

### 啟勵扶青會為香港社會服務聯會機構會員及香港公益金之會員社會福利機構

KELY is an Agency Member of The Hong Kong Council of Social Service and a Member Social Welfare Agency of The Community Chest of Hong Kong

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# 心啟勵扶青會主席的話

# Message from the Chair of KELY Support Group

時光荏苒·我就任了啟勵扶青會董事會主席已近一年。我很榮幸能作為此機構的主席·委身為香港的弱勢青年提供支援。於過去六年·我作為啟勵董事會的成員·已深知道我們的青年正面對著越變複雜且根深蒂固的問題·因此我們的本地社區工作變得越加重要。

縱使我們已力圖比只為數字達標或接觸服務對象走得更遠,但我們首要的工作是還原基本步,深入青年當中了解他們真正的需要及面對的挑戰,讓他們參與推行活動的進程;透過搜集服務趨勢的最新資料,向老師、社工、家長及決策者等相關人士作意見諮詢,從而了解阻礙青年全面發揮潛能的原因。我們不斷積極創新,務求引入多種培訓手法及策略,以確保我們的服務不單只是包容弱勢青年的多樣性,更不會因個人背景、社會環境而排外他們。富有多樣性、融和差異,是我們工作繼續向前其中一個重要的基石。

作為一個著眼於濫藥和酗酒問題根源而不只流於現況的服務機構,我們於本地社區積極繼續尋求大量的支持,以求能創新和全面地對症下藥。透過與資助者和政策制定者合作,使我們具有更策略性及明確評估機制,有助量度我們帶給青年和社區的影響。

展望未來,我知道啟勵不斷提升其能力,目的是為了成為一個「邁向」預防青少年濫藥及酗酒問題的代表性機構。藉此,我感謝由鄧子聰先生領導的啟勵團隊,他們有著永不言倦的精神、對工作的熱情和勤奮;並感謝董事會成員的遠見和智慧領導。如沒有資助者、捐助者及義工的慷慨支持及承諾,我們的努力是不會成功。我謹代表啟勵董事會衷心感謝每一個你,曾給予我們支持香港青年工作。

啟勵扶青會

主席

魏余雪奕

It's been almost a year since I assumed the role of Chair of the Board of KELY Support Group. It is an honour to serve as the Chair of an organization which is so dedicated to supporting vulnerable youth in Hong Kong. Over the last six years, as a member of KELY's board, I have seen our work become increasingly important in the local community as the issues facing our youth have become more complicated and deeply rooted.

Despite this reality, we have endeavoured to go far beyond just hitting numbers and reaching our target groups. Our work has been primarily about getting back to the basics: engaging our youth and learning first-hand about what their real needs and challenges are, involving them to carry out research on the latest programme and service trends, and consulting stakeholders such as teachers, social workers, parents and policy makers, about what factors are preventing our youth from reaching their full potential.

We have been both diligent and creative in our approach for working with youth of diverse backgrounds, and for looking at how we can develop programmes and services that not only embrace their diversity, but also how to implement measures such as training and policies to ensure that vulnerable youths are not excluded because of their personal backgrounds or social circumstances. Going forward, diversity will continue to be one of the important foundations of our work.

As an organization that not only focuses on issues of drug and alcohol, but explores root causes, we continue to gain overwhelming support from the local community for our innovative and holistic approach to addressing the issues. Through our work with funders and policy makers, we have also become more strategic in our programming and have developed clear evaluation mechanisms to measure our impact amongst our youth and the wider community.

Moving forward, I can only see KELY increasing its capacity as the "go to" organization for youth in the area of drug and alcohol prevention. I would like to thank our KELY team, led by Chung Tang, for their tireless dedication, passion, and hard work, and our board members for their leadership, vision, and wisdom. Our efforts would not have been possible without the generous support and commitment of our funders, donors, and volunteers. On behalf of the KELY board, I would like to thank all of you for helping us to help the youth of Hong Kong.

Fern Ngai Chair KELY Support Group

# 以勵扶青會行政總監的話

# Message from the Executive Director of KELY Support Group

2011-2012是放勵具突破性的一年。於有限資源下,我們既依然超越每年服務目標32,000名青年,更令全港超過44,038個青年 的生活得到改善。

同時,我們也取得很多重要成果:首次與香港理工大學應用社會科學系合作進行的青年導向研究調查;與香港欖球總會携手於 「香港國際七人欖球賽」中首次推行青年理性飲酒活動;以及與香港愛樂團籌辦歷來最大型的籌款活動「青年的力量・交響曲的 喜悅」啟勵慈善音樂會,當中有1,055位觀眾出席支持。

服務方面,「Talk 2 Me and Growing up with KELY」計劃是原由香港美國會贊助,現我們擔任主導角色為青年提供支援及介入, 服務針對面對濫藥、酗酒、學習焦慮、情緒困擾或有自殺傾向等問題。

這年雖然已創出很多佳績,但我們知道於往後的日子仍需要做得更多。事實上,現時香港青年的問題持續嚴重,濫藥人士中青 年佔近四成·青年貧窮和失業平均較成年人高出3至4倍·而且香港有自殺傾向的青年數字更是全亞洲最高的城市之一。

無論現況如何,我們仍抱著樂觀熊度以履行資助者、捐助者、我們的董事會和團隊給予的承諾,持續發展服務;著眼於青年的 真正需要;不單只以補救方法,更重要是於他們的成長中培助及促進他們的個人發展。我很感謝所有給予啟勵的支持者,對我 們青年的信任,及充滿未來更美好的信心。

啟勵扶青會 行政總監 鄧子聰

2011-2012 has been a groundbreaking year for KELY. Despite our limited resources we managed to surpass our annual reach of 32,000 youths, to make a difference in the lives of over 44,038 young people across the city.

We have also made some major achievements; the launching of our first ever youth driven research in partnership with the Department of Applied Social Sciences, The Hong Kong Polytechnic University, the implementation of our first responsible drinking awareness campaign and intervention strategy for youth at the Hong Kong Sevens in partnership with the Hong Kong Rugby Football Union and Start JG, as well as organizing our largest charity concert fundraiser with the SAR Philharmonic which saw the attendance of 1,055 supporting audience members.

