



啟勵扶青會
KELY
SUPPORT GROUP



ANNUAL REVIEW

週年概覽

2013

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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啟勵扶青會主席的話

Message from the Chair of KELY Support Group

2013年對啟勵扶青會(啟勵)來說饒富意義，我們致力透過不同途徑及方法，積極發展會務。作為服務香港青年組織的先鋒，啟勵竭力預防與介入濫藥及酗酒服務。我們積極面對轉變和青年之需要、與時並進，並計劃新方法，服務社會。

雖然近年青年濫用藥物率有下降的趨勢，但有很多證據證明隱蔽青年濫藥的情況日趨嚴重。為此，我們不僅更加積極和用較創新方式協助青年；我們亦和學校，政府，企業和其他非政府組織加強合作，建立更緊密的互動。

根據2011-2012年港府對學生進行的調查，發現77%以上濫用藥物的青年都是獨自吸食，而且不曾尋求任何協助。而在曾求助的青年當中，他們大多數認為朋輩給予他們最大的支持。根據調查結果和我們與青年的討論，我們有必要進一步擴大服務範疇，這才能確保跟我們接觸的青年能獲得學習的機會，發展潛能，培養他們成為朋輩間緊密的支持和鼓勵者。

對我們來說，今年亦是意義重大的一年，我們致力解決有關青年濫用藥物的重要問題，包括貧窮，抑鬱，歧視和自殺。通過和青年接觸，我們瞭解濫藥和酗酒兩者之間存在一定的關係，我們需要對症下藥，採用一個更全面和鼓勵性的方法，協助青年發展潛能，作出明智的人生決定。

展望未來，我們計劃進一步提升現有的工作，以及與學校，資助者和支持者建立更穩固關係。我們和各院校都有良好的夥伴關係及默契，它們是我們與有需要幫助的青年之間的重要橋樑。無論是一直以來支持我們的香港英商會，還是最近才建立夥伴關係的其禮律師事務所，它們不僅在我們的工作中發揮了舉足輕重的作用，還支持我們處理一些社會大眾社區和青年內心的敏感問題。

本會衷心感謝各位夥伴，資助者，捐助者和義工的鼎力支持。有賴各位的慷慨支持和貢獻，本會才能幫助濫藥和酗酒的青年，讓他們重燃希望，擁有一個可以依靠的肩膀。

啟勵扶青會

主席

魏余雪奕女士

2013 has been one of growth and development for KELY Support Group (KELY). As one of the pioneer youth organisations providing drug and alcohol prevention and intervention in Hong Kong, we have been constantly evolving to meet the ever changing needs of our young stakeholders.

Although the young drug abuse rate has been declining in the city, there is evidence indicating that hidden young drug abuse is on the rise. Such trend has only propelled us to become more determined in finding the most effective strategies to help our young people as well as strengthening necessary partnerships with schools, government, businesses and other NGOs to support our efforts.

The Hong Kong Government's student survey of 2011-2012 found that more than 77% of young people who were abusing drugs were doing this alone and were not seeking help from anyone. The same survey also found that amongst youth who did seek assistance, the majority of them felt that their friends gave them the "greatest help". Based on these findings and in our work with young people, it was clear that we needed to further expand our approach and ensure that each young person we reach had the opportunity to develop their capacity to be a major source of support to their peers in a non-judgmental, empathetic, confidential and inclusive manner.

This year was also significant for us as we tackled the very difficult issues related to young drug abuse including poverty, depression, discrimination and suicide. In talking to young people, we learned through their perspectives that drug and alcohol problems are not isolated and that a more holistic and empowering approach works best when it comes to helping them make informed life decisions.

Moving forward, we plan to build upon the strength of our work as well as the invaluable partnerships with our schools, funders and supporters. Our school partners remain extremely important in helping us reach the young people who need us the most. Existing partnerships with organisations such as the British Chamber of Commerce in Hong Kong and newly developed partnerships with companies such as Clyde and Co have not only played a pivotal role in the work that we do, but allowed us to take risks in tackling some of the more sensitive issues which are in the hearts and minds of young people as well as members of the surrounding community.

We are truly grateful to our many partners, funders, donors and volunteers for their unwavering support and for believing in our mission. Through your contributions, we are able to provide a sense of hope for young people who may be dealing with life-threatening issues and need someone to listen and support them.

Fern Ngai

Chair

KELY Support Group



啟勵扶青會行政總監的話

Message from the Executive Director of KELY Support Group

今年是啟勵收穫頗豐富的一年。通過我們與各院校的群策群力，以及資助者和捐助者的慷慨支持，我們已為46,206名青年服務，令他們生活獲得改善。

一直以來，啟勵致力推廣預防濫藥和酗酒的工作，為青年的精神健康出謀獻策。我們不遺餘力，不僅專注於眼前的問題，並努力找出問題的所在和解決的方法，從而協助青年遠離毒品，讓他們健康成長，貢獻社群。

今年我們取得很多重要成果，包括在亞洲最大的體育盛會 - 「香港國際七人欖球賽」期間舉行活動。我們有幸能夠和香港欖球總會和屢獲殊榮的廣告公司創藝嘉香港合作，在欖球賽舉行期間，成功地向2,000名青年灌輸了正確的飲酒訊息，運用了援手策略，傳遞如何減低飲酒過量對身體構成傷害的方法。

此外，我們亦擴大了Talk2Me和Growing up with KELY服務的規模，成為我們服務青年的重點項目。在2013年，透過Growing up with KELY舉行的工作坊，院校心理健康檢查活動，單對單的風險評估及小組治療，我們已向380名學生提供協助。而在心理健康檢查活動期間(學校全面評估)，有127名青年表示他們在過去曾有自殺的念頭而我們亦已介入。

今年我們另一個里程碑是與香港大學合作，攜手尋求解決青年自殺問題的辦法。我們有幸能有香港大學防止自殺研究中心總監－葉兆輝教授作為「雨後彩虹-正面人生導向計劃 2」青年論壇的主講嘉賓，跟超過300位青年人一起合作，啟發他們用積極和樂觀的態度去生活。

展望未來，我們將繼續不遺餘力，幫助香港青年遠離濫藥及酗酒，致力扶助青年健康成長，面對挑戰。隨著越來越多的貧困青年，隱蔽濫藥青年，以及青年的生活質素日益下降，我們將更加努力，制定有效的方案和服務，鼓勵青年自強不息。

啟勵扶青會
行政總監
鄧子聰

This year has been quite a remarkable one for KELY. Through our collaboration with our school partners and support from our funders and donors, we managed to reach a total of 46,206 young people in various high needs districts in the city.

