



啟勵扶青會  
**KELY**  
SUPPORT GROUP

啟發青年潛能，讓其盡展所長 Empowering Young People to Reach their Full Potential

# 年報 ANNUAL 報 REPORT 2014

Charity listed on  
**WiseGiving**  
惠施·慈善機構



機構會員  
**HKCSS**  
Agency Member



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# 啟勵扶青會的話

## Message From KELY Support Group

去年，啟勵扶青會（啟勵）意識到香港青年發展的不足之處，為此，我們制訂了相應項目和完善服務架構予以填補。

預防青年濫藥和酗酒禍害方面，縱然非常規教育和正向心理健康教育在香港仍是新概念，發展亦未完善，但我們很榮幸能成為社會服務機構一分子，竭盡所能為青年提供最好的服務及支援，協助他們發揮所長。

對香港年輕一代而言，2014年可說是分水嶺。佔中等重大事件必定對他們如何自處及社會上的角色有深遠影響。雖然青年濫藥及酗酒情況得出40%跌幅，但在辨識青年濫藥的時間卻由4.6年增加至5.6年<sup>\*</sup>，意味著我們更需注意青年的隱閉濫藥文化，加上青年易誤入歧途，而藥物及酒精教育於教育制度中未受重視，因此我們更須加強警惕，以防悲劇發生。

與此同時，啟勵亦經歷了大變化，人事變動帶來重重挑戰，籌款工作亦不斷遇上困難。儘管如此，我們亦衷心感謝各資助、企業和學校伙伴、新或舊有義工和朋友，感激你們去年一直的支持，並願意就項目設計、送遞、後勤支援和與青年建立良好關係上付出寶貴時間、資源及專業知識。

在啟勵團隊和伙伴的努力和支持下，2014年我們為41,868華語、少數族裔及非華語青年，提高了與藥物和酒精有關的預防及緩害教育、推廣活動及介入服務。當中，我們更推出新新的雙語WhatsApp情緒及心理輔導支援服務，名為Talk2Me IM，此項目意義重大，為青年提供另一種形式的協助。此外，我們與香港體育總會合作，於香港國際七人欖球賽中推行緩害外展活動。我們將支援擴展至香港最大型的音樂節 - Clockenflap及進行了「Stay Hydrated」（清水供給活動）。今年五月，我們很榮幸成為香港四間機構代表之一，出席於意大利舉行的第八屆國際社會毒品政策周年研討會。另外，為更緊密聯繫香港及其他地區，啟勵於多個社交平台開立帳戶，包括LinkedIn、Twitter、Instagram和Facebook。

邁向2015年，啟勵扶青會為香港青年所作貢獻深感自豪，同時對未來充滿冀盼。我們的團隊抱著熱誠和活力，準備大步邁進，並繼續以循證的方法提供以人為本的關懷，以創意方法協助青年表達自己，從中獲得正確資訊和技能，以作出正確決定，發揮潛能。



署理行政總監  
蘇加欣

主席  
魏余雪奕

\* 2014年12月19日香港特區政府保安局禁煙處藥物濫用資料中央檔案室



Over the last year, KELY Support Group (KELY) has continued to identify and address service gaps that affect young people in Hong Kong. We are proud to see the organisation filling these gaps by providing relevant programmes and services to support vulnerable groups of youth in Hong Kong.

Whilst non-formal education and mental health promotion as a strategy in the prevention of drug and alcohol-related harm among young people is not well-established in most organisations in Hong Kong, we are privileged to be a part of the wider community of devoted social service agencies who all strive to provide the best for young people and to see them flourish.

2014 has been a notable year of change for youth in Hong Kong with several major events such as Occupy Central, which will have a lasting impact on the way young people view their identity and significance in society. While trends with reported drug and alcohol abuse among young people saw a 40 percent decline over the past year, the average time to identify young drug users increased from 4.6 years to 5.6 years\*. This indicates a hidden youth drug culture that needs dire attention - just as alarming is the increasing vulnerability of young people due to the lack of priority in drug and alcohol education and harm reduction work.

KELY has also had our fair share of challenges and staff changes, coupled with an on-going tough fundraising climate. Despite these, we are very grateful to all of you - our funders, corporate and school partners and the new and old volunteers and friends who have continued to support us in the last year - for providing valuable time, resources and expertise in our programme design, delivery, logistics, and relationship building with youth.

We are pleased to share that, this year, as a result of the hard work and dedication of the KELY team and friends, we have been able to refine our programmes and services in our drug and alcohol-related prevention and harm reduction education, advocacy and intervention for 41,868 Chinese-speaking, ethnic minority and non-Chinese speaking youth. Significant among these was the launch of a new pilot bilingual WhatsApp counselling helpline - **Talk2Me IM** - as an additional way to encourage young people to seek help. In addition, we continued our harm reduction outreach in partnership with the Hong Kong Football Rugby Union at the Hong Kong Sevens and, later in the year, expanded our support to Clockenflap, Hong Kong's largest music festival, through our "Stay Hydrated" campaign. In May, we were honoured to be chosen as one of the four agencies in Hong Kong to attend the 8th Annual International Society for the Study of Drug Policy in Italy. In ensuring greater connectivity within Hong Kong and beyond, we have also increased our social media presence on LinkedIn, Twitter, Instagram and Facebook.

As we move forward in 2015, we are proud of what KELY has been able to contribute to youth in Hong Kong and are excited about the future. Our team is passionate, energetic and ready to forge ahead, using evidence-based methods to provide person-centered care and, as always, creative forms of expression to enable young people to become resilient, and have the right information and skills to make decisions that will help enable them to fulfill their potential.



Sky Siu  
Acting Executive Director



Fern Ngai  
Chair

\* 19 December, 2014. Central Registry of Drug Abuse, Narcotics Division, Security Bureau, The Government of Hong Kong Special Administrative Region.



