健康壓力之法。

我們團隊根據調查結果，致力研究更創新、有趣的方法，為青年提供精神健康貼士和資源，並持續緊密與他們進行互動。精神健康一向是啟勵的核心服務之一，若我們不正視年輕人的需求，他們將啟動消極應對機制，如：自我傷害、濫用藥物，繼而衍生更長遠的精神健康問題。

- 超過一半受訪者表示，他們在新聞及社交媒體上看到疫情消息時感到十分焦慮
- 29%受訪者表示，他們正努力適應在家學習模式
- 59%受訪者指出，他們因學業成績落後感到壓力
- 66%受訪者表示，他們對疫情為其未來帶來負面影響感到有壓力
- 66%受訪者表示，他們因無法與朋友及老師聯繫而感到有壓力
- 46%受訪者指出，在家學習使他們感到孤獨
- 27%受訪者說，他們及身邊朋友均有可能在停課期間使用酒精或藥物
- 38%受訪者表示不知道如何獲得精神健康支援

3

ONLINE LEARNING 網上學習

KELY has always worked closely with schools because it's a key way for us to reach large groups of young people, but our programmes are also a key way to support teachers, principals, and school counsellors who strive to nurture well-rounded young people. During the pandemic, schools were especially stretched to adapt to delivering high quality education to their students from a distance, and had little time or resources to dedicate to support for mental health or life skills.

Following several conversations with our school partners, we created eight online learning modules around KELY's areas of support for teachers and counsellors to share with their students. Each toolkit includes videos and worksheets, allowing young people to learn at their own pace, and is hosted on our website, making it easy for schools to access and share them with their students at home.



- 8 toolkits produced around KELY's three core areas
- We shared the toolkits with 33 English-speaking and ethnic minority secondary schools in Hong Kong
- The toolkit videos have been viewed more than 800 times

In addition to our Youth Toolkits, we also adapted our signature programme Get Positive! stress management programme, into a series of 10 "Social Circus x Stress Relief" videos that young people could follow from home. As in our Get Positive! programme, we used social circus and juggling skills as a vehicle for learning about stress relief strategies and taking care of their own mental health.

- Our Social Circus x Stress Relief videos have been viewed more than 7,500 times across KELY's social media channels





Our aim is for online learning to become a key aspect of KELY's future programmes, to supplement our in-person workshops. Doing so will allow us to optimize the limited face-time we have with young people and enable them to engage with the content in multiple ways.

啟勵一向與學校保持合作，緊密接觸本港年輕人。我們的項目亦為致力培養年輕人的校長、教師和學校輔導員提供專業支援。疫情期間，學校被迫透過遠距離教學。教職員為了專注傳授學術知識，無法投放充足時間或資源關注學生的精神健康，更甚幫助他們建立生活技能。

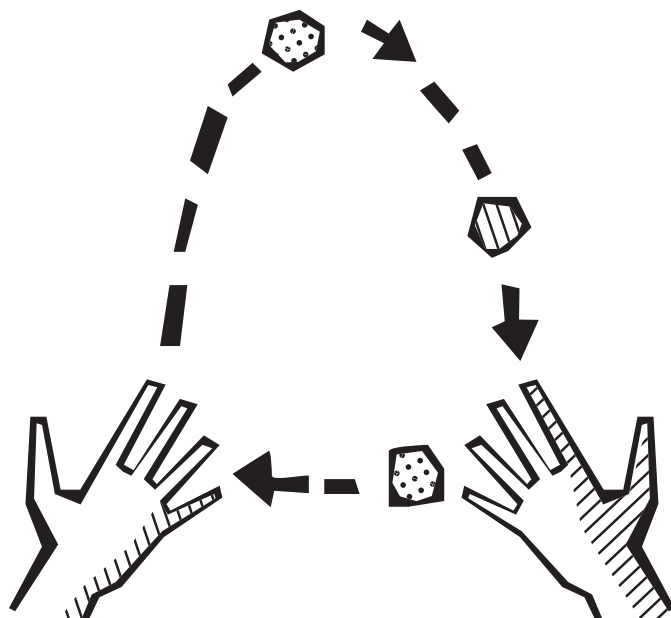
我們與學校夥伴經過多番溝通，決定從啟勵的核心支援服務中，創建八個以工具箱形式呈現的網上學習單元，供學校作教學用途。每個工具箱均包含影片和工作紙，年輕人可依照自己的學習進度使用相關資源。

- 根據啟勵三個核心服務，建立8個青年多元工具箱
- 我們與本港33間英語及少數族裔中學分享有關學習資源
- 我們的學習影片一共獲得超過800觀看次數

除了製作青年多元工具箱外，我們還在壓力管理項目《成功在望!》上取得全新突破。我們拍攝一連十集《學"雜"減壓有辦法》影片，讓年輕人通過在家觀看影片，在學習雜藝技巧之時，裝備各式各樣的減壓方法，以及照顧自身精神健康的種種策略。

- 我們在社交媒體上發放《學"雜"減壓有辦法》影片，合共獲得超過7,500觀看次數

我們希望在未來服務中，廣泛利用網上學習模式，以彌補面授項目的不足，並有效地透過不同渠道與青年互動。



SOSKELY

4

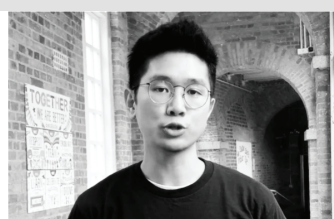
In previous years, our SOSKELY programme has always focused on outreach at major sporting or music events in Hong Kong. Our SOSKELY team and volunteers promote harm reduction strategies and create a safe space for young people to rest, recover, and get emotional support. While we were able to be at the annual electronic music festival, Creamfields, in December 2019, large events were quickly canceled or postponed as we stepped into 2020.