With regards to our services, our Talk 2 Me and Growing up with KELY programmes which were originally funded by the American Club Hong Kong, allowed us to play a primary role in providing support and intervention to youth who were experiencing issues such as using drugs and alcohol, academic anxiety, emotional difficulties as well as suicide ideation.

Despite our achievements this year, we know there lies much work ahead of us. In fact, the situation for our youth in Hong Kong continues to be in decline: our young drug abuse rate is close to 40%, poverty and

unemployment amongst youth is 3 to 4 times higher than the average adult in the city, and our

young suicide ideation rate is one of the highest recorded in Asia.

Nevertheless, we remain optimistic. As a result of the commitment of our funders, donors and our board and staff at KELY, we continue to develop programmes and services that speak to the real needs of our youth, and that are not only remedial, but rather engage and facilitate their personal development that will last throughout their journeys into adulthood and beyond. To everyone who is a KELY supporter - thank you for believing in our youth and thank you for believing in a brighter future.

Chung Tang **Executive Director** KELY Support Group



### Who We Are

版勵扶青會(版勵)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

我們的工作主要是預防與介入濫藥及酗酒服務,並針對其問題根源,包括困悶、朋輩壓力、缺乏自我意識、自尊心低落、貧窮、 失業及歧視。

The KELY Support Group (KELY) is a non-government funded bilingual organization which provides empathetic, non-judgmental, confidential and inclusive support to youths 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



### 我們的服務對象

# **Our Target Groups**

**華語青年 - 通常是來自低收入家庭背景・大部份自尊心低落的青年正面對著濫藝與酗酒問題・而未穩足夠支援服務** 

少數族裔青年 - 涌常是來自低收入的家庭背景,大部份自尊心低落的青年正面對著潔藥與酗酒問題;種族歧視及融入社會困 難,而未獲相應的文化支援服務。

非華語青年 - 大部份自尊心低落的青年正面對著濫藥與酗酒問題;及融入社會困難,而未獲相應的文化支援服務。

Chinese Speaking - Youths who come from low socio-economic backgrounds, have low self-esteem, may be facing drug and / or alcohol abuse, and do not receive adequate support services.

Ethnic Minority - Youths who come from low socio-economic backgrounds, have low self-esteem, may be facing drug and / or alcohol abuse, issues relating to discrimination and integration, and do not receive culturally relevant support services.

Non-Chinese Speaking - Youths who have low self-esteem, may be facing drug and / or alcohol abuse, issues relating to integration, and do not receive culturally relevant support services.

# 我們的核心價值

# **Our Core Values**

我們所有的工作也以核心價值為依歸,同時亦是服務青年的原則,對啟勵來說是極為重要。其包括:

- 我們當你需要時給予情緒及行動上的鼓勵,並守候在你左右。
- 同理心 我們會嘗試設地而處,從你的角度了解你的感受。
- 無論你身處甚麼環境,我們亦會為你提供一個開放而安全的環境,讓你表達想法、感受及經驗。
- 如非影響你或他人安危,我們絕不會向第三者透露。
- 每一個青年也是值得被尊重、接納及珍愛的。

Our core values are very important to us. These values shape the way we operate and how we provide services to our youth. We have created these core values and written them in a way that allows for our young people to understand it:

- Supportive
- We provide emotional and practical encouragement and are there for you when you need it.
- Empathetic
- We try to put ourselves in your situation and stand by your side to better understand your feelings.

- · Non-judgmental Regardless of your circumstances, we provide an open and safe environment for you to share all your thoughts, feelings, and experiences.
- Confidential
- We keep things you tell us to ourselves unless it puts you
- Inclusive
- Every young person is respected, accepted, and treasured for whoever they are.



# Our Focus on Peer Support, Leadership Development, and Mentorship

啟勵自第一天服務以來,我們一直強調把**朋輩支援**應用於我們每一項工作。為使青年感到支持及被聆聽,我們提供了一個正面 的環境、給予青年與他們朋輩互相交流的機會。

THE RESERVE OF THE PARTY OF THE

**領袖發展**是一項極重要的工作。我們從不斷創新中證實領導發展對青年是最有效的工作。從結合世界各地最新個人發展、藝術 和多媒體等方法,促使青年參與制定計劃、執行及管理各服務的推行。這工作並不只為了培育新一代領袖,並肯定了我們的工 作是能切合青年的需求。

最後, **師友發展**已成為我們其中一項主要工作策略, 是以透過成年義工的參與, 向青年分享他們的知識和專業。師友關係的建 立從不是由上而下・相反是青年與成人能於不同的活動中互相合作・向著共同目標進發。

Since we opened our doors, KELY has always focused on applying the concept of peer support to everything we do. When young people are given the opportunity to interact with their peers within a positive environment, they are more likely to feel supported and listened to.

As thought leaders, leadership development is also extremely important to our work. We find the most innovative but proven ways of working with youths that facilitates their leadership. By combining the latest personal development, artistic and multi-media approaches from around the world, we engage our youths in the planning, implementation, and monitoring of our programmes and services. Through this approach, KELY is not only cultivating the next generation of leaders, but ensuring what we do is relevant to their needs.



# ※ 啟勵成員

# The People at KELY

### 榮譽贊助人 Honorary Patrons

馬登夫人太平紳士 楊紫鷺女士

董事會 Board of Directors

Mr. Andrew Jones, 榮譽主席

魏余雪奕女士, 主席 陳寶山先生,副主席

Ms. Rebecca Terner, 秘書(於2012年8月1日起委任)

Mr. Michael Vrontamitis, 司庫(於2012年5月17日起委任)

吳莉莉女士,董事會成員

Ms. Virginia Morris, 董事會成員

徐文曦女士,董事會成員(於2012年3月1日起委任) Mrs. Diane Bohm, 主席(於2012年3月1日起辭任)

Mr. Martin Hills, 司庫(於2012年1月16日起辭任)

Mrs. Anne Marden, B.B.S., M.B.E., JP Dato Michelle Yeoh

Mr. Andrew Jones, Emeritus Chairman

Mrs. Fern Ngai, Chair

Mr. Paul Tchen, Vice Chair

Ms. Rebecca Terner, Secretary (appointed on 1st August 2012) Mr. Michael Vrontamitis, Treasurer (appointed on 17th May 2012)

Ms. Philoria Ng, Board Member

Ms. Virginia Morris, Board Member

Ms. Garvey Chui, Board Member (appointed on 1st March 2012)