As an organisation that strives to be a thought leader in the area of drug and alcohol prevention and intervention, we have worked extremely hard to tackle these issues by not only focusing on the problem at hand, but also looking at the root causes of these issues and coming up with long term solutions to empower young people to find their way in society.

One of our major achievements this year included the implementation of a massive harm reduction strategy at the Hong Kong Sevens – the largest sporting event in Asia. In partnership with the renowned Hong Kong Rugby Union and the award-winning advertising company Start JG Hong Kong, we managed to reach out to over 2,000 young people at the game and prevent incidences of binge drinking.

The expansion of our Talk2Me / Growing up with KELY service has also become significant for us. In 2013 we reached a total of 380 students via workshops, school-wide mental health checks, one-on-one risk assessments and small group therapy sessions. From the mental health checks (a school-wide assessment tool), a total of 127 youth reported having had recent thoughts of suicide for which we provided intervention.

Another milestone for us this year was our collaboration with the University of Hong Kong in tackling the issue of youth suicide. With renowned Professor Paul Yip, Director of the Centre for Suicide Prevention and Research as our keynote speaker, we organised KELY's first-ever youth conference entitled There's Always Tomorrow 2 – a focus on positive living for over 300 young people in Hong Kong.

We will continue to address the issue of young drug and alcohol abuse through looking at the many related issues and challenges young people are experiencing in the city. With the increasing poverty amongst youth, the entrenched nature of hidden young drug abuse, as well as the overall decline in the quality of life of our young people, we will increase our efforts in the area of thought leadership and develop effective programmes and services that will not only address these issues, but empower young people to become their own agents of change.

Chung Tang
Executive Director
KELY Support Group



關於啟勵扶青會 Who We Are



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。

我們的工作主要是預防與介入濫藥及酗酒服務，並針對問題根源，包括困悶、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，以發揮他們所長。

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藥與酗酒問題，而未獲足夠支援服務。

少數族裔青年 – 通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濫藥與酗酒問題；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 – 通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 - Youth 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 - Youth 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 - Youth who come from various socio-economic backgrounds, 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：

- **支持** – 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。
- **不批判** – 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。
- **保密** – 如非影響你或他人安危，我們絕不會向第三者透露。
- **融和** – 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 or others at risk.
- **Inclusive** - Every young person is respected, accepted, and treasured for whoever they are.

朋輩支援、領袖及師友的重點發展

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的空間，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。

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.

Leadership development is also extremely important to our work. We find the most innovative but proven ways of working with youth that facilitates their leadership. By combining the latest personal development, artistic and multi-media approaches from around the world we engage our youth 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.

Lastly, **mentorship** has also become one of our key strategies in involving adult volunteers from the local community, to share their knowledge and expertise with our youth. Our mentorship process is never top down as youth and adults develop shared goals, and work together as a team in our various programmes.

啟勵成員 The People at KELY



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我們的服務與活動 2013

Our Programmes and Services 2013

我們的服務 與活動 Our Programmes and Services

減害及 預防教育 Harm Reduction, Prevention and Education

恐懼不再! 成功在望!
Defeat Failure! Get Positive!
一個以難受為主的先鋒計劃，
讓學生接受難受訓練，
幫助他們學習處理學業上的壓力
及困難，並培養他們利用有效的應對
策略，來解決日常生活中的難題。
A circus-based programme which
helps young people address
academic stress and anxiety,
as well as develop strong
coping strategies

**校園毒品教育計劃及
香港賽馬會藥物資訊天地導覽服務**
School Drug Education Programme
and Visits to the Hong Kong
Jockey Club Drug Info Centre
一系列全面的培訓課程，
講解有關濫藥及酗酒的資訊，
及面對誘惑時有效的拒絕技巧。
A series of comprehensive training
modules ranging from an introduction
to drug and alcohol addictions
to effective refusal skills

公眾意識 教育 Public Education and Awareness

Save Our Sevens!
為期3個月的活動，
配合亞洲最大的體育盛事-
國際七人欖球賽，利用緩害策略，
呼籲大眾理性地飲酒。
A 3 month responsible drinking
campaign, intervention and support
strategy for the Sevens
- the largest sporting event in Asia

介入，支援及轉介 Intervention, Support and Referral

Talk2Me
通過個人及小組輔導，
協助正在面對濫藥、酗酒、自殺
及其他情緒相關問題的青年。
An individual and group counselling
programme for young people who are
experiencing drug and alcohol issues,
suicide related and other
emotional challenges

「友」你掌舵3及4
Seeing the Possibilities 3 and 4
透過時裝藝術和活動策劃培訓，
導師友計劃幫助年輕人遠離濫藥和
酒精，邁向自己的人生目標。
A mentorship programme which
uses fashion arts and events
planning training to help young
people avoid drug and alcohol
addictions through developing
their life goals

雨後彩虹1及2
There's Always Tomorrow 1 and 2
為了提高對青年自殺問題的意識，
這計劃透過敲擊樂、跳繩、戲劇、
藝術治療和預防自殺的教育，
協助青年面對人生難題。
A suicide prevention programme which
uses choreographed percussion,
rope skipping, drama, art therapy and
suicide prevention education to help
youth face their most difficult
life challenges

國際預防濫用藥物日
International Day Against Drug
Abuse & Illicit Trafficking
此全面的公眾教育運動，
帶動本地的青年，
講解濫用藥物的問題。
A comprehensive public
education campaign which
involves engaging local Chinese
youth on issues of drug abuse

Growing Up With KELLY
以輔導學習形式，為青年提供
適當協助、初步風險評估，
以及訓練抵抗逆境的能力。
A highly structured group training
service for youth that includes initial
risk assessments as well as
equipping them with resiliency skills

Keeping It REAL 3
(拒絕、解釋、迴避及離開)
Refuse, Explain, Avoid and Leave)
一個互動計劃，旨在幫助青年
培養拒絕藥物的策略。
An interactive role playing
programme aimed at helping youth
develop drug refusal strategies

從一個故事開始
It Begins With One Story
本港首創家庭式計劃，讓少數族裔
家長及青年建立緊密的關係，一起參
與藥物教育。本計劃包括不同的
工作坊、設計預防濫藥教育小冊子
和座談會，推動家長及青年對
濫藥問題開展有建設性的對話。
A mentorship programme which aims to
bridge the intergenerational gap between
young people and their parents when
addressing the issue of drug abuse.
The programme includes drug prevention
training, a book project and
youth and parent forum

