



**KELY**  
SUPPORT GROUP  
啟勵扶青會

# 2024 ANNUAL REPORT 年報

啟發青年潛能 讓其盡展所長  
EMPOWERING YOUNG PEOPLE  
TO REACH THEIR FULL POTENTIAL



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



機構會員  
AGENCY MEMBER

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# MESSAGE FROM THE BOARD OF DIRECTORS 董事會致函

## FROM CHAIR OF THE BOARD OF DIRECTORS 董事會主席致函

Dear Friends of KELY,

It has been a challenging year for our young people in Hong Kong and this stresses the importance of a unique organisation like KELY Support Group to be able to support and nurture this important generation, especially regards to young people's mental health.

KELY's mission "to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other", is as relevant now as it was when we began over 30 years ago in 1991. We at KELY envision a world where young people are empowered to reach their full potential, and this is critical to supporting their mental health.

We are pleased to report that our three core programmes focusing on mental health, drug and alcohol awareness and positive youth development have been able to reach over 17,000 young people this year, including a special focus on youth from marginalised backgrounds, especially ethnic minority youth. We have been able to deliver a total of 1,146 hours of training, support and engagement. The impact we can measure from these results is directly related to supporting three of the United Nations' Sustainable Development Goals (SDGs), SDG 3: Good Health & Wellbeing, SDG 4: Quality Education and SDG 10: Reduced Inequalities. This ensures that while KELY has a local focus, our efforts are aligned with international organisations, giving us many opportunities for growth.

We look forward to expanding our reach in these programme areas and through our various campaigns including, Weez Walk, a coastal walk across Hong Kong, which is our suicide awareness and mental health fundraiser in partnership with The Weez Project.

All of this and more are made possible with the support from our amazing team at KELY, the Board and our volunteers, and we are grateful for all of you. We are also thankful for the continued support from our donors and those who support our fundraising efforts.

With sincerest gratitude,



**David Simpson**  
Chair of the Board of Directors

致：啟勵之友

對於香港的年青人來說，今年是充滿挑戰的一年，正面時艱，啟勵扶青會的獨特性顯得更為重要；我們的工作能讓下一代獲得更充分的培育和支援，尤其是在青年精神健康方面。

機構的使命是「扶植青年裝備所需技能、知識及機會，推動朋輩互助精神」，這是我們在30多年前創立時的初心，迄今始終如一。我們的願景是讓年青人能夠充分發揮潛能，這也是支持他們維持精神健康的重中之重。

我們欣然向大家回報，機構的三大核心項目—精神健康、藥物及酒精意識、以及正向青年發展—於年內接觸了超過17,000名青年。我們特別關注來自弱勢社群的青年人，例如來自多元文化背景的青年。本年度，我們總共提供了1,146小時的訓練、支援和活動，成果與聯合國其中三個可持續發展目標（SDG）互相呼應，包括 SDG 3 健康與福祉、SDG 4 優質教育和 SDG 10 減少不平等。機構服務主要關注本地年青人需要，發展方向亦與國際組織目標一致，為我們創造了更多成長的機會。

通過各類項目和活動，我們希望接觸更廣泛的群體，包括與 The Weez Project 聯合舉辦以推廣精神健康為目標的 Weez Walk 環島行籌款活動。

啟勵扶青會的願景和目標得以實現，我們萬分感謝本會團隊、董事會和義工們的支持，以及所有善長仁翁的不懈努力。



董事會主席  
**David Simpson**



## MESSAGE FROM EMERITUS CHAIR

### 榮譽主席致函

Dear Friends of KELY,

Since its inception in 1991, with the mission to support and address the needs of young people in Hong Kong, KELY has focused on the most critical areas of concern for the youth in the community.

Initially this was focused on providing drug and alcohol addiction and abuse education and intervention programmes, and in recent years, youth mental health and suicide prevention programmes, while also helping young people maintain their wellbeing and reach their full potential.

Originally the initiative for the peer support model adopted by KELY came from the premise, established by the founder, of young people helping other young people. Although initially focused on young people from the expatriate community, it was quickly embraced by local and ethnically diverse youth who were also looking for a caring organisation to support their needs.

As a local organisation, over the years, KELY has experienced many challenges both in funding and manpower resourcing to adequately address the overwhelming requests for support from the young people. However, throughout the last 33 years, the team at KELY, with the support of the Board of Directors, volunteers, and financial support from businesses and other community organisations, KELY has provided a unique and youth centric approach to supporting and addressing the needs of the young people in our community, at a critical time in their development during their teenage to adulthood years.

Through the ongoing commitment and support from all our friends of KELY, and the community at large, the team and Board of KELY are committed to continue to strive to provide accessible and quality programmes to address the needs, concerns and wellbeing of the young people in our community, who are the future of Hong Kong.

Therefore, with this message I also send a big, and heartfelt "Thank You" to all of our supporters, volunteers and donors, both present and future, from all of us at KELY.

Sincerely,



**Andrew Jones**

Emeritus Chairman and Founding Board Member

致：啟勵之友

自1991年成立以來，啟勵扶青會一直專注於支援和應對香港年青人的需要，特別是在濫藥、酗酒及精神健康等領域。

我們的服務起初主要針對在濫藥和酗酒問題的教育和介入服務，近年則轉向強化青年精神健康和預防自殺的支援，協助年青人保持全面身心靈健康，發揮其潛能。

啟勵扶青會的創始宗旨是建立讓年青人互助互信的模式。最初主要服務外籍社區的青年，但很快亦擴展到本地及多元文化背景的青年。33年來，面對資金和人力資源的挑戰，我們依然在董事會、義工、企業和社區組織支持下，成功實施了多項以青年為本的計劃，為他們在成長的關鍵時期提供有效支援。

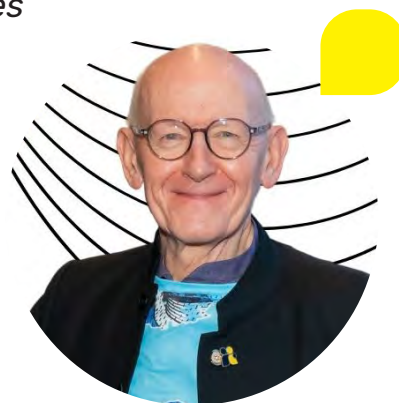
感謝社會各界的慷慨支持，我們承諾將持續提供高質素的項目和活動，應對和支援社區青年的需求，為培育香港社會的未來棟樑做出貢獻。

在此，我謹代表啟勵扶青會向所有支持者、義工和捐款人表達深深的感謝。



榮譽主席兼董事會創立人

**Andrew Jones**





# OUR FOUNDATION

## 機構基石

For more than three decades, KELY Support Group (KELY) has been a cornerstone of hope and empowerment for Hong Kong's youth. KELY has tirelessly dedicated itself to fostering a supportive, inclusive, and safe environment where all young people can thrive. We aim to equip them with the essential skills, knowledge, and opportunities to make positive life choices and become proactive contributors to society.

In our ongoing commitment to the wellbeing of Hong Kong's youth, we take a preventative approach which is grounded in peer support and the belief that our work must be relevant in an ever-changing world. Our impactful programmes and services are designed to help young people navigate the challenges of modern society with resilience and confidence. We collaborate with schools and various partners to offer programmes to Chinese- and English-speaking youth between the ages of 14 and 24 around our three core focus areas: **Mental Health and Wellbeing, Drug and Alcohol Awareness, and Positive Youth Development.** Aligning with the United Nation's Sustainable Development Goals, we integrate these principles into our day-to-day community work.



啟勵扶青會致力於成為香港年青人希望及力量之基石，自成立以來，至今已超30載。我們努力不懈為青年提供安全且包容的環境，支持他們充分發揮潛能。本會的使命是裝備青年所需技能和知識，提供機會，幫助他們作出正確的人生選擇，從而為社會作出貢獻。

我們以朋輩支援為本，堅信所提供的服務和支援必須能應對這個瞬息萬變的世界，因此，我們以防患於未然的方式，為年青人的福祉努力。我們的項目和服務旨在協助青年培養毅力和自信，以面對社會的種種挑戰。我們與不同的學校和伙伴合作，為本地14至24歲的華語及英語青年提供多元化項目，聚焦三大核心領域：**精神健康、藥物及酒精意識、及正向青年發展**。在日常運作和社區工作中，本會亦致力於支持聯合國提倡的可持續發展目標。

## VISION 宗旨

**A world where young people are empowered to reach their full potential.**

We believe that every young person has the potential to thrive and succeed if given the right support and opportunities.

**創造一個讓青年盡展所長的世界。**

本會相信，只要得到適當的支援和機會，每一位年青人都有潛力茁壯成長、邁向成功。



## MISSION 使命

**Equip young people with the skills, knowledge, and opportunities needed to support themselves and each other.**

Through collaboration with schools and other partners and by addressing the challenges youth face in the areas of drug and alcohol abuse, mental health, and overall positive development, we aim to empower them to take charge of their own lives and make informed choices.

**扶植青年裝備所需技能、知識及提供機會，推動朋輩間互助精神。**

透過與學校和其他合作伙伴的協作，本會積極應對現今青年在濫藥、酗酒、精神健康以至個人整體發展等範疇所面臨的問題和挑戰，旨在提升青年的能力，讓他們能夠掌控自己的人生，並在各方面都能作出明智的選擇。

# CORE VALUES

## 核心價值

We believe in the power of diversity and creating a safe space where young people from different backgrounds can be heard and supported. We approach our work with empathy and inclusivity, recognising the individual experiences and challenges that young people face.

