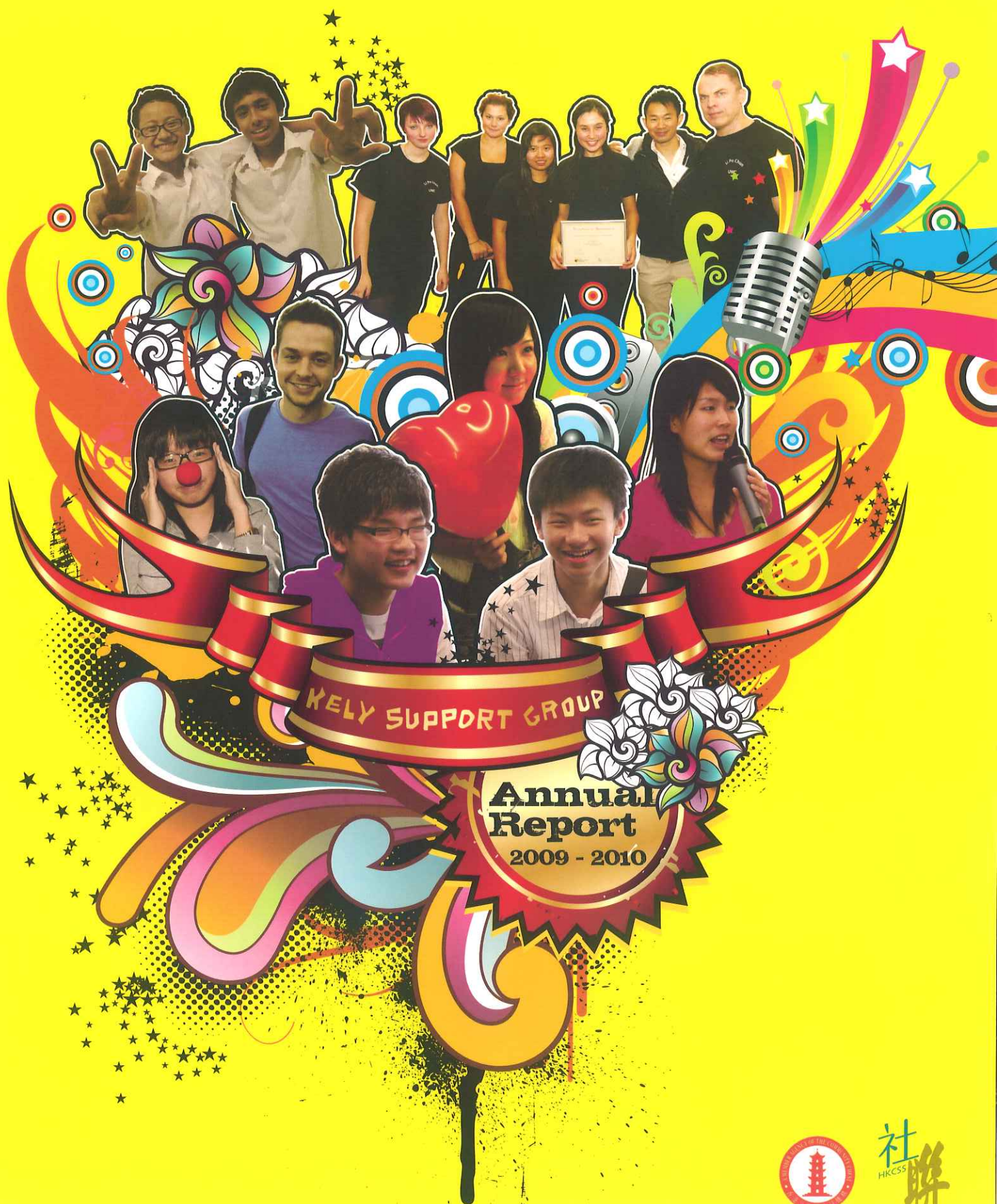




啟勵扶青會
KELY
SUPPORT GROUP



社聯
HKCSS



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給他們一個自助的機會
Helping young people help themselves

為年輕人注入力量，激發潛能
Empowering young people to
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啟勵扶青會
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關於我們

Our Background

啟勵扶青會於19年前由一名成功克服濫藥和酗酒問題的青少年成立。她發現透過與朋輩傾訴有助於解決上述問題，所以她立志成立啟勵扶青會，這是唯一一間提供全雙語服務的青少年機構，同時亦是首間成功引入“朋輩互助”概念去幫助青少年解決他們的問題。

KELY Support Group (KELY) was founded 19 years ago by a young student who was experiencing drug and alcohol problems. By sharing her problems with her peers, she was able to overcome her issues. This motivated her to establish KELY Support Group — the first fully bilingual youth organization to introduce the idea of peer support and self help in assisting young people through difficult times.



我們的使命

Our Mission

我們首要的關注群體是受濫用藥物和酗酒問題困擾的青少年。啟勵扶青會的使命旨在使年輕人能夠活得快樂和充實，以及幫助他們發揮所長。透過朋輩互助的理念，我們希望能培養時下青少年互相支持與關懷的態度。

With drugs and alcohol addictions among young people being our main concern, KELY's mission is to empower young people to live happy and fulfilling lives, as well as help them make informed life choices so that they will reach their full potential. Through peer interaction, we foster an attitude of care and support amongst today's young people.





我們的活動與服務

Our Programmes and Services

啟勵扶青會每年平均舉行十個活動，活動集中於四大範疇：濫用藥物和酗酒，長期自尊心與自信心低落，預防自殺以及負面身體形象的問題。為了針對服務需要，啟勵扶青會設立支援熱線服務、開展緩減傷害的教育和提昇公共意識的活動、提供朋輩互助的訓練、促進多媒體和藝術的創新活動以及舉辦全港性的青少年論壇。

On average, KELY runs 10 programmes a year, focusing on 4 priority areas: drugs and alcohol addictions, chronic low self-esteem or low self-confidence, suicide prevention, and negative body image. Our work takes the form of a helpline service, harm reduction education and public awareness activities, peer support training, multimedia and artistic initiatives, and youth forums.

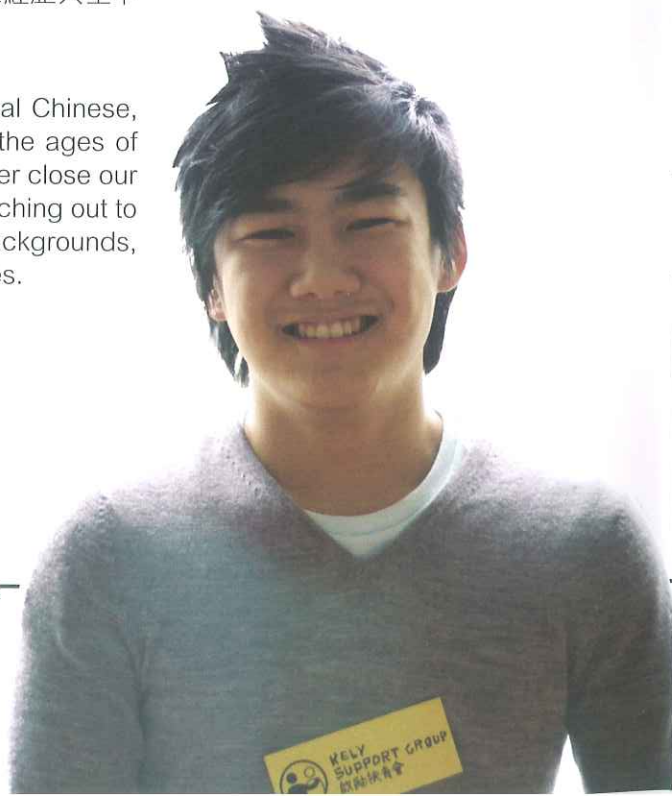
服務對象

Our Target Group

啟勵扶青會為本地的14至24歲的華裔、少數族裔與非華裔青少年舉辦各種的活動和提供多元化的服務。我們持開放的態度去關注所有有需要的青少年，更會特別關心及接觸那些被邊緣化的、來自草根階層的以及正在經歷人生中低潮之青少年，向他們提供協助。

KELY offers a wide range of programmes and services to local Chinese, ethnic minority and English-speaking young people between the ages of 14 to 24 years of age throughout Hong Kong. Although we never close our door to any young person in need, we place extra efforts on reaching out to youth from severely marginalized and poor socio-economic backgrounds, as well as those who are experiencing great distress in their lives.