# 關於啟勵扶青會

## About KELY Support Group

啟勵扶青會（啟勵）是非政府資助的雙語慈善機構，本著同理心、不批判、保密、融和及支持的核心價值為本地14至24歲的青年提供服務。

我們的項目及服務主要是預防與介入濫藥及酗酒，並針對處理問題根源，包括困悶、朋輩壓力、缺乏自我意識、自尊心低落、貧窮、失業或歧視等。

KELY Support Group (KELY) is a non-government funded bilingual organisation which provides empathetic, non-judgmental, confidential, and inclusive support to youth between the ages of 14 to 24 in Hong Kong.

Our programmes and services focus on drug and alcohol prevention and intervention and are specially designed to tackle the root causes of abuse, including: boredom, peer pressure, lack of self-awareness, low self-esteem, poverty, unemployment, and discrimination.

我們的使命是以不批判的朋輩支援啟發青年潛能，幫助他們發揮所長。

Our mission is to empower young people through non-judgmental peer support to make informed choices in reaching their potential.





## 我們的核心價值、服務對象及工作策略

### Our Core Values, Target Communities and Work Approach



啟勵全面的服務確保所有香港青年社群可輕易獲得支援。我們深明，各社群均會遇上不同核心問題，因此我們矢志辨識可能濫藥或酗酒的青年，並向他們提供相應支援服務。

At KELY, we employ a holistic work approach to ensure that our services are approachable and inclusive to the youth communities in Hong Kong. We recognise that each community may encounter different root causes, and are dedicated to identifying and providing relevant support services to those who may be at risk of drug and alcohol abuse.

# 41,868

於啟勵2014年項目和服務所接觸的青年人數  
Young people were reached through KELY's  
programmes and services in 2014

## 啟勵 KELY's CORE SERVICES

## 類 核 心 服 務

### 預防及 緩害教育

PREVENTION &  
HARM REDUCTION

教育及協助目標青年提升能力和技巧，融入環境，盡展所長。活動包括：校園藥物及酒精教育、長遠能力提升和技能培訓計劃及公眾緩害外展活動。

Educate and inform vulnerable young people around drug and alcohol abuse. Build their capacity, resilience, and life skills to help them reach their potential. This includes: school-based drug and alcohol education, long-term capacity building and skills training programmes, and targeted harm reduction outreach.



## 推廣活動 ADVOCACY

提高香港青年對藥物及酒精問題的認識和關注。活動包括：大眾傳媒、公眾外展及社交媒體活動。活動代表青年發表意見，以促進預防措施，影響政策發展及撥款決策，以加強對青年的支持。

Raise awareness about drug and alcohol-related issues young people face in Hong Kong. This includes: mass media, public outreach, and social media campaigns.

Campaign on behalf of young people, upstream thinking, influencing policy development and funding decisions to better support youth.

## 介入服務 INTERVENTION

為青年及其家人提供輔導服務。活動包括：早期風險識別、個別及小組治療及輔導。

Provide professional support to young people and their families. This includes: early risk identification, long-term core competence building programmes, one-to-one and group therapy and counselling.

# 預防及緩害教育

## Prevention & Harm Reduction

### 校園藥物及酒精教育

#### School-based drug and alcohol education

#### 禁毒處濫藥意識工作坊

由保安局禁毒處資助

我們為香港少數族裔和非華語青年舉辦多項活動，包括藥物教育計劃及參觀香港賽馬會藥物資料中心，活動廣受歡迎。在2014年，我們於香港接觸到13,146名青年。相對於2013年，工作坊的數目增加逾6%，幫助非華語和少數族裔青年了解香港的濫藥和酗酒情況，以及從何尋求協助。

參與由啟勵「禁毒處濫藥意識工作坊」的青年之中，  
逾**40%**表示認識曾於去年吸食藥物的朋友。

Over 40% of KELY's *Life Skills Education Workshop* participants indicated that they personally knew someone who had used drugs in the past year.

#### Life Skills Education Workshops

Funded by Narcotics Division

Our drug and alcohol education programme targets at-risk ethnic minority and non-Chinese young people and continues to build momentum. Our *Life Skills Education Workshops* tackle issues associated with drug and alcohol abuse, including self-esteem, peer influence, risks and refusal skills. In 2014, we reached 13,146 young people in Hong Kong through workshops and organising visits to the Hong Kong Jockey Club Drug Info Centre. Compared to the last year, we had an increase of over 6% in requests for our programme.



# 573

開辦工作坊及培訓課程的數目  
The number of workshops and training delivered

# 33,615

於緩害教育及預防培訓活動所接觸到的青年人數  
The number of young people reached through harm reduction education and prevention training



## Keeping It R.E.A.L.

2014年11月至2015年7月  
由香港美國婦女會資助

**Keeping it R.E.A.L.** (拒絕、解釋、迴避及離開) 是有實證基礎的培訓課程，教導青年認識在學校及社區中濫藥的禍害，以及如何運用不同技巧識別朋輩的影響。參與計劃的青年不但可加深對濫藥的認識，更可發掘所長，學習成為自己社區的領袖。去年，我們第四次成功推行本計劃，讓30名少數族裔青年有機會了解預防濫藥的信息。今年，我們加入了藝術治療以幫助青年表達及明白朋輩間如何互相影響。

「參加工作坊之前，我並不懂得該如何處理這些（與藥物有關的）情況……現在，我有信心可應付這些情況，更有效解決問題。」

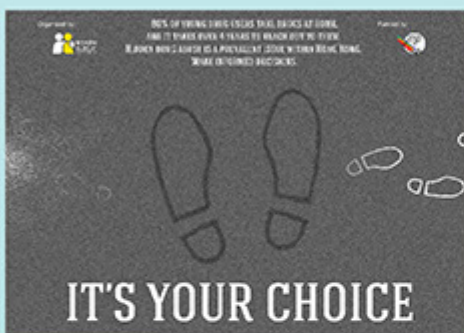
— 17歲青年參與者，*Keeping it R.E.A.L.*

## 從一個故事開始

由保安局禁毒處轄下禁毒基金資助

透過需求評估、實驗式學習論壇和為青年及導師而設的預防濫藥教育工作坊，「從一個故事開始」以建立安全及正面平台，給予家長及青年良好的對話機會，一同探討解決藥物問題的策略。活動完結時，參加者就著自己的文化及香港社區，為朋輩及家長設計了多份有關青年濫藥問題的公眾健康宣傳資料冊。