本會相信社會多樣性的力量，努力為來自不同背景的青年人創造一個安全的空間，讓他們感受到被聆聽、被支持。本會本著同理心和包容的心態開展各項工作，理解每個年青人的經歷和困難。



# OUR THEORY OF CHANGE

## 改變理論

At KELY, our Theory of Change serves as the strategic foundation for our work, ensuring clarity, focus, and measurable impact. It articulates how our initiatives empower young people to become leaders and catalysts for positive change in their lives and communities.

We operate across multiple levels - individual, community, organisational, and societal - to create a holistic impact. On an individual level, we provide structured programmes to develop resilience, mental wellbeing, and help-seeking behaviours. At the community level, we foster healthy environments through educational campaigns and harm reduction initiatives. Organisationally, we build credibility and trust, enhancing youth engagement and support. Societally, we influence policies and advocate for systemic changes conducive to youth development.

Central to our approach is the belief that young people are active agents of change. By engaging them as leaders and decision-makers, we amplify their voices and ensure our work remains youth-driven. We have a monitoring and evaluation system for our Theory of Change that enables us to evaluate and refine our strategies, ensuring continuous improvement and alignment with our mission. Supported by our dedicated staff, volunteers, and partners, our Theory of Change keeps us accountable to our mission: empowering young people to reach their full potential.

「改變理論」是啟勵扶青會工作策略的基礎，確保工作明確、目標突出，並具有可測量的成果指標。此理論闡述機構的項目計劃如何促進年青人成為領導者和催化力量，為他們的生活和社區帶來積極改變。

我們的工作和服務涵蓋個人、社區、機構和社會多個層面，旨在帶來整體及全面的影響。在個人層面，我們提供結構清晰的項目和計劃，培養及加強年青人的抗逆力及精神健康，鼓勵他們在需要時求助。在社區層面，我們以教育和緩害為目標，為年青人營造健康的生活環境。在機構層面，我們積極建立公信力和機構信譽，吸引更多青年互動，提供支援並鼓勵他們積極參與。在社會層面，我們參與政策擬定，倡導有利於青年發展的制度更迭。

改變理論的核心信念是：年青人有能力推動自身和社區向更好的方向進行正向改變。因此，我們鼓勵青年發揮領導才能，代表朋輩發聲。我們的工作重心是以年青人的意見為本，並以他們為主導去執行我們的工作目標。我們亦就「改變理論」建立了一套監測及評估系統，讓我們能夠及時評估和修正策略，確保持續進步並與我們的使命保持一致。在熱心的團隊、義工和合作伙伴的支持下，此「改變理論」令本會得以恪守使命：啟發青年潛能，讓其盡展所長。



## THREE CORE AREAS 三大核心領域

Our programmes were designed with purpose, based on our understanding of the diverse experiences of Hong Kong's youth. By offering culturally sensitive support that is relevant, tackles language challenges and expands access to opportunities. We focus on three core areas: **Mental Health and Wellbeing, Drug and Alcohol Awareness, and Positive Youth Development.** Our aim is to empower young individuals, building their confidence and providing them with the crucial life skills needed to navigate complex personal and social landscapes.

Recognising that youth often struggle to articulate their emotional challenges, our **Mental Health and Wellbeing** team launched peer supporter training and social emotional learning (SEL) programmes to address mental health issues through a compassionate, proactive lens. Navigating life's pressures is a critical aspect of personal development, helping young people cultivate essential emotional management skills that are fundamental to future success.

Complementing this approach, our bilingual Social Emotional Learning (SEL) Curriculum creates a supportive ecosystem that dismantles mental health stigma. By strategically connecting district groups, schools, and youth in Kowloon, we're pioneering a youth-centred educational model. Through diverse outreach activities – both in-person and digital – KELY is committed to nurturing a community environment that champions mental health awareness, mutual understanding, empathy, and emotional resilience.

本會各個項目的設計理念源自我們對香港青年不同經歷的了解。我們提供應對不同文化習慣需要的相關支援，減低語言障礙，讓更多年青人能夠得到所需要的資源。我們專注於三大核心領域：**精神健康、藥物及酒精意識、及正向青年發展**。我們的目標是提升年青人的能力，幫助他們建立自信心，並為他們裝備個人生活和社會環境中所需要的重要生活技能。

我們清楚明白，年青人面對情緒問題時往往難以啟齒，因此本會的**精神健康**小組分別推出了朋輩支援大使培訓及社交情緒學習（Social Emotional Learning，簡稱 SEL）課程，從同理心和積極主動的角度出發去面對精神健康問題。成長過程中難免面對生活壓力，而扶助年青人培養必要的情緒管理技能，是引導他們未來走向成功的基礎。

本會推出的中英雙語社交情緒學習課程與這個方針相輔相成，目的是創造一個具備支援網絡的系統，消除大眾對於精神健康的成見。我們連接起九龍區的團體、學校和青年，由此開創一個以青年為中心的社交情緒學習教育模式。通過舉辦多元外展活動，包括實體和網上活動，致力培養一個提倡精神健康意識、同理心、情緒復原能力，並鼓勵互相理解的社區環境。



Our long history working with youth has established KELY as a key NGO for **Drug and Alcohol Awareness** initiatives. Our comprehensive programmes go beyond traditional prevention, focusing on holistic support that educates, empowers, and protects young individuals. By engaging students, parents, and educators through targeted workshops and community outreach, we have developed a multi-layered approach to addressing substance-related challenges. Our goal is not just to prevent drug and alcohol use, but to provide emotional support, build resilience, and create environments where young people can make informed, healthy choices.

We empower young people through innovative, skill-building experiences such as juggling training and photography workshops that go beyond traditional learning. Our programmes are strategically designed to develop critical life skills, enhance stress management techniques, and cultivate problem-solving abilities. By creating engaging platforms that encourage personal development and career exploration, we help youth build resilience, expand their horizons, and strengthen peer support networks. Ultimately, the goal of our **Positive Youth Development** programmes is to nurture a supportive community environment where young individuals can confidently grow, learn, and thrive.

憑著多年堅持從事青年工作，本會成為推動**藥物及酒精意識**的主要非政府組織之一。我們的項目考慮周全，超越傳統的預防方法，著重於教育、賦權和保護青年為本的全面支援。通過針對性的工作坊和社區外展活動，我們讓學生、家長和教育工作者都能參與其中，發展一套橫跨多個層面的對策應對藥物和酒精相關的問題。我們的目標不只是預防濫藥和酗酒，同時也提供情緒支援、建立年青人的抗逆力，創造一個讓青年能作出明智且健康選擇的環境。

本會透過創新的技能訓練體驗，例如雜耍訓練和攝影工作坊等，超越傳統學習範疇，旨在為青年賦能。我們的項目設計基於策略性考量，目標是輔助年青人發展關鍵生活技能、增強壓力管理技巧，並促進其解決問題的能力。此外，本會建立鼓勵年青人參與的平台，不僅促進他們個人成長和職業探索，同時增強其適應力、開闊視野，並加強朋輩支援網絡。我們的**正向青年發展**項目致力培養一個支持年青人的社區環境，讓他們可以自信地茁壯成長。

# OUR IMPACT

## 年度成果總覽

### Youth Engagement 參與青年人數

Mental Health  
and Wellbeing  
精神健康

**4,209**

Drug and Alcohol  
Awareness  
藥物及酒精意識

**9,179**

Positive Youth  
Development  
正向青年發展

**3,677**

Total 總數 **17,065**



### Workshop Hours 工作坊時數

Mental Health  
and Wellbeing  
精神健康

**363** Sessions 堂  
**443** Hours 小時

Drug and Alcohol  
Awareness  
藥物及酒精意識

**115** Sessions 堂  
**138** Hours 小時

Positive Youth  
Development  
正向青年發展

**366** Sessions 堂  
**565** Hours 小時

Total 總數 **844** Sessions 堂 / **1,146** Hours 小時



### Participating Schools 學校伙伴



Mental Health  
and Wellbeing  
精神健康

**28**

Drug and Alcohol  
Awareness  
藥物及酒精意識

**28**

Positive Youth  
Development  
正向青年發展

**50**

Total 總數 **106**

### Impacts Achievement 項目成效

Reduced risky behaviours  
減低危險行為



**79%**

Enhanced resilience  
提高抗逆力

**75%** 

Building strong, positive relationships  
建立穩固健康關係

**73%** 

Recognition as a trustworthy organisation  
獲認可為值得信任的機構

**89%** 



## Volunteering 義務工作

No. of Volunteers  
義工人數

**163**

Volunteer Hours  
義工參與時數

**1,251**

Hours 小時



No. of Student Interns  
學生實習生人數

**11**

Internship Hours  
實習生參與時數

**1,105**

Hours 小時

## Social Media Performance 社交媒體

### **KELY Support Group**

Facebook, Instagram, LinkedIn & YouTube

Followers  
追蹤人數

**+13%**



Reach 觸及人數

**1.6M+**

### **SOSKELY**

Facebook, Instagram

Followers  
追蹤人數

**+11%**



Reach 觸及人數

**400K+**



# ENVIRONMENT, SOCIAL AND GOVERNANCE

## 環境、社會及管治

We recognise the importance of integrating environmental, social and governance (ESG) principles into our operations and in the delivery of our programmes and services. Our ESG framework is designed to ensure sustainable and responsible practices across all aspects of our organisation, and guides us in safeguarding the wellbeing of the community we serve, our people, and the environment, with the aim of building organisational resilience and adaptability.

我們明白，將環境、社會及管治 (ESG) 原則融入本會的營運以及項目和服務當中的重要性。我們的ESG框架旨在確保本會在各個組織層面上均採用可持續且負責任的方法，並指導我們去保障所服務的社區、員工和環境的福祉，從而建立組織的抗逆力和適應力。

Our ESG framework comprises four pillars.

By adopting these ESG principles, KELY is committed to making a lasting and positive impact on the lives of young people and the broader community. We believe that sustainable and responsible practices are essential to achieving our mission and ensuring the wellbeing of future generations.