In spite of not being able to gather in person, we knew that the work of SOSKELY was more important than ever, simply in a different format. It was clear from our surveys on youth that we would need to focus on mental health support and in light of the restrictions on gatherings, the safe spaces we created would need to be online.

Our team took to the internet, breathing new life into our SOSKELY social media platforms to engage with youth. Through our SOSKELY social media channels, we:

- Hosted fun and interactive online engagements to stay regularly connected with young people and ease feelings of isolation
- Produced content aimed at breaking taboos and encouraging open conversation about mental health issues
- Shared tips and strategies for coping with stress and anxiety, developing healthy habits, and taking care of one another
- Cultivated a safe space for young people to ask questions about mental health anonymously and receive accurate and reliable answers from our professional team

They asked, we answered! Here are some of the questions young people asked anonymously through our Keep Calm & Ask KELY social media series:





- What is the line between honouring a friend's privacy and telling another trusted adult/person for help?
- How do we approach people with any forms of mental disorders in the best/comforting way possible?
- Do we do more harm than good when we self-diagnose our mental health condition?

過去數年，我們的員工及義工一直透過SOSKELY，於香港大型體育或音樂賽事中進行外展服務。當中，我們除了向年輕人宣傳緩害策略外，還為他們提供一個安全地方休息、恢復體力，以及獲得所需的情緒支援。自踏入2020年，許多大型活動都因故取消或延遲；故我們於2019年12月，在Creamfields的年度電子音樂節服務過後，已暫緩我們的緩害外展活動。

儘管我們無法與青年面對面交流，但SOSKELY工作比以往任何時候都來得重要，只是我們需要徹底改變整個運作模式。從青年調查中得悉，我們需將支援方向聚焦於精神健康之上。

基於社交距離措施所限，我們將支援青年的安全空間移師至網上層面。為了與一眾年輕人互動，我們在社交媒體平台SOSKELY注入新力量，並通過該渠道：

- 舉辦有趣的網上互動活動，定期與年輕人保持溝通，緩解他們的孤獨感
- 製作相宜內容，鼓勵人們公開談及精神健康議題，從而打破有關禁忌
- 分享應對壓力與焦慮的貼士及策略，讓青年在培養健康習慣時，學習互相照顧
- 營造一個安全空間，讓年輕人以不記名方式提出有關精神健康的問題。我們的專業團隊隨後提供準確可靠的答案



有問有答! 以下是年輕人透過《幫緊你·啟勵幫緊你》社交媒體平台提交的問題:

- 當友人受到精神健康問題的困擾時, 我們應如何在保障其私隱的同時, 將其問題告知值得信賴的成年人呢?
- 我們應如何接觸患有精神疾病的人, 讓他們感到舒適和安心呢?
- 「自我診斷」精神健康狀況對我們而言, 弊多於利嗎?

COOLMINDS YOUTH MENTAL HEALTH PLATFORM COOLMINDS 青年精神健康平台

5

Last year, we kicked off a partnership with our friends at Mind HK to launch Coolminds, an initiative promoting mental health awareness, support, and understanding in Hong Kong's youth and those around them. Bringing together KELY's three decades of working with young people in Hong Kong and Mind HK's depth of knowledge in mental health and network for international resources, we were thrilled to launch our Coolminds website this year, offering accurate, relevant, and helpful mental health resources for young people and those around them. Through the Coolminds platform, we also offered mental health literacy workshops and webinars for young people.

- Coolminds provided 4 face-to-face workshops and 23 webinars, reaching 1,662 young people
- After participating in a Coolminds workshop or webinar:
 - 64.83% indicated that they were comfortable talking about mental health
 - 66.26% indicated that they knew about ways to reduce stigma around mental health
 - 74.44% indicated that they were aware of signs of anxiety disorder and depression
 - 70.56% indicated that they knew how to take care of their own wellbeing
 - 76.69% indicated that they knew where to seek help if needed





"I think the stigma part of the webinar stood out from all of the other talks that I have attended before about mental health, because they never talked about stigma at all. I think it's quite useful to know about."

- Anonymous workshop attendee

"What I really liked about the workshop was that the concepts were really easy to understand, and the materials were also very aesthetically pleasing and clear. It made hard-to-grasp concepts much easier to understand. For example the slide about stigma explains the term really well. I've heard of the word before but never really knew what it meant, and this slide taught me more about it."

- Anonymous workshop attendee



Additionally, we hosted the first Hong Kong Mental Health Youth Summit, with the theme "Resilience: Supporting Each Other and Ourselves". The virtual, bilingual event was organised by our youth ambassadors, a group of volunteer secondary and university students in Hong Kong, and engaged young people through a mix of interactive workshops, panel discussions, youth speakers, film screenings, and activities.