Mrs. Diane Bohm, Chair (resigned on 1st March 2012)

Mr. Martin Hills, Treasurer (resigned on 16th January 2012)

#### 職員 Staff

鄧子聰先生, 行政總監

李培芳先生, 高級公共關係經理

鄧蕙茵小姐, 傳訊及資源發展經理

朱嘉謙先生, 行政經理

蕭加欣小姐, 項目經理

胡承恩先生, 項目統籌主任

吳志威先生,項目統籌主任

趙國棟先生, 傳訊及資源發展主任

許智謙先生, 青年服務主任

楊 洛小姐,青年服務主任

Mr. Justin Gaurav Murgai, 青年服務主任

Ms. Sky Siu, Programme Manager

Mr. Timothy Woo, Programme Coordinator

Mr. Steven Chiu, Communications and Development Officer

Mr. Samual Hui, Youth Services Officer

Ms. Danielle Yeung, Youth Services Officer

Mr. Justin Gaurav Murgai, Youth Services Officer

#### Mr. Chung Tang, Executive Director

Mr. Eric Lee, Senior Community Liaison Manager

Ms. Vian Tan, Communications and Development Manager

Mr. Kelvin Chee, Office Manager

Mr. Ivan Ng, Programme Coordinator



# 我們的服務與活動

# **Our Programmes and Services**



Our **Programmes** and Services

### 減害及 預防教育

Harm Reduction. Prevention and Education

# 公眾意識 教育

Public Education Awareness

#### 介入及轉介 Intervention and Referral

研究及發展 Research and Planning

#### 恐懼不再! 成功在望!

以難要藝術幫助青年

百對學業壓力及焦慮

A circus-based programme which helped youths address academic stress and arreiety

#### 想開有航路

借鍊美國真人秀 「Amazing Race」 韓向森界心流助書任定立及

實现個人目標

#### 於香港七人權或會引入

為第3日是性飲酒活動及介入服務

A 3 day responsible drinking

### Talk 2 Me

非單語青年的個人及小組輔導服務 An individual and group counseling service for non-Chinese speaking youths

#### 企出瞭話我知你聽緊也! Stand up and Say Something!

針對本地華語、少數族裔及

非草語青年需要的全港研究調查 A city-wide action based research on the needs of local Chinese, ethnic minority and non-Chinese speaking youths in Hong Kong

# My廣告... 點止說「不」咁簡單

互動地幫助青年建立台通

他們的預防影響方法

(拒絕、解釋、超避及離開

互動地解助少數放高青年

侵持向奸友防下扣御索轄 An interactive programme focus

以的友響等提供密集式技能 及时居生药物概括组、助少数 医詹青年掌握社會及經濟機器

# 校園電品教育計劃及 香港賽用會藝物資訊天地導覽服務

一系列預於進藥四數四的知識及 技巧助非单医青年作出阴智的選擇

「友」你掌舵 Seeing the Possibili

以前友響導加以時裝算機助

望弱青年建立人生目標及發揮潛能

#### nternational Day Against Drug Abuse & Illicit Trafficking 日角街頭提高公眾潔藝震場的活動

國際預防濫用藥物日

A massive public awareness campaign held in Mong Kok

# Growing Up With KELY

# 提供與組織性個人及小組制等 接非華語青年由初中至高中的發展 A highly structured individual and group counseling programme which supported non-Chinese speaking youths in their journey throughout secondary schools



# esonsib'ALL Case Comp













PERFFERENCE





# 服務活動摘錄

# **Programme and Service Highlights**

44,038

服務計劃青年受惠人次

The number of students reached through KELY's programmes and services to the community



11,280

全港學校和教育中心的濫藥教育資料刊物派出數量

The amount of Drug Education materials distributed to schools and education centres across Hong Kong

188

去年参與活動的導師和 義工人數

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





21,978

禁毒處贊助的預防濫藥及酗酒工作坊,及香港公益金贊助的壓力管理 工作坊的出席人次

The number of students who attended Narcotics Division-funded Drug and Alcohol Workshops, as well as Community Chest-funded Stress Management Workshops



277



曾於「Talk to Me and Growing Up with KELY」計劃中完成的危機評估數量

The number of risk assessments made through our Talk to Me and Growing Up With KELY programmes

259

曾舉辦的生活技能發展工作坊

The number of life skills development workshops conducted

1,055

「青年的力量·交響曲的喜悅」啟勵慈善音 樂會出席人數

The number of people who attended our charity concert, The Power of Youth – A Celebration of Classical Music



65

去年獲傳媒的報導

The instances of media coverage that we received last year

138

上屆週年大會出席人數

The number of people who attended our last Annual General Meeting

13

曾合作推動企業社會責任活動之企業伙伴 (Burberry Asia, Links International,蘇格蘭皇家銀行,高盛, StartJG, Pernod Ricard,太極軒時尚精品公寓,港鐵,Buspak, La Rose Noire,社商賢匯,奮進傳達,優質人才國際培訓有限公司)

The number of Corporate Social Responsibility initiatives achieved with corporate partners (Burberry Asia, Links Recruitment Limited, RBS, Goldman Sachs, StartJG, Pernod Ricard, CHI Residences, MTR, Buspak, La Rose Noire, Community Business, Active Communication, Training Masters International Limited)





### 年度回顧

### Year in Review



### 一月 January

啟勵正式與香港欖球總會成為合作伙伴,於香港及亞洲最大的體壇盛會 - 「香港國際七人欖球賽」中提供理性飲酒 意識教育活動及介入服務。

KELY confirmed its partnership with the Hong Kong Rugby Football Union to provide public awareness and intervention at the Hong Kong Sevens - the largest sporting event in Hong Kong and Asia.



### 二月 February

全新設計的啟勵會徽面世、這代表著於香港20年的青年服務發展進入靳新階段。

KELY redesigned its logo representing the organization, taking giant steps into a new phase of youth development in Hong Kong after 20 years of service.



#### 三月 March

為應對青年酗酒的上升趨勢・啟勵於「香港國際七人欖球賽」中・提供專業隊伍並設置了休息區・專為面臨酗酒 危機的青年作即時支援及介入工作。

In response to the increasing incidences amongst youth for binge drinking at the Hong Kong Sevens, KELY sets up a station and chill out section to inform youths about the dangers of binge drinking, as well as to provide immediate support and intervention to youths under the influence.