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Helping young people help themselves



為年輕人注入力量，激發潛能
Empowering young people to
achieve their potential

計劃及服務目標

Our Programme and Service Objectives

- 提供一個具支援性的平台，以加強年輕人之間的溝通，期望以正面、有建設性和有創意的方法去解決有關情緒和行為問題，以及濫藥等相關的問題。
- 透過自助的精神去教育社區大眾，並培育香港年輕一代關愛與關心的態度。
- 為青少年及其家人提供支援服務，藉以強化他們處理情緒和行為問題，濫藥和相關問題的能力。
- 加強與各中學、慈善團體和有青少年參與的政府機構間的連繫和發展。
- 尋求新發展以配合香港青少年的需要。
- 透過適當的引導，例如提供訓練、創造機會提昇青少年的決策能力，以及提供相關指導和指引，去建立現今青少年的領導才能。
- To provide a supportive medium through which young people can communicate with each other so that emotional and behavioural difficulties, drugs and related problems can be addressed in a positive, productive and innovative manner.
- To educate the community through the spirit of self help, to foster attitudes of care and concern among young people in Hong Kong.
- To provide support services for youth and their families so that they have an improved capacity to deal with emotional and behavioural issues, drugs and related problems.
- To develop and foster strong partnerships with the secondary school system, government, and non-government agencies involved with youth.
- To grow and develop as an organization that is responsive to the needs of youth in Hong Kong.
- To create leaders out of today's youth through meaningful engagement, decision-making opportunities, mentorship and guidance.





我們的核心價值 Our Core Values

- | | |
|---------|------------------|
| ■ 青少年主導 | ■ Youth-focused |
| ■ 互助互勵 | ■ Supportive |
| ■ 不批判 | ■ Non-judgmental |
| ■ 保密 | ■ Confidential |
| ■ 擁有同理心 | ■ Empathetic |

我們獨特的工作方向 Our Unique Approach

由成立之初，啟勵扶青會都以「跳出傳統框架」方式作為運作方向。啟勵扶青會的服務與工作以最嶄新及創意的配合青少年所需，例如個人成長及發展、世界性的藝術和多媒體的創新活動。

啟勵扶青會為香港首間引入朋輩互助及自助概念的慈善機構，同時啟勵扶青會在運用雜耍學習的方式幫助青少年成長上被認為領導的地位。啟勵扶青會與世界知名的索拉奇藝坊合作八年，是香港現時唯一一間受認可的慈善機構，能有效及持續地以雜耍去幫助青少年身心成長。

Since its establishment, KELY has always operated "outside the box". As a general practice, KELY often finds the most innovative ways to work with youth by combining the latest personal development, artistic and multi-mediums approaches from around the world.

As a pioneer in bringing the concepts of peer support and self help to Hong Kong, KELY is also widely recognized as the leader for applying circus arts to young people's development. Through working with the world renowned Cirque Du Soleil for the past 8 years, KELY is one of the only organizations in Hong Kong who successfully uses circus arts as a sustainable and effective tool for youth development.

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主席報告

Message from the Chair

啟勵扶青會致力以創新、針對性及貼心的方式來承諾香港的青少年。團隊透過聆聽青少年的心聲，制定有關計劃以回應青少年近期的問題及他們常常所面對的困擾。透過我們所舉辦的計劃，盡力平衡每個青少年的需要。

在2009至2010年，以正面樂觀、具策略性和高透明度來概括我們的工作最適合不過。青少年問題在香港日益嚴重確實令人擔憂，不過啟勵團隊與一眾贊助人及青少年保持樂觀的態度。對於我們外展的工作者是極具挑戰性，因為社會所需要的幫助是遠超於我們可提供的。我們必須抓緊寶貴的時刻幫助青少年得到長遠的影響。我們需要一眾訓練有素的領導者站於一個合適的位置。我們勇於挑戰，全力以赴。

另外，籌募工作及令我們的工作更具效率成為我們近期的目標之一。啟勵是一個很小的團隊，需要大家不同的技巧去配合。而我們成功的關鍵在於提供訓練、完善計劃及不斷評估。每一位的捐助都很重要，因為他們的貢獻能令我們的工作坊及活動得到長期的效益。

第三，我們盡力向有需要的贊助人提供透明的匯報。每位贊助人標名在年度報告中，包括他們所支持的計劃及詳盡的開支報告。我們會盡力保持合乎經濟效益的同時，在細小的團隊下擁有一班全面培訓、合資格的領導者和外展工作者。

為了讓我們的目標得以達成，我們感謝捐助者無論在大型或是規模較小的活動的支持。我們重視多年的合作夥伴，包括Burberry Foundation、香港公益金和保安局禁毒處。我們亦歡迎新的合作夥伴包括陳一心家族基金、傅德蔭基金、香港美國會及香港理工大学應用社會科學系。

多謝鄧子聰先生的高瞻遠矚領導及團隊的貢獻，令啟勵扶青會發熱發亮。我們的任務是讓服務精益求精，繼續挑戰自我及回應青少年及社會的需要。

Diane Bohm
主席

KELY Support Group continues to be innovative, focused and incredibly committed to the youth of Hong Kong. The team listens to young people and develops programmes around issues of current need plus ongoing programmes around common issues for youth. This is a delicate balance and one that we strive to maintain through our program building.

Three words come to mind when reflecting on our work over the year 2009-2010: optimistic, strategic and transparent. The youth issues that are emerging in Hong Kong are very worrying and yet the KELY team keeps an optimistic attitude both with funders and with our youth. This can be very challenging for our outreach workers because the need in the community can be overwhelming in its immediacy. Our opportunity to capture valuable moments with youth and make an impact is time sensitive. We need to be at the right place with the right programme and the best trained leaders. This is our challenge and we strive hard to reach it.

One of our recent goals has been to become more strategic in our work and also in our fundraising. We have a small team and many skills are required of each one of them. Training, planning, and evaluating are keys to our success. It is important that each donor understand how their contribution fits into our development plan and also what the long term benefits can be for our workshops and activities.

Thirdly, we strive to be transparent in our reporting and in our presentations to potential donors. Each donor is entitled to our Annual Report, and full details of the expenditures within the projects that they support. We strive to be cost effective and at the same time have fully trained and qualified leaders and outreach workers on our small team.

In order to accomplish our goals, we truly depend on the support of our donors both for large scale projects and smaller ones. We value partners that have been with us for several years such as Burberry Foundation, The Community Chest of Hong Kong and Narcotics Division, Security Bureau. We welcome new partners such as The Chen Yet Sen Family Foundation, The Fu Tak Lam Foundation, The American Club Hong Kong and the Department of Applied Social Services of the Hong Kong Polytechnic University.

Thank you to the wonderful group of people that make KELY Support Group so successful under the strong and effective leadership of Chung Tang. Our mission continues to challenge us and our work with the community inspires us.