- 304 individuals attended in person or virtually
 - 53% university students
 - 40% secondary school students
 - 7% other
- Participant feedback
 - 93% indicated that attending the Youth Summit expanded their knowledge of mental health
 - 87% indicated that the Youth Summit improved their understanding of the impact of mental health on their own quality of life
- Most popular discussion topics in the Youth Summit's interactive community board
 - Self-care
 - Diet culture
 - Social media and mental health

"The youth summit was an incredible and empowering experience to connect those in Hong Kong's youth mental health community to address such a pressing issue for our society. The event was immensely eye opening, with holistic guest speaker insight ranging from the exploration of the scientific side of mental health as shared by a neuroscientist to an olympic swimmer's journey with mental health in a competitive environment.

I'm also grateful to have been involved as a speaker, and to see the same level of passion for mental health in the youth ambassadors presenting and organizing the event. As part of the networking session, it was clear that the event had an obvious impact on other attendees and provided the motivation to be a stronger advocate for youth mental health as well. I hope that in the future, more conferences like the Youth Summit can be a catalyst for the change we wish to see!"

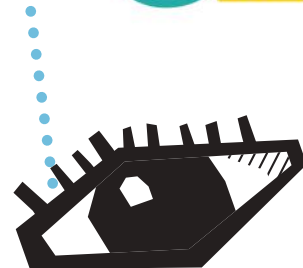
- Nyassa, aged 16, Youth Summit attendee and speaker

"The Youth Summit was an amazing experience as someone who has battled with depression and anxiety for many years. It was informative, but also an extremely authentic and personal experience. Being able to watch it live and personally connect with the speakers was an added bonus as you could truly feel the emotions and passion that every single speaker had about mental health. Even the slogan "for the youth to the youth" made me so empowered that my voice could actually be heard and I could make a lasting difference to help this community."

- Angel, aged 16, Youth Summit attendee

"The Youth Summit represented a change in the mental health discourse in Hong Kong. Most importantly, it allowed youth voices to be heard in a Summit directed towards them. For the longest time our society has emphasised behavioural norms like appearing composed and collected, limiting discussion about mental health in public spheres. It was incalculably important for me to plan the Summit, because it was a chance for me to change the way people view youth wellbeing and push for its de-stigmatisation. Thank you for supporting the Summit and allowing our messages to be spread!"

- Aerin, 16 years, Youth Summit ambassador



去年，我們與Mind HK開展夥伴合作關係，發起Coolminds項目，旨在提高本港青年及其身邊人對精神健康的意識。啟勵集合過往三十年從青年工作累積所得的精神健康知識，以及全球資源網絡，在2020年推出專為年輕人而設的Coolminds網站。除了提供一系列準確、實用的精神健康資源外，我們亦透過Coolminds平台，舉辦各種專業的工作坊和網絡研討會。

- Coolminds 為1,662個青年提供4個實體工作坊及23個網絡研討會
- 一眾青年參與Coolminds 工作坊或研討會後：
 - 64.83% 表示他們能更自在地談及論精神健康議題
 - 66.26% 表示他們了解改善精神健康污名化的方法
 - 74.44% 表示他們知道焦慮症及抑鬱症的症狀
 - 70.56% 表示他們學會如何照顧自己的精神健康
 - 76.69% 表示他們知道在哪裡求助

「我認為是次網絡研討會在討論有關精神健康污名化方面，比我以往曾參與過的任何講座都要出色。其他研討會從未主動談及有關這方面的資訊。我認為了解精神健康污名化對我們非常實用。」

—研討會匿名參與者

「在研討會中，講者所談及的概念很容易理解；他們使用的教材也很美觀、清晰。我很喜歡這些會議。研討會將一些難以掌握的概念，以更容易理解的方式呈現。例如，講者在闡述「社會污名 (stigma)」的簡報部分時，特別詳細地解釋這個名詞。我以前曾聽過這個詞語，但卻從來不知道它的真正意思。有關簡報真的教會了我不少。」

—研討會匿名參與者

此外，我們舉辦了首屆香港青年高峰會，主題為「逆境同行 護己助人」。這個網上雙語活動由我們的青年大使——本港一群中學生和大學生義工組成。我們通過互動工作坊、小組討論、青年演講、電影放映和其他活動，吸引本港年輕人積極參與。

- 304名青年曾親臨現場或在網上參與
 - 53% 大學生
 - 40% 中學生
 - 7% 其他
- 參加者反饋
 - 93% 表示，他們參與青年高峰會後，加深了解何謂精神健康
 - 87% 表示，青年高峰會使他們明白，精神健康如何影響他們的個人生活質素
- 在青年高峰會的互動社區委員會中，最常討論的議題為：
 - 自我關懷
 - 節食文化
 - 社交媒體與精神健康

「參與青年高峰會是一次令人難以置信，具啟發性的體驗。它把關心香港青年精神健康的群體緊緊連繫，共同解決社會面臨的迫切問題。是次活動令人大開眼界：演講嘉賓均對峰會議題抱有全面深入的見解，包括神經科學家對精神健康科學的探索，以至奧林匹克游泳選手如何在激烈的競爭環境中維持良好的精神健康狀況。」

我也很高興以演講嘉賓身份參與其中，並在各位籌劃活動的青年大使身上，看到了他們對推動精神健康的那份熱忱。這個網上活動對其他參與者有顯著影響，並鼓勵他們成為更強大的精神健康倡導者。我希望在未來，仍能看到更多尤如青年高峰會，為社會帶來正面改變的會議！」