### 五月 May

啟勵與香港理工大學應用社會科學系合作首次進行一系列「香港青年對濫藥問題的看法」研究調查,發佈會共有 超過100人出席。

In collaboration with the Department of Applied Social Sciences, The Hong Kong Polytechnic University, KELY launched its first series of research entitled Diverse Youths and Drugs in Hong Kong, with over 100 people in attendance.



### 六月 June

為提高社區教育及打破對毒品常見的謬誤,啟勵於旺角進行社區外展活動,藉著派發傳單及與青年接觸,並提供 即時免費拍照及免費擁抱,宣揚國際預防濫用藥物日。短短一日間,我們已成功接觸超過500人。

To better educate the community and to further demystify common misunderstandings about drugs, KELY took it upon themselves to outreach to youth in Mong Kok by passing out flyers, taking free instant photos, and giving out free hugs in recognition of the International Day Against Drug Abuse and Illicit Trafficking. This was a very successful day with over 500 people reached in a short amount



### 七月 July

由傅德蔭基金贊助之「My廣告...點止說『不』咁簡單」計劃,在屯門及元朗區5所第三組別學校,與30名本地學 生慶祝所取得的成就。經過數個月的培訓・這些青年製作了遠離毒品的活動宣傳和廣告短片・鼓勵用輩了解和遠 雕毒品。前藥物濫用者、2008年十大傑出青年和香港傑出義工獎得主姜炳羅先生參與是次活動並分享他的個 人故事、激勵青年積極主動與社會上的用輩分享他們的反濫藥倡議。

he It's Not Just About Saying "No" programme, sponsored by the Fu Tak lam Foundation, celebrated the accomplishments of 30 local Chinese students across 5 Band 3 schools in the Tuen Mun and Yuen Long areas. After months of training and empowerment, these youths developed their own drug-free campaigns and video advertising to encourage their peers to know more about, and refrain from, the temptations of drug use. Mr. Ben Kuen Ping-Yiu, 2008 Outstanding Young Person and HK Volunteer Award winner and former drug abuser, attended the event to share his personal story, inspiring the youths to be more proactive in sharing their drug-free initiatives with their peers in the community.



# 八月 August

有超過40名青年籌劃由Burberry基金會贊助的「友你掌舵2」計劃的終極時裝表演。各青年參加者無論是活動策劃 管理、衣飾設計或是選用物料上均展示了自己的才華·亦實踐於現實生活中。超過300位出席者都對於青年的創 意,及成功籌劃這項大型活動的能力感到驚喜!

Sponsored by The Burberry Foundation, over 40 youths put together a fashion show as a conclusive project celebration under our Seeing The Possibilities 2 programme. The youth participants displayed their talents both in the event management of the actual show, and in the creation of wearable and fashionable pieces of clothing that represented the possibilities they felt were now achievable in their own lives. There were over 300 people in attendance that were impacted by the creativity of the student participants who were able to put together such a large event, and were able to design and construct such amazing pieces of clothing.



### 九月 September

啟勵於中秋佳節義賣半島酒店用餅,短於數星期已賣出1000盒,是歷來最高的銷售量。

In celebration of the Chinese mid-Autumn festival, KELY sold 1,000 boxes of Peninsula Hotel's mooncakes within a few weeks. This is the highest number of cakes ever sold by our organization.



#### 十月 October

「想開有航路計劃 - 寺夢網站」正式發佈・網站的目的是奧博青年擁有人生目標及夢想的重要性。網站是由50名具有領導 潛能的青年人,分享其奠定人生基礎、個人方向,及曾協助朋單成長的經驗。

We launched the dream website from our One Dream Many Journeys programme to convey the importance on having a life goal and dream for youths. A total of 50 young people with leadership potential laid a foundation for understanding their own directions in life, as well as helping their peers to do the same by sharing examples of their own dreams coming true through the new website.



### 十一月 November

「少數族裔青年社區參與及融入社區繼導」計劃(RISE意即激發內在力量潛能)·於兩日師友導向活動中·共有超過30名學 生參與。當中主要協助少數族裔青年訂立人生目標,為日後的社會及經濟發展機遇作準備。這計劃是啟勵與香港理工大

同月·我們舉辦了「雨後·彩虹2」計劃·這是集合不同藝術概念·包括跳繩·特製敲擊樂器及戲劇·以正面對話及解決方 法幫助有自殺傾向的青年。為期兩天的活動讓青年和他們的友師一同制定活動的目標和期望。



With over 30 students participating, the Mentoring Ethnic Minority Youths for Community Participation and Integration: RISE (Realizing Inner Strengths, Empowered) programme began with a mentor and mentee two-day orientation that focused on helping ethnic minority youth develop life goals to accessing social and economic opportunities in their futures. This innovative programme was carefully designed in partnership with the Department of Applied Social Sciences of The Hong Kong Polytechnic University.

November was also the month where we launched There's Always Tomorrow 2, an arts based programme which combined rope skipping, choreographed percussion and drama to facilitate dialogue and solutions concerning suicide ideation. The launch entailed a two-day retreat with youths and their mentors setting goals and aspirations for the programme.



# 十二月 December

長達三年的「少數族裔青年社區參與及融入社區簡導」計劃 (RISE意即激發內在力量潛能)正式啟動·並榮幸由平等機會 委員會主席林煥光先生主禮。

同月·啟勵與香港愛樂團合作假香港文化中心舉行了歷來最大型的籌款活動 - 「青年的力量·交響曲的喜悅」啟勵慈善音 樂會。出席觀眾多達1055人。

To honour the official start of the three year long programme, Mentoring Ethnic Minority Youth for Community Participation and Integration: RISE(Realizing Inner Strengths, Empowered!), a launch ceremony was held and officiated by the Chairperson of the Equal Opportunities Commission, the Honourable Mr. Lam Woon-Kwong.

In partnership with the SAR Philharmonic, KELY held its largest fundraiser at the Hong Kong Cultural Centre. Entitled The Power of Youth - A Celebration of Classical Music, the charity concert had 1,055 audience members in attendance.