本會的 ESG 框架由四大支柱組成。

通過採納這些ESG原則，我們致力為年青人以至更廣泛的社區群體帶來長遠而積極的影響。我們相信，可持續和負責任的做法對於實現本會的使命和確保未來一代的福祉至關重要。



## GOVERNANCE 管治

We aim to uphold the highest standards of governance by ensuring transparency and accountability in our day-to-day operations. Our Board of Directors provide leadership and oversight, ensuring that our strategic objectives align with our mission and values.

We are committed to ethical practices in all aspects of our work, and have implemented robust frameworks, policies, practices, and processes to ensure that we adhere to best practices for non-profit organisations and corporate governance standards wherever possible. These practices include maintaining strict confidentiality, safeguarding the privacy of our stakeholders, managing risks, and adhering to legal and regulatory requirements. We strive to build trust with our community, donors, and partners through integrity and honesty.

啟勵扶青會透過確保日常營運的透明度和問責性，維持最高的管治標準。在董事會的領導和監督下，我們確保各個策略目標符合本會的使命和價值觀。

啟勵扶青會致力在工作的每一個方面恪守道德規範，並實施健全的框架、政策、實踐方式和流程，以確保本會盡可能符合非牟利機構的最佳實踐和企業管治標準，其中包括維持嚴格的保密原則、保障持份者的私隱、風險管理、符合法律及規例要求等等。我們致力憑著正直和誠實的表現，與社區、善長和合作伙伴建立互信關係。

## ENVIRONMENT 環境

We are fully committed to minimising our environmental impact in our day-to-day operations. We also recognise that we have a responsibility to role-model sustainable practices and behaviours when we interact with young people through our programmes. Our environmental initiatives include reducing energy consumption, prioritising eco-friendly and reusable materials for our events and campaigns, minimising the use of paper, and implementing effective waste reduction and recycling initiatives.

啟勵扶青會致力在日常營運中將我們對環境的影響減至最低。我們也意識到，在工作中與年青人互動時，我們有責任樹立實踐可持續發展和行為的榜樣。我們的環保措施包括減少能源消耗、在活動和宣傳中優先使用環保和可重複使用的材料、盡量減少使用紙張、以及實施有效的廢物減量和回收措施。



## SOCIAL | MISSION DELIVERY

### 社會 | 使命實踐過程

In our programmes, we place a strong emphasis on prioritising the needs of marginalised communities and ensuring that our services are equitable, inclusive, and culturally appropriate. We are dedicated to eliminating barriers faced by the youth we work with, including discrimination and bias experienced by ethnic minority youth.

We actively engage with the community to raise awareness and advocate for the needs of young people. Through partnerships with schools, local organisations, and other stakeholders, we ensure that our programmes reach those who need them most and foster a sense of community support and collaboration.

Given that we primarily work with youth, we adhere to the highest ethical standards when we engage with them. We maintain a zero-tolerance policy towards any form of physical or psychological harm, abuse, harassment, sexual abuse, neglect, and/or maltreatment directed at children and young people, regardless of their ability, ethnicity, faith, gender, sexuality, or culture. Our comprehensive child protection policy guides how we care for and provide services to the youth we work with, and applies to all staff and any individuals or groups involved in KELY's activities, such as volunteers, consultants, etc. Moreover, our staff receive ongoing training on how to handle sensitive and delicate situations, such as youth suicide first-aid training.

While the majority of our programmes and services focus on the wellbeing of young people, a core aspect of our mission is to provide opportunities for their development, with the aim to enhance their future employability and alleviate poverty.

啟勵扶青會的项目重點優先考慮弱勢社群的需求，並確保我們的服務公平、包容和尊重不同文化。我們致力消除本會服務對象所面對的障礙，包括少數族裔青年面臨的歧視和偏見。

我們積極與社區聯繫往來，以倡導和提高社會對年青人需求的認知。透過與學校、地區組織和其他持份者建立伙伴關係，我們確保項目和計劃能接觸到最需要幫助的人，同時培養社區中相互支持和合作的意識。

我們的主要工作對象是青年，因此在與他們接觸時，我們會堅守最高的道德標準。我們對以任何形式針對兒童和青年的身體或心理傷害、虐待、騷擾、性虐待、忽視和/或粗暴對待都採取零容忍政策，無論他們的能力、種族、信仰、性別、性取向或文化為何。本會制定了全面的兒童保護政策，此政策同時也是本會關懷和服務青年的指導原則，同時適用於所有員工和參與本會活動的人士，包括義工和顧問等等。此外，啟勵扶青會確保員工持續接受培訓，了解如何處理敏感及危急情況，例如青年自殺急救培訓。

雖然本會大部份項目和服務重點在於保障青年的身心健康，但為青年提供發展機會也是我們的核心使命之一，這些工作旨在提升青年的就業能力，減輕貧困問題。



## SOCIAL | WORKPLACE AND ORGANISATION CULTURE

### 社會 | 工作環境及機構文化

Our people are at the heart of our organisation, and we consider our employees to be our most valuable asset. We are dedicated to creating an inclusive and diverse workplace where all employees feel valued and respected, and develop a strong sense of belonging. We promote equal opportunities, provide training and development opportunities to enable employees to grow and thrive, and encourage a culture of open communication and collaboration.

The wellbeing of our employees is a top priority, and we aim to create a positive and supportive work environment that fosters professional growth and personal wellbeing. Flexible working arrangements and mental health support are provided to ensure healthy work-life balance. We unequivocally reject all forms of discrimination or harassment based on gender, race, religion, sexual orientation, age, disability, or any other characteristic. Additionally, we have established grievance procedures to address complaints regarding harassment, and we prioritise the confidentiality of such cases. We are one of the signatories of the Labour Department's Good Employer Charter 2024.

This year, our digital transformation programme has increased automation and streamlined many of our processes, reducing or eliminating manual work. This is aimed at creating a more productive and fulfilling workplace for our employees.

人才是啟勵扶青會的核心，也是我們最寶貴的資產。我們全力營造一個安全、包容的工作環境，讓每個人都能感受到被尊重和強烈的歸屬感。本會提倡平等機會，為員工提供培訓和發展機遇，讓他們成長茁壯，同時亦鼓勵開放的溝通和協作文化。

員工的福祉是本會的首要任務，而我們的目標是創造一個正面、支持員工的工作環境，以促進員工的專業發展和個人福祉。我們提供彈性的工作安排和精神健康支援，以確保員工在工作與生活之間獲得健康的平衡。我們明確反對基於性別、種族、宗教、性取向、年齡、殘疾或任何其他特徵的一切形式的歧視或騷擾。此外，我們還設立了申訴程序，並以保密性為首要原則去處理有關騷擾的投訴。啟勵扶青會是勞工處《好僱主約章》2024的簽署機構之一。

今年，本會進行的數碼轉型提高了工作的自動化程度，並簡化流程、減少手動操作，為員工創造出一個更有效率、更充實的工作環境。

## OUR WORK THIS YEAR 本年工作總覽

# CORE PROGRAMMES AND SERVICES 核心項目及服務

## MENTAL HEALTH AND WELLBEING 精神健康

While mental health advocacy has always been a central tenet of KELY's mission, our programmes are designed to address the increasing need for youth mental health resources and support to mitigate long-term consequences of mental health struggles, including self-harm and substance abuse.

KELY's Mental Health and Wellbeing programmes play a critical role in tackling the issues surrounding mental wellness in an approachable and relatable way. With the belief that knowledge is power, these initiatives were created to equip young people with the skills to better manage their emotions and cope with stress, promote peer support, and encourage help seeking behaviours before they reach a crisis point.

倡導精神健康一直是啟勵扶青會的核心宗旨之一，本會的项目旨在應對青年對相關服務和支援日益增長的需求，亦希望能減輕精神健康問題可能帶來的長期後果，如自我傷害、藥物、酒精或其他物質的濫用。

啟勵扶青會的精神健康項目採取貼近生活的方式，為應對當今社會面臨的各種精神健康問題發揮重要作用。本會堅信知識就是力量，因此籌辦的活動旨在加強青年的情緒管理和壓力應對技能，促進朋輩的互助，鼓勵青年在危機爆發前尋求支援。

Workshop Number  
工作坊數量  
**363**  
Sessions 堂

Participating  
Schools  
學校伙伴  
**28**

Workshop Hours  
工作坊時數  
**443**  
Hours 小時

Youth Engagement  
參與青年  
**4,209**



# Together, We Flourish!

## A community youth mental health initiative

### 「齊來茁壯」青年社區精神健康計劃

“Together, We Flourish!” equips young people with mental and emotional management skills to reduce mental health stigma and encourage help-seeking. The bilingual Social Emotional Learning Curriculum (SEL) is being piloted in Kowloon in the 2024/25 academic year and is planned to be extended to other districts. Outreach efforts, including a Youth Wellbeing Carnival, aim to foster community, empathy, and resilience. The programme’s Youth Advisory Committee, comprised of 10 youths, also takes part in the project’s implementation.