—Nyassa, 16歲，青年高峰會參加者和青年講者

「對於一個長期對抗抑鬱症和焦慮症的人而言，青年高峰會屬一次奇妙的體驗。我們不僅從中獲得許多資訊，還可藉此機會親身分享真實、可靠的個人體會。能夠觀看現場演講、與講者進行交流，絕對是一個額外收穫，因為我們能夠真正感受每位講者對此議題的看法。單單是『以青年為本』這個口號，已經令我擁有足夠力量，讓其他人聆聽我的聲音之時，為社區帶來持久的正向改變。」

—Angel, 16歲，青年高峰會參加者

「青年高峰會見證香港在精神健康論述的蛻變。最重要的是，它讓年輕人的聲音，在一個專屬他們的峰會中流傳。長久而來，我們社會一直強調行為規範，人們必須跟從組織既有規定，同時亦限制其對精神健康的公開討論。能夠策劃這次峰會對我來說至關重要，因為這是一個讓我改變人們對青年精神健康看法的機會，並為其除去污名。謝謝諸位對峰會的支持，讓我們得以將這個信息傳播開去！」

—Aerin, 16歲，青年高峰會大使



6

THIS HONG KONG LIFE PODCAST 《香港生活》播客

In the youth surveys we conducted this year, nearly half of the respondents expressed feelings of isolation while studying at home. Responding to this finding, we launched This Hong Kong Life, a podcast featuring young people and their stories. Our goal was for young people to have a platform to share their feelings and experiences with their peers, and also to hear the common threads in their stories and not feel so alone.

Through this initiative, we have published more than 20 interviews with young people from different walks of life, sharing about growing up and living in Hong Kong, how they coped with life under COVID-19, and their personal stories and challenges with mental health. The podcast can be found on our website and other major podcast streaming sites such as Spotify and Apple Podcasts.

- Produced 21 episodes of This Hong Kong Life
- Downloaded and listened 2,700+ times

根據我們今年的青年調查，近一半受訪者表示在家中學習時感到孤獨。針對有關問題，我們特別推出《香港生活》播客——提供平台，讓年輕人得以擁有一個與同齡人分享感受及經驗的平台，細訴他們的故事，互相聆聽、找到共同話題，不再感到孤單。

通過《香港生活》，我們播放超過20個播客，環繞來自不同背景年輕人的訪談；他們積極分享：在香港成長及生活的故事、如何應對疫情帶來的轉變、以及精神健康的挑戰。您可以在我們的網站和其他主要播客串流媒體（例如Spotify和Apple Podcast）收聽節目。

- 製作21集《香港生活》播客節目
- 下載及收聽次數超過2700次



SCHOOL-BASED PROGRAMMES 校本項目

7

While our school-based programmes were severely disrupted due to the pandemic, we were still able to complete two of our programmes before schools closed:

Growing Up with KELY

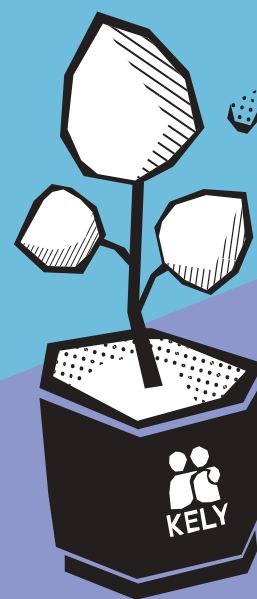
Growing Up with KELY aims to help students to develop resilience, understand themselves better, and identify ways to cope with challenges. In addition, based on a mental health assessment conducted at the beginning of the year, we identify students who are vulnerable to mental health disorders and provide targeted support in the form of group and individual therapy to those who needed it the most.

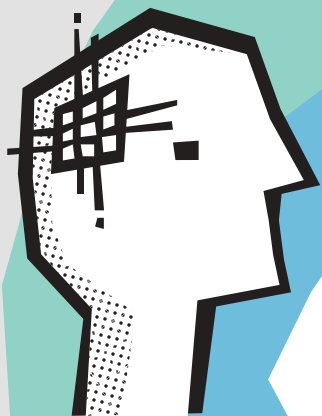
- We conducted mental health assessments for 235 students and provided 21 students with individual counselling and 7 students with group therapy
- For students who received individual counselling:
 - 81% learned one or more strategies to solve or cope with problems
 - 71% learned to think more clearly to reduce distressing emotions or behaviours
 - 62% feel better about reaching out for help and support when they face problems
- Here are some of the things students had to say about participating in group therapy:

"I learned that to think positively is better than thinking negatively. I also learned about emotions and to see things from different perspectives."

"I learned that when you are stuck in the darkness, there is always a way out to the light again."

"I learned how to express myself using 'I' statements and to look at things from the other person's perspective."





Coding for Life

Coding for Life aims to help young people who have little access to positive youth development opportunities to develop life skills and resilience along with coding skills. While we weren't able to meet in person this year, we adapted our materials to a digital form so that students could learn on their own. Our Life Skills modules helped participants to understand their personal values, learn about effective time management, and make sense of their emotions, while our Coding modules focused on equipping participants with the skills needed to be able to build apps, websites, and other web-based resources.

- 11 students participated in our online Coding for Life programme, completing 6 Life Skill modules and 6 Coding modules

"Coding is so important in our day and age and I felt thankful for this opportunity to participate in the programme. The goal-setting part was also very helpful, because it felt directly applicable to my life."

- Programme participant, aged 16

"The video animation was good and it was easy and clear to view. I haven't had the chance to do much with technology since F.1 and I am glad this programme provided an easy platform for me to learn coding."