# 減害及預防教育

# Harm Reduction, Prevention and Education

### 校園毒品教育計劃及香港賽馬會藥物資訊天地導覽服務

本年度的「校園毒品教育」計劃乃啟勵扶青會的重點項目。此計劃突破以往紀錄,超過10,204名學生參與,比去年多出1,120位學生。計劃檢討報告中,超過92%學生表示會向朋友推介我們的工作坊。期間我們亦為員工提供在職培訓,以提升他們的技巧。同時我們亦改進了訓練單元,以確保其內容是根據實證,並緊貼香港的時事脈博。訓練單元亦由8個增加至15個。我們更成功與17所中小學繼續保持緊密合作,有效地執行品牌設計、市場行銷及網絡建立策略。

#### School Drug Education Programme and Visits to the Hong Kong Jockey Club Drug Info Centre

With regards to our drug education programme, 2012 was a momentous year for KELY as we managed to break our own records and reached a whopping 10,204 students throughout Hong Kong, this was 1,120 more students than the year before. Based on our evaluations, more than 92% of the students indicated they would recommend our workshops to their friends. Throughout this period we also increased the skills level of our staff through additional on-site training, upgraded all our training modules to ensure that they were more evidence-based and relevant to what's going on in Hong Kong, as well as expanded our service provision from 8 to 15 modules. By implementing an effective branding, marketing and networking strategy, we managed to also secure 17 new primary and secondary schools as beneficiaries of our programme.

### My廣告...點止說「不」咁簡單

接近兩年的「My廣告...點止說『不』咁簡單」計劃終於完滿結束。我們頒發最佳預防濫藥廣告等獎項以嘉許屯門及元朗區的青年。此核心計劃獲博德蔭基金的贊助下,為10間學校及超過2,000名學生提供廣告及市場營銷技巧訓練於推廣學校和社區預防濫藥信息,讓他們學習濫藥的禍害。計劃檢討報告中,超過80%的參加者表示他們對毒品的知識加深了,並懂得面對此問題時作出明智的選擇。此計劃為啟勵創出突出的成果,於屯門及元朗區為(普遍缺乏資源的)青年提供了一個重要的平台,讓他們在自己社區積極為濫藥問題發聲。

#### It's Not Just About Saying "No"

After nearly 2 years, the *It's Not Just About Saying "No"* programme came to a close by awarding the best drug-free campaign by young people from the Tuen Mun and Yuen Long districts. Funded by the Fu Tak lam Foundation, this very important programme involved the participation of 10 schools and over 2,000 students in getting them to learn about the dangers of drug, as well as obtaining skills in advertising and marketing to promote the drug-free message in their respective schools and communities. Based on our evaluations, more than 80% of participants said that they became more knowledgeable about drug and knew how to make informed choices around this issue. The programme was also a significant accomplishment





### 少數族裔青年社區參與及融入嚮導計劃(RISE意識激發內在力量潛能)

啟勵扶青會聯同香港理工大學應用社會科學系,推行一項「RISE」的少數族裔青年社區參與及融入嚮導計劃。此計劃以非一般的手法為少數族裔青年重點提供生活、實務、領導及社區發展技巧訓練,讓他們能在香港捉緊社會及經濟機會。計劃內容完全是為少數族裔青年的需要及問題而塑造,訓練內容包括個人多樣性及融和、香港少數族裔的歷史、成為出眾社區領袖。計劃自啟動而來,獲得不少支持者,當中更包括平等機會委員會主席林煥光先生及駐港菲律賓領事。同時,我們更聯繫了很多組織及團體,包括電進傳達、香港中文大學、特納國際亞太有限公司、Geoexpat、地利亞修女紀念學校(協和)、德瑞國際學校、港島中學、香港社會服務聯會、Non-Resident Nepali Association Hong Kong、ASIFMA Esprit Coaching、優質人才國際培訓有限公司、及Hong Kong Integrated Nepali Society。

# Mentoring Ethnic Minority Youth for Community Participation and Integration: Realizing Inner Strengths, Empowered! (RISE)

In collaboration with the Department of Applied Social Sciences, The Hong Kong Polytechnic University, *RISE* is a unique mentorship programme whereby ethnic minority (EM) youth are given the opportunity to obtain important life, technical, leadership and community development skills to access social and economic opportunities in Hong Kong. Specially designed and tailored towards the needs of EM youth and their issues, the training includes topics such as diversity and inclusion, knowing about EM's histories in Hong Kong and learning how to become effective community leaders. Since its launch, the programme has garnered much support, including that of the Honourable Mr. Lam Woon Kwong, Chairperson of the Equal Opportunities Commission (EOC), and the Consul-General of the Philippines, Hong Kong. Through this initiative we have also made connections with Active Communication, Chinese University of Hong Kong, Turner International Asia Pacific Limited, Geoexpat, Delia Memorial School (Hip Wo), German Swiss International School, Island School, The Hong Kong Council of Social Service, Non-Resident Nepali Association Hong Kong, ASIFMA Esprit Coaching, Training Master International Limited, and the Hong Kong Integrated Nepali Society.



# ---公共及意識教育服務摘錄

# **Public Education and Awareness Highlights**

於過去的十二個月,我們進行了2個大型的公共教育及意識推廣的活動,目的是為減低濫藥和酗酒對青年的禍害。

Over the past twelve months we have carried out 2 major public education and awareness campaigns focused on reducing the harm that drug and alcohol abuse may have on young people in the community.

### 國際預防濫用藥物日

為響應這個重要日子,啟勵扶青會的職員及義工於旺角西洋菜街籌辦了大型外展活動。透過直接與青年接觸,教育濫藥議題,或為如現正濫藥青年(或其身邊的朋友)提供尋求協助的方法。輕鬆簡單的一天活動,已向逾500位青年講述提高濫藥意識的重要性。當中超過一半青年明顯對濫藥認知很淺,更反映有需要加強相關的教育及資源。

### International Day Against Abuse and Illicit Trafficking

In recognition of this important day, KELY staff and volunteers organized a massive campaign outreach on Sai Yeung Choi Street in Mong Kok to engage youths on issues related to drug abuse and how they can seek assistance if they themselves (or someone they knew) was abusing drug. Although the outreach was a light and fun event, it was also very evident that out of the over 500 youths we spoke to, more than half had very little knowledge about drug abuse and required further education and resources.