Diane Bohm
Chair

給他們一個自助的機會

Helping young people help themselves

行政總監報告

Executive Director's Report

2009至2010年度是啟勵扶青會重要的一年，10位同事合共舉辦了10個持續性活動和4個特別活動計劃。我們最成功的工作是能夠影響超過31,991位香港各區的青少年——不單能夠發揮他們自身的長處，同時培養他們發展生活所需要的技能及知識，從而回饋社會。

2009至2010年度也發生了一連串有關青少年悲劇的事件。在這段期間，青少年吸毒人數有明顯的上升趨勢，連鎖性的青少年自殺個案、社交網絡有教授青少年自殺的群組，以及有研究顯示超過60%的青少年認為自己是一名失敗者，並且不配擁有美好的生活。

當我們與青少年接觸時，發現他們需要學習拒絕濫藥的技巧。同時，我們亦得悉青少年正面對著種種來自學業上沉重的壓力，以及感到社會上的決策者並沒有為著他們的需要訂立合適的政策。

回應以上的挑戰，啟勵扶青會保持正面積極的方向去制定針對性的活動及服務給予我們的青少年。啟勵扶青會用心聆聽青少年的想法，並採用由下而上的工作方向，讓青少年能高度參與每個活動，包括策劃、執行及評估。

展望將來，啟勵扶青會致力促進社區的發展及維持青少年的身心健康。雖然青少年面對不同的挑戰，我們深信他們也有能力去克服困難，盡展潛能。

鄧子聰
行政總監

2009-2010 was a gigantic year for KELY, having accomplished 10 programmes and 4 special projects amongst a small team of 10 people. Perhaps what was most important about our work was the fact that we were able to touch the lives of over 33,386 youth across Hong Kong — not only helping them to find their own strengths to better their situations, but equipping them with essential life skills and knowledge to effectively contribute to mainstream society.

2009-2010 was also a significant year marked with a series of tragic events concerning our youth. During this period, we witnessed a sharp increase in the number of young people abusing drugs, a series of highly profiled youth suicides, the circulation of a facebook group teaching young people how to end their lives, as well as a major study indicating that more than 60% of young people in Hong Kong believe that they were **Losers**, and were undeserving of better life opportunities.

In our contact with young people, we found that many of them were in need of practical drug refusal skills. Through our focus groups, we also learnt that a large number of youth were facing enormous academic pressure at schools, and that many felt that policy makers were not making the right decisions for them.

In addressing these challenges, KELY continued to be optimistic — developing programmes and services which hit the issues that matter to our youth. We listened to what young people had to say, and used a bottoms-up approach in engaging them in our programme planning, implementation and evaluation.

As we look towards the future, KELY remains committed and dedicated to the social health and well-being of our youth. We firmly believe that despite all the challenges they may be going through, they have the inherent ability to overcome these difficulties and reach their full potential.

Chung Tang
Executive Director



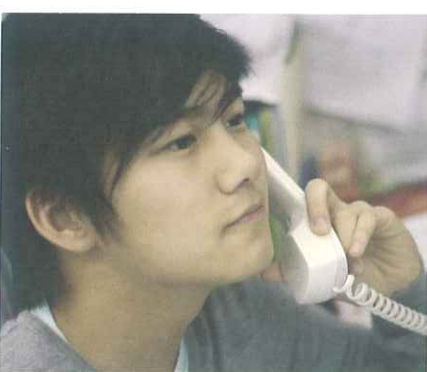


我們於2009至2010年度所舉辦的活動

Our 2009-2010 Programmes and Services

在2009至2010年度，啟勵扶青會舉辦了不同類型的活動及服務，所舉辦的活動不但跳出固有的框架，務求真切反映青少年的真正所需。通過數據及研究的分析及運用由下而上的工作方向外，啟勵扶青會鼓勵青少年組織一個籌委會，目的是讓他們參與、策劃及評估每個計劃。因此，青少年不單只接受我們的服務，更成為活動的策劃人。

For 2009-2010, KELY developed programmes and services that were not only "outside the box", but spoke to the real needs of youth. Through statistical and mapping analysis, as well as using a bottom's up approach, young people were encouraged to form youth committees and help in the conceptualization, implementation and evaluation of each project. As a result, the youth beneficiaries were not only those who were receiving our service, but those who were involved in the process throughout.



為年輕人注入力量，激發潛能
Empowering young people to
achieve their potential



聆聽心底的你 — 青少年支援熱線

Being There for Our Young People - Youth Helpline Service

利希慎基金及香港移動通訊有限公司贊助
Funded by the Lee Hysan Foundation and
CSL Limited Hong Kong.

紀正廷博士專業諮詢

Professional supervision by Dr. Justin Grayer.

根據我們的分析，香港現時大約有100萬多名的青少年，提供有關濫藥問題的輔導熱線只有約6條，而當中的2條熱線是提供雙語及轉介服務。由此可見，為了回應有限的青少年的熱線服務，啟勵扶青會在2010年4月重新啟動支援熱線。因獲得利希慎基金及香港移動通訊有限公司的慷慨贊助，啟勵扶青會的支援熱線能讓青少年能夠和我們傾訴有關他們企圖自殺、自尊心低落及情緒困擾的問題。大部份求助者致電時都感到沮喪，他們很需要有人聆聽其心聲。

Based on our own mapping, there were only 6 hotlines focused on providing drugs related counseling services to roughly 1 million young people in Hong Kong. Further research found that only 2 hotlines provided multi-lingual support and referral services. As a result of such gaps and in consultation with our youth stakeholders, KELY went back on the phones and re-launched its Helpline service in April 2010. With funding support from the Lee Hysan Foundation and CSL Limited Hong Kong, young people began calling us with regards to issues of suicide, low self-esteem, and emotional distress. Many youth who contacted us were feeling distressed at that very moment and just needed someone to talk to.

啟勵扶青會
KELY SUPPORT GROUP

We Listen with Our Hearts
聆聽心底的你

2338 5777 (Eng)
2338 5888 (中文)

Operating hours:
Monday-Friday 10am-5pm
Texting Service: 6394 3895
Free for CSL users
Email: help@kely.org

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傷害緩減教育和提昇公共意識的活動與培訓

Reducing Harm through Public Education, Awareness and Training

在2010年夏季的研究顯示，香港平均十間學校中有九間是存在學生濫藥的問題。雖然校園驗毒計劃在大埔區已實行，但其他地區的學校缺乏設備去支援有濫藥問題的學生。因此，啟勵扶青會在這年除了提供傷害緩減教育和提昇公共意識的活動與培訓，同時提倡正面及互助互勵的精神去協助有濫藥問題的學生。

A survey in the summer of 2010 found that 9 out of every 10 schools in Hong Kong had a student with drug abuse issues. Despite the fact that voluntary drug testing was employed in the district of Tai Po, we found that some schools lacked the infrastructure to properly support students with drug problems. As a result, KELY continued its efforts this year to not only provide public education, awareness and training, but promote a more positive and supportive approach to helping students who have drug issues.



校園毒品預防教育計劃及「藥物資訊天地」導覽服務 School Drug Education Programme and Visits to the Hong Kong Jockey Club Drug InfoCentre

保安局禁毒處贊助

Funded by the Narcotics Division, Security Bureau

透過與保安局禁毒處的合作，我們為超過7,579名來自國際學校及英語授課學校的學生提供了第一手有關濫藥和酗酒危害的資訊，以及教授有效的拒絕技巧及傷害緩減技巧。此外，啟勵扶青會為學生安排參觀「藥物資訊天地」及導覽服務。

青少年得到的知識及技巧：

- 毒品的危害性知識
- 社區資源及支援服務的資料
- 傷害緩減技巧
- 溝通及拒絕技巧

With the support of the Narcotics Division, Security Bureau, we reached 7,579 students from both the international and English-Medium of Instruction (EMI) schools in Hong Kong, providing them with first hand knowledge about the dangers of drugs and alcohol and equipping them with refusal and harm reduction skills. As part of this programme, we also organized extensive school visits to the Hong Kong Jockey Club Drug InfoCentre for our student stakeholders.