- Programme participant, aged 14

"I liked the design of the programme and the topics felt very relevant. I feel that goal-setting is so important for someone my age. I don't think many people realise that small goals lead to big goals. Personal values were also a good one, it helped me think about myself in a better way."

- Programme participant, aged 16

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疫情下，我們的校本項目遭受嚴重影響，但仍有幸在停課前完成其中兩個項目：

Growing Up with KELY

Growing Up with KELY 旨在幫助學生建立抗逆能力，讓他們更了解自己，學習如何應對挑戰。另外，根據去年年初推行的精神健康評估，我們識別出具有患上精神健康疾病風險的學生，並以小組和個人療法形式，為最有需要的學生提供針對性支援。

- 我們為235名學生評估精神健康，並為21名學生提供個人輔導服務，為7名學生提供小組治療
- 曾接受個人輔導服務的學生表示：
 - 81% 學到一個或以上解決或應對問題的策略
 - 71% 學會如何通過清晰思考，排解沮喪等負面情緒或行為
 - 62% 在遇到問題時，勇於尋求支援或協助。個程中，他們感覺良好
- 曾接受小組治療的學生則表示：
 - 「我明白到，積極思考比消極思考更具意義。我亦加深對情緒的認識，並學會從不同角度看待事情。」
 - 「我了解到，當您身處黑暗時，前方總有通往光明的大道。」
 - 「我學會如何用『我』來表達自己，以及如何從他人角度看待事情。」



Coding for Life

Coding for Life 旨在幫助一些幾乎沒有正向發展機會的年輕人，裝備各種編碼技巧，建立生活技能和抗逆能力。在這年，面授課堂的機會大大減少；因此我們便將教學材料改編成網上版本，讓學生自行學習。這些教材分為不同的生活技能單元，有助學生了解個人價值，學習有效的時間管理技巧，掌握個人情緒。編碼課程則著重教授技巧，教導學生建立手機應用程式、網站和其他網上資源。

- 11 名學生參與了我們的網上Coding for Life工作坊，並完成6個生活技能單元與6個編碼單元課程

「影片中的動畫效果很棒，內容清晰、也很容易收看。從中一開始，我便很少有機會接觸科技，很高興這個工作坊能為我提供一個簡易的編碼學習平台。」

- 項目參加者，14歲

「編碼在這個時代漸趨重要，我很感激參加是次項目的機會。『設定目標』這部分對我非常有幫助，我能直接應用在生活上當中。」

- 項目參加者，16歲

「我十分喜歡項目的設計模式，並覺得有關主題很切合我們所需。我覺得『設定目標』，對我這個年齡的人甚為重要。很多人並未意識到，達成小目標將能帶領我們走向大目標。『個人價值觀』亦十分重要，它能助我進一步了解自己。」

- 項目參加者，16歲

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8

COMMUNITY ENGAGEMENT & ADVOCACY 社區參與及倡導工作

KELY has always been a voice for young people in Hong Kong, and we continued to champion the needs of young people through our regular opinion pieces in the media, speaking engagements, and awareness campaigns.

Here are some of the international events and conferences that we spoke at this year:

- **5th Asian Pacific Problem Gambling and Addiction Conference 2020** - our Programme Manager, Cindy Ng, shared about KELY's SOSKELY outreach programmes, discussing how we can leverage cross-sector collaboration to effectively reduce harm for young people
- **Laureus Sport for Good Mental Health and Wellbeing Through Sport Regional Forum** - our Executive Director, Sky, discussed the power of awareness, education, and sensitisation in reducing stigma and discrimination around mental health and our Programme Manager, Cindy, spoke about how we can create safe spaces for children and young people to develop physically and mentally
- **This Can Happen Asia - Empowering Workplace Mental Health** - Sky joined experts around Asia to discuss drug related challenges within the workplace
- **HK Mental Health Conference** - Sky shared about the role of schools in mental health and how we can redefine success for young people
- **HKCSS Drug Rehabilitation and Services Exchange Conference 2020** - Sky moderated conversations between other experts to discuss reduction trends as well as innovations in drug prevention in Hong Kong

Our Executive Director, Sky Siu, also took an active role to represent KELY in an NGO Task Force to advocate on behalf of the NGO sector, especially non-subsidised organisations. This year, many organisations that do critical work for our community faced additional challenges due to a decrease in revenues and increase in demand for services. Through the NGO Task Force, a campaign was launched to ask the Hong Kong



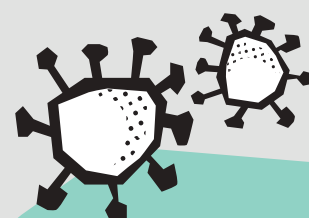
government to ensure that non-subsidized NGOs like KELY wouldn't be left out from the government's COVID-19 relief measures. After four months of advocacy, which included a petition signed by 176 leaders of non-subsidized NGOs nonprofit leaders, several media appearances, and awareness raising efforts, the government granted non-subsidized organisations up to four months of salary subsidies, ensuring that hundreds of NGOs would be able to keep their doors open during this critical time.