**少數族裔青年社區參與
及融入輔導計劃**
Mentoring Ethnic Minority Youth
for Community Participation
& Integration: Realising Inner
Strengths, Empowered (RISE)
這少數族裔輔導及領導計劃，目的
是通過技能培訓和社區發展訓練，令少
數族裔青年獲得更多社會和經濟機會。
A mentorship programme aimed at
helping ethnic minority youth access
social and economic opportunities
through intensive skills and
community development training



2013 服務活動摘錄

2013 Programme and Service Highlights

46,206

服務計劃青年受惠人次

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



26,523

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

109

再次參加服務計劃青年人次

The number of youth who have joined KELY's programmes because of their previous programme experience with KELY



231

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

2013 服務活動摘錄

2013 Programme and Service Highlights

594

曾舉辦的生活技能發展工作坊

The number of life skills development workshops conducted



59

曾於「Talk2Me / Growing Up with KELY」服務中完成的風險評估數量

The number of students who attended Narcotics Division-funded drug and alcohol workshops, as well as Community Chest-funded stress management workshops



65

去年獲傳媒的報導

The instances of media coverage we received last year



138

上屆周年大會出席人數

The number of people who attended our last annual general meeting



2013 年度回顧 2013 Year in Review



一月 January

啟勵與香港欖球總會成為合作夥伴，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及介入服務。

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



二月 February

成立啟勵雜耍藝術團，持續「恐懼不在，成功在望」計劃，讓青年接受專業的雜耍藝術訓練，作為融入社會的渠道，以及提供機會發展此技能成為他們的職業。

Establishment of the KELY Troupe, a leadership sustainability arm of the Defeat Failure, Get Positive! programme, accepting youth who have a potential in professional circus arts, and using it as a community outreach tool as well as a career opportunity.



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，推出“Save the Sevens”，提供專業隊伍為2000名面臨酗酒危機的青年作即時支援及介入工作。

In response to the increasing incidents of binge drinking amongst youth at the Hong Kong Sevens, KELY launches the “Save the Sevens” campaign and reaches out to over 2,000 young people who were experiencing alcohol-related issues.



五月 May

首次舉辦母親節慈善午餐會，為Talk2Me / Growing with KELY服務籌募經費。是次活動共籌得超過港幣150,000元。

KELY organises its very first Mother's Day Luncheon to raise funds for its Talk2Me / Growing with KELY service. Over HK\$150,000 is raised at the event.



六月 June

為響應國際禁毒日，啟勵在旺角舉行了一次大規模的青年外展活動，多達2,000多名青年參加。一篇標題為“Heed the lonely crises of our young drug abusers”的輿論亦在南華早報上發表。

In recognition of the International Day Against Drug Abuse and Illicit Trafficking, KELY organises a massive youth outreach in Mong Kok, reaching over 2,000 young people. An opinion piece entitled “Heed the lonely crises of our young drug abusers” is published in the South China Morning Post.

2013 年度回顧

2013 Year in Review



七月 July

與City Indian Network建立長期合作夥伴關係 – 鼓勵其成員成為啟勵「少數族裔青年社區參與及融入嚮導計劃」的啟勵導師。

KELY establishes a long-term partnership with City Indian Network and engages its members to be mentors as part of KELY's Mentoring Ethnic Minority for Community Participation and Integration programme.



八月 August

啟勵為少數獲佳士得選定捐款的慈善機構，透過參加佳士得第一次舉辦的藝術集會推廣企業責任和義工服務，讓員工有機會回饋社會。

KELY becomes one of the few selected charities to attend Christie's first ever Arts Assembly which promotes corporate social responsibility through linking Christie's staff to volunteer opportunities in the local community.



九月 September

今年由香港半島酒店贊助的月餅慈善義賣活動成績斐然，由於反應熱烈，2,000盒月餅轉眼售罄，為Talk2Me / Growing up with KELY項目籌得逾223,000元經費。Talk2Me / Growing up with KELY是一項以輔導學習形式，防止青年濫藥和自殺的服務。

For the first time in KELY's history, KELY sells 2,000 Peninsula Hotel Mooncakes and raise over HK\$223,000 for Talk2Me / Growing up with KELY – a drug and suicide prevention service for vulnerable youth.



十月 October

50位長期參加啟勵計劃的青年受益於十月初的“Sewa” Day，接受來自Goldman Sachs，EY及City Indian Network的義務者的專業職前培訓。

In early October, 50 participants of KELY's ongoing programmes become beneficiaries of the universal concept of "Sewa" Day, and receive pre-employment training skills from professional volunteers from Goldman Sachs, Ernst & Young and City Indian Network.



十一月 November

啟勵獲衛生署與世界衛生組織成立西太平洋區域邀請，成為6個觀察成員之一，在11月12-14日期間，出席區域召開的“探討應對年輕人有害使用酒精的問題”會議。

The Department of Public Health and the World Health Organisation, Western Pacific Region invites KELY to be one of 6 observers to attend the Regional Meeting Addressing the Harmful Use of Alcohol Amongst Young People in Hong Kong.



十二月 December

由英國總商會商務部和攜手扶弱基金的資助，啟勵與香港大學合作，舉辦首個預防青年自殺論壇，超過300名青年和家長參加。

Funded by the British Chamber of Commerce and The Partnership Fund for the Disadvantaged, KELY organises its first suicide prevention conference for youth in partnership with the University of Hong Kong. Over 300 youth participants and parents attend the conference.

減害及預防教育 Harm Reduction, Prevention and Education



校園毒品預防教育計劃及香港賽馬會藥物資訊天地導覽服務 禁毒處資助

我們為非華語和少數族裔學生舉辦的藥物教育計劃以及參觀香港賽馬會藥物資訊中心活動極受歡迎。在2013年，外展的數目打破歷屆的紀錄，共有14,042次。相對於2012年，工作坊的數目增加了6%以上，幫助非華語和少數族裔青年瞭解濫藥和酗酒的禍害，以及如何尋求協助。根據同學們的回應，超過84%表示，他們會推介我們舉辦的活動。以下是由老師收集到的一些積極評價：這工作坊以學生為中心，並有很多互動性的活動。它使學生思考和感受，而不是只討論問題。

School Drug Education Programme and Visits to the Hong Kong Jockey Club Drug Info Centre Funded by the Narcotics Division