Knowledge and Skills Obtained by Youth Participants:

- Knowledge of the harmful effects of drugs
- Knowledge of community resources and support services
- Harm reduction skills
- Communication and refusal skills



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Keeping It REAL!

禁毒基金贊助

Funded by the Beat Drugs Fund

啟勵扶青會一向致力引入一些世界各地的嶄新及具創意性的策略，今年我們舉辦了名為Keeping It REAL!(拒絕、解釋、迴避及離開)的計劃，這個活動在美國是一個成功的反濫藥計劃。此計劃成功影響多達7,000名青少年，教授他們不受制於朋友之間的友誼，學習有效的拒絕技巧。啟勵扶青會調整此模式去接觸近100名的青少年去推行此計劃，例如透過一人一劇場、短片製作訓練及關注小組等等去瞭解青少年怎樣看待毒品和朋輩壓力的問題。直至今日，此計劃已經成功地影響了超過600名的青少年。

青少年得到的知識及技巧：

- 毒品的危害
- 溝通及拒絕技巧
- 團隊合作精神及解決問題技巧
- 自我認識及人際關係技巧

In line with KELY's practice of bringing new and exciting strategies from different parts of the world to Hong Kong, we proudly launched Keeping It REAL! (Refuse, Explain, Avoid and Leave), an award-winning drug-free strategy from the United States. With its reputable impact of over 7,000 American students, this strategy focused on giving young people concrete drug refusal skills without having them compromise their friendships. For Hong Kong, KELY re-adapted the approach and included the outreach to 100 youth participants to drive the project, the organization of playback theatre and short film training, as well as the coordination of focus groups to learn how young people saw the issue of drugs and peer pressure. The project impacted over 600 young people across the city to date.

Knowledge and Skills Obtained by Youth Participants:

- Knowledge of the harmful effects of drugs
- Communication and refusal skills
- Team work and team problem-solving skills
- Self-awareness and interpersonal skills





Speak IT!

九龍扶輪社贊助

Funded by the Rotary Club of Kowloon

這是啟勵扶青會的一大嘗試，我們融合少數族裔及本地青少年的想法，讓他們透過戲劇藝術和大型的青少年論壇說出對於罪犯的法律系統的意見。這個獨特的Speak IT! 計劃接觸了超過100名的青少年，討論了3個現行罪犯的法律系統的問題，包括因種族不同而受到欺凌、濫藥及失業。得到九龍扶輪社、香港李寶椿聯合世界書院的學生及香港善導會的協助，啟勵扶青會此計劃合共超過140名青少年得以受惠，我們發現青少年雖然對罪犯的法律系統只有少許認識，但他們很願意分享對此系統的看法，並能清晰地向服務提供者說出青少年的所需。

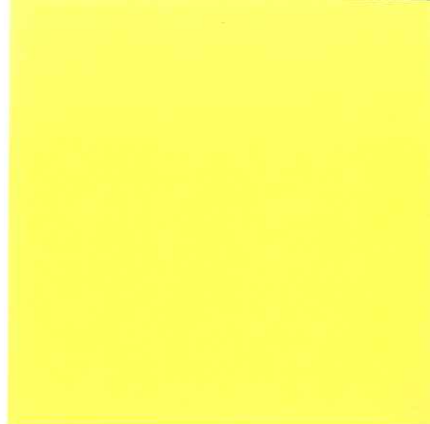
青少年得到的知識及技巧：

- 罪犯的法律系統知識
- 因種族不同而受到欺凌、濫藥及失業問題的知識
- 批判思考去分析問題的技巧
- 策劃及組織論壇技巧

For the very first time in KELY's history, we engaged with ethnic minority and local Chinese youth in talking about the criminal justice system through playback theatre training and a large-scale youth forum. Entitled Speak IT! this unique initiative involved outreaching to hundreds of young people and talking about 3 major issues including: racial bullying, drugs and unemployment as it relates to the current criminal justice system. With the assistance from the Rotary Club of Kowloon, Li Po Chun United World College of Hong Kong and The Society of Rehabilitation and Crime Prevention Hong Kong, KELY explored these issues with over 140 youth and found that many of them had very little knowledge of how the justice system worked but were willing to share crime prevention strategies as well as educate service providers on the realities of today's youth.

Knowledge and Skills Obtained by Youth Participants:

- Knowledge of the criminal justice system
- Knowledge of issues concerning racial bullying, drugs and unemployment
- Critical thinking articulation skills
- Special events and forum planning skills



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反濫藥生活始於家庭教育 — 家長論壇

A Drug Free Life Begins at Home - Parent's Forum

保安局禁毒處贊助

Funded by the Narcotics Division, Security Bureau

啟勵扶青會的首要服務對象為青少年，同時我們也會接觸他們的家長，教導他們協助青少年解決困難。透過與保安局禁毒處的合作，啟勵扶青會舉辦了一個論壇予家長，題為假如發現子女有濫藥問題時可如何應對。在論壇中我們以正面、互助互勵及非批判性的方式舉行，並得到香港警務處偵測高級督察Paul Lewis講述現今香港毒品問題的情況，以及由臨床心理學家紀正廷博士講解非主流家庭及系統理論治療予濫藥青少年，合共超過50名家長參與討論，讓他們得到足夠的知識去處理及支援他們的子女濫藥問題。

參加者得到的知識及技巧：

- 香港整體濫藥趨勢的知識
- 青少年濫藥問題的知識
- 社區資源及支援服務的資料
- 青少年主動參與性的技巧

Even though KELY's primary role is to provide support to young people, we also make an effort to reach out to a segment of the population that are important in helping our youth overcome their everyday challenges – that being parents. In partnership with the Narcotics Division, Security Bureau, KELY organized an evening forum for parents on how to approach their children if they suspect them of having a drug problem. Using a positive, supportive and non-judgmental approach, the forum had Paul Lewis, Detective and Senior Inspector of the Hong Kong Police force who gave an overview of the drug scene in Hong Kong, as well as Dr. Justin Grayer, Chartered and Clinical Psychologist who specializes in the use of alternative family / systemic therapy for young substance abusers. The forum had the participation of over 50 parents who were eager to increase their understanding of drug related issues and support their children.

Knowledge and Skills Obtained by Participants:

- Knowledge of drugs trends in Hong Kong
- Knowledge of issues concerning youth drug abuse
- Knowledge of where to find resources and information
- Youth engagement skills





透過能力提昇活動解決長期自信心低落的問題

Tackling Chronic Low Self-esteem through Building Capacity

從我們的研究及與家長、老師及社工的接觸發現，長期自信心低落對近100萬的青少年來說是一個主要的問題。雖然政府進行了一連串的教育改革，我們的青少年依然有長期自信心低落的問題並阻礙了他們追求自己的長遠目標。為了回應這問題，啟勵扶青會推行了一系列的能力提昇活動去加強青少年的自信心，同時處理青少年常見問題，包括種族歧視、貧窮、欺凌、階級歧視及性別歧視。

In our research and consultations with parents, teachers and social workers, many have said that chronic low self-esteem remains a major problem affecting our population of close to 1 million youth in Hong Kong. Although educational reforms have been made by the government, our young people continue to suffer from serious low self-esteem which has become a major barrier in achieving their life goals. In response to this reality, KELY has implemented a series of programmes which looked at self-esteem through the intersection of other issues such as racism, poverty, bullying, classism and sexism.