「齊來茁壯」計劃旨在培養青年的心理和情緒管理技能，減少他們對精神健康問題的忌諱，並鼓勵他們在需要時尋求幫助。計劃下的社交情緒學習（Social Emotional Learning，簡稱 SEL）雙語課程已於 2024/25 學年以九龍區為試點，預計未來逐步推廣至其他地區。外展項目，如「青年精神健康嘉年華」，旨在推廣建立一個具有同理心和抗壓力的社區。此外，項目設有由十名青年組成的青年諮詢委員會，他們參與設計項目及協助實施，確保計劃能夠切實回應青年的需求和期望，以更有效地推動精神健康教育。



*“Our school has decided to introduce SEL courses for Form 2-4 students to prioritise their wellbeing. SEL fosters stronger peer relationships, encouraging students to connect and support each other, which enhances the classroom environment. It also teaches students to value themselves more, boosting their self-esteem and personal growth.” – Participating School Teacher*

「我校決定為中二至中四的學生引入SEL課程，以優先關注他們的精神健康。SEL課程能夠促進更緊密的朋輩關係，鼓勵學生互相聯繫和支持，從而改善課堂環境。課程還能教導學生更重視自己，提升自尊心，改善個人成長。」——參與學校教師



*“In my day-to-day life, I rarely take the time to quiet down and feel the passage of time. After participating in the SEL programme and making a mindfulness jar, I felt a particular sense of tranquillity while looking at the jar and listening to music. Hearing the birds singing outside the window was surreal. It was a very unusual experience for me.” – Student Participant*

「日常生活中，我很少讓自己靜下來感受時光流逝。在參加SEL課堂製作安靜瓶後，看著瓶子，聽著音樂，讓我感到格外平靜。窗外的鳥鳴聲讓我短暫離開現實生活，是平時沒有的體驗。」——參與學生



## Talk2Me

Talk2Me began in 2010 as a crisis text line and evolved to a youth programme that focuses on equipping young people with the knowledge and skills to support their friends during difficult times.

The evidence-based certificate training programme empowers secondary and university students to become peer supporters. It also provides opportunities for students to plan and implement projects that can promote mental health awareness to their peers, such as hosting mental health campaigns and mental health booths at schools, and getting involved in counselling clubs or Big Brother/Sister programmes.

自2010年起，啟勵扶青會設立 Talk2Me 計劃，計劃最初是作為一個文字訊息求助熱線，旨在提供即時的情緒支援。時至今日，Talk2Me 逐漸發展成一個專門的青年計劃，幫助青年學習必要的知識和技能，使他們能夠作為朋輩支持者為面臨困境的同伴提供情緒支援。

目前，Talk2Me 已發展為一個基於實證的證書培訓計劃，專門教育中學生以及大學生成為有效的朋輩支持者。這個計劃鼓勵參與的學生主動策劃和實踐相關項目，這些項目包括在學校舉辦精神健康活動、設立精神健康攤位，以及參與輔導學會或開展「大哥哥大姐姐計劃」。這些活動旨在提高同學和同輩對精神健康問題的認知和理解，從而在校園內建立一個更加支持和關注精神健康的環境。



*"The programme is very structured and covers a lot of aspects of mental health support that is doable for kids in high school to actively use in daily life." – Student Participant*

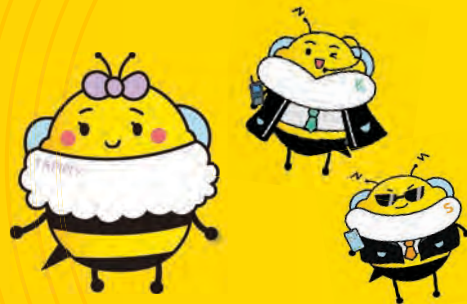
「計劃安排相當有條理，並涵蓋多個精神健康問題支援方式，即使我們只是高中生，亦能主動在日常生活中應用所學到的知識和技能。」—— 參與學生





## Project Connect 呼蜂喚語

For a myriad of reasons including social stigma, costs, lack of information, finding appropriate mental health services can often feel impossible. Launched in 2021, Project Connect is a mental health referral service that bridges the gap between youth and service providers in Hong Kong. KELY's team supports young people through direct messaging, phone calls, emails, social media, and school outreach initiatives. The programme encourages help-seeking behaviours and provides confidential advice, guiding youth to long-term support.



由於社會忌諱、經濟負擔或資訊匱乏等種種原因，年青人通常感到精神健康服務難以接觸。本會自2021年起推出「呼蜂喚語」精神健康轉介服務，以消除青年和服務提供者之間的隔閡。本會的专业團隊透過短信、電話、電子郵件、社交媒體及學校外展活動，積極與年青人建立連繫。通過這些多元化的接觸方式，「呼蜂喚語」服務鼓勵青年主動尋求幫助，同時提供保密的諮詢服務，指引他們獲得必要的支援。這項服務不僅增強了青年的求助意識，也讓他們能夠在面對心理健康挑戰時，更容易地獲得專業和有效的援助。

## DRUGS AND ALCOHOL AWARENESS

### 藥物及酒精意識



The temptation to experiment with drugs and alcohol may arise during teenage years for everyone. While not all young people go on to become dependent, it's crucial to recognise that using drugs and alcohol during these formative years can have significant risks for a young person's physical, mental, and emotional development.

Our Drug and Alcohol Awareness programmes aim to prevent drug and alcohol use and minimise harm. Through engaging workshops and outreach activities, we educate young people about the risks and promote informed decision-making to ensure their wellbeing.

在青少年的成長過程中，面對毒品和酒精的誘惑是一個常見的挑戰。儘管並非所有年青人都會對藥物和酒精產生興趣甚至依賴，但這些物質在成長階段的使用可能對青年的身體、心理和情緒發展造成極大的損害。

啟勵扶青會的藥物及酒精意識項目的目標是預防藥物和酒精濫用，緩減酗酒和濫藥造成的傷害。透過舉辦各類工作坊和外展活動，我們積極教育青年了解早期接觸藥物和酒精的風險，並幫助他們作出有益於自身健康的明智選擇。這些活動旨在促進青年的整體健康發展，使他們能夠在面對這些誘惑時，擁有足夠的知識和力量來抵抗。





## Hong Kong Jockey Club “Moments Not Wasted” Youth Education Programme

### 香港賽馬會「陪你走酒」青年教育計劃

Our alcohol education programme concluded in September 2024, this innovative programme focuses on alcohol prevention, harm reduction, and creating a supportive community for youth. It includes the OurFutures online self-learning course, Peer Facilitator Training, seminars for parents and teachers, and Alcohol First Aid Training.

As a meaningful takeaway, we designed an interactive board game distributed to programme participants. This engaging souvenir serves as a reminder of the key lessons learned during workshops, allowing participants to revisit and reinforce their knowledge about alcohol awareness and healthy decision-making.

The programme demonstrated significant positive outcomes. By educating youth and developing critical resistance skills, we successfully reduced early alcohol consumption and enhanced participants' ability to navigate peer pressure.

「陪你走酒」計劃於2024年9月成功完結，計劃著重預防飲酒及暴飲行為，致力於減少由酒精引起的傷害，並長遠為青年建立支援充足的社區環境。計劃內容包括「OurFutures」網上預防及減少飲酒課程、朋輩支援大使培訓計劃、家長及教師工作坊、以及酒精急救培訓等。

此外，計劃還特別設計了一個互動型桌上遊戲，作為給參加者的紀念品。這不僅是一份紀念，更是一種教育工具。這款遊戲可以幫助參與者回顧並加強在訓練、工作坊和講座中學到的關於酒精意識和健康決策的重要知識。

計劃取得顯著的正面成果，有效教導青年抵抗飲酒壓力的各種技能，成功降低了青年早期開始飲酒的現象，並提高了參與者在面對朋輩壓力時的應對能力。這些成果顯示，「陪你走酒」計劃不僅提升了青年的個人能力，也為整個社區的健康和福祉作出了重要貢獻。



## Drug and Alcohol Awareness Workshops

### 藥物及酒精意識工作坊

KELY's workshops educate and empower students from ethnic minority or non-Chinese speaking communities about substance abuse risks. Through interactive and experiential learning activities, young people learn effective prevention measures. KELY is the only NGO in Hong Kong recognised by the Narcotics Division, offering English workshops to international school students.

工作坊旨在教育來自少數族裔或非華語社區的學生了解濫藥的危險。透過互動及體驗式的學習活動，青年可認識到相關風險並學會制定有效的預防措施。啟勵扶青會是香港唯一獲禁毒處認可、專門為國際學校學生提供英文工作坊的本地非牟利機構。

*"I like that the workshop provides us with examples to illustrate what would happen when we take drugs and how we may be pressured into taking them in a social situation. It's very easy to understand and relatable. It gives me a clear idea on what to expect to how to turn people down."* – **Student Participant**

「我喜歡工作坊借助案例來說明吸毒時會發生的景象，以及我們在社交場合可能會受到朋輩壓力而選擇吸毒。工作坊內容容易理解，也很有共鳴，讓我清楚知道拒絕別人的方法。」——**參與學生**



Since 2011, KELY has been involved in outreach efforts at major sporting and music events such as the Hong Kong Sevens, Road to Ultra, Creamfields, and Clockenflap, raising awareness about binge drinking risks and providing harm reduction strategies. The programme includes hydration campaigns, alcohol-free activities, and social media engagement to promote mental health and offer a safe and comfortable space for discussions and emotional support.

## Five key messages of Harm Reduction

1. Be in the know
2. Look out for your squad
3. Know when to chill
4. Water is your H2Bro
5. Healthy Choices, Let's Go!

At the Hong Kong Sevens and Creamfields 2024, 132 volunteers supported SOSKELY and more than 5,000 youth attending these events were engaged. More than 900 youths had visited our tents, out of which 38 were intoxicated youth who needed further care and attention.

We also saw the return of many of our previous volunteers, as well as youth who we have helped or assisted in previous years. They stood as advocates of the value of our outreach efforts at these mega events, and we hope to continue to mobilise more people to join our course.