Our drug education programme and visits to the Hong Kong Jockey Club Drug Info Centre for non-Chinese speaking and ethnic minority students throughout Hong Kong continues to build momentum. Based on our figures from 2013 we have managed to shatter all our previous outreach numbers and achieved 14,042 touch points. Compared to 2012 we received an over 6% increase in request for our workshops, which helps non-Chinese speaking and ethnic minority youth learn about the dangers of drug and alcohol abuse and where to seek help. Based on the evaluation from students, more than 84% have said that they would recommend our programme. A positive comment from a teacher included: *"The workshops are student-centered, with lots of interaction. It makes students think and feel rather than just ask big questions."*

減害及預防教育

Harm Reduction, Prevention and Education



Keeping it R.E.A.L. 3 (拒絕·解釋·迴避及離開)

由黃廷方先生基金會及壽臣山扶輪社資助

Keeping it R.E.A.L. (拒絕·解釋·迴避及離開)已舉辦三年，並向30名少數族裔青年提供密集培訓，使他們認識濫藥的禍害，以及如何使用不同的技巧，在學校和社區中傳達濫藥和其禍害的信息給朋輩認識。經過壽臣山扶輪社的年輕導師指導，青年不僅瞭解了濫藥的禍害，他們同時也學會如何成為社區的領袖。根據估計，超過80%的青年參加者表示，他們會推介這個活動。100%的青年表示計劃幫助他們建立更好的應對和拒絕濫藥的技巧，並懂得如何幫助朋輩去處理與濫藥有關的問題。

Keeping it R.E.A.L. 3 (Refuse, Explain, Avoid and Leave)

Funded by Ng Teng Fong Foundation and the Rotary Club of Shouson Hill

Running for its third year, the Keeping It R.E.A.L. programme provided intensive training to 30 ethnic minority youth on the harmful effects of drugs, as well as how to use different techniques in recognising the influence that peers may have, within their school and in the community. With the mentorship provided by the young Rotaracts of the Rotary Club of Shouson Hill, the youth did not only learn about the dangers of drugs but how to become their own community leaders. Based on the evaluation, more than 80% of the youth participants said that they would recommend the programme to their peers. 100% of youth stated that they developed better coping and drug refusal skills as a result of the programme, and were now more equipped in helping themselves and their peers when it came to drug-related issues.

恐懼不再、成功在望

由香港公益金資助

「恐懼不再、成功在望」已舉辦七年，已經成為幫助本地華語學生處理功課壓力，防止他們濫藥和酗酒成癮的不可缺少的活動。透過馬戲藝術和表演訓練，本計劃在今年成功讓12,481名青年參與，及協助超過4,862名青年培養他們的堅韌性，為他們解決生活中一些具挑戰性的問題。根據參加同學們的回應，超過80%的同學們會向朋輩推介本計劃。

Defeat Failure, Get Positive!

Funded by the Community Chest Hong Kong

Running in its seventh year, the Defeat Failure, Get Positive! programme has become an integral part of helping local Chinese students from various local schools in Hong Kong to deal with academic stress and prevent them from drug and alcohol addictions. Using circus arts and performance training, the programme this year touched the lives of 12,481 youth and helped over 4,862 young people develop their resiliency skills in order for them to tackle some of life's most challenging issues. Based on feedback from student participants, more than 80% recommended the programme to their peers.

減害及預防教育

Harm Reduction, Prevention and Education



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

透過與香港理工大學應用社會科學系合作，「RISE」是一項協助少數族裔青年參與及融入社區的嚮導計劃。這個獨特的師友計劃為少數族裔青年提供學習生活、實務、領導能力及社區發展技巧的機會，讓他們能在香港社會及經濟方面把握機遇，同時遠離濫藥及酗酒。計劃內容完全為少數族裔青年的需要及問題而打造，訓練包括個人多樣性及融和、香港少數族裔的歷史和如何成為出眾的社區領袖。計劃自去年第一階段啟動以來，有38名少數族裔青年接受密集的訓練，並已完成一些社區項目，其中包括一個照片展，一個印刷媒體計劃和一段關於多樣性和包容性的YouTube視頻。根據初步的評估，超過88%少數族裔青年紛紛表示，嘗試使用所學的知識在日常生活中；超過80%表示，他們會推薦本計劃給朋輩；另外，超過81%表示他們的生活有所改善。

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

In collaboration with the Department of Applied Social Sciences of The Hong Kong Polytechnic University, Mentoring Ethnic Youth for Community Participation and Integration is a unique mentorship programme whereby ethnic minority youth are given the opportunity to obtain important life, technical, leadership and community development skills to access social and economic opportunities in Hong Kong and, at the same time, stay away from drug and alcohol. Specially designed and tailored towards the needs of ethnic minority youth and their issues, the training includes topics such as diversity and inclusion, knowing about histories of the ethnic minority communities in Hong Kong and learning how to become effective community leaders. Since the first phase began more than a year ago, 38 ethnic minority youth have undergone intensive module training and have completed their community projects, including a photo-exhibition, a book project and YouTube videos on the importance of diversity and inclusion. From the initial evaluations, more than 88% of youth have tried to apply and use what they learnt in the workshops to their own lives, more than 80% said that they would recommend the programme to their peers, and more than 81% have seen their lives improved as a result of the programme.

友你掌舵3

由凱瑟克基金會資助

「友你掌舵3」是一個師友計劃，採用時裝設計和活動策劃作為培訓工具，幫助少數族裔青年啟發自我潛能，並遠離濫藥和酗酒。獲得凱瑟克基金會慷慨的支持，以及來自City Indian Network、Wells Fargo Bank、瑞信和其它私人公司的企業成員指導，計劃已幫助30名少數族裔青年實現自己的人生目標，激發數以百計的少數族裔青年更進一步認識自己，發掘潛能，追求更高的抱負。計劃於2013年年底開始，參與的青年認為「**這計劃有效地令我更了解自己，亦提升了我定立目標的能力。**」

Seeing the Possibilities 3

Funded by the Keswick Foundation

Our mentorship programme Seeing the Possibilities 3 uses fashion arts and event planning training to help ethnic minority youth see their own life possibilities and stay away from drug and alcohol. With the generous support of the Keswick Foundation and mentorship from the members of the City Indian Network and other corporate groups including Wells Fargo Bank, Credit Suisse, and other private businesses, the programme has helped 30 ethnic minority youth realise their life goals, and inspire hundreds of other local ethnic minority youth to develop their capacity to better their lives. This programme began towards the end of 2013 and from the initial orientations, a youth have provided the following comment: ***"It was (the programme) very helpful to understand ourselves more and improve our ability to set goals."***

減害及預防教育

Harm Reduction, Prevention and Education



友你掌舵4

由凱瑟克基金會資助

以「友你掌舵3」為大前提，「友你掌舵4」側重於透過師友計劃、時裝設計和活動策劃，指導來自基層的本地青年建立自己的人生目標和發掘潛能，幫助他們遠離濫藥和酗酒。根據對參加者的初步評估，超過76%表示，他們已經增加了改善自己生活的技能，而超過82%的人表示，他們將能夠利用學會的技能去改善生活。

Seeing the Possibilities 4

Funded by the Keswick Foundation

Based on the same premise as Seeing the Possibilities 3, Seeing the Possibilities 4 focuses on helping local Chinese youth from disadvantaged backgrounds to develop their life goals through mentorship, fashion arts and event planning, building their capacities and helping them stay away from drug and alcohol. Based on the initial evaluation from programme participants, more than 76% said that they have increased their goal setting skills, and 82% said that they will be able to utilise the skills they have learnt to better their lives.