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主動積極去凝造種族和諧的環境

Being Proactive and Moving Beyond Racial Harmony

平等機會委員會贊助

Funded by the Equal Opportunities Commission

透過與平等機會委員會的合作，啟勵扶青會舉行了一系列的社區教育活動去探討香港種族歧視的問題。此計劃讓本地學生、少數族裔學生及國際學校學生討論種族歧視的問題、組織有關資料的概要、名片設計比賽及舉辦青少年論壇，並邀請了平等機會委員會、香港融樂會及聯合國人權組織的講者分享。100多名的參與者認為論壇富深刻見解性，並覺得政府在處理種族歧視的問題時並不充足，需要更多青少年的意見參與。此計劃直接影響了超過150名的青少年及約300名青少年間接受惠。

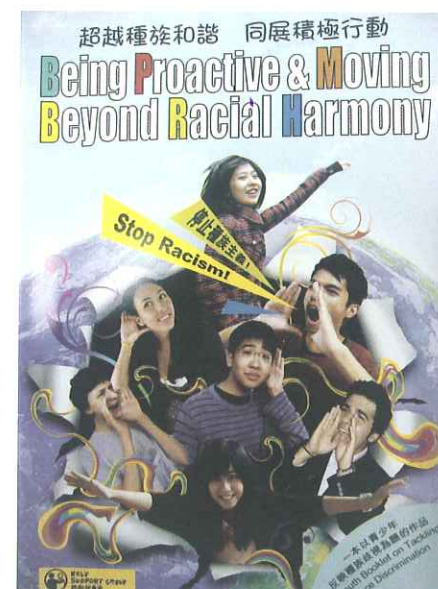
青少年得到的知識及技巧：

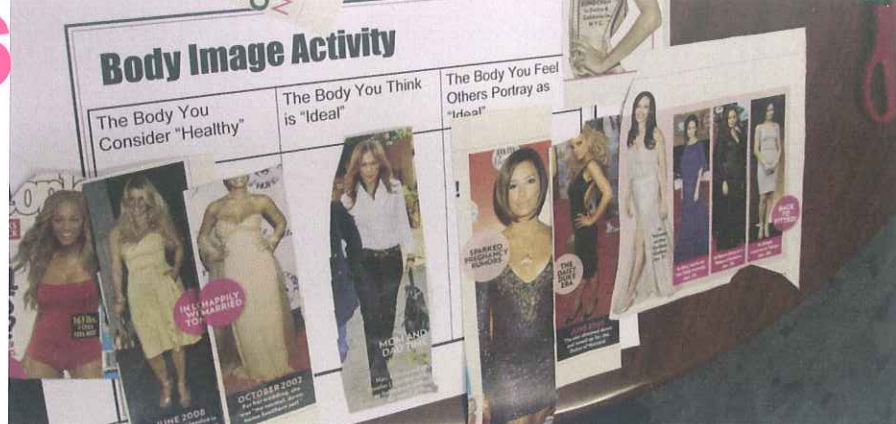
- 種族歧視及其他類型歧視的知識
- 社區資源及支援服務的資料
- 在多元社會共融的技巧

Research and studies have shown that whenever a young person is not accepted by their peers (or the wider community), this often has a debilitating effect on their self-esteem and self-confidence. For youth from ethnic minority backgrounds, racism is a harsh reality which they face daily, on both an individual and institutional levels. In partnership with the Equal Opportunities Commission (EOC), KELY organized a series of public education initiatives to address racial discrimination in Hong Kong. The project involved having local Chinese, ethnic minority and international school students discuss issues of racism, develop a compendium of related information, a postcard campaign series, as well as a youth forum featuring speakers from the EOC, Unison and the Office of the United Nations High Commissioner for Refugees in Hong Kong. Although the 100 plus attendees found the forum to be very insightful, many felt that the current government's racial discrimination complaint process was not exactly accessible and needed more input from youth. Thus far, the project has impacted over 150 direct participants and another 300 young people through our campaign.

Knowledge and Skills Obtained by Youth Participants:

- Knowledge of racism and other forms of discrimination
- Knowledge of community resources and support services
- Cross cultural and diversity awareness skills





“正面的自我形象源於自信，而非體態” Change Your Clothes Not Your Body

香港美國婦女會贊助

Funded by the American Women's Association of Hong Kong

得到香港美國婦女會的慷慨贊助，啟勵扶青會幫助女性的青少年及其家長探討有關負面的自我形象如何受到文化差異、媒體廣播及不同時代的女性體態美標準所影響。由Colour Me Beautiful 公司專家的講解，此計劃由22名女性的青少年及其家長去討論現在主流社會對美麗的定義，帶出美麗的來源是由充足的自信心及選擇合適的衣著及化妝配合，讓女性的青少年能認清自己的內在美與外在美。

青少年得到的知識及技巧：

- 性別、傳媒及文化對自我形象影響的知識
- 社區資源及支援服務的資料
- 互助互勵及同理心聆聽的技巧
- 加強個人的自尊心及自信心的技巧

With generous funding from the American Women's Association of Hong Kong, KELY moved another step forward in helping young female students and their mothers talk about negative body image and how this is culturally affected, through the media and ideals passed down by different generations of women. With the assistance of experts from Colour Me Beautiful, this project involved a group of 22 young women and their mothers who deliberated and revised the mainstream definition of beauty. By bringing out one's beauty through strong self-esteem and development, as well as choosing clothing and make-up that was flattering, young female participants got the chance to take charge and feel good about themselves inside and out.

Knowledge and Skills Obtained by Youth Participants:

- Knowledge of issues concerning gender, media and cultural misrepresentation
- Knowledge of community resources and support services
- Peer support and empathetic listening skills
- Self-esteem and self-confidence improvement skills



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傑出領袖計劃 Burberry Circus Arts Ambassador Project

Burberry Foundation贊助

Funded by the Burberry Foundation

得到Burberry Foundation的持續贊助，我們得以成功持續舉行傑出領袖計劃，目的是希望幫助低收入家庭之學生發展重要的領袖才能和貢獻社區。透過雜藝訓練、社區統籌和活動策劃訓練，來自6間中學的90位領袖，透過不同的社區項目能夠再次影響多達300位人士，例如老人家庭探訪、活動策劃給有毒品問題的青少年和幫助有精神健康問題的青少年。這年，學生十分幸運地得到Burberry Foundation, Cirque Du Soleil and the Venetian的特別贊助去參觀澳門的Zaia太陽劇團。Burberry的職員更加擔任額外的角色，提供專業的活動策劃訓練引導他們去籌劃畢業典禮。

青少年得到的知識及技巧：

- 拋波、扯鈴及轉碟的技巧
- 抗逆力、解難能力及溝通能力
- 團體合作精神及組員合作的技巧
- 加強自我形象及目標制定的技巧

With the ongoing support of the Burberry Foundation, KELY continued its Burberry Circus Arts Ambassador Project aimed at helping students from low socio-economic backgrounds to develop important leadership skills and give back to their communities. Through circus arts, community organizing and programme planning, 90 youth ambassadors from 6 different schools reached out to over 300 people. The group of youth was engaged in various community projects such as paying visits to elderly homes, organizing activities for their fellow peers who have drug issues as well as helping other young people with mental health issues. This year, the students were very fortunate to have the Burberry Foundation, Cirque Du Soleil and the Venetian to sponsor a special trip to see a Zaia performance in Macau. Burberry staff also played an important role in training our students on event planning, which led the group of youth to organize a successful graduation ceremony

Knowledge and Skills Obtained by Youth Participants:

- Juggling, diablo and plate spinning skills
- Resiliency, problem-solving and communication skills
- Team work and group coordination skills
- Self-awareness and goal-setting skills





「恐懼不再、成功在望」計劃及向失敗說「不」計劃 Defeat Failure! Get Positive (DFGP) and the Say "No" to Failure (SNF) Programme

香港公益金贊助

Funded by the Community Chest of Hong Kong

踏入第三年的「恐懼不再、成功在望」計劃及向失敗說「不」計劃，旨在協助青少年以正面的態面對生活中的壓力，特別是面對失敗的情況。通過學習壓力應對技能和雜藝訓練，令青少年對自己作出反思和個人突破，這不但能幫助他們應對日常的生活，也對將來有正面的影響。在第三年的計劃中，我們完成了100個工作坊、200節雜藝訓練、20場雜藝表演、20活動宣傳策略設計及20次社區服務。此計劃成功舉行了360個活動，接觸23,480名本地學生。

青少年得到的知識及技巧：

- 拋波、扯鈴及轉碟的技巧
- 抗逆力、解難能力及溝通能力
- 團體合作精神及組員合作的技巧
- 加強自我形象及目標制定的技巧

For the third year in a row, the DFGP and SNF remained one of our most successful programmes in helping young people cope with the stresses of everyday life, in particular how to deal with failure. Through the provision of coping skills, circus and performance training, young people made self-discoveries and personal breakthroughs which will help them in their everyday lives and in their future. During this period, we implemented 100 workshops, 200 circus training sessions, 20 performances, 20 promotion strategies and 20 sets of community services. A total of 360 activities were implemented, allowing us to reach out to 23,480 local Chinese students.

Knowledge and Skills Obtained by Youth Participants:

- Juggling, diablo and plate spinning skills
- Resiliency, problem-solving and communication skills
- Team work and group coordination skills
- Self-awareness and goal-setting skills



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Circus Mania 計劃 Circus Mania

基瓦尼俱樂部香港所贊助

Funded by The Kiwanis Charitable Foundation Hong Kong Limited

得到基瓦尼俱樂部香港所連續兩年的贊助，啟勵扶青會舉行了雜耍及義工發展培訓予高危的香港青少年。今年的計劃以上一年受培訓的青少年作為導師的方式，傳授其他青少年有關雜耍的技巧。由於少數族裔的青少年被嚴重邊緣化，因此今年的參與者便是少數族裔的青少年，對他們來說是以往完全沒有接觸過的技能。此計劃合共有20多名的青少年能夠學到新技能，同時上屆的青少年也能將所學薪火相傳。

青少年得到的知識及技巧：

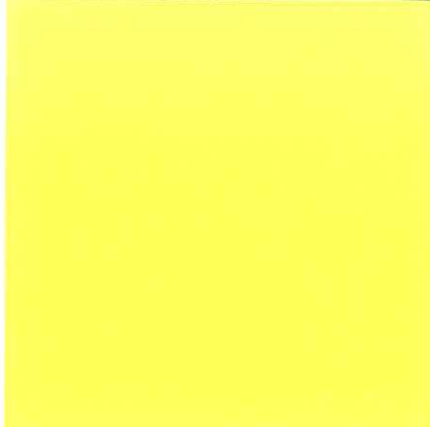
- 拋波、扯鈴及轉碟的技巧
- 抗逆力、解難能力及溝通能力
- 團體合作精神及組員合作的技巧
- 在多元社會共融的技巧

For the 2nd year in a row, The Kiwanis Charitable Foundation Hong Kong Limited provided funding to us to carry out circus and volunteer development training with vulnerable students in Hong Kong. This year, a conscious decision was made to have last years' circus trainees provide training to a new group of students. With ethnic minority students being severely marginalized, the recipient of this years' training was ethnic minority students – all of whom never received such training in their lives. With 20 participants in total, we saw the benefits of having last years' recipients act as trainers and this years' new group of students who will carry on the torch.

Knowledge and Skills Obtained by Youth Participants:

- Juggling, diablo and plate spinning skills
- Resiliency, problem-solving and communication skills
- Team work and group coordination skills
- Cross cultural and diversity awareness skills





《「青」新角度》影視製作訓練計劃 Myself, My School, My Hong Kong

何東爵士慈善基金贊助

Funded by The Sir Robert Ho Tung Charitable Fund

《「青」新角度》影視製作訓練計劃中的參與者是一些學業上未算突出、或是高危的行為問題的學生，透過此計劃讓他們學會欣賞自己及其校園環境。這個計劃是首創性的，讓超過60名來自本地及國際學校的學生去探討他們的共同問題、參與挑戰性的體驗學習戶外活動、以及密集的影視製作訓練。超過91%的參與同學認為此計劃有意義及建議我們將來舉辦更多的影視製作訓練予青少年。

青少年得到的知識及技巧：

- 加強自我形象及目標制定的技巧
- 抗逆力、解難能力及溝通能力
- 團體合作精神及分配工作的技巧
- 影視制作的技巧

With a focus on reaching out to students who were not doing well in school or at risk of endeavoring in harmful behaviours, Myself, My School, My Hong Kong was a holistic programme aimed at helping these students appreciate themselves and their school environment. The project was the first of its kind – bringing together over 60 students from 7 local Chinese and international schools to talk about common issues, having them undergo experiential Outdoor team training, as well as intensive film production training. Over 91% of the students who participated in the programme found it to be an enriching experience and recommended KELY to organize additional film training in the future.

Knowledge and Skills Obtained by Youth Participants:

- Self-awareness and goal-setting skills
- Resiliency, problem-solving and communication skills
- Team work and group coordination skills
- Film-making skills



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藉著創新的活動去帶來正面的影響 Making an Impact Through Special Initiatives

過去啟勵扶青會一直與社區不同組織合辦一些特別活動，造福社群。我們感到榮幸得到其他組織的認同，是為青少年服務機構中以創新方式推行服務及活動。同時，與我們推行一次性獨特的活動。

There were many occasions in which KELY was asked to partake in special projects in the community to provide added value. We were truly honoured by those who saw us as innovators in the youth service industry and will continue to develop strong community partnerships through special one-time initiatives.

舞蹈日！ Dance Day!

與康文處協辦

Sponsored by the Leisure and Cultural Services Department

集舞蹈、音樂及綜合表演的舞蹈日，啟勵扶青會聯同20名來自本地及少數族裔的青少年提供雜耍的表演及示範予超過500名的青少年。我們少數族裔的青少年不但為自己的雜耍表演感到驕傲，同時融合於傳統中只為本地人士為對象的活動。

青少年得到的知識及技巧：

- 交流拋波、扯鈴及轉碟的技巧
- 團體合作精神及組員合作的技巧
- 表演藝術的技巧

For a potpourri of dance, music and mixed medium performances, KELY facilitated a group of 20 local and ethnic minority students to perform circus arts and training to over 500 youths in this one day celebration. Not only did our ethnic minority students show their pride in performing their circus skills obtained from KELY, they also felt included in a festival which traditionally only targets local Chinese youths.