本年度，青年參加者舉辦多個海報設計活動，鼓勵朋輩及其他青年作出正確的人生選擇。海報於本地20間非華語學校及社區派發。「從一個故事開始：無毒香港小冊子」是由參加者設計及製作，其後在2014年7月刊行，幫助青年及其父母開始有關藥物和酒精的對話。



# 7,780

緩害及教育宣傳刊物的派發數量

The number of harm reduction and educational communication materials distributed

## Keeping It R.E.A.L.

November 2014 to July 2015  
Funded by American Women's Association of Hong Kong

**Keeping It R.E.A.L.** (Refuse, Explain, Avoid, Leave) is an evidence-based training programme that educates young people about the risks of drugs, as well as recognising the influence of peers at schools and in their community. In this programme, participants learn about drugs and are given the opportunity to recognise and develop their own strengths to become community leaders. In 2014, we continued with the 4th cycle of this programme, which was offered to 30 ethnic minority youth. We introduced art therapy as a way to enable young people to express and explore some of the causes and consequences of drug use.

"Before the workshops, I wouldn't have known how to actually deal with these [drug-related] situations...I am confident now that I know more how to tackle these circumstances and it will be more effective."

— Youth participant, 17 years old, *Keeping it R.E.A.L.*

## It Begins with One Story

Funded by Beat Drugs Fund, Narcotics Division

Through needs assessment, experiential learning and intensive training on drug abuse for youth and mentors, **It Begins With One Story** aims to develop a safe and positive platform for parents and youth. They are encouraged to engage in constructive dialogue and create strategies to tackle drug issues. Throughout the programme, participants designed several health promotion resources on drug abuse targeted to their own cultures and communities in Hong Kong.

This year, participants developed poster campaigns that encouraged their peers to make informed life choices. The posters were distributed to 20 non-Chinese speaking schools and communities across Hong Kong. "It Begins with One Story: Resources for a Drug Free Hong Kong", a booklet designed and developed by these participants, was publicly launched in July 2014 to help youth and their parents kick-start conversations about drug and alcohol.



## 長遠能力提升及生活技能培訓計劃 Long-term capacity building and life skills training

### 恐懼不再、成功在望

由香港公益金資助

「恐懼不再、成功在望」至2014年已舉辦了八屆，並成為啟勵最突出的生活技能培訓計劃之一。計劃透過雜耍藝術和表演訓練，於2014年成功幫助7,733名本地中文學校的青年提高適應及壓力管理能力，協助他們克服生活中的挑戰。

### 少數族裔青年社區參與及 融入嚮導計劃：意識內在 力量，激發無限潛能！

由私人機構資助並由香港大學應用科學系協助推行

這個獨特的師友計劃是專門為香港少數族裔青年制定。少數族裔青年透過「社區參與及融入嚮導計劃」所提供的平台，掌握重要的生活技巧、技術技能、領導能力及社區發展技巧，讓他們學懂把握社會及經濟機遇。項目內容包括多樣化與融合、香港少數族裔歷史和如何逐步成為出眾的社區領袖等。



### Defeat Failure, Get Positive!

Funded by The Community Chest of Hong Kong

Running in its 8th year, **Defeat Failure, Get Positive!** is one of KELY's signature life skills training programmes. Using stress management circus arts and performance training, the programme targets vulnerable youth in Chinese-medium schools across Hong Kong to develop their resiliency, coping skills and build confidence to deal with challenging issues in life. In 2014, we helped over 7,700 students with this exciting programme.

### Mentoring Ethnic Minority Youths for Community Participation and Integration: Realizing Inner Strengths, Empowered!

Funded by a Private Donor  
Supported by the Department of Applied Social  
Sciences of The Hong Kong Polytechnic University

A unique mentorship programme specially tailored to meet the needs of ethnic minority youth in Hong Kong, **Mentoring Ethnic Youths for Community Participation and Integration** provides the opportunity for young people to learn technical, leadership, community development, and essential life skills, improving to access greater social and economic opportunities. Topics include diversity and inclusion, the impact of ethnic minority communities in Hong Kong and community leadership skills.

參加者製作了一本名為「We As One」（多元·共融）的小冊子，當中提到一些少數族裔青年於香港面對的挑戰，如遭受歧視和欠缺機會的情況。4,250份（中文及英文）小冊子在社會服務中心和香港學校派發，以期裨益社區及給予通識教育課程作參考。

Participants produced "We As One," a resource booklet which highlights some of the challenges, such as discrimination and lack of opportunities, which young ethnic minority groups face in Hong Kong. 4,250 copies (Chinese and English) were distributed to social services centre as a community resource, and to school, as an additional resource for some Liberal Studies courses.



## 友你掌舵

2013年5月 - 2014年12月

由凱瑟克基金會資助

2013年9月 - 2014年5月

由道富基金會資助

啟勵特設的師友計劃「友你掌舵」以時裝設計和活動策劃訓練協助來自基層的青年學習面對生活中的阻礙，並追求更遠大的理想。「友你掌舵」已指導70名本地及少數族裔青年建立人生目標和發掘潛能，幫助他們遠離藥物及酒精。項目獲得 City Indian Network 成員和其他企業集團的支持，當中包括 Bonham Strand、富國銀行、瑞士信貸銀行及其他私營企業。本年，我們成功為本地華語及少數族裔青年進行了兩個項目，於五月及十二月舉辦時裝表演作結，活動成功。

「這個項目讓我體驗了追求夢想的關鍵，學習如何組織及按優先順序處理事情。導師提供技巧啟發我們擴展視野及夢想的過程為我留下最美好的回憶。」

— Shenleene (15歲)，友你掌舵

## Seeing the Possibilities

May 2013 - December 2014

Funded by The Keswick Foundation

September 2013 - May 2014

Funded by State Street Foundation

Aimed to help disadvantaged youth overcome obstacles and aspire to greater life goals, through fashion and event management training in the past year, **Seeing the Possibilities** has helped 70 local Chinese and ethnic minority youth develop career goals, practical skills, and capacity while offering alternatives to drug and alcohol. One of KELY's signature mentorship programmes, **Seeing the Possibilities** has received support from the members of City Indian Network, Bonham Strand, Wells Fargo Bank, Credit Suisse, and other corporate groups and private businesses. In 2014, we ran two cycles of this programme - one for Chinese-speaking and one for ethnic minority youth - which ended with two fashion shows in May and December respectively.