「雨後.彩虹--正面人生導向計劃 2」

由香港英國商會、攜手扶弱基金資助、新濠集團及香港大學贊助

由於香港青年自殺率逐年攀升，「雨後.彩虹--正面人生導向計劃2」旨在為本地青年提供積極的平台，提供解決之道。本計劃與3所學校合作，針對既有的問題，提供一系列訓練，包括戲劇藝術，表演和擊樂，此外，在活動結束時，舉行青年論壇。本次論壇有超過300名青年和家長參與，是年輕人第一次在香港談及這一個敏感問題，論壇有多位專家發聲，包括預防自殺研究中心的葉兆輝教授，以及香港大學社會科學系Francis Law教授。78%以上的學生表示，他們學到了如何讓自己自強不息，放棄自殺的念頭，幫助自己和朋友建立光明的未來。

There's Always Tomorrow 2

Funded by the British Chamber of Commerce in Hong Kong and The Partnership Fund for the Disadvantaged, sponsored by Melco Group and The University of Hong Kong, Faculty of Social Sciences

In response to the increase in youth suicide in Hong Kong, the There's Always Tomorrow programme aims to provide a positive platform for local Chinese youth to address the sensitive issue of youth suicide. With 3 partnering schools, the programme includes a series of intensive training on the topic, dramatic arts and performance training, choreographed percussion training as well as a youth conference. With over 300 youth and parent participation, the conference was the first in Hong Kong whereby young people spoke about a very difficult issue while being supported by leading experts such as Professor Paul Yip of the Centre for Suicide Prevention and Research and Professor Francis Law of the Social Sciences Department, University of Hong Kong. Based the evaluation from the students, over 78% said that they acquired suicide prevention skills which will help themselves and their peers in the future.

公共及意識教育服務摘錄

Public Education and Awareness Highlights



於過去的12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 12 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.

Save Our Sevens

由香港欖球總會的資助和START JG的協助

獲香港欖球總會資助及START JG平面設計的協助，啟勵再次於香港國際欖球七人賽舉行了第2屆的理性飲酒活動。這於香港甚至整個亞洲都是最大規模體壇賽事(在去年有超過120,000名觀眾出席這項體壇盛會)。這個提高公眾對酗酒禍害意識及介入的服務有：設置了休息區提供即時支援及介入，為面臨酗酒危機、過量飲酒或面對朋輩壓力鼓吹飲酒的青年，以及提供即場支援。在三日的活動中，啟勵接觸了超過2,000名青年。以超級英雄拯救遊戲為主題宣揚緩害策略，致使活動十分成功，青年除了感受到我們給予的支持外，在會場因狂飲而行為不當的情況明顯大大減少。

Save Our Sevens

Funded by the Hong Kong Rugby Union and supported by Start JG Hong Kong Limited

With sponsorship from the Hong Kong Rugby Football Union and graphic design assistance from START JG, we rolled out our second annual responsible drinking campaign and intervention at the Hong Kong Sevens – the largest sporting event in Hong Kong in Asia (over 120,000 spectators were in attendance last year). The public awareness campaign and intervention involved setting up an interactive caravan and “chill out” session to engage youth on the dangers of alcohol abuse, as well as providing on-site assistance to those who were either abusing alcohol, feeling pressured by their peers or just needed someone to support them. For the three day event, KELY made over 2,000 touch points with youth inclusive of actual interventions. Inspired by the theme of superheros saving the game, the campaign was our most successful to date with many young people taking the initiative to seek help from us during the event as well as little disruptions and / or misbehaviour at the event.

國際預防濫用藥物日

憑藉屢獲殊榮的時裝設計師Kim Ho的支持，啟勵扶青會的員工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，以及如何尋求協助的方法。雖然只是一項輕鬆簡單的一天活動，已反映青年明顯對濫藥認知很貧乏。根據我們向1000名青年的了解，超過50%不認識香港常被濫用的藥物、對身體的影響以及尋求幫助和支持的方法。

International Day Against Drug Abuse and Illicit Trafficking

With the support of award winning fashion designer Kim Ho, KELY staff and volunteers organised a massive campaign outreach on Sai Yeung Choi Street in Mong Kok, to engage youth on issues related to drug abuse and how they can seek assistance if they themselves (or someone they knew) was abusing drugs. Although the outreach was a light and fun event, it was also very telling of the lack of knowledge young people had on the dangers of drugs. Based on the over 1,000 youth we engaged with, more than 50% showed very little knowledge about the type of drugs that are being abused in Hong Kong, how these were affecting the lives of their peers, and where they can seek help and support.

介入及轉介服務摘錄

Intervention and Referral Highlights



Talk2Me

獲香港美國會贊助，啟勵繼續拓展Talk2Me服務，以協助更多青年面對濫藥、酗酒或情緒問題。計劃以實踐啟勵的核心價值（支持、同理心、不批判、保密及融和）及認知行為法，幫助青年認識他們的問題及需要。其中單對單及小組輔導計劃向正在面對個人困難的學生提供深入的支持。在過去的一年，17個缺乏資源和精神健康保健的青年接受了個別輔導及治療。12個抑鬱和焦慮的青年接受了集體治療。

Talk2Me

With initial funding from the American Club Hong Kong, our Talk2Me service continued to expand as we managed to help more 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. This one-on-one and group counseling service also provided in-depth support to students who are facing personal difficulties. Over the past year, individual counseling and therapy was provided for 17 youth who lacked resources and access to mental health care. Group therapy was provided for 12 youth tackling issues of depression and anxiety.