Knowledge and Skills Obtained by Youth Participants:

- Juggling, diablo and plate spinning skills
- Team work and group coordination skills
- Performance arts skills





環保議題論壇 Youth Action Forum

在沒有基金贊助下，啟勵扶青會為香港李寶椿聯合世界書院的6名學生提供領袖訓練，教授組織環保議題論壇的技術，並有超過125位以英語為母語的學生參加。針對青年領袖及行動主義的主題，青少年分為15至20個持續性小組(包括世界自然基金會、Ecovision 及爭氣行動) 去發展主動積極的策略去改變環境問題。此論壇於香港社會服務聯會內舉行，讓社會人士知道青少年對環保議題上的看法及提倡社會要有所改變，以配合可持續發展的原則。

青少年得到的知識及技巧:

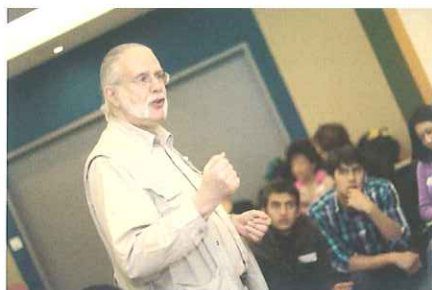
- 領導才能、合作性及組織社區活動的技巧
- 與傳媒聯繫、組織新聞稿及發佈會的技巧
- 外展、推廣及宣傳的技巧
- 社區策劃及社會行動的技巧
- 可持續發展的概念

With no budget, KELY became the platform for 6 leading students from Li Po Chun United World College of Hong Kong to organize an environmental forum that saw the participation of over 125 English speaking students. Focused on the theme of youth leadership and activism, the group engaged with about 15 to 20 sustainability groups across the city (including World Wildlife Fund, Ecovision and Clear the Air) to develop proactive strategies for change.

The forum was held at the Hong Kong Council of Social Services, and showed people the power of youth coming together to seek social change on sustainability issues.

Knowledge and Skills Obtained by Youth Participants:

- Leadership, coordination and community organizing skills
- Media liaising and press conference organization skills
- Outreach, marketing and advertising skills
- Community planning and social action skills
- Knowledge of sustainability issues



給他們一個自助的機會

Helping young people help themselves

為年輕人注入力量，激發潛能
Empowering young people to
achieve their potential



財務報告 Financial Report

KELY Support Group Limited 啟勵扶青會有限公司
Financial statements for the year ended 31 March 2010

Statement of comprehensive income for the year ended 31 March 2010

	Notes	2010 HK\$	2009 HK\$
Income			
General donations	4	547,439	670,554
Designated funding and grants	5	2,138,373	2,000,427
Donation income from fund raising activities		151,815	290,504
Community event and promotion		10,000	40,420
		2,847,627	3,001,905
Fees for workshop		217,594	425,061
Expenses for workshop		(396,493)	(25,443)
		118	1,101
Interest income		3,788	00
Sundries			
Total income		2,455,040	2,977,523
Expenditure			
Depreciation		(53,633)	(32,724)
Employee benefit expenses		(2,101,179)	(2,053,466)
Other operating expenses		(234,069)	(678,582)
		(2,388,881)	(2,765,072)
Surplus and total comprehensive income for the year	6	66,139	212,551

KELY Support Group Limited 啟勵扶青會有限公司
Financial statements for the year ended 31 March 2010

Statement of financial position as at 31 March 2010

	Notes	2010 HK\$	2009 HK\$
ASSETS AND LIABILITIES			
Non-current assets			
Property, plant and equipment	8	114,692	71,575
Current assets			
Fee and donations receivable	9	58,000	73,702
Cash at banks and in hand		1,023,407	1,315,961
		1,081,407	1,389,663
Current liabilities			
Accruals and other payables		66,742	90,742
Deferred income	10	553,697	860,975
		620,439	951,717
Net current assets		460,968	437,946
Net assets		575,660	509,521
ACCUMULATED FUNDS			
Surplus funds		575,660	509,521

Director
Director

Director
Director

我們的慷慨商業資助者,慈善基金資助者和捐獻者 Our Generous Corporate Sponsors, Funders and Donors

Beat Drugs Fund
Burberry Foundation
Community Chest of Hong Kong
CSL Limited Hong Kong
Equal Opportunities Commission
Grant Thornton
Narcotics Division, Security Bureau

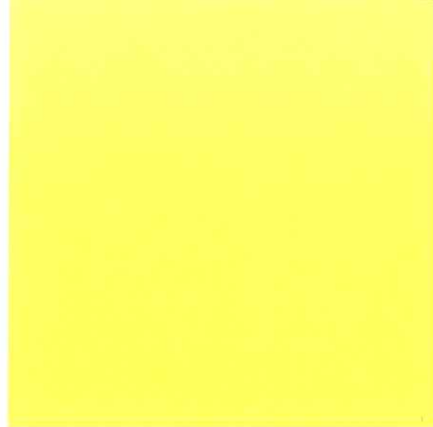
The American Women's Association of Hong Kong
The Association of Round Tables in Hong Kong
The Kiwanis Charitable Foundation (HK) Limited
The Lee Hysan Foundation
The Marden Foundation
The Rotary Club of Kowloon
The Sir Robert Ho Tung Charitable Fund

特別鳴謝來自香港城市大學及南島中學的學生

Special thanks to students from the City University of Hong Kong and South Island School

啟勵扶青會為社聯及香港公益金之機構會員

KELY is also a Member of the Hong Kong Council of Social Services and a Member Agency of the Community Chest of Hong Kong



曾受惠於我們的活動與服務之學校名單 Schools who Have Benefitted From our Programmes

本地學校Local Chinese Schools:

天主教柏德學校 Bishop Paschang Catholic School
佛教善德英文中學 Buddhist Sin Tak College
明愛賽馬會樂仁學校 Caritas Jockey Club Lok Yan School
陳樹渠紀念中學 Chan Shu Kui Memorial School
中華基督教會蒙民偉書院 CCC Mong Man Wai College
陳樹渠紀念中學 Chan Shu Kui Memorial School
中華傳道會呂明才小學 C.N.E.C. Lui Ming Choi Primary School
祖堯天主教小學 Cho Yiu Catholic Primary School
宣道會某紹陸小學 Christian Alliance S Y Yeh Memorial Primary School
鐘聲慈善社胡陳金枝中學 CSBS Mrs. Aw Boon Haw Secondary School
靈光小學 Emmanuel Primary School
鮮魚行學校 Fresh Fish Traders' School
福建中學 Fukien Secondary School
葛師校友會黃埔學校 Grantham College of Education Past Students' Association Whampoa Primary School
下葵涌官立中學 Ha Kwai Chung Government Secondary School
梁文燕紀念中學 Helen Liang Memorial Secondary School (Shatin)
香島中學 Heung To Middle School
香港浸信會聯合小學 Hong Kong Baptist Convention Primary School
香港浸信會大學附屬學校王錦輝中小學 Hong Kong Baptist University Affiliated School - Wong Kam Fai Secondary and Primary School
香港道教聯合會(雲泉)學校 Hong Kong Taoist Association Wun Tsuen School
聖母無玷聖心書院 Immaculate Heart of Mary College
教思書院 Kau Yan College
蘇浙公學 Kiangsu-Chekiang College
葵涌蘇浙公學 Kiangsu-Chekiang College (Kwai Chung)
景林天主教小學 King Lam Catholic Primary School
喇沙小學 La Salle Primary School
李鄭屋官立小學 Li Cheng Uk Government Primary School
嶺南小學 Lingnan Primary School
樂善堂梁錫瑤學校 Lok Sin Tong Leung Kau Kui Primary School
樂善堂梁錫瑤學校(分校) Lok Sin Tong Leung Kau Kui Primary School (Branch)
瑪利基中學 Marymount Secondary School
港島民生書院 Munsang College (H.K. Island)
聖母院書院 Notre Dame College
保良局陳守仁小學 P.L.K. Camoes Tan Siu Lin Primary School
保良局陳湛小學 P.L.K. Chan Yat Primary School
保良局莊啟程小學 P.L.K. Chong Kee Ting Primary School
保良局香港道教聯合會圓玄小學 P.L.K. HK Ta Yuen Primary School
寶安商會溫浩根小學 Po On Commercial Association Wan Ho Kan Primary School
伊利沙伯中學舊生會小學分校 Q.E.S. Old Students' Association Branch Primary School
慈幼萊漢小學 Salesian Yip Hon Primary School
十八鄉鄉事委員會公益中學 Shap Pat Heung Rural Committee Kung Yik She Secondary School
石籬天主教小學上午校 Shek Lei Catholic Primary School
上水官立中學 Sheung Shui Government Secondary School
天主教崇德英文書院 Shung Tak Catholic English College
聖公會柴灣聖馬利亞小學 S.K.H. Chai Wan St. Michael's School
聖公會主愛小學(梨木樹) S.K.H. Chu Oi Primary School (Lei Muk Shue)
聖公會基顯小學 S.K.H. Kei Hin Primary School
聖公會基心小學 S.K.H. Kei Sum Primary School
聖公會聖馬利亞堂莫慶堯中學 S.K.H. St. Mary's Church Mok Hing Yiu College
聖言中學 Sing Yin Secondary School
聖安當女書院 St. Antonius Girls' College
聖多明尼學校 St. Anthony's School
聖愛德華天主教小學 St. Edward's Catholic Primary School