# 金介入及轉介服務摘錄

# Intervention and Referral Highlights

### Talk 2 Me

啟勵因獲香港美國會贊助,再次開展介入及轉介服務。此計劃旨在協助青年面對濫藥、酗酒或情緒問題。以啟勵的核心價值 (支持、同理心、不批判、保密及融和)作為基石及認知行為法的框架,幫助青年認識他們的問題及尋求其他支援服務的相關資料。

With initial funding from The American Club Hong Kong, KELY re-launched its intervention and referral services aimed at helping youth with drug and alcohol as well as other emotional issues. The programme comprised of applying KELY's cornerstone of values (supportive, empathetic, non-judgmental, confidential and inclusive) as well as cognitive behavioural frameworks in helping young people identify their issues and find the help they need to overcome these issues.

#### Growing Up with KELY

「Growing Up with KELY」是以具有組織性的方法·陪伴青年走過初中至高中的旅程。此計劃提供一對一個人或小組輔導·深入支援 青年解決個人困難。

去年,我們進行了277次的危機評估,為30位學生提供了輔導服務,以及為29位學生提供特設小組輔導。我們亦處理了兩宗懷 疑濫藥及兩宗有自殺傾向的青年個案。

A more structured approach which follows the journey of secondary students from their junior to senior years, this one-on-one and group counseling programme provided in-depth support to students are facing personal difficulties.

Over the past year, we carried out 277 risk assessments, provided individual counseling services to 30 students as well as delivered specialized group counseling to another 29 students. We also remedied 2 cases of "suspected" drug abuse and intervened on 2 cases of youth suicide ideation.



啟勵職員經驗分享 Case Sharing by KELY Staff

一位青年因過量飲酒而感到身體不適,當時她情緒甚為低落,擔心讓家人知道她曾與朋友"劈酒"。 見此,我們對她的情況沒作出批判,並即時給予 一個寧靜空間,為她的需要作支援,確保她能得 到安全、舒適及健康。她很感激我們的幫助,並 欣然我們能將一切保密。

During a recent intervention we encountered a youth who was left vulnerable from the effects of drinking too much alcohol. She was physically sick and experiencing high levels of emotional distress from fear that her family would find out she had been binge drinking with her friends. Without placing judgment she was provided with a quiet space and given the support she needed to ensure her safety, health and well-being. The youth was very appreciative of our efforts told us that she was glad we kept things in confidence.

於預防濫藥活動結束時,其中一位參加者向我們 職員表示感謝,並因我們給予了濫藥害處的知識 及拒絕技巧而令他感到釋懷。這位青年敍述他曾 遇到面對家人誘惑吸毒的經驗。因當時不知道濫 藥危害身體的嚴重性,他沒有信心拒絕家人的要 求。但自從我們給他有關濫藥的知識,他便有自信 地面對這事,向家人作出堅決的拒絕。

At the end of a drug education programme a student came up to us and expressed his gratitude and relief for the detailed information we provided to him on the dangers of drugs. He explained to us that he was in a difficult situation in which a family member had been pressuring him to try a certain type of drug. As he did not know what the drug was and the harm it can cause, he was not confident enough to refuse this family member. However, through the drug information we provided to him, he said that he was now confident enough to refuse drugs from this family member.

# 研究及發展工作摘錄

# Research and Planning Highlights

### 「企出嚟話我知你診緊乜!」研究調查

成屬與香港理工大學應用社會科學系的合作,使我們的研究工作跨出了一大步。該研究是以罕有手法,由香港青年方向作主導, 抽取了超過1,200名青年樣本,剖析青年面對的問題,及由他們處理這些問題的方法提出寶貴意見。發佈會中,發表了第一系列 的研究名為「香港青年對濫藥問題的看法」,從以下多個重要的發現中,揭示了救助弱勢青年面對濫藥問題仍需要很多工作:

- 超過70%的香港少數族裔青年缺乏濫藥的知識;
- 接近20%的男性受訪者及10%的女性受訪者認為濫藥是沒大不了;及
- 接近13%的本地華語學生、30%的少數族裔學生及25%的非華語學生表示他們不能拒絕毒品

發佈會引起了廣大公眾的關注。當日有12名傳媒代表出席,並獲16份報章及廣播媒體報導,包括英文虎報、雅虎香港、南華 早報、成報、文匯報、新報、新城廣播及香港寬頻。

#### Stand up and Say Something! Research

The launching of KELY and the Department of Applied Social Sciences, The Hong Kong Polytechnic University's research was significant step for all of us. With about 1,200 youths sampled, the youth driven research was the first of its kind in Hong Kong - where young people got to determine their own issues and provided their input on the how they like these issues to be heard and addressed. At the launch, the first series of research entitled *Diverse Youth and Drugs in Hong Kong* was unveiled to the public and a number of key findings revealed the amount work that needed to be done to helping youths who may be vulnerable to drug abuse:

- · over 70% of ethnic minority youth in the city did not know a lot about drug;
- close to 20% of male respondents and 10% of female respondents believed that taking drugs was not a big deal;
   and
- almost 13% of local Chinese students, 30% of ethnic minority students and 25% of non-Chinese speaking students mentioned that they could not say no to drugs.

The launch received wide public attention as we had the participation of 12 media representatives on that day which resulted in 16 print and non-print media coverage, including: The Standard, Yahoo Hong Kong, South China Morning Post, Sing Pao, Wen Wei Po, Hong Kong Daily News, Metro Broadcast and Hong Kong Broadband Network.



# ~ 籌款活動摘錄

# **Fundraising Highlights**

### 「青年的力量·交響曲的喜悅」啟勵慈善音樂會

版圖扶青會與香港愛樂團携手舉辦了,本會有史以來最大型的籌款活動 - 「青年的力量·交響曲的喜悅」啟勵慈善音樂會。留居 美國的國際著名鋼琴家劉孟捷教授遠道而來為啟勵籌款演奏,他曾榮獲2002年艾利費雪獎金,更於1993年取代André Watts於 音樂學院劇場全明星系列中擔綱演出・成為科蒂斯音樂學院的熱話。音樂會得以成功・有頼20個贊助商及合作伙伴・1055位觀 眾出席支持(包括兩位影視名人田啟文先生及盧覓雪小姐)。當晚更有超過10間傳媒出席採訪,整個活動並獲逾402的傳媒報導及 宣傳廣告。此音樂會共籌得近半百萬港圓、所有善款已撥作服務發展及各項青年活動用途。