"This programme gave me a taste of what it takes to achieve our dreams, learning how to organise and prioritise. My best memories were the times when our mentors gave us tips, broadening our horizons and dreams."

Shenleene, 15 years old, *Seeing the Possibilities*





## 緩害及外展活動 Harm Reduction and Outreach

### Save Our Sevens

由香港欖球總會資助

啟勵獲香港欖球總會資助，再次舉辦年度理性飲酒活動 **Save Our Sevens** (亦稱為SOSKELY)，繼續於香港及全亞洲最大規模的體育盛事 - 2014國泰航空香港國際七人欖球賽上接觸更多青年。是次外展活動旨在為青年提供安全平台以減少由酗酒所引致的危險行為。活動以「Turn Up the Music」為主題，SOSKELY於2014年接觸了逾4,050名青年，為他們提供清水，設置 Silent Disco 舞台和無酒精休息區。

### Clockenflap 香港音樂及藝術節

由 Privé Group and Clockenflap 資助

啟勵除了於香港國際七人欖球賽進行外展活動外，亦把緩害外展活動帶到香港大型的音樂節Clockenflap。11月29日至12月1日週末期間，啟勵舉行了清水供給活動，員工及龐大的義工隊於音樂節上接觸了約2,115名青年，向有需要青年提供情緒支援、休息及恢復的環境。

於Clockenflap接觸到的青年，67%  
的年齡介乎14至17歲，其中58%是女性。

67% of the youth reached at Clockenflap  
were between the ages of 14-17. 58% of  
them were female.

### Save Our Sevens

Funded by the Hong Kong Rugby Football Union

With support from the Hong Kong Rugby Football Union, KELY's annual responsible drinking campaign **Save Our Sevens** (also known as SOSKELY) continued to reach even more young people at the 2014 Cathay Pacific Hong Kong Sevens. With a focus on reducing alcohol-related harm, the outreach campaign aims provide a safe place for young people at the largest sporting event in Hong Kong. With a theme "Turn Up the Music", SOSKELY connected with over 10 schools before the event and made over 4,050 interactions with youth at the event in 2014 through our hydration campaign, silent disco, and our Chill-out Lounge.

### Clockenflap Hong Kong's Music and Arts Festival

Funded by Privé Group and Clockenflap

Taking our outreach campaign from the Hong Kong Sevens, KELY brought our harm reduction message to Clockenflap, Hong Kong's largest music festival. The "Stay Hydrated" campaign ran throughout the weekend of 29 November to 1 December, 2014. KELY staff and a team of volunteers reached approximately 2,115 young people providing emotional support, alcohol-free chill-out zone and a safe space for young people under the influence.



# 38,930

2014年3月28日至30日週末期間，KELY: Save Our Sevens  
在Facebook頁面上獲得38,930個「讚好」。

KELY: Save Our Sevens Facebook page gained 38,930  
impressions throughout the weekend of 28 - 30 March, 2014.



# 推廣活動

## Advocacy

去年參與活動的導師和義工人數

The number of committed mentors and active volunteers we had last year

### 禁止藥物濫用和非法販運國際日

為響應聯合國訂定的禁止藥物濫用和非法販運國際日，啟勵舉行年度外展活動，以宣傳打擊濫藥問題。2014年6月26日，我們聯同1,164位參與者於將軍澳尚德商場，一起組建大型藝術品。是次活動的主題為「改變源於支持」，旨在鼓勵公眾了解有關周遭青年濫藥問題，以及積極為有可能濫藥的青年提供協助。

### 國際青年日

為響應8月12日的聯合國國際青年日，以及支持口球倡導關注心理健康問題，啟勵舉辦了一個Instagram自拍活動。以「Mental Health Matters」為主題，活動呼籲公眾透過社交網絡平台向面對心理健康問題的青少年發出支持訊息。活動歷時兩星期，收到18個Instagram自拍照，並獲得237次互動，以及107個來自香港、澳洲、美國及肯亞的Twitter推文。

594

我們官方Facebook專頁的按讚人次的增長  
Increased 'likes' on our official Facebook Page

42

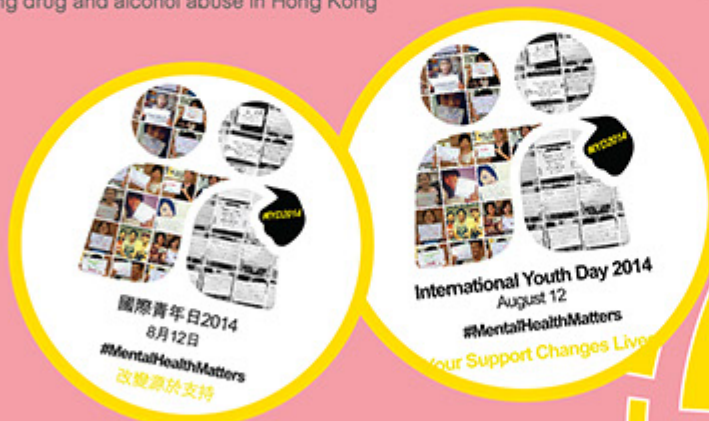
香港青年濫藥和酗酒分享於媒體報導上的次數  
Number of media opportunities to share about young drug and alcohol abuse in Hong Kong

### International Day against Drug Abuse and Illicit Trafficking

26 June 2014 marked KELY's annual public outreach campaign to advocate for United Nations International Day against Drug Abuse and Illicit Trafficking. KELY and volunteers engaged with over 1,164 people in Tseung Kwan O's Sheung Tak Plaza to raise awareness of international efforts to combat drug issues, sharing updated drug trends in Hong Kong and inviting the public to contribute to a large art installation. With the message "Your Support Changes Lives", the campaign encouraged the audience to learn about issues surrounding young drug abuse and to become more proactive in providing support to at-risk youth.