啟勵一直為香港年輕人發聲，通過媒體定期發表意見、踴躍參與演講及舉辦宣傳活動。

過去一年，我們出席了以下國際活動和研討會：

- **第五屆亞太區問題賭博及成癮問題研討會 2020** - 我們的項目經理——吳芷旻小姐 (Cindy)，在研討會中分享啟勵的SOSKELY緩害外展項目，討論如何透過跨界別合作，有效減低藥物及酒精對年輕人的傷害
- **勞倫斯體育公益精神健康地區論壇** - 我們的行政總監——蕭加欣小姐 (Sky) 講述提高意識及教育，能如何有效減少心理健康污名與歧視；我們的項目經理Cindy則談及如何為兒童和青年創造安全空間，以促進正面身心發展
- **This Can Happen Asia - Empowering Workplace Mental Health** - Sky與亞洲其他專家，一起討論藥物在職場上帶來的挑戰
- **香港心理健康研討會** - Sky分享了學校在推動精神健康方面擔任的角色，以及我們應如何為青年重新定義成功
- **戒毒服務交流研討會2020** - Sky在一眾專家談話擔任主持，帶領討論全球緩害趨勢，以及香港在預防濫藥方面的革新

我們的行政總監蕭加欣小姐 (Sky) 不時代表非政府組織界別，特別是非津貼非政府機構，進行積極倡導工作。過去一年，非牟利機構收入減少，但服務需求卻急劇增加，為我們的社區工作帶來更多挑戰。有見及此，我們透過非政府組織團員，發起一項運動，懇請香港政府為如啟勵這樣的非津貼非政府組織，制訂2019冠狀病毒病紓困措施。經過四個月的努力，我們接獲176名非津貼非政府組織負責人在請願書上聯署聲明，媒體也報道相關事宜，喚起公眾關注；政府終於為數百個非津貼非政府組織，提供長達四個月的工資補貼，以確保我們能夠在這個關鍵時期仍然保持開放，繼續運作。



FINANCIAL HIGHLIGHTS

財政摘要

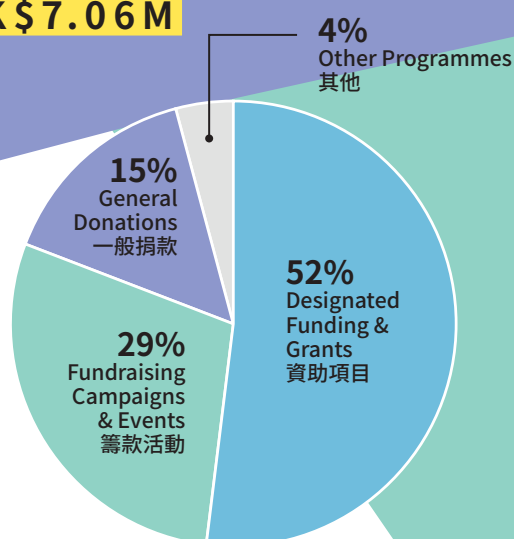
As a small nonprofit that does not receive any government subventions, we rely on private donations for our daily operations and future growth. We are especially grateful this year for our funders and donors who gave generously and flexibly, enabling us to focus on responding to young people's needs. We treasure every donation, big or small, and strive to use every dollar responsibly for our mission of empowering young people to reach their full potential.

作為一所非政府資助的小型非牟利機構，我們依靠私人捐款來維持日常運作及未來發展。對這一年間，一直慷慨支持我們的善長仁翁，我們衷心感謝；幸得有您同行，我們才能持續為青年服務，迅速回應他們的需求。無論金額多少，我們都珍惜每筆捐助，並會善用每分每毫，完成使命——啟發青年潛能，讓其盡展所長。

KELY'S INCOME

收入來源

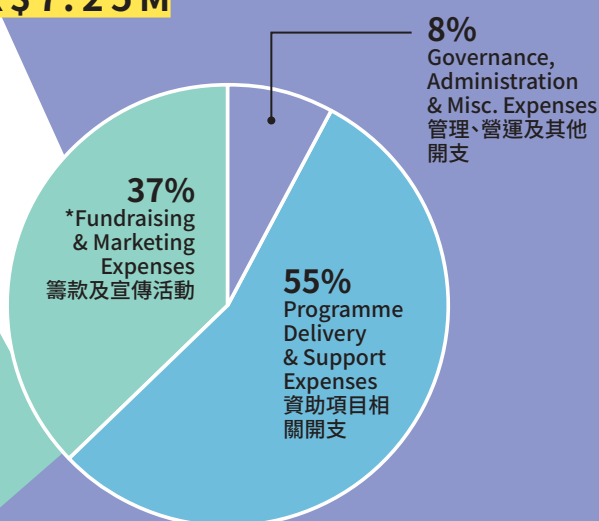
HK\$7.06M



KELY'S EXPENDITURE

支出用途

HK\$7.25M



* Part of fundraising expenses results in the income generated under fundraising campaigns/events, designated funding/grants & general donations. Fundraising expenses include joint partnership initiatives with external parties fundraising for KELLY. 部分籌款支出來自籌款活動、資助項目和一般捐款。籌款支出包括：啟勵與其他合作夥伴共同發起的籌款活動。

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31 MARCH 2020

	2020(HK\$)	2019(HK\$)
General Donations	1,046,574	837,715
Designated Funding & Grants	3,661,092	3,264,285
Fundraising Campaigns & Events	2,025,900	2,797,062
Other Programmes & Income	330,091	299,504
Total Income	7,063,657	7,198,566
Employee Remunerations	4,825,603	4,519,487
Designated Programmes	801,963	787,384
Other Programmes	159,529	93,938
Fundraising Expenses	1,259,441	1,508,007
Governance & Administration	152,879	195,415
Depreciation	54,753	42,236
Total Expenditure	7,254,168	7,146,467
Surplus / (Deficit)	-190,511	52,098