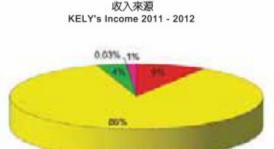
### The Power of Youth - A Celebration of Classical Music Charity Concert

In collaboration with the SAR Philharmonic, KELY organized its largest fundraising event to date. Entitled The Power of Youth - A Celebration of Classical Music the classical music concert had renowned international Pianist Professor Meng-Chieh Liu fly all the way from United States to provide a special one-off performance to benefit the work of KELY. Liu, a recipient of the 2002 Avery Fisher Career Grant, first made headlines in 1993 at the Curtis Institute of Music when he substituted for André Watts on the All-Star Series at the Academy of Music in Philadelphia. The community-driven fundraiser, supported by 20 sponsors and corporate partners, was a major success as we had 1,055 audience members in attendance (including two famous celebrities Mr. Tenky Tin, Hong Kong Movie Star and Ms. Michelle Lo, Renown Television Host), as well as over 10 media representatives in attendance. The event also generated over 402 publicity coverage including paid and non-paid advertisements. The total funds raised from the event was close to half a million Hong Kong dollars - all of which went towards sustaining our programmes and services.



# 財政摘録

# **Financial Highlights**



總收入 Total Income: HK\$3,764,045

### #一般得获

の食に吸収 Sporeorship by funders

undraising events and activities

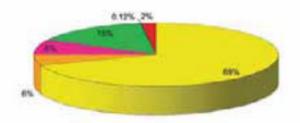
#### 中社協能廣克斯

Community events and promotione

#### \*工作哲及其相収入

Workshop fees & other income

#### 支出用途 KELY's Expenditure 2011 - 2012



總收入 Total Expenditure: HK\$3,309,813

### 中国核計劃

Programmes & service

#### 中醫飲活動 Fundraising

₩行跋

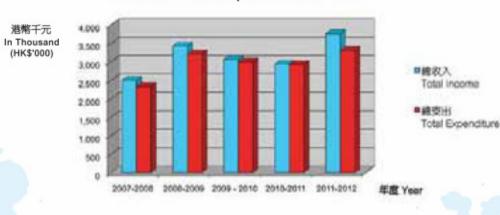
#### Administration

**事資助股票** Funded programmer

#### ●工作物 Workshop

#折察

### 啟勵收入與支出 KELY's Income & Expenditure 2007-2012



# , 啟勵在你眼中是...

# What People Have Said About Us

啟勵扶青會的一份子實在是我

的榮幸。我們就像一個大家庭·是我生命

的一部份。他們支持著、帶領著我、與我一起為生

命奮鬥·使我達成夢想。他們讓我發現只要你肯嘗試·

沒有事成不了。假如我不認識啟勵,就不會有現在的我,亦

"Being a part of the KELY Support Group has been a

total blessing for me. They are a part of me, my life -

just like family. They helped me achieve my dream

by supporting me, guiding me and fighting with me

throughout my life so far. They helped me discover that

nothing is impossible unless you actually try. If I

didn't know KELY Support Group, I wouldn't be in

this position and made it this far. They are amazing

Muskan Sharma,

前計劃參加者及義工 Former Programme

Participant and Volunteer

「哲sir好

型仔呀!我好鍾意這個

"Chit Sir is so handsome! The

activities were so fun. I really like

Kitno Tse,

「恐懼不再!成功在望!」參加者

Participant from Defeat

Failure! Get Positive!

相當之廣!」

活動·好好玩呀!」

this project!"

people and I truly love them with all my heart!"

不會走得更前。他們真的很了不起!我真的很愛他們!」

#### 「以往我的生

命只是為工作及生存,我作出一點 改變,利用餘閒貢獻社區。我參與了『兩後, 彩虹2』的師友計劃。我們投放了很多時間,運用真實 案例,遊戲及海報設計教導青年遠離毒品,防止自殺的念頭 以及減輕壓力。雖然這是嚴肅的課題,但我們與青年在無恐懼及互 相支持的環境下,青年能掌握得很快。我很享受這個計劃,很期待餘下的活動。這計劃不僅啟發了青年,亦啟發了我。」

"When my life was just about work and survival, I wanted to make a change by devoting my spare time to the community. I found KELY and volunteered in the *There's Always Tomorrow 2* programme. We spent a lot of time with young people and taught them how to stay off drugs, avoid thoughts of suicide as well as how to reduce their stress through real case scenarios, games and poster designs. Although the topics we talked about were quite serious, I found the youths learnt best when they were in a non-threatening and supportive environment. I enjoyed the programme a lot, and look forward to taking part in the remaining sessions. The programme has been an enlightenment for the youths and myself."

Carman Leung,「雨後·彩虹2」友師 Youth Mentor from There's Always Tomorrow 2

「參與工作

坊是一個很好的體驗。這是幫助阻止欺凌。啟勵職員很樂於助人·亦 在我需要幫助或面對逆境時給予意見。我享受與他們談話·不如你都來試吧!」

"I had a great experience with the workshop. It helped to stop bullying. The KELY staff is also helpful and will give you advice whenever you need help or when you're facing a difficult situation. It was a really great experience talking to them. You guys should try too!"

Anthony Tamayo Asis, 禁毒處贊助「校園毒品教育」計劃參加者 Participant from Narcotics Division Funded School Drug Education Programme

Farticipant from Narcotics Division School Drug Education Progra 好的機會從其他玩雜耍的
人身上學習。課堂所包含的範疇亦

"This is a really good opportunity for me to learn from others who also practise circus art. The workshops include such a wide range of information!"

> Adam Ng, 「恐懼不再!成功在望!」参加者 Participant from *Defeat Failure! Get Positive!*



「非常之 好玩·每次都學到很多野! 場地很適合玩雜耍!正!」

"Super fun! Every time I learn so much! The venue is very suitable for circus art training! Good!"

Lee Fu Wing, 「恐懼不再!成功在望!」参加者 Participant from Defeat Failure! Get Positive!

「啟勵的活動給我一個很鮮明的印象。 動給我一個很鮮明的印象。 這讓我認識了很多新朋友·也讓我學 到了很多新知識。我對這個活動充滿了期待· 很開心能加入這個活動。」

"This project at KELY gave me a very vivid impression. It allowed me to make a lot of new friends, as well as learned a lot of new knowledge. I am anticipating more from this project and am very glad that I joined."