Growing Up with KELY

「Growing Up with KELY」是以更有組織的方法，陪伴青年走過初中至高中的旅程。此計劃要從三個方面入手：利用心理測評工具以求盡早識別和快速應對被認為是“有風險”的青年；利用研究發展出來的預防性方法，專注於提高積極和保護這方面的因素，以減少高風險行為的可能性；以及建基於實質的措施如支持，教育和機會，以建立能力和信心助青年面臨的發展上的挑戰。

今年，我們與4所國際學校合作，制定協調的方式來幫助他們的學生解決在家庭和校內遇到的困難。在過去的一年，共有380名同學接受心理測量評估自殺風險。評估中有127名同學在過去兩週有自殺念頭。有59名同學接受了單對單的深入風險評估。在59個風險評估中，有24名青年有經常性自殺念頭，有的甚至曾經嘗試自殺。8名青年被評估為有中等自殺風險，並經轉介進行精神科評估和/或個人治療（Talk2Me計劃或外部轉介）。4個有嚴重自殺風險的個案需立即進行相應措施。當中包括通知家長、轉介至精神科設施/醫院、接受日常監測。兩名青年隨後需住院接受進一步的心理治療。所有4個個案的青年皆經Talk2Me服務進行個別跟進。對於沒有會面的學生，他們被轉介至學校心理輔導員或外部轉介。

Growing Up with KELY

A more structured approach which follows the journey of secondary students from their junior to senior years, the Growing Up with KELY service is comprised of a three-pronged approach: using psychometric assessment tools for the early identification and rapid response for youth deemed to be “at risk”; researched-based preventative modules that focus on boosting positive and protective factors to decrease the likelihood of high-risk behavior; and providing evidence-based interventions, support, education and opportunities to build competence and confidence in youth to face developmental challenges.

For this year, we partnered with 4 international schools to develop a coordinated approach in helping their students address difficult personal issues at home and in the school. Over the past year, a total of 380 students were psychometrically assessed for suicide risk whereby 127 students reported having had thoughts of suicide. One-on-one in-depth risk assessments were also carried out with 59 students. Out of the 59 risk assessments, 24 youth reported recurring thoughts of suicide and some even reported previous attempts. A total of 8 young people were assessed to be of moderate risk of suicide and were referred for psychiatric evaluation and/or individual therapy (Talk2Me service or outside sources). There were 4 cases of severe suicide risk where immediate intervention was implemented. This involved notifying parents, referrals to psychiatric facilities/hospitals, and daily monitoring of youth. Two youth were subsequently hospitalised and received further psychiatric treatment thereafter. All 4 cases were followed up individually via the Talk2Me service. For students not seen, they were referred to the school psychologist or other services.

籌款活動摘錄

Fundraising Highlights



半島酒店月餅慈善義賣

感謝香港上海大酒店有限公司以及各善長的慷慨支持，今年的月餅義賣活動共籌得超過港幣223,000元，為Talk2Me籌募經費，舉辦各種活動，幫助有需要的青年。

Peninsula Hotel Mooncake Charity Sale

Thanks to the generous support of the Hongkong and Shanghai Hotels, Limited, as well as to our many donors and supporters, we were able to raise over HK\$223,000 from this year's mooncake charity sale, which contributed to KELY's to our Talk2Me / Growing Up with KELY service.

Felix 餐廳 – 母親節慈善午餐會和拍賣會

為響應母親節，啟勵今年首次舉辦了母親節慈善午餐會和拍賣會，為Talk2Me活動籌募經費。Talk2Me是一項輔導服務，協助青年面對濫藥、自殺、情緒壓力等相關問題。感謝Felix餐廳的贊助，有超過200名賓客參加。由香港最詼諧的Vivek Mahbubani和Just Sing無伴奏合唱團義務表演，為Talk2Me籌得\$150,000 善款。

Mother's Day Lunch and Auction Extravaganza at Felix Restaurant

In recognition of Mother's Day, KELY organised its first Mother's Day Lunch and Auction Extravaganza to support "Talk2Me / Growing up with KELY" service – a counselling service for young people with drug, suicide and other emotional behavioral issues. With a sponsorship from the Felix Restaurant, over 200 guests enjoyed an afternoon of food and performances by Vivek Mahbubani, Hong Kong's funniest man, and Just Sing – a renowned a capella group in Hong Kong. The event raised HK\$150,000 for Talk2Me / Growing Up with KELY.

啟勵有幸運獲得不少社會領袖自發地組織籌款活動，為啟勵籌募經費。以下是部分個體和團體的名稱：

KELY is very fortunate that a number of community leaders voluntarily took their own initiative to organise fundraising events to benefit the organisation. The following are just a few of these special individuals and groups:

Fargo Foundation Limited

在2013年，啟勵有幸能夠成為「有蹟可尋」的始創組織 - Fargo Foundation Limited其中一個指定受益的慈善機構。「有蹟可尋」活動部份收益將撥捐本會作支援本港青年發展的服務。今年的活動有超過100人參加，不分年齡和背景，為“Talk2Me / Growing Up with KELY”共籌得\$10,000經費。萬分感謝Chris Geary先生提名我們，並認同我們的工作！

Fargo Foundation Limited

For 2013, Fargo Foundation Limited, the organiser of Hong Kong Treasure Hunt, chose KELY as one of two beneficiaries for their annual hunt. This year's event had over 100 participants of all ages and backgrounds and raised HK\$10,000 towards our Talk2Me / Growing Up with KELY service. Special thanks to Mr. Chris Geary for nominating us and believing in our work!

籌款活動摘錄

Fundraising Highlights



滬江維多利亞學校

位於黃竹坑的滬江維多利亞學校，每年都舉辦Dollar A Day慈善演唱會，籌款幫助弱勢群體。啟勵有幸能夠成為其中一個受益的慈善機構，是次演唱會為本會籌得超過\$17,000經費。萬分感謝Helena Murchie女士提名本會，以及學校各同學的支持。

Victoria Shanghai Academy

Victoria Shanghai Academy, an International Baccalaureate World School in Wong Chuk Hang, Aberdeen, organised their annual Dollar A Day Charity Concert to raise money for disadvantaged communities. As one of their beneficiaries, this concert raised HK\$17,000 to benefit our work. Special thanks to Ms. Helena Murchie for nominating our organisation and the students of Victoria Shanghai Academy for supporting our work!