BALANCE SHEET AS AT 31 MARCH 2020

	2020(HK\$)	2019(HK\$)
Non-Current Assets		
Property, Plant and Equipment	77,279	116,632
Current Assets		
Other Receivables and Prepayments	374,961	348,022
Cash at Banks and in Hand	2,631,970	2,640,601
	3,006,931	2,988,623
Current Liabilities		
Accruals and Other Payables	77,360	33,098
Deferred Income	652,803	527,599
	730,163	560,697
Net Current Assets	2,276,768	2,427,926
Net Assets	2,354,047	2,544,558
Financed by: Retained Surplus	2,354,047	2,544,558

PEOPLE AT KELY

啟勵成員

Honorary Patron	榮譽贊助人
Mrs. Anne Marden	馬登夫人
Ambassador	大使
Mr. Vivek Mahbubani	Mr. Vivek Mahbubani
Board of Directors	董事會
Mr. Andrew Jones, Emeritus Chairman	Mr. Andrew Jones, 榮譽主席
Mrs. Fern Ngai, Chair	魏余雪奕女士, 主席
Mrs. Rebecca Turner Lentchner, Vice Chair (until December 2020)	Mrs. Rebecca Turner Lentchner, 副主席 (截至2020年12月)
Mr. Tony Bruno, Treasurer	Mr. Tony Bruno, 司庫
Mr. David Simpson, Board Member	Mr. David Simpson, 董事會成員
Mr. Gary Cheng, Board Member	鄭書恒先生, 董事會成員
Ms. Karen Liu, Board Member	劉逸平女士, 董事會成員
Ms. Maria Sit, Board Member	薛昕女士, 董事會成員
Dr. Michelle Ng, Board Member	伍曉琳醫生, 董事會成員
Mr. Paul Tchen, Board Member	陳寶山先生, 董事會成員
Ms. Pilar Morais, Board Member	Ms. Pilar Morais, 董事會成員
Dr. Timothy Woo, Board Member	胡承恩博士, 董事會成員
Staff	職員
Ms. Sky Siu, Executive Director	蕭加欣小姐, 行政總監
Ms. Stephanie Choi, Deputy Director	蔡寶明小姐, 副行政總監
Ms. Cindy Ng, Programme Manager	吳芷旻小姐, 項目經理

Mr. Kelvin Chee, Office Manager	朱嘉謙先生, 行政經理
Ms. Kinki Chung, Senior Development Officer	鍾思琪小姐, 高級資源發展主任
Ms. Vicky Wong, Corporate Communications Officer	黃靖宜小姐, 傳訊主任
Ms. Carina Ng, Programme Consultant	吳嘉玲小姐, 項目顧問
Ms. Danielle Yeung, Programme Consultant	楊洛小姐, 項目顧問
Ms. Iris Wong, Programme Coordinator	黃麗如小姐, 項目統籌主任
Ms. Nanki Luthra, Programme Coordinator	Ms. Nanki Luthra, 項目統籌主任
Ms. Jamie Vitto, Youth Services Officer	Ms. Jamie Vitto, 青年服務主任
Mr. Marco Wan, Youth Services Officer	尹嘉俊先生, 青年服務主任
Ms. Medora Choi, Youth Services Officer	蔡明怡小姐, 青年服務主任
Mr. Patterson Cheung, Youth Services Officer (RSW)	張浚彥先生, 青年服務主任 (註冊社工)
Ms. Rachel Wong, Youth Services Officer	黃卓敏小姐, 青年服務主任
Mr. Tony Ng, Youth Services Officer	吳子峰先生, 青年服務主任





Fundraising & Events Committee (Chaired by Ms. Pilar Morais)	籌款及活動委員會 (由Ms. Pilar Morais主持)
Mr. Alex Kent	Mr. Alex Kent
Ms. Amy Leung	Ms. Amy Leung
Ms. Sky Siu	蕭加欣小姐
Mr. Tony Bruno	Mr. Tony Bruno
Programme Committee (Chaired by Ms. Karen Liu)	項目委員會 (由劉逸平女士主持)
Professor Karen Joe-Laidler	Professor Karen Joe-Laidler
Dr. Alvin Wong	Dr. Alvin Wong
Ms. Maria Sit	薛昕女士
Ms. Sky Siu	蕭加欣小姐
Dr. Timothy Woo	胡承恩博士

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Mr. Tony Bruno	Mr. Tony Bruno
Board Governance Committee (Chaired by Mrs. Rebecca Turner Lentchner)	董事會管治委員會 (由Mrs. Rebecca Turner Lentchner主持)
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鳴謝

Over the past year, KELY has been fortunate to have community leaders, corporate donors, and dedicated volunteers to help us continue our work for young people in Hong Kong. We thank all these groups and individuals for their time and generosity.