Elsie Ng, 「兩後·彩虹」参加者 Participant of *There's Always Tomorrow* 

#### 「我覺得在啟

勵的工作坊的經歷是我參加過最 特別的。雖然我的角色只是作為朋輩支持者, 但已對學生了解很多,例如他們的志願和理想。我們更 於短時間內成為了朋友。起初我是很害羞去認識新朋友,但現 在我能於青年面前大膽地表達自己,與他們開玩笑。我們參加的工 作坊非常有趣,通過遊戲和團隊建立的活動,我學會了更多關於少數族 裔的文化和歷史。這些都是我從未經歷過!」

"I think the workshops I have attended so far have been unique experiences. Although we act as peer supporters to other students, we have been able to learn more about the students, such as their aspirations and ambitions and have been able to form friendships in the short amount of time so far. At first I was shy around making new friends, but now I feel completely comfortable with being myself around them and making friendly conversation and jokes with the students. It is also interesting and fun as to how we attend the workshops to learn more about culture and the historical heritage of ethnic minorities whilst participating in games and team-building exercises, this is something I have never experienced before."

Amanda Ho, 「RISE」計劃參加者 Youth Mentor from the RISE Programme

### 「啟勵的工

作坊給我第一個印象是沈陶... 但當職員說這是有關欺凌問題時,我立 即感興趣,因為我也曾經歷同樣問題。他們教導 我不要放棄自己及要懂得為自己發聲,這真是對我 有很大幫助。」

"My very first thought of the KELY workshop was that it could be boring... but when the KELY staff said that it will be all about bullying, I thought that it's going to be interesting because I've been through that. So since you guys taught us how to not give up on ourselves and stand up for ourselves, it has really helped me."

Courtney Mae Palma, 「校園毒品教育計劃J參加者 Participant of School Drug Education Programme

| 取勵劑

了我很多,讓我明白到 更多。我能夠和你們一起工 作真的很幸運!」

"KELY has helped me a lot, and actually made me understand so much more. I feel lucky that I had my work experience with you guys!"

> Ruth Ng, 學生義工 Student Volunteer





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# Schools Who Have Benefited from our Programmes and Services in 2011 - 2012

(以英文字母排序 In Alphabetical Order)

#### 本地學校 Local Chinese Schools

茂峰法師紀念中學 Buddhist Mau Fung Memorial College

佛教大雄中學 Buddhist Tai Hung College

佛教覺光法師中學 Buddhist Kok Kwong Secondary School

明愛柴港馬登基金中學 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

中華基督教會基督中學 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

九龍塘學校 (中學部) Kowloon Tong School (Secondary Section)

樂善堂梁銶琚書院 Lok Sin Tong Leung Kau Kui 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 東華三院東兆民中學 Tung Wah Group of Hospitals Chen Zao Men College

皇仁書院 Queen's College

聖公會基孝中學 Sheng Kung Hui Kei Hau Secondary School

聖公會聖馬利亞堂莫慶堯中學 Sheng Kung Hui St. Mary's Church Mok Hing Yiu College

順利天主数中學 Shun Lee Catholic Secondary School

天主教崇德英文書院 Shun Tak Catholic English College

I債德聯誼總會翁祐中學 Shun Tak Fraternal Association Yung Yau College

聖言中學 Sing Yin Secondary School

聖羅撒書院 St.Rose of Lima's College

徳蘭中學 St.Teresa Secondary School

紡織學會美麗商會胡漢舞中學 Textile Institute American Chamber of Commerce Woo Hon Fai Secondary School

香港管理專業協會羅桂祥中學 The Hong Kong Management Association K. S. Lo College

香笋正雙並計患數無論數紀念英文中學 Heung Hoi Ching Kok Lin Association Buddhist Ma Kam Chan Memorial English Secondary School 香港正通商联商昌紀念中學 The Hong Kong Sze Yap Commercial & Industrial Association Chan Nam Chong Memorial College

天水園官立中學 Tin Shui Wai Government School

台山商會中學 Toi Shan Association College

東華三院馬振玉紀念中學 Tung Wah Group of Hospitals C.Y. Ma Memorial College

東華三院盧幹庭紀念中學 Tung Wah Group of Hospitals Lo Kon Ting Memorial





# 2011-2012 活動與服務受惠學校

# Schools Who Have Benefited from our Programmes and Services in 2011 - 2012

(以英文字母排序 In Alphabetical Order)

### 國際學校及非華語學校\* International and English Medium Instruction Schools

美國國際學校 American International School

澳洲國際學校 Australian International School

白普理國際學校 Bradbury School

杯澳公立學校 Bui O Public 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

宣道會劉平齋紀念國際學校 Christian Aliance P.C. Lau International School

地利亞修女紀念學校(百老匯) Delia Memorial School (Broadway)

取思中學 Creative Secondary School

地利亞修女紀念學校(協和) 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

智新書院 Discovery College

法國國際學校 French International School of Hong Kong

弘立書院 Independent Schools Foundation Academy

伊斯蘭館伯濤紀念小學 Islamic Dharwood Pau Memorial Primary School

伊斯蘭學校 Islamic Primary School

港島中學 Island School

佐敦道官立小學 Jordan Road Government Primary School

德瑞國際學校 German Swiss International School

英皇佐治五世學校 King George V School

韓國國際學校 Korean International School

閩僑小學 Man Kiu Association Primary School

保良局陳守仁小學 Po Leung Kuk Camões Tan Siu Lin Primary School

香港啟新書院 Renaissance College Hong Kong

弘麗國際學校 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 (Sookunpo) Primary School

南島中學 South Island School

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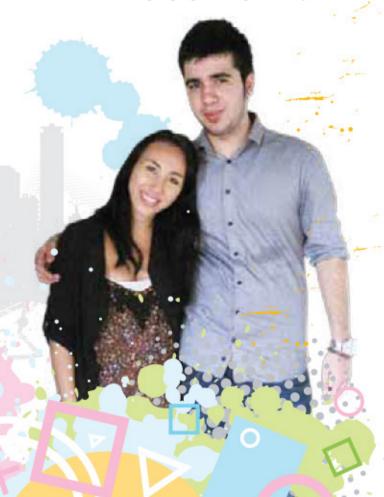
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