### International Youth Day

In support of the United Nations and the global advocacy to end mental health stigma, KELY held an Instagram campaign to participate in International Youth Day on 12 August 2014. With the theme "Mental Health Matters", the campaign asked for the public to submit supportive messages to young people dealing with mental health issues via social media platforms. Spanning over 2 weeks, the campaign received 18 public Instagram submissions and gained 237 interactions on Instagram and 107 Twitter engagements from Hong Kong, Australia, United States and Kenya.





# 介入服務 Intervention

## Growing Up with KELY / Talk2Me \*

2014年5月－2014年8月

由黃廷方基金會贊助

2014年9月－2014年12月

由中華電力香港有限公司贊助

**Growing Up with KELY** 計劃旨在完善青年心理健康服務，由三方面入手。一是提供預防性方法，並專注提高積極正面的要素，以減少高風險行為的可能。二是採用心理評測工具，以盡早識別和快速應對「有風險」的青年。三是提供實質介入、支持、教育及機會，讓青年儘快建立積極的應對技巧、能力及毅力。

2014年，六所學校參與 **Growing Up with KELY** 計劃，協助2,650位青年解決社會及心理問題，學習積極的應對技巧，並建立朋輩支援網。我們的臨床心理學和心理學家團隊，為147位參與者進行深入風險評估。當中12位青年有高度自殺傾向，獲轉介進行精神評估，以及後續輔導及跟進，以防風險提高。

項目計劃下附設 **Talk2Me** 輔導服務，50名參與者每周均與啟勵輔導員個別會見，接受輔導。他們的心理問題包括焦慮、抑鬱、自尊受創、身形擔憂，以及有輕度自口念頭。除了個別輔導外，80名青年也分成八組，接受認知行為小組治療。他們會學習到應對情緒抑鬱、缺乏動力、拖延和消極思維的解決方法。治療以小組形式進行，參與者可與朋輩分享經驗，並建立正面的支援網，以及練習積極的社交及溝通技巧。

**80%** 青年接受 **Talk2Me** 認知行為小組治療後表示會推薦給朋友。

80% of young people who has received **Talk2Me** cognitive behavioural group therapy said that they would recommend the service to a friend.

## Growing Up with KELY / Talk2Me \*

May 2014 - August 2014

Funded by Ng Teng Fong Foundation

September 2014 - December 2014

Funded by CLP Holdings Limited

Aiming to bridge the gap in mental health services for young people, **Growing Up with KELY** is comprised of a three-pronged approach: preventative to boost protective factors and reduce high-risk behaviour; using psychometric assessment tools for early identification and rapid response for at-risk youth; and providing interventions, support, education and opportunities to foster positive coping skills, competence and resilience.

In 2014, **Growing up with KELY** was facilitated across 6 secondary schools in Hong Kong, helping a total of 2,650 young people address psychosocial issues, build positive coping skills and foster peer support networks. 147 in-depth risk assessments were conducted by KELY's clinical psychology and counselling team, where 12 youth who presented high risk of suicide were referred for psychiatric evaluation, as well as follow-up counselling and monitoring.

As part of the **Talk2Me** counselling service that operates under the programme, there were also 50 participants who received individual counselling sessions and met with a KELY counsellor on a weekly basis for issues ranging from anxiety, depression, self-esteem, body image to mild suicidal ideation. Aside from individual counselling, 8 groups of cognitive behavioural group therapy were facilitated for 80 youth in 2014, where they learned strategies to tackle depressed mood, lack of motivation, procrastination and negative thinking. In the small group setting, participants were able to share their experiences with peers and build positive support networks, as well as practice positive social skills and communication skills.

\*如達建議捐款額，此活動可供學校納入課程範圍。

\*This programme has been available for schools to incorporate into their curriculum at a suggested donation amount.



## Talk2Me IM

科技一日千里，啟勵多年來反覆檢討所擁有的資源、工具及平台，了解及接觸各個層面及社區的青年，從而提供最好的支援。2014年11月，啟勵推出嶄新的雙語WhatsApp支援服務**Talk2Me IM**，為年齡介乎14至24歲的青年提供情緒及心理支援。**Talk2Me IM** 團隊由專業的輔導員及心理學家組成，為青年提供快捷便利而應對迅速的情緒及心理支援，並利用週末的非監督時間，提供心理健康評估及轉介。