自2011年以來，鼓勵扶青會積極在本地大型運動及音樂活動場地進行外展工作，如香港國際七人橄欖球賽、Road to Ultra, Creamfields 和 Clockenflap 等，增強年青人對過量飲酒的危機意識，並提供實用的緩害策略。我們向場內年青人派發清水、提供「零酒精」活動，並透過社交媒體推廣精神健康，為年青人提供一個安全且自在的空間，讓他們參與討論並獲得情緒支援。

## SOSKELY給青年的5個重要緩害訊息

1. 知多啲係好啲
2. 睇實同行嘅朋友仔
3. 適當時候抖一抖
4. 時刻補充足夠水份
5. 為自己作出更健康明智嘅抉擇

在2024年的香港國際七人橄欖球賽和 Creamfields 活動中，共132名義工參與 SOSKELY 服務，並接觸了超過5,000名參加活動的年青人。超過900名年青人到訪 SOSKELY 帳篷參與無酒精活動或求助，其中38名出現明顯醉態的青年接受了我們的關顧。

許多曾作為義工參加SOSKELY或過去曾受我們協助的年青人紛紛現身支持，再次證明此外展服務的價值和重要性，本會亦希望能藉此動員更多人加入外展服務的行列，幫助更多年青人。



# POSITIVE YOUTH DEVELOPMENT

## 正向青年發展

Through KELY's positive youth development programmes, we empower disadvantaged youth and those from ethnic minority backgrounds, helping them become confident, healthy, and connected, and able to adeptly navigate the challenges of life. By offering skills-building programmes, we foster resilience and reduce the likelihood of risky behaviours, ensuring a nurturing environment for their growth.

啟勵扶青會致力透過正向青年發展項目，賦能弱勢及少數族裔青年，為他們建立自信，培養健康的心理和人際關係，使他們能自信面對生活的挑戰。本會透過各種技能培訓計劃，努力為青年建立一個促進成長環境，幫助他們更好地適應社會，並降低從事危險行為的風險。



## Open Door Work Placement Programme

### 「職」夢計劃



With the aim to provide professional and personal development opportunities, this programme equips young individuals from ethnically diverse backgrounds with employment skills and subsidised work placements. Participants of the programme underwent CV writing, interview skills, and workplace etiquette training, and were then interviewed by employers to earn the chance at a 4-week work placement at these establishments. In 2024, 26 students gained valuable skills and practical experience through placements at over 10 companies from diverse industries.

The KELY Youth Advisory Council was set up to carry out an Ethnic Minority Youth Employment Survey, a media conference was held in April 2024 to announce the survey results, with the intention to bring awareness to the needs of youth from

culturally diverse backgrounds. Survey results showed that ethnic minority youth lacks internship opportunities, which has become a major cause of anxiety and pressure among them.

本計劃旨在為來自不同種族背景的青年提供專業和個人發展機會，幫助他們掌握必要的就業技能，並提供獲資助的工作實習機會。參加者接受履歷撰寫、面試技巧和職場禮儀培訓，隨後接受顧主面試，以獲取為期四週的工作實習機會。在2024年，共有26名學生在超過10間來自不同行業的公司實習，從中獲得寶貴的技能 and 實際工作經驗。

此外，為了讓公眾更了解多元文化背景青年的需求，本會成立啟勵扶青會青年諮詢委員會，並進行了《少數族裔青年就業調查》。2024年4月，調查結果在一次媒體發佈會上公佈，結果顯示，少數族裔青年缺乏實習機會的問題已成為他們焦慮和壓力的主要來源。



## RiseUp

### 少數族裔青年社區參與及融入嚮導計劃

Since 2012, RiseUp has supported youth aged 14-18 from underprivileged areas, providing life skills and resilience training through life skill and photography workshops. Guided by corporate mentors, participants learn goal-setting, problem-solving, and teamwork.

This year, participants took photos with the theme of "Hopes and Dreams", and their work was showcased at the Fringe Gallery in July 2024.

自2012年起，RiseUp一直致力於為14至18歲的弱勢社群青年提供支援。我們透過生活技能和攝影工作坊，為他們裝備生活技能和抗逆能力。在企業導師的指導下，參加者會學習如何設定目標、解決問題和有效團隊合作的方法。

今年，參加者以「希望與夢想」為題進行攝影創作，作品於2024年7月在藝穗會畫廊展出。

*"I can see that my daughter has gained a lot of confidence through the programme. When she talks to other people, she is more comfortable, not so shy and quiet as she was young. Now she's more open and very sociable, even to people whom she just met. I am very proud."* – **Parent of Participating Student**

「我看到女兒透過這個計劃自信大增，與他人交談時更加自在，不再像年少時那麼害羞和安靜。現在她更加開放和善於交際，即使面對初次認識的人也一樣，令我感到非常欣慰。」—— **參與學生家長**



## Get Positive!

### 成功在望！

This programme offers free stress management workshops to secondary school students, reaching over 143,000 students since 2007. It also includes Social Circus Training, where students learn social circus skills and develop confidence. Some participants have become trainers, embodying KELY's ethos of growth and empowerment.

自2007年起，我們為中學生提供的壓力管理工作坊，已累計惠及超過143,000名學生。計劃包括「啟勵雜耍團」課程，旨在教授學生雜耍技巧，從而培養他們的自信心。有些參加雜耍員的學生甚至進一步成為工作坊導師，這體現了本會對青年成長和賦能的殷切承諾。



*"I attended the KELY Social Circus programme when I was a secondary school student. I met a lot of people through the programme. I also learned a lot. It inspired me to purchase a career in juggling after graduation. The programme has also given me an opportunity to become one of the tutors to share my skills and the programme with students."*

– **Jason Lee, Programme Juggling Trainer**

「我在中學時代就已參加了啟勵雜耍團。透過這個計劃，我認識了很多，也學到了很多。它啟發我在畢業後投身雜藝行業。計劃亦令我有機會成為導師，與學生分享技巧和雜耍團的樂趣。」—— **雜耍導師 Jason Lee**



# PUBLIC AWARENESS AND EDUCATION

## 公眾意識及教育

Our Theory of Change centres on the transformative power of community support in youth development. By prioritising public education and awareness, we aim to create a holistic ecosystem that enables young people to overcome obstacles and realise their full potential.

Our approach goes beyond direct intervention, seeking to reshape societal perspectives and provide comprehensive support structures. Through strategic community engagement, we are committed to empowering youth, breaking down barriers, and cultivating an environment where young individuals can not only survive but genuinely thrive. Ultimately, we believe that by investing in understanding and supporting youth, we can fundamentally contribute to a more inclusive, dynamic, and hopeful future.

啟勵扶青會「改變理論」的核心理念是將社區力量轉化為對青年發展的強大支持。我們以公眾教育和意識提升作為首要任務，旨在建立一個全面的系統，讓年青人能夠克服各種障礙，充分發揮潛能。

我們採用的策略不是直接介入，而是致力於重塑社會觀點，並提供全面的支援框架。透過鼓勵社區參與，我們致力賦予青年力量、打破障礙，並培育一個不僅適合年青人生存，更能讓他們盡展所長的環境。我們相信，藉著用心了解和支援年青人，我們可以攜手合力創造一個更包容、更有活力、更有希望的未來。

## ENGAGEMENT AND CAMPAIGNS

### 鼓勵公眾參與及教育活動

We design and implement diverse events and awareness campaigns that illuminate critical youth-related issues and development challenges. These initiatives serve a strategic dual function: comprehensively educating the community while simultaneously generating essential resources to support our ongoing programmes. Through thoughtfully crafted events, we create meaningful platforms for community engagement, enabling individuals to meaningfully contribute to youth empowerment and social development.

啟勵扶青會籌劃並舉辦多元化的活動與公眾教育宣傳項目，旨在提升大眾對青年事務的關注，並加深青年在成長過程中面臨挑戰的理解。這些活動具有雙重意義：增進公眾的意識，同時為本會帶來更多資源，使我們能持續推動和擴展更多項目和活動。通過這些精心策劃的活動，我們成功建立具意義的社區參與平台，讓每個人都能夠為青年賦權和社會發展作出貢獻。



# Weez Walk 2024

## Weez Walk 環島行 2024

In its fourth year, Weez Walk 2024 urged people of all ages, backgrounds, and abilities to join in on supporting youth mental health and suicide prevention. It highlighted the importance of conversation between family and friends for youth mental health.

「Weez Walk 環島行 2024」為本會連續第四年舉辦的公眾活動，旨在宣揚與家人和朋友的溝通對青年精神健康至關重要。活動透過增進社區間的互動與支持，呼籲來自不同年齡、背景和能力的士加入支持青年精神健康和預防自殺的行列。



The event was supported by Hong Kong's top-ranking trail runner, Wong Ho Chung, and professional rugby player, Russell Webb. As ambassadors for the event, Wong Ho Chung led a group of youth to train and take part in Weez Walk to demonstrate the importance of companionship in a challenging situation. Russell Webb, on the other hand, showcased how physical activities have always been a bridge between himself and his family.

Their involvement not only enhanced the appeal of the event but also reinforced its message – emphasising the significant positive impact of sports and healthy lifestyles on improving the mental health of young people. Their stories and participation have inspired a broader spectrum of society to join this cause, collectively supporting youth mental health and suicide prevention initiatives.