Women in Finance Asia

在2013年12月10日，Women in Finance Asia (WiFA) 舉辦每年一度的聖誕慈善義賣，啟勵有幸能夠成為受益的慈善機構。會場有超過20個攤檔，銷售各種禮品。是次慈善義賣反應熱烈，為Talk2Me / Growing Up with KELY 籌得\$43,500 善款。啟勵感謝WiFA委員會，Clifford Chance, Danielle Roman and Lynsey Edgar和所有善長出錢出力，善款撥捐本會作支援本港青年發展的服務。

Women in Finance Asia

On 10 December, 2013, Women in Finance Asia (WiFA) generously organised the WiFA Holiday Bazaar to raise money to benefit the work of KELY. With over 20 stalls selling various gift items, the Bazaar was a huge success as it managed to raise HK\$43,500 for our Talk2Me / Growing up with KELY service. KELY is grateful to the WiFA Steering Committee, Clifford Chance, Danielle Roman and Lynsey Edgar and all the other talented entrepreneurs for organising the Bazaar and supporting our work in the local community.

NOVA Team

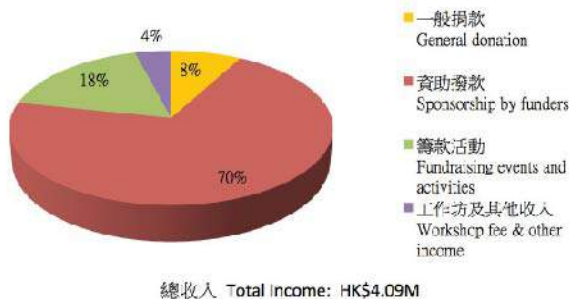
雖然年僅16歲，沙田學院的April Chen同學卻有鴻鵠之志，為啟勵籌募經費，以支援本港青年發展的服務。憑藉師友的協助和支持，2013年12月15日在沙田學院舉辦了舞蹈比賽，有超過75位參賽者，為Talk2Me/ Growing up with KELY籌得超過\$5,300元經費。啟勵除了多謝April的支持外，更欣慰的是April可以作為香港青年的典範。

NOVA Team

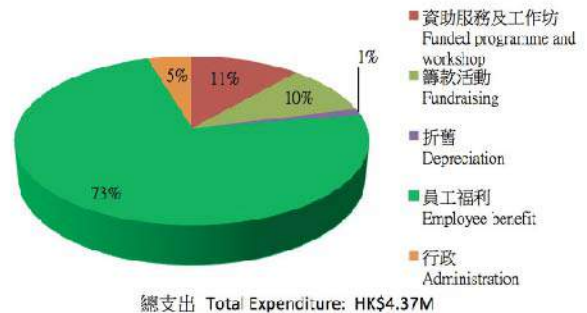
At only 16 years old, April Chen of Sha Tin College had the vision of organising a major fundraiser to benefit our organisation. With the help and support of her teachers and classmates April organised NOVA, a dance competition that was held on 13 December 2013 at Sha Tin College. With over 75 people in attendance, the event raised HK\$5,300 for our Talk2Me / Growing up with KELY service. KELY is truly grateful to April for not only helping our organisation, but being a wonderful role model for young people in Hong Kong.

財政摘錄 Financial Highlights

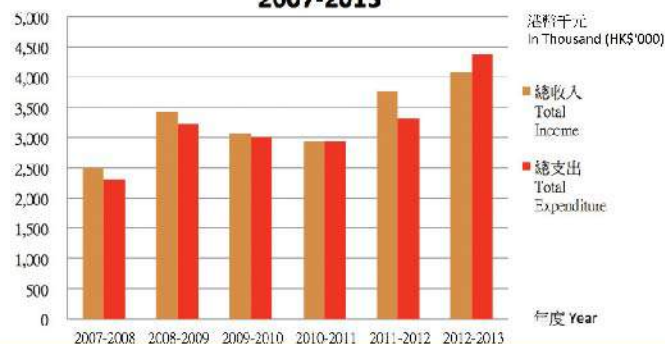
收入來源 KELY's Income 2012-2013



支出用途 KELY's Expenditure 2012-2013



收入與支出 KELY's Income & Expenditure
2007-2013



截至二零一三年財政年度，啟勵扶青會之收入上升百分之五，主要由增長逾四倍之籌款活動帶動，如月餅慈善義賣及二零一二年十二月三日舉行之慈善演唱會。資助收入較去年略為下降百分之十一，一般捐款則維持水平。

二零一三年財政年度費用增長百分之二十九，主要由聘請更多具富有經驗和適當的員工所致。招聘更多員工旨在提供更優質的服務，同時優化在更廣泛的社區服務與籌款成本上漲問題。基於上述原因，員工成本上升百分之三十八，加強之籌款力度令籌款開支增長了百分之一百三十二，導致二零一三年財政年度之營運虧損為港幣294,778。

於二零一三年十一月，為改善和開拓資金來源，啟勵扶青會董事會投票決定設立一個籌款委員會和事務委員會，以監察和兌現啟勵的籌款計劃及支持服務。

Income for the financial year ended 2013 grew 5% primarily driven by increased fundraising activity that grew over 400% from activities such as increased Mooncake Charity Sale and the Charity Concert held on 3 December 2012. Income from funders was slightly down year on year by 11% with general donations flat.

Expenses for the financial year ended 2013 grew 29% primarily driven by hiring more experienced and appropriate staffing to deliver more quality services while optimising KELY's reach in the wider community as well as increased fund raising costs. Staff costs as a result grew 38% and fundraising expenses grew 132% in line with increased fund raising efforts. This led to an operating loss of HK\$ (294,778) for the financial year ended 2013.

In November 2013 and in-line with diversifying and improving our sources of funds the board voted to set up a Fund Raising Committee and Events Committee to monitor and deliver on KELY's fundraising plans to support the delivery of services.

啟勵在你眼中是 What People Have Said About Us



Natalie Lee, 15, 禁毒處濫藥意識工作坊 Narcotics Division Life Skills Education Workshops

我認為它十分有用，因為它真的改變了我的想法。若我從未參加過這個工作坊的話，我可能會非理性地自殺。我想很多人都曾經有過被朋友背叛的問題，這是很正常的。但身為當事人碰到這樣的情話的話，你自然很難理性地思考。但是隨時間過去，我參加了啟勵的工作坊，讓我十分驚喜的是我學會了改變我的想法和我自己。這些工作坊對我來說真的十分有用，而且讓我感到舒服和溫暖。

"I think the programme was really useful because it definitely changed my mind. If I never joined this programme I might have already committed suicide, especially since I have a lot of friendship problems and is always getting betrayed by others. I suppose such problems happen to everybody and its normal but at the same time when it happens to you, you can't really think straight (especially when you're in a very difficult situation). But after spending time with others and joining the programme I am very surprised that I have changed and feel that the suicide prevention training was especially useful. I definitely felt a sense of warmth, comfort and validation being in the programme."