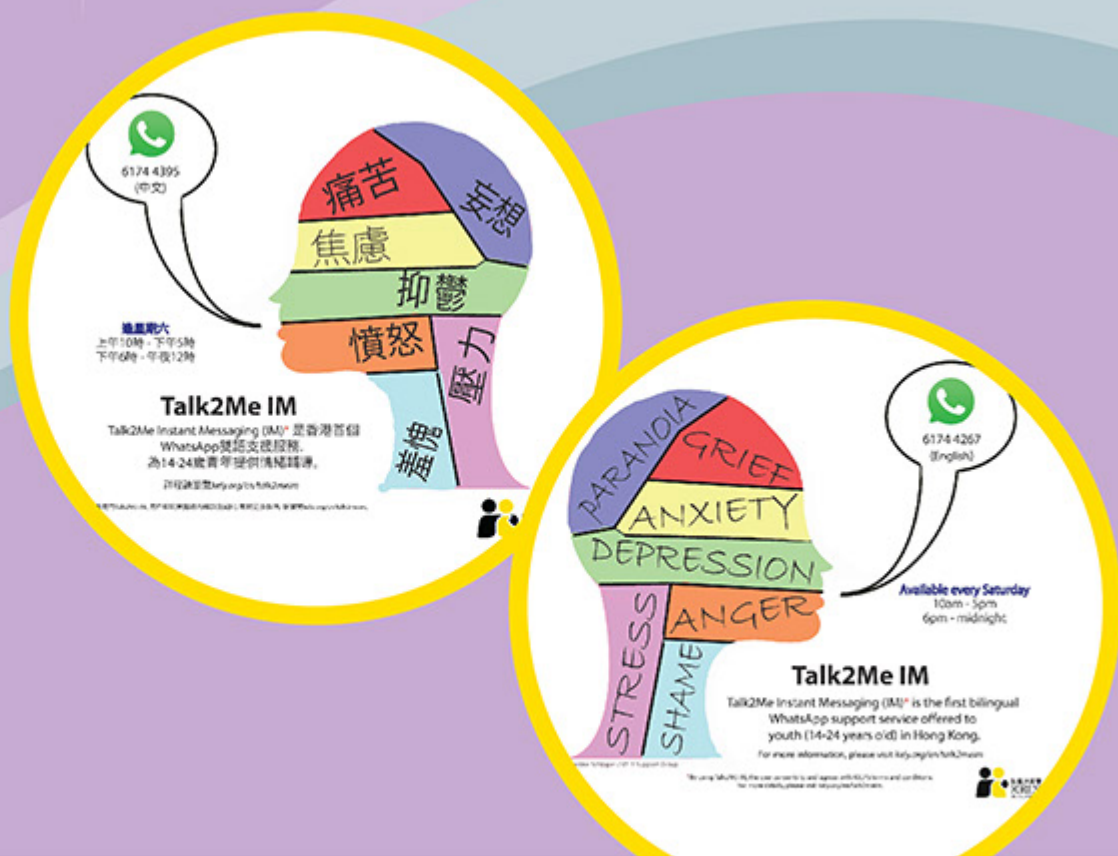
# 2,650

透過**Growing Up with KELY**，青年得以解決心理問題，學習積極的應對技巧和建立朋輩支援網。

Young people addressed psychological issues, built positive coping skills and fostered peer support networks through **Growing Up with KELY**.

## Talk2Me IM

In response to the rapidly changing social and technological advancements, KELY constantly re-evaluates our resources and tools to understand and engage with youth, in order to provide the best possible support for them. In November 2014, KELY launched **Talk2Me IM** (Instant Messaging), a pilot bilingual WhatsApp helpline which is offered to all youth (14 - 24 year old) in Hong Kong, who are in need of emotional and psychological support. Run by a team of experienced counsellors and psychologists, **Talk2Me IM** provides quick, responsive and accessible emotional and psychological support, mental health assessments and referrals using a youth-friendly service during the weekend when other options are not always available.





# 2014年度回顧

## Year in Review



香港少數族裔青年眼中的「融樂」多媒體展覽  
We as One multimedia exhibition

與半島商品有限公司及美心食品有限公司合作，啟勵首次的賀年糕點義賣，為 *Growing Up With KELLY / Talk2Me* 活動籌得港幣24,040元。

In partnership with Peninsula Merchandising Limited and Maxim's Caterers Limited, KELY's very first Chinese New Year Pudding Charity Sale raised HK\$24,040 in benefit of *Growing up with KELY / Talk2Me*.



大會主題為「驗毒助康復計劃：下一步是什麼？」，啟勵第22屆週年大會迎來105位嘉賓，共同分享及探討政府建議的強制藥物測試。

With the theme "Beyond Drug Testing: What's next?" KELY's 22nd Annual General Meeting brought 105 guests to share and learn the debate behind RESCUE, a government proposed mandatory drug testing scheme.



Save Our Sevens

Ladies' Night Out for KELY 是由籌款委員會成員 Susan Accornero 女士舉辦的喜劇籌款活動，共籌得港幣215,000元，幫助啟勵擴展服務，惠及更多香港青年。

Ladies' Night Out for KELY, a comedy fundraiser organised by our fundraising committee member Mrs. Susan Accornero, raised \$215,000 to help KELY extend our work in benefit of Hong Kong's young people.



Jan 一月

Feb 二月

Mar 三月

July 七月

Aug 八月

Sep 九月

啟勵推出「從一個故事開始：無毒香港小冊子」，以英語推廣無毒訊息，為非華語社區中的青年及父母特別設計及出版。

KELY launched "It Begins with One Story: Resources for a Drug Free Hong Kong", an English drug-free resource booklet designed and published specifically for youth and parents within non-Chinese communities.



國際青年日  
International Youth Day



啟勵於香港佳士得藝術集會招募了20名義工。

KELY recruited 20 volunteers at Christie's Arts Assembly Hong Kong.

感謝道富基金會讓我們有幸參與2014年亞洲企業社會責任峰會，並與600名參加者分享專業知識。

Thanks to State Street Foundation, we were able to take part in CSR Asia Summit 2014 to share knowledge and expertise with 600 attendees.



現年17歲，來自港島中學的Joe Stuart 藉著 Ladakh 2014 Expedition 攀越喜馬拉雅山，主動為啟勵籌款。

17 year-old Joe Stuart from Island School took his own initiative to fundraise for KELY on his Ladakh 2014 Expedition, Himalayas.



### 活動摘錄:

我們非常感謝所有義工及願意貢獻時間的朋友，包括導師、委員及專家，讓啟勵有能力提供一流的培訓、發展，以及提高青年遠離藥物的意識。

### 籌款活動摘錄:

啟勵為非政府資助的機構，持續的捐款對我們發展十分重要。我們一直努力物色機會籌募捐款及尋找支援，以支持和幫助香港弱勢青年盡展潛能。

### Events Highlights:

We would like to thank all our volunteers and friends who gave their time as mentors, committee members and experts to enable our team at KELY to provide the best training, development and awareness building for young people to remain drug-free.

### Fundraising Highlights:

As a non-government subvented organisation, sustainable sources of donation are key to our continued development. We are always looking for opportunities to fundraise and solicit support to advocate and enable vulnerable youth in Hong Kong to reach their potential.



啟勵舉辦了《從一個故事開始》家長論壇，迎來家長、青年及健康專家，共同探討及分享在處理家庭濫藥及酗酒問題的溝通技巧。

KELY hosted *It Begins with One Story* Parents Forum to engage parents, youth and health professionals to learn and share communication techniques in dealing with drug and alcohol abuse in the family.



友你掌舵時裝展  
Seeing the Possibilities Fashion Show



於一年一度的半島月餅慈善義賣，為啟勵籌得港幣145,000元。  
Our annual Peninsula Mooncake Charity Sale raised HK\$145,000 (NET) in benefit of KELY's work.