活動獲得香港頂尖越野跑手黃浩聰及職業欖球員Russell Webb的大力支持。作為活動的宣傳大使，黃浩聰帶領一群青年訓練和參與 Weez Walk 環島行，向大家展現現在充滿挑戰的環境下，朋輩支援的重要性。另一方面，Russell Webb 則通過自己的經歷展示了體育活動如何成為他與家人之間溝通的橋樑。

兩人的參與不僅增加了活動的吸引力，也強化了活動的訊息——強調運動和健康生活對於提升青年的精神健康有著不可忽視的正面影響。他們的故事和參與激勵了更多社會人士加入這個行列，共同支持青年精神健康和預防自殺的重要使命。

*"Weez Walk gave me the HARDEST challenge I've ever faced in my life but it also gave me the most REWARDING experience. Early 2023 was a tough time in my life and it took a toll on my mental health. Weez Walk gave me a chance to fight for my mental health and represent others that are suffering. After running for 13+ hours and completing the route in one go, I'm so happy and can confidently say that I overcame the challenges with my mental health."*

**– Eric, Weez Walk 2024 Participant**

「Weez Walk環島行是我目前人生中面臨過最艱難的挑戰，但我亦從中獲得了前所未有的回報。2023年初是我生命中的艱難時刻，我的精神健康受到很大打擊。Weez Walk環島行給了我機會，為自己的精神健康而奮鬥，同時也代表其他正在受苦的人。在跑了超過13個小時、一氣呵成地完成整條路線之後，我感到非常快樂，也可以自信地說，我克服了自己在精神健康問題上的挑戰。」

**—— Eric, Weez Walk 環島行 2024 參加者**



黃浩聰 Wong Ho Chung  
香港頂尖越野跑手 Top-ranking Trail Runner



# #OnelsTooMany2024

## #一個都嫌多2024

There were 1,092 suicides reported in 2023, of which 159 suicides were youth between the age of 10 - 29 - a record high since 2016, and reveals the worrying fact that on average, three young people died of suicide every week.

Our campaign, #OnelsTooMany focuses on the role of a trusted individual in youth suicide prevention. Accordingly, the theme "TRUST" represented the five things that we should have in place to support youth: **Time, Resilience, Understanding, System, and Team.**

統計數字顯示，2023年共有1,092宗自殺個案，其中159宗涉及10至29歲的青年，創下自2016年以來的新高。平均每星期有三名青年自殺身亡，情況令人憂慮。

有鑑於此，「#一個都嫌多」的重點在於強調擁有可信賴的人對於預防青少年自殺的重要性。我們特別強調「TRUST」主題，主題代表我們在支援青年時應該具備的五個條件：**時間、堅韌、理解、應變機制和團結。**



## OTHER COMMUNITY OUTREACH 其他社區外展活動

Our organisation's continued ability to serve youth in Hong Kong is fundamentally dependent on the generosity of individual donors and institutional supporters.

We adopt a multifaceted approach to resource mobilisation, encompassing self-initiated and collaborative fundraising campaigns. These initiatives are designed to not only secure cost of operations but also to create meaningful engagement with our community. Our partnership strategy embraces a diverse range of support mechanisms, including charity sales, venue sponsorships, advertising collaborations, pro-bono professional services, in-kind donations, and volunteer engagement.

By cultivating a comprehensive and innovative fundraising ecosystem, we ensure sustainable impact and continued growth in our youth-focused mission.

啟勵扶青會得以持續為青年提供服務，有賴於個人和機構的慷慨捐款。籌款活動對於維持及擴展我們的營運至關重要，使我們能夠維持和擴大重點服務項目的規模。

為應對不同需求，我們採取不同的資源調動方式，包括主動與伙伴合作舉辦籌款活動。這些活動不僅是為了保障營運成本，也致力於與社區建立有意義的互動和合作關係。我們的合作策略涵括多種方式，包括慈善義賣、場地贊助、合作推廣活動、無償專業服務、物資捐贈和義工參與。

我們正在培養全面且新穎的籌款系統，確保本會以年青人為中心的使命能持續發揮其影響力並得以成長。



## Mooncake Charity Sale 月餅慈善義賣

We joined hands with the **Imperial Patisserie** for our signature mooncake charity sale in 2024. The collaboration led to a special edition mooncake box design that is based on our #OnelsTooMany2023 key visual design.



The **Imperial Patisserie** generously featured the special edition mooncakes in their physical stores and offered a charity workshop for KELY volunteers to make mooncakes with the Master Chefs of Imperial Patisserie, Mr. Yip Wing Wah and Mr. Lai Wing Koon.

Same as in previous years, local youth illustrators were invited to be a part of our mooncake charity sale campaign. This year, BingTze and Dr. Boar were the illustrators of the festive greeting cards, who each created a special design for our campaign.



今年我們與**皇玥**合作舉辦一年一度的月餅慈善義賣活動，並特別推出以「#一個都嫌多2023」為設計藍本的特別版月餅禮盒。

皇玥在其全線實體店鋪中展示與本會合作推出的特別版月餅禮盒，並為本會義工們提供慈善工作坊的機會，讓大家可以有機會與皇玥餅藝大師葉永華師傅及黎永冠師傅學習製作月餅。

一如往年，我們邀請了本地青年插畫家參與並設計中秋節賀卡，今年的兩款賀卡由 BingTze 和 Dr. Boar 精心設計，增添了節日的文化與創意氛圍。



## #FriendofKELY Monthly Donation Scheme #啟勵之友月捐計劃



LEARN MORE  
了解更多



We reinforced our efforts to launch a new series of #FriendofKELY Monthly Donation Scheme. We invited four KELY alumni who joined our programmes and found the support that they needed when they were in their teenage years. All of them have grown into accomplished and capable adults, and selflessly offered to share their experience with us as a testament to KELY's work with youth – how we are making undeniable impact and the vital role of peer support in youth development.

我們推出全新的#啟勵之友月捐計劃，並邀請四位在成長階段參與過本會項目的支持者來分享他們的經歷。他們敘述在過程中如何找到所需的支援與幫助，這些故事充分反映了啟勵扶青會在青年工作上的深遠影響力，同時也突顯了朋輩支援對青年發展的重要性。

## CORPORATE / ORGANISATION PARTNERSHIPS

### 企業 / 合作伙伴

#### Meta Digital Buddies Programme Workshop

KELY was selected as one of the beneficiaries to take part in this programme organised by Meta, where learning how to better utilise Meta tools and platforms to enhance our social influence via various sessions.

#### Meta 數碼形象營運工作坊

啟勵扶青會獲選為 Meta 項目的受惠機構之一，我們在多次會面中學習如何更好地利用 Meta 的工具和平台去提升本會的社會影響力。



#### Beyond the Finish Line

The event was organised by The Torch, a student-led non-profit organisation dedicated to spreading mental health awareness for student athletes. A charity sale of merchandise designed by members of The Torch were sold at the event, and net proceeds were donated to KELY to support youth mental health.

#### Beyond the Finish Line

由學生主導的非牟利組織The Torch 致力推廣學生運動員的精神健康意識。他們悉心設計商品作慈善義賣，所得淨收益惠捐本會，以示對青年精神健康推廣的支持。



#### Corporate Lunch & Learn Opportunities

KELY staff and volunteers joined various companies during lunchtime in 2024 to talk about vital issues related to youth, in the hopes that corporate employees could also take a further step to empower youth in Hong Kong. Key topics included youth mental health and suicide prevention, needs of youth in the LGBTQ+ community, and other general diversity, equity and inclusion (DEI) issues.

#### 企業午餐與學習機會

在2024年間，本會員工和義工參與了多家公司的企業午餐會，討論與青年相關的重要議題。這系列活動旨在激勵企業員工積極參與支持香港青年的賦權工作。討論的主要議題包括青年精神健康與自殺預防、LGBTQ+青年的特殊需求，以及其他有關多樣性、公平與包容（Diversity, Equity and Inclusion，簡稱DEI）的議題。





# MEDIA & DIGITAL PRESENCE

## 媒體及數碼形象

### MEDIA COVERAGE 媒體報導

A media conference was held in 2024 to call attention to the employment needs of ethnic minority youth. As a result, our media coverage was significantly higher this year. We also seized every opportunity to engage with friends of the media to convey the needs of our young people and promote our programmes and campaigns.

本會在2024年舉行了一場媒體發佈會，呼籲各界關注少數族裔青年的就業需求。這次活動成功地提升了我們的媒體曝光率。我們將繼續抓緊每一個與傳媒朋友接觸的機會，以傳達青年的需求並推廣本會的各項計劃和活動。



Number of  
media coverage  
媒體報導數量

54



### Social Media Presence

#### 社交媒體

Our social media platforms on Facebook and Instagram serve as crucial communication channels for KELY Support Group. Through these digital spaces, we share organisational updates, resources, and support, connecting with and empowering young people by providing accessible, relevant information about youth development.

社交媒體是鼓勵扶青會面向公眾的重要平台，我們在此分享最新活動、學習資源和提供支援。我們致力於提供與年青人成長與發展相關的易於獲取的信息，希望藉此建立與年青人的深入連繫。



### Website Revamp

#### 網站新面貌

Our redesigned website, launched in June 2024, offers a cleaner, more navigable interface. With improved functionality and easier access to programme information and engagement opportunities, we aim to better connect with and support Hong Kong's youth through an enhanced digital platform.