過去一年，啟勵有幸獲得眾多社區領袖、企業捐贈者，以及義工朋友的鼎力支持，讓我們繼續為香港青年服務。我們希望藉此機會，答謝所有付出寶貴時間，以及慷慨解囊的團體和人士。

Grant Partners 項目資助者



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The Hong Kong Polytechnic University	香港理工大學
The Hong Kong University of Science and Technology	香港科技大學
The University of Hong Kong, Faculty of Social Sciences	香港大學社會科學學院
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Australian International School	香港澳洲國際學校
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Chan Shu Kui Memorial School	陳樹渠紀念中學
Cheung Chau Government Secondary School	長洲官立中學
Chinese International School	漢基國際學校
Chinese Manufacturers' Association Choi Cheung Kok Secondary School	廠商會蔡章閣中學
Creative Secondary School	啓思中學
Delia Memorial School (Glee Path)	地利亞修女紀念學校(吉利徑)
Delia Memorial School (Hip Wo)	地利亞修女紀念學校(協和)

Delia Memorial School (Hip Wo No.2 College)	地利亞修女紀念學校(協和二中)
Fanling Government Secondary School	粉嶺官立中學
French International School	香港法國國際學校
German Swiss International School	德瑞國際學校
HKTA The Yuen Yuen Institute No.3 Secondary School	香港道教聯合會圓玄學院第三中學
Hoi Ping Chamber of Commerce Secondary School	旅港開平商會中學
Hong Kong Academy	香港學堂
Hong Kong Teachers' Association Lee Heng Kwei Secondary School	香港教師會李興貴中學
Hong Kong Weaving Mills Association Chu Shek Lun Secondary School	香港布廠商會朱石麟中學
Independent Schools Foundation Academy	弘立書院
Islamic Dharwood Pau Memorial Primary School	伊斯蘭鮑伯濤紀念小學
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Po Leung Kuk Yao Ling Sun College	保良局姚連生中學
Quarry Bay School	鰂魚涌小學
Saint Francis Xavier's School Tsuen Wan	荃灣聖芳濟中學
Sha Tin College	沙田學院

Sir Ellis Kadoorie Secondary School (West Kowloon)	官立嘉道理爵士中學(西九龍)
Shun Tak Fraternal Association Yung Yau College	順德聯誼會翁祐中學
Sing Yin Secondary School	聖言中學
St. Paul's Co-educational College	聖保羅男女中學
The Church of Christ in China Heep Woh College	中華基督教會協和書院
West Island School	西島中學
Yew Chung International School (Secondary)	耀中國際學校(中學部)
Yu Chun Keung Memorial College No.2	余振強紀念第二中學
The Church of Christ in China Kei Chi Secondary School	中華基督教會基智中學

KELY is a member of the Hong Kong Council of Social Services and The Community Chest of Hong Kong.

啟勵扶青會為香港社會服務聯會及香港公益金之機構會員。

Due to limited space, we are unable to list the names of all donors and supporters who have given us invaluable support. On behalf of our beneficiaries, we extend our sincere thanks to all of them for supporting our work in enabling young people in Hong Kong to reach their potential.

由於篇幅所限，我們未能盡列所有善長芳名。我們謹代表所有受惠青年，衷心感謝您們對啟勵的扶青工作給予支持，讓青年進一步盡展所長。

GET INVOLVED

齊來參與

We believe that empowering young people to reach their full potential is a team effort! Here are some ways you can get involved with KELY:

我們相信，欲啟發青年潛能，讓其盡展所長，必須依靠社會各界的支持！您可以循以下途徑參與我們的扶青工作：

BECOME A MONTHLY DONOR

Monthly donations give us confidence to plan for the future and the flexibility to respond to immediate needs or take advantage of opportunities. By giving on a regular basis, you make an investment in the future of KELY and in Hong Kong's young people!

FUNDRAISE FOR KELY

Engage your community by organising a fundraiser for KELY. Dedicate your birthday, throw a bake sale, or run a race - your support means that more people can learn about KELY and get involved in our work.

VOLUNTEER

As a small nonprofit organisation, we rely heavily on skilled and passionate individuals in the community who donate their time to us. Our volunteers help us in the office, at outreach events, and working directly with youth.

Visit our website at www.kely.org for more information on how to get involved.



成為月捐大使

每月捐助使我們擁有信心規劃未來，靈活應對迫切需要，並抓緊每一個機遇。透過定期捐款，幫助啟勵及香港青年盡展所長吧！

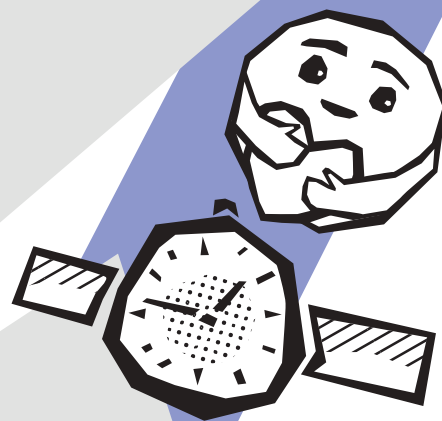
為啟勵舉辦籌款活動

為啟勵舉辦籌款活動，帶領身邊人一同踏上扶青之路！在您生日等大日子舉辦義賣活動，又或者參加慈善跑步競賽——您的支持，將讓社會上更多人認識啟勵，繼而參與我們的工作。

成為啟勵義工

作為一個非牟利機構，我們主要依靠社區中專業又有熱誠的人，貢獻寶貴時間，參與我們的義工團隊。義工除了在我們的辦公室、外展活動中提供協助，也有機會直接與青年交流。

瀏覽我們的網站 www.kely.org，以了解更多參與啟勵工作的途徑。



30
years

WWW.KELY.ORG