禁止藥物濫用和非法販運國際日  
International Day against Drug Abuse and Illicit Trafficking

Apr 四月

May 五月

Jun 六月

Oct 十月

Nov 十一月

Dec 十二月

啟勵於壽辰山扶輪社的 Oktoberfest 上獲選為其中之一的慈善受益者，於此活動共籌得港幣75,000元的資助。

KELY was selected as a one of the charity beneficiaries at Rotary Club of Shouson Hill's Oktoberfest 2014, which raised HK\$75,000 in benefit of our work.

Clockenflap香港音樂及藝術節  
Clockenflap Hong Kong's Music and Arts Festival



啟勵推出全港首個雙語 WhatsApp 輔導服務 Talk2Me IM。

KELY launched Talk2Me IM, the first bilingual WhatsApp counselling service for youth in Hong Kong.

Aly & Rachelle時裝義賣  
Aly & Rachelle Fashion Charity Sale

友你掌舵時裝展  
Seeing the Possibilities Fashion Show



沙田學院的同學舉辦了一連串籌款活動，如NOVA舞蹈比賽，以協助啟勵以外展形式把服務帶給更多青年。

A team of students from Sha Tin College organised a series of fundraising initiatives, such as NOVA Dance Competition, to help KELY extend our work to young people.





# 財政摘錄

## Financial Highlights

截至2014年財政年度，啟勵扶青會的收入上升了27%，主要因為各主要收入渠道顯著增長，包括一般捐款上升96%，工作坊收入增長117%，籌款活動則上升47%，以及項目及服務資助收入增長9%。這是我們努力拓展籌款活動、開拓資金來源的策略成果。

2014年財政年度的費用開支增長15%，主要因為上年度及本年度年初，聘請了更多經驗豐富的員工，提供更優質的服務。因此，薪津增長了17%。籌款活動舉辦次數上升，和項目及服務開支增長了22%。而自2012年起，籌備及舉辦Growing Up with KELLY / Talk2Me 活動，令工作坊開支上升了2,820%。

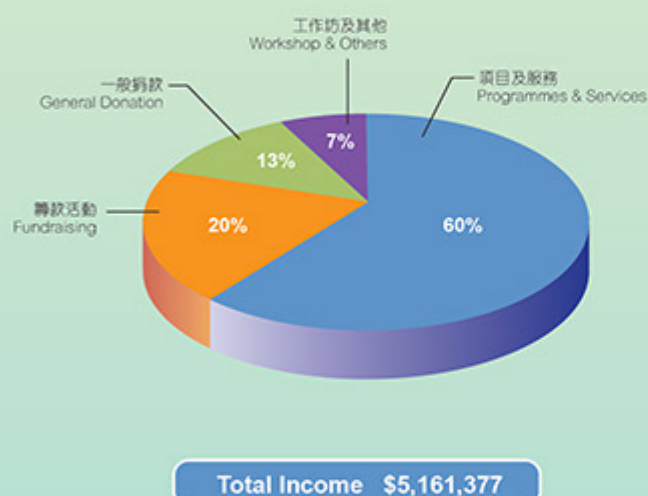
因此，2014年財政年度的營運盈餘為港幣 142,589 元。

Income for the financial year ended 2014 grew 27% primarily driven increased by all main channels of income including general donation - 96%, workshop fee - 117%, fundraising activity - 47% and programmes & services - 9%. This was in line with our strategy to fund our activities from a broader base of fundraising activities.

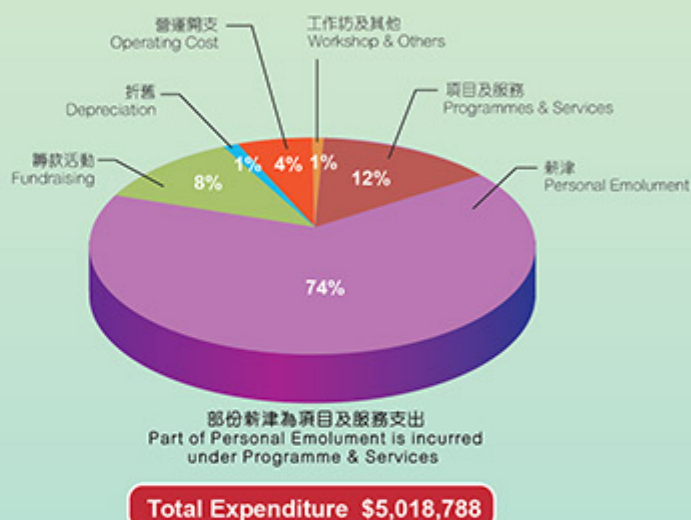
Expenses for the financial year ended 2014 grew 15% primarily driven by hiring more experienced and appropriate staff to deliver more quality services during the course of the previous year and early this year that flowed through into the year ended 2014. Personal emolument as a result grew 17%, programmes & services expenses grew 22% in line with increased fundraising activity and workshop expenses grew 2,820% due to implementation of Growing Up with KELLY / Talk2Me programme from 2012.

This led to an operating surplus of HKD 142,589 for the financial year ended 2014.

收入來源 KELY'S Income



總支出 Total Expenditure





# 啟勵成員

## People At KELY



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丹斯里楊紫璇

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Mr. Vivek Mahubani

### Ambassador

Mr. Vivek Mahubani

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Mr. Michael Vrontamitis, 司庫  
Mr. Girish Jhunjhnuwala, 董事會成員  
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Mr. Kelvin Chee, Office Manager  
Ms. Jenny Bate, Programme Manager  
Ms. Victoria Wong, Communications and Development Coordinator  
Ms. Nancy Mak, Programme Coordinator  
Ms. Cindy Ng, Youth Services Officer  
Ms. Charis To, Youth Services Officer  
Mr. Alex Ma, Youth Services Officer  
Dr. Kristie Craigen, Clinical Psychologist and Psychological Consultant  
Ms. Jamie Chiu, Psychological Services Coordinator

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(由陳寶山先生主持)

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Ms. Angy Heng  
Mr. Aaron Qi  
Ms. Shiraz Vachha  
Mr. Antony Wong

### Event Organising Committee

(Chaired by Mr. Paul Tchen)