Yumi Lam, 18, 雨後彩虹 There's Always Tomorrow

KELY的活動很有趣，除此之外平時生活上有問題都會願意去幫我地，我地有唔開心都會去關心鼓勵支持我地。

(translated) "KELY's activities are very interesting. Besides that, they (staff) are willing to help us with the issues we face in our daily lives. Whenever we are sad, they are there to empathise, support, and encourage us."

Ysabel Celis, 14, 禁毒處濫藥意識工作坊 Narcotics Division Life Skills Education Workshops

啟勵讓我學會了面對我的恐懼，勇敢地與朋友分享我的困難。啟勵讓我懂得去關心被欺凌的人，並且在他們持續面對的傷痛裡支持他們。

"KELY has helped me confront my fears through telling my friends my problems. KELY has also taught me to reach out to those who have been bullied and be a source of support for those who are in constant pain."

啟勵在你眼中是 What People Have Said About Us



Iqra Parveen., 18, Keeping it R.E.A.L. 3

學習「R.E.A.L.」方法後，啟勵扶青會讓我學懂了自己如何表達自己[拒絕藥物]。例如，我發現單單說「不」是不足夠的，他們教我如何更有效地表達自己拒絕的原因。另外，他們也教了我使用「SMART」方法，讓我學會了好好管理我的時間和目標。

"By learning the R.E.A.L method KELY Support Group has changed my views on how to refuse drugs. Just saying "no" is not effective so they helped me to refuse drugs in a more effective way. Apart from that they also taught me the SMART method which is very effective in managing our schedule."

Satwinder Singh, 17, Keeping it R.E.A.L. 3

Keeping It R.E.A.L.計劃讓我明白了非法濫藥的各種知識。在此計劃中，我學會了如果避開會叫我濫藥的人或朋友，也學會很多關於濫藥的影響。

"The Keeping it R.E.A.L method has enlightened me with the facts about the illegal consumption of drugs (abusing drugs). I have learnt a lot from KELY's Keeping it R.E.A.L programme, especially on the negative effects of drugs and how to avoid people or friends who are addicted to drugs."

Valerie Kwok, 16, 學生義工 Student Volunteer

國際學校學生因為太專注於學業及課外活動，經常會遺忘周遭的事情。你糾纏於世界林林總總的事，而忘記你的家。啟勵提供機會，讓我們與世界重新連接。我對此很感恩。

"Being an international school student, you often forget everything about your surroundings because you're so focused on academics and extra curriculums; you get your head wrapped up so much about the world that you forget about your home. KELY has provided me several opportunities to regain a connection back, and for that I'm most thankful."

Amir Shazad, 20, Keeping it R.E.A.L. 3

能夠與這班美妙的人共事，並擴闊了我的知識，我感到很幸運。於啟勵的工作坊後，我們由一竊不通，到能夠了解和談及藥物的知識。由課堂到影片制作，讓我們不僅完全地掌握到知識，更能應用到日常生活。這是很美好的時光。

"Very lucky to have such wonderful people to work with and broaden our knowledge. Our class knew nothing about drugs but had a lot say about drugs after having gone through workshops from KELY. Through video making we learnt to understand drug-related issues more thoroughly and apply coping strategies into our daily life. The programme was a great experience for all of us."

衷心感謝我們的慷慨商業贊助者、資助者及捐助者

A Big Thank you to Our Generous Corporate Sponsors, Funders and Donors

(以英文字母排序 In Alphabetical Order)

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禁毒基金 Beat Drugs Fund
BTIG Hong Kong
CAFE O
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City Indian Network
Clyde & Co
地利亞修女紀念學校(協和) Delia Memorial School (Hip Wo)
安永 Ernst & Young
Fargo Foundation Limited
高盛 Goldman Sachs
香港欖球總會 Hong Kong Rugby Football Union
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郭志榮會計師事務所 Vincent Kwok & Co
Women in Finance Asia

啟勵扶青會為社聯及香港公益金之機構會員
KELY is a member of the Hong Kong Council of Social Services and a Member Agency of The Community Chest of Hong Kong.

2013 活動與服務受惠學校

Schools Who Have Benefited from our Programmes and Services in 2013

(以英文字母排序 In Alphabetical Order)

本地學校 Local Chinese Schools

佛教覺光法師中學 Buddhist Kok Kwong Secondary School
茂峰法師紀念中學 Buddhist Mau Fung Memorial College
佛教大雄中學 Buddhist Tai Hung College
明愛柴灣馬登基金中學 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
中華基督教會基智中學 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
香海正覺蓮社佛教馬錦燦紀念英文中學 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)
樂善堂梁鈺琚書院 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
皇仁書院 Queen's College
十八鄉鄉事委員會公益社中學 Shap Pat Heung Rural Committee Kung Yik She Secondary School
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
順利天主教中學 Shun Lee Catholic Secondary School
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
聖言中學 Sing Yin Secondary School
聖羅撒書院 St. Rose of Lima's College
德蘭中學 St. Teresa Secondary School
紡織學會美國商會胡漢輝中學 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
香港四邑商工總會陳南昌紀念中學 The Hong Kong Sze Yap Commercial & Industrial Association Chan Nam Chong Memorial College
天水圍官立中學 Tin Shui Wai Government School
台山商會中學 Toi Shan Association College
東華三院陳兆民中學 Tung Wah Group of Hospitals Chen Zao Men 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
仁濟醫院王華湘中學 Yan Chai Hospital Wong Wha San Secondary School

2013 活動與服務受惠學校

Schools Who Have Benefited from our Programmes and Services in 2013

(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 Alliance P.C. Lau International School
啟思中學 Creative Secondary School
地利亞修女紀念學校(百老匯) Delia Memorial School (Broadway)
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
德瑞國際學校 German Swiss International School
弘立書院 Independent Schools Foundation Academy
伊斯蘭鮑伯濤紀念小學 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
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
啟新書院 Renaissance College Hong Kong
弘爵國際學校 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
香港聖瑪加利女書院 St. Margaret's Girls' College, Hong Kong
法國國際學校 The French International School of Hong Kong
奇力學校 The Kellett School
青衣商會小學 Tsing Yi Trade Association Primary School
西島中學 West Island School
油麻地街坊會學校 Yaumati 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)
元朗朗屏邨東莞學校 Yuen Long Long Ping Estate Tung Koon Primary School



啟勵扶青會是非政府資助慈善機構，您的慷慨捐助能為弱勢青年脫離濫藥及酗酒問題。

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