聖公會聖雅各小學 St. James' Primary School
聖博德小學 St. Patrick's Catholic Primary School
聖保祿中學 St. Paul's Secondary School
順德聯誼總會何日東小學 STFA Ho Yat Tung Primary School
大角嘴天主教小學 Tai Kok Tsui Catholic Primary School
大埔浸信會公立學校 Tai Po Baptist Public School
大埔三育中學 Tai Po Sam Yuk Secondary School
中華基督教會基真小學 The Church of Christ In China Kei Chun Primary School
衛理中學 The MCHK Wesley College
救世軍中原慈善基金學校 The Salvation Army Centaline Charity Fund School
香港真光中學 True Light Middle School of Hong Kong
荃灣公立何傳耀紀念中學 Tsuen Wan Public Ho Chuen Yiu Memorial College
屯門官立中學 Tuen Mun Government Secondary School
東華三院張明添中學 T.W.G.Hs. Chang Ming Thien College
東華三院馬振玉紀念中學 T.W.G.Hs. C Y Ma Memorial College
東華三院寅寅年總理中學 T.W.G.Hs. Kap Yan Directors' College
黃大仙天主教小學 Wong Tai Sin Catholic Primary School Primary School

國際學校及非華語學校 International and English-Medium of Instruction Schools

美國國際學校(小學) American International School (Primary)
香港澳洲國際學校 Australian International School
白普理國際學校 Bradbury Junior School
加拿大國際學校 Canadian International School
漢基國際學校 Chinese International School
協同國際學校 Concordia International School
地利亞修女紀念學校(協和) Delia Memorial School (Hip Wo)
地利亞(加拿大)學校 Delia School of Canada
法國國際學校 French International School (Secondary)
方方樂慈弘毅國際學校 Funful Sear Rogers Primary School
德瑞國際學校 German Swiss International School
香港國際學校 Hong Kong International School
弘立書院 Independent School Foundation
港島中學 Island School
奇力學校 Kellett School
蘇浙公學 Kiangsu and Chekiang College
香港韓國國際學校 Korean International School
李陸大坑學校 Li Sing Tai Hang School
閩僑小學 Man Kiu Association Primary School
保良局蔡繼有學校 Po Leung Kuk Choi Kai Yau School
啟新書院 Renaissance College
港島弘毅國際學校 Sear Rogers International School
新加坡國際學校 Singapore International School
官立嘉道理爵士小學 Sir Ellis Kadoorie Primary School
官立嘉道理爵士中學(西九龍) Sir Ellis Kadoorie Secondary School
南島中學 South Island School
香港耀中國際學校 Yew Chung Hong Kong International School
香港耀中國際學校(小學) Yew Chung International Primary School
港青基信書院 YMCA Hong Kong Christian College

給他們一個自助的機會
Helping young people help themselves



為年輕人注入力量，激發潛能
Empowering young people to achieve their potential



啟勵的傳媒報導 KELY in the Media

CULTURE & LEISURE

Circus Immersed in Schools

of Britain. As the circus is a part of Chinese traditional culture, we had to find a chance to experience it in the past.

They are getting popular in Hong Kong. It has been a long time since we had a circus in Hong Kong. It is a very interesting and exciting experience. It is a very good way to spend time with friends and family. It is a very good way to learn about the history and culture of the circus.

It is a very good way to learn about the history and culture of the circus. It is a very good way to learn about the history and culture of the circus. It is a very good way to learn about the history and culture of the circus.

CULTURE & LEISURE

啟勵扶青會引導青年向善

面對家庭、學業和朋輩帶來的壓力，年輕人許多時候會感到彷徨、生氣和憂鬱。為協助14歲至25歲的青年建立健康生活，一位曾經沉淪毒海和酒精的青年於1993年成立「啟勵扶青會」，維形為自助小組。

每年接觸十萬學生

該會行政總監鄧子聰稱，時下年輕人面對很多挑戰，特別是受到互聯網虛擬世界影響，溝通能力、人際技巧和自信心都十分薄弱，並引發其他行為問題，例如吸毒、酗酒、行為偏差，甚至自殺等等。為協助他們認清和處理壓力，該會開展不同類型的項目，包括互動小組工作坊、私密電郵熱線、課餘遊戲、Hip Hop舞及Body Moves活動等，鼓勵本地學生、國際學校及少數族裔的學生互相了解。

該會透過各項服務，每年接觸近十萬名學生。

啟勵扶青會沒得到政府資助，一直以來依賴贊助商及社會各界的慷慨捐獻。如欲進一步了解及支持啟勵扶青會的工作，請瀏覽網址 www.kely.org 或致電 2521 6890 聯絡該會。

「生活有關愛」逢星期二晚上7時30分至8時於港台第五台播出
網址: <http://www.rthk.org.hk/rthk/radio5/lifeislove/>

Parents

中學維繫大使

啟勵扶青會昨日重新啟動名為「青少年支援熱線」，該會青年服務主任朱智峰表示，該熱線曾在7年前因資源問題而停辦，但基於現時的青少年問題愈來愈多，尤其是毒藥及自殺方面，故他們覺得資助後便再度開啟。

朱智峰又說，該會提供的熱線有別於一般機構，他致電者的痛苦。他說：「我哋唔會評論佢哋所做嘅決定，只係希望幫佢哋減低嘅情緒，從而令佢哋唔好有太多負面想法，能夠更好地處理自己面對的情況。」

「青少年支援熱線」共有中英兩條，服務時間為星期一至五，由早上10時至下午5時。青少年如有有關問題，可致電2338 5888 (中文)或2338 5777 (英文)。

採訪：廖國柱

創意滿 玩雜藝

「唔會批判但唔定錯」

啟勵扶青會青年服務主任朱智峰指，近日有調查發現大部份中學均有學生曾吸毒，加上青少年的自殺比率較去年上升兩成，更在文壇上成立自殺群組，故此設立熱線，期望以中、英文或英文文法、計劃、員工輪流負責，透過同儕影響的學生推廣負責任，透過同儕影響的學生推廣負責任，透過同儕影響的學生推廣負責任。

啟勵扶青會青年服務主任朱智峰指，近日有調查發現大部份中學均有學生曾吸毒，加上青少年的自殺比率較去年上升兩成，更在文壇上成立自殺群組，故此設立熱線，期望以中、英文或英文文法、計劃、員工輪流負責，透過同儕影響的學生推廣負責任，透過同儕影響的學生推廣負責任。



啟勵扶青會
KELY
SUPPORT GROUP

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電郵 Email: contact@kely.org