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Ms. Angy Heng  
Mr. Aaron Qi  
Ms. Shiraz Vachha  
Mr. Antony Wong

### 籌款委員會

(由Mr. Michael Vrontamitis & 伍曉琳醫生主持)

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陳寶山先生  
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Mrs. Rebecca Turner Lentchner  
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Mrs. Susan Accornero  
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Mr. Rando Yuen  
Mrs. Rebecca Turner Lentchner  
Ms. Rosanna Yim  
Mrs. Susan Accornero  
Ms. Sky Siu

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雷慧貞小姐  
Ms. Fran Thompson  
Ms. Jenny Bate  
Ms. Joan Lau  
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Ms. Cecilia Lui  
Ms. Fran Thompson  
Ms. Jenny Bate  
Ms. Joan Lau  
Ms. Sky Siu



# 鳴謝

# Acknowledgements

去年，啟勵有幸獲得眾多社區領袖、企業捐贈者和義工朋友的幫助，支持我們繼續為香港青年服務。我們希望藉此機會鳴謝所有付出寶貴時間及慷慨解囊的團體及人士。

Over the past year, KELY has been very fortunate to have had various community leaders, corporate donors, and volunteers to help us continue our work for Hong Kong's young people. We would like to acknowledge and thank all groups and individuals for their time and generosity.

## 項目資助者 Programme Funders

香港美國婦女會 American Women's Association of Hong Kong  
保安局禁煙處、禁煙基金 Beat Drugs Fund, Narcotics Division, Security Bureau  
中電控股有限公司 CLP Holdings Limited  
香港足球總會 Hong Kong Rugby Football Union  
保安局禁煙處 Narcotics Division, Security Bureau  
黃廷方慈善基金有限公司 Ng Teng Fong Charitable Foundation  
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道富基金會 State Street Foundation

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香港社會服務聯會 Hong Kong Council of Social Services  
香港及澳門澳洲商會 The Australian Chamber of Commerce of Hong Kong and Macau  
香港英商會 The British Chamber of Commerce in Hong Kong

## 媒體合作伙伴 Media Partners

Ecozine  
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## 學校合作伙伴 School Partners

### 大學 Universities

香港理工大學、應用社會科學系 Hong Kong Polytechnic University, Department of Applied Social Sciences  
香港大學、社會工作系 The University of Hong Kong, Department of Social Work  
香港大學、公共衛生學院 The University of Hong Kong, School of Public Health  
香港科技大學、商學院 Hong Kong University of Science and Technology, School of Business and Management  
Monash University (澳洲 Australia)  
Alliant University (美國 US)

### 國際學校及英語教學學校 International and English Medium of Instruction Schools

美國國際學校 American International School  
澳洲國際學校 Australian International School  
杯渡公立學校 Bui O Public School  
伯特利中學 Bethel High School  
加州學校 California School  
加拿大國際學校 Canadian International School  
漢基國際學校 Chinese International School  
潮商學校 Chiu Sheung School  
宣道會劉平康紀念國際學校 Christian Alliance P.C. Lau International School  
啟恩中學 Creative Secondary School  
協同國際學校 Concordia International School  
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地利亞修女紀念學校(吉利徑) Delia Memorial School (Glee Path)  
地利亞修女紀念學校(德和) Delia Memorial School (Hip Wo)  
地利亞修女紀念學校(利瑪竇) Delia Memorial School (Matteo Ricci)  
地利亞(加拿大)學校 Delia School of Canada (Secondary)  
法國國際學校 The French International School of Hong Kong



由於篇幅所限，未能盡列所有善長芳名。我們謹代表所有受惠青年，衷心感謝您的支持。

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.

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沙田小學 Shatin Junior  
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聖瑪加利男女英文中學 St. Margaret's Girls' College, Hong Kong  
奇力學校 The Kellett School  
青衣島會小學 Tsing Yi Trade Association Primary School  
西島中學 West Island School  
油蔴地街坊會學校 Yau-mat Kaifong Association School  
耀中國際學校(小學) Yew Chung International School (Primary)  
耀中國際學校(中學) Yew Chung International School (Secondary)  
港青基信書院YMCA of Hong Kong Christian College  
滬江維多利亞學校Victoria Shanghai Academy

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佛教大雄中學 Buddhist Tai Hung College  
佛教覺光法師中學 Buddhist Kok Kwong Secondary School  
明愛崇基馬登基金中學 Caritas Chai Wan Marden Foundation Secondary School  
潮州會館中學 Chiu Chow Association Secondary School  
鐘聲慈善社胡陳金枝中學 Chung Sing Benevolent Society Mrs. Aw Boon Haw Secondary School  
中華基督教會方潤華中學 Church of Christ in China Fong Yun Wah Secondary School  
中華基督教會基福中學 Church of Christ in China Kei Chi Secondary School  
中華基督教會基協中學 Church of Christ in China Kei Heep Secondary School  
香港正覺蓮社佛教馬錦棠紀念英文中學 Heung Hoi Ching Kok Lin Association Buddhist Ma Kam Chan Memorial English Secondary School  
九龍塘學校中學部 Kowloon Tong School (Secondary Section)  
樂善堂梁錦鴻書院 Lok Sin Tong Leung Kau Kui College  
聖公會聖馬利亞堂莫慶堯中學 Mok Hing Yiu College  
新界鄉議局元朗區中學 New Territories Heung Yee Kuk Yuen Long District Secondary School  
伊利沙伯中學舊生會中學 Queen Elizabeth School Old Students' Association Secondary School  
聖仁書院 Queen's College  
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聖公會聖馬利亞堂莫慶堯中學 Sheng Kung Hui St. Mary's Church  
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天主教崇德英文書院 Shun Tak Catholic English College  
順德聯誼總會翁祐中學 Shun Tak Fraternal Association Yung Yau College  
聖宮中學 Sing Yin Secondary School  
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仁濟醫院王華湘中學 Yan Chai Hospital Wong Wha San Secondary School

\*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

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啟勵扶青會是非政府資助的慈善機構，您的慷慨捐助可讓弱勢青年脫離濫藥及酗酒問題。

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