鼓勵扶青會的官方網站在2024年6月推出了全新版本。新的界面更簡潔清晰，讓訪客更容易讀取項目資訊和參與機會。我們希望藉著提升本會的網上平台使用體驗，更有效地與本地青年建立聯繫，為他們提供更多支援。



## OUR TEAM 本會團隊



## BOARD OF DIRECTORS 董事會成員

Andrew Jones, Emeritus Chairman & Founding Board Member  
David Simpson, Chairperson  
Benita Chick, Vice Chairperson  
Andy Ng, Honorary Treasurer  
Whitney Whisenhunt, Honorary Secretary  
Debbie Mannas, Board Member  
Fern Ngai, Board Member  
Michelle Ng, Board Member  
Paul Tchen, Board Member  
Timothy Woo, Board Member  
Tony Bruno, Board Member

Andrew Jones, 榮譽主席兼董事會創立人  
David Simpson, 主席  
戚本乙, 副主席  
吳君豪, 榮譽司庫  
Whitney Whisenhunt, 榮譽秘書  
Debbie Mannas, 董事會成員  
魏余雪奕, 董事會成員  
伍曉琳, 董事會成員  
陳寶山, 董事會成員  
胡承恩, 董事會成員  
Tony Bruno, 董事會成員

## COMMITTEES 委員會名單

### Governance & Nominations Committee

Andrew Jones  
Fern Ngai  
Paul Tchen  
Whitney Whisenhunt

### 管治及提名委員會

Andrew Jones  
魏余雪奕  
陳寶山  
Whitney Whisenhunt

### Fundraising Committee

Benita Chick  
David Simpson  
Paul Tchen  
Tony Bruno

### 籌款委員會

戚本乙  
David Simpson  
陳寶山  
Tony Bruno

### Human Resources Committee

Andy Ng  
Debbie Mannas  
Fern Ngai

### 人力資源委員會

Andy Ng  
Debbie Mannas  
魏余雪奕

## PROFESSIONAL SUPPORT 專業支援

### Legal Support

Deacons  
Mayer Brown

### Auditor

Prism

### Project Connect Clinical Advisors

Edith Lee  
Kate Leung  
Keith Hariman

### 法務支援

的近律師行  
孖士打律師行

### 核數師

柏誠

### 「呼蜂喚語」項目臨床顧問

李彥穎  
梁珮欣  
李允丰

## SUMMER INTERNS 暑期實習生

Hau Ka Ching Emily  
Kwong Hei Lam Andrea  
Sasha Derbidge  
Shiu Ka Man Amanada  
Yam Po Hin Belinda



# FINANCIAL SUMMARY

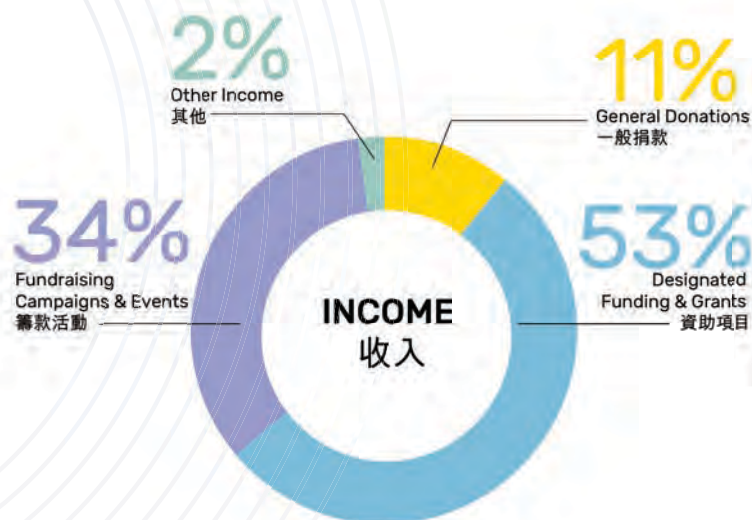
## 財政摘要

As an independent non-profit organisation without government subventions, we depend on grants, sponsorships, and donations to sustain our daily operations and fuel our future growth. This year, we are especially grateful to our generous funders and donors who have enabled us to respond to the ever-changing needs of young people. We deeply appreciate every contribution, regardless of its magnitude, and remain dedicated to utilising each dollar responsibly to fulfil our mission of empowering young individuals to achieve their full potential.

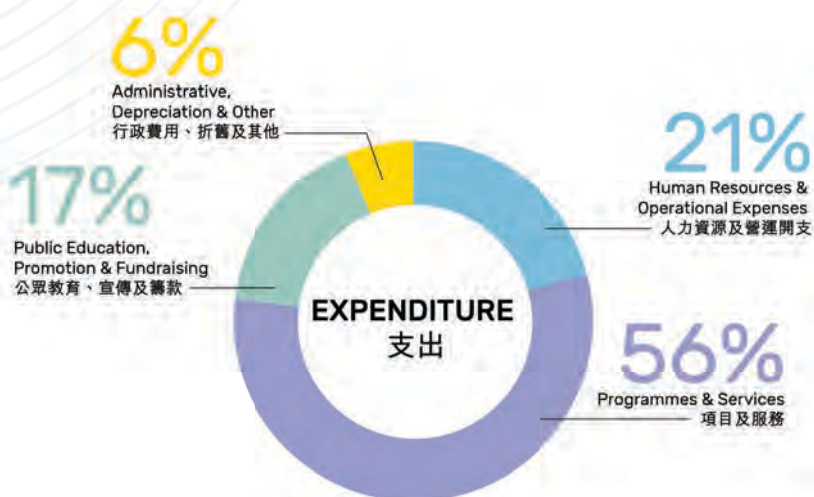
作為一個非政府資助的非牟利機構，本會依賴各種捐款來維持日常運作和推動未來發展。今年，我們特別感謝各位慷慨的善長仁翁，他們的捐助令本會能夠繼續應對年青人不斷變化的需求。無論金額多少，我們衷心感謝每一筆捐款，並將繼續善用每一分、每一毫，履行使命——啟發青年潛能，讓其盡展所長。

### 2023-2024 FINANCIAL YEAR INCOME AND EXPENDITURE

#### 2023-2024 財政年度收入及支出



**INCOME**  
收入來源  
**HK\$ 9.39M**



**EXPENDITURE**  
支出用途  
**HK\$ 10.16M**

# GET INVOLVED

## 齊來參與

At KELY, we believe that empowering young individuals requires a collective effort. Everyone can actively participate in these initiatives to empower young people and help them reach their full potential!

啟勵扶青會相信，要扶助青年發展，須靠社會各界攜手協力。大家都可以循各種途徑參與扶青工作，讓青年發揮潛能、盡展所長！



### **Donate** 捐款

You can become a KELY monthly donor or make a one-time donation. Monthly donations provide us with stable resources to plan and the flexibility to address immediate needs. By giving regularly, you invest in the future of the young people of Hong Kong.

透過每月捐款或一次性捐贈支持本會的工作。每月捐款可為啟勵扶青會提供穩定的資源以便制定計劃，並靈活地滿足突發需求。你的定期捐款，就是對香港青年未來的投資。

### **Fundraise** 籌款

Engage your community by organising a fundraiser for us. Whether it's an online or offline event, sales or auctions, cultural programmes or walkathon, your support helps us raise awareness and involve more people in our work for the youth.

運用各種方式為啟勵扶青會舉辦籌款活動，讓你所屬的社區也參與其中。無論是網上或實體活動、義賣或拍賣、文化活動或步行籌款，你的支持有助提高公眾意識，讓更多人參與本會的青年工作。

### **Volunteer** 參與義工

We are grateful to all individual and corporate/organisational volunteers who generously donate their time. Volunteers can support us in various ways, including office tasks, outreach events, and direct engagement with youth.

我們感激所有慷慨獻出時間的個人、企業或組織義工。義工工作包括協助文書工作、參與外展活動及與青年直接接觸等。

### **Partner with KELY** 成為啟勵扶青會伙伴

We embrace different forms of partnerships, such as charity sales, event venue sponsorships, advertisement sponsorships, pro-bono professional services, in-kind support, and volunteering. Your partnership can greatly contribute to our work.

As an organisation with expertise and valuable insights on youth-related issues in Hong Kong, we welcome opportunities to partner with companies of all sizes, funders, educational institutions, and other NGOs in Hong Kong and beyond. We embrace different forms of partnerships, including sponsorships, pro-bono support to help build our capacity, in-kind support, delivering training workshops for your employees, and fundraising initiatives. We are eager to work collaboratively with you to advance our mission.

我們歡迎不同形式的合作，例如慈善義賣、場地贊助、廣告贊助、無償專業服務、物資捐贈和義工服務等，你的加入可為本會的扶青工作帶來莫大裨益。

作為一間具備專業知識和見解、專注於香港青年議題的機構，本會歡迎不同的合作機會，期望與香港以至其他地區不同規模的公司、資助機構、教育機構和其他非政府組織建立伙伴關係。我們歡迎不同形式的合作，包括贊助、義務支援、物資捐贈、為員工提供培訓工作坊、籌款活動等。我們期待與各方合作，一起推動我們的使命。

## **Create a Buzz! 發聲支援！**

One simple way to support us is to carry on discussions about youth development and mental health. Follow and share our posts on social media to spread awareness and engage with others about our cause.

支持啟勵扶青會的其中一個簡單方法就是持續關注青年發展和精神健康問題。你可以在社交媒體上關注並分享本會的帖文，讓更多人認識啟勵扶青會的工作。



# ACKNOWLEDGEMENTS

## 鳴謝

As a non-subsided organisation, we rely on the support of generous donors and volunteers to serve the youth community. Your generous support allows us to continue providing services for Hong Kong's young people.

Over the past year, we have been fortunate to have community leaders, corporate donors, and dedicated volunteers to help us continue our work for young people in Hong Kong. We would like to express our sincerest gratitude to these groups and individuals for their time and generosity.

作為一間非資助的機構，本會支援青年的工作實在有賴各位善長仁翁默默支持。你們的義務工作及慷慨捐贈，讓我們得以為本港青年提供更完善的服務，扶助他們茁壯成長。

在過去一年，本會曾有幸得到社區領袖、企業善長，以及熱心義工的幫助，讓我們得以繼續服務香港的青年。為此，我們希望向這些團體及人士深表最誠摯的感謝。

## GRANT PARTNERS

### 項目資助者



保安局禁毒處  
Narcotics Division,  
Security Bureau

OVERLOOK INVESTMENTS LIMITED



## SUPPORTERS/DONORS/PARTNERS

### 支持者/ 捐款者/ 合作伙伴

69 on Jervois Bar & Grill

Alcoholics Anonymous Hong Kong

AMD

Anna Maria Studio

Ayelen Alcover Photography

Bison Finance Group Limited

C&A Sourcing Limited

Clarity

Deckers Brands

Donovan Ferguson

Dream Up Project

by the BNP Paribas Foundation

ECCO Shoes Hong Kong Limited

Encompass HK

Estee Lauder Companies

FWD Group Holdings Limited

Gone running Limited

Green Family Foundation

Hao Zhou

Hayden Flinn

Hong Kong Baptist Church

Hong Kong Motor Club

Imperial Enterprises Holdings Limited

Innovic Group International Co. Limited

Joint Dynamics Ltd

King & Wood Mallesons

LANE EIGHT

Laureus Sport for Good Foundation

Link Asset Management Limited

Link Together Initiatives

lululemon HK Limited

Macquarie Services HK Ltd

Michael Green

Morton's of Chicago

戒酒無名會

貝森金融集團有限公司

西雅衣家採購有限公司

法國巴黎銀行基金會

Dream Up Project

毅高皮鞋香港有限公司

雅詩蘭黛集團

富衛集團有限公司

喜跑有限公司

香港浸信教會

香港車主會

皇羽集團控股有限公司

創域集團國際有限公司

金杜律師事務所

勞倫斯體育公益基金會

領展資產管理有限公司

「愛·匯聚計劃」項目

Narcotics Division, Security Bureau

Ng Teng Fong Foundation Ltd

Ocean Park Hong Kong

OmSkool Yoga

One Personal Training

Orbis Investments

Overlook Investments Group

Paul Starr

PIRATA Group

Prudential Hong Kong Limited

Queens Hill Lutheran

Integrated Service Centre

Rotary Club of Kowloon

Rugby For Good

Seeds Foundation

Simply Giving

Stephenson Harwood

T8 Labs Limited

Tam Jai International Co Ltd

Tanner De Witt

The Community Chest of Hong Kong

The Hong Kong Jockey Club Charities Trust

The Hongkong and Shanghai

Banking Corporation Limited

The Ireland Fund of China

The Putman

The Skin Space

The Torch

TSUNAMI SPORT

Vivian Wong

保安局禁毒處

黃廷方慈善基金

香港海洋公園

保誠保險有限公司

路德會皇后山綜合服務中心

九龍扶輪社

橄欖成長基金

種子基金有限公司

譚仔國際有限公司

泰德威律師事務所

香港公益金

香港賽馬會慈善信託基金

香港上海滙豐銀行有限公司

普特曼酒店

## VOLUNTEERS

### 義工

Ben Sweet

Bing Tze

Catherine Chan

Chun Kit Leung

Dr. Boar

Gigi Ng

Harry Poon

Isabelle Hsu

Kelvin Chan

Kevin So

Koo Lok Yin Jasper

Leung Wai Ngong

Morgan Hsu

Roni Tong

Samuel Kwong

Sean Yau

Sze Wai Li

## STUDENTS & SUMMER INTERNS

### 學生及暑期實習生

Adithi Sreebineesh

Caton Cheng

CHU WAI KIU Kristen

Conrad Kwok

Haruto Kaku

Hau Ka Ching Emily

HO CHUNG KI Katrina

Jerome Tan

Kwong Hei Lam Andrea

Oxford Chan

Sasha Derbidge

Shiu Ka Man Amanada

Yam Po Hin Belinda



# PARTICIPATING SCHOOLS

## 參與學校

American School Hong Kong	香港美國學校	Lingnan University	嶺南大學
Australian International School	香港澳洲國際學校	Lok Sin Tong Wong Chung Ming Secondary School	樂善堂王仲銘中學
Buddhist Fat Ho Memorial College	佛教筏可紀念中學	Lung Kong World Federation School Limited	世界龍岡學校劉皇發中學
Buddhist Kok Kwong Secondary School	佛教覺光法師中學	Lau Wong Fat Secondary School	妙法寺劉金龍中學
Buddhist Tai Kwong Chi Hong College	佛教大光慈航中學	Madam Lau Kam Lung Secondary School of Miu Fat Buddhist Monastery	
C.C.C. Heep Woh College	中華基督教協和書院	Malvern College Hong Kong	香港墨爾文國際學校
Canossa College	嘉諾撒書院	Man Kwan Pak Kau College	萬鈞伯裘書院
Caritas Fanling Chan Chun Ha Secondary School	明愛粉嶺陳震夏中學	Ning Po College	寧波公學
Caritas Wu Cheng Chung Secondary School	明愛胡振申中學	Ning Po No.2 College	寧波第二中學
Caritas Yuen Long Chan Chun Ha Secondary School	明愛元朗陳震夏中學	NLSI Peace Evangelical Secondary School	新生命教育協會平安福音中學
CCC Kei Heep Secondary School.	中華基督教會基協中學	Notre Dame College	獻主會聖母院書院
CCC Kei San Secondary School	中華基督教會基新中學	Our Lady's College	聖母書院
Cheung Sha Wan Catholic Secondary School	長沙灣天主教英文中學	PAOC Ka Chi Secondary School	加拿大神召會嘉智中學
Chinese International School	漢基國際學校	Pentecostal Holiness Church Wing Kwong College	五旬節聖潔會永光書院
Chinese Y.M.C.A. College	青年會書院	Po Leung Kuk Ngan Po Ling College	保良局顏寶鈴書院
CMA Choi Cheung Kok Secondary School	廠商會蔡章閣中學	Po On Commercial Association Wong Siu Ching Secondary School	寶安商會王少清中學
CNEC Lee I Yao Memorial Secondary School	中華傳道會李賢堯紀念中學	POH Chan Kai Memorial College	
Creative Secondary School	啟思中學	Queens Hill Lutheran Integrated Service Centre	博愛醫院陳楷紀念中學
Delia Memorial School (Broadway)	地利亞修女紀念學校(百老匯)	Rosaryhill Secondary School	路德會皇后山綜合服務中心
Delia Memorial School (Hip Wo)	地利亞修女紀念學校(協和)	S.K.H. St. Benedict's School	玫瑰崗中學
Delia Memorial School (Hip Wo No.2 College)	地利亞修女紀念學校 (協和二)	Shun Tak Fraternal Association Yung Yau College	聖公會聖本德中學
DSC International School	德思齊加拿大國際學校	Sing Yan Secondary School	順德聯誼總會翁祐中學
ECF Saint Too Canaan College	基督教中國佈道會聖道迦南書院	Sir Ellis Kadoorie Secondary School	聖言中學
ELCHK Lutheran Secondary School	基督教香港信義會信義中學	SKH Lui Ming Choi Secondary School	官立嘉道理爵士中學 (西九龍)
Fanling Government Secondary School	粉嶺官立中學	South Island School	聖公會呂明才中學
French International School of Hong Kong	香港法國國際學校	St. Francis Of Assisi's College	南島中學
German Swiss International School	德瑞國際學校	St. Margaret's Co-Educational English Secondary And Primary School	聖芳濟各書院
Good Hope School	德望中學	St. Mary's Canossian College	聖瑪加利男女英文中小學
Heep Yun School	協恩中學	Stamford American School Hong Kong	
Heung To Middle School	香島中學	Tak Nga Secondary School	嘉諾撒聖瑪利書院
HKCWC Fung Yiu King Memorial Secondary School	香港中國婦女會馮堯敬紀念中學	Tak Sun Secondary School	香港斯坦福美國學校
HKMA David Li Kwok Po College	香港管理專業協會李國寶中學	The Chinese University of Hong Kong	德雅中學
Ho Lap College	香港中國婦女會馮堯敬紀念中學	The Education University of Hong Kong	德信中學
Ho Yu College and Primary School (Sponsored by Sik Sik Yuen)	雷色園主辦可譽中學	The Hong Kong Academy for Performing Arts	香港中文大學
Holy Family Canossian School (Kowloon Tong)	暨可譽小學 (中學部)	The Hong Kong Polytechnic University	香港教育大學
Homantin Government Secondary School	嘉諾撒聖家學校 (九龍塘)	The Hong Kong University of Science and Technology	香港演藝學院
Hong Kong Baptist University	何文田官立中學	True Light Girls' College	香港理工大學
Hong Kong Metropolitan University	香港浸會大學	Tsang Pik Shan (Sung Lan) Secondary School	香港科技大學
Independent Schools Foundation Academy	香港都會大學	Tseung Kwan O Government Secondary School	
Inno Secondary School	弘立書院	Tsuen Wan Public Ho Chuen Yiu Memorial College	真光女書院
Island School	一諾中學	Tsung Tsin Christian Academy	曾壁山(崇蘭)中學
Jockey Club Government Secondary School	港島中學	Tung Chung Catholic School	
Jockey Club Man Kwan EduYoung College	賽馬會官立中學	Tung Wah College	將軍澳官立中學
Kau Yan College	賽馬會萬鈞毅智書院	Tung Wah Group of Hospitals Mrs. Wu York Yu Memorial College	
Kellett School, The British International School in Hong Kong	救恩書院	Victoria Shanghai Academy	荃灣公立何傳耀紀念中學
Kiangsu-Chekiang College (Kwai Chung)	啟歷學校	West Island School	
King George V School	葵涌蘇浙公學	Yan Chai Hospital Lim Por Yen Secondary School	基督教崇真中學
Kit Sam Lam Bing Yim Secondary School	英基英皇佐治五世學校	Yew Chung International School	東涌天主教學校
Kowloon Technical School	潔心林炳炎中學	Ying Wa College	東華學院
Kwok Tak Seng Catholic Secondary School	九龍工業學校	Yu Chun Keung Memorial College No.2	東華三院伍若瑜夫人紀念中學
Ling Liang Church M H Lau Secondary School	天主教郭得勝中學		東華三院邱子田紀念中學
	靈糧堂劉梅軒中學		滬江維多利亞學校
			西島中學
			仁濟醫院林百欣中學
			耀中國際學校
			英華書院
			余振強紀念第二中學

In alphabetical order. The above individuals / organisations are our supporters, partners or donors who have made generous donations in money or in kind valued more than HK\$10,000 to us in 2023.

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

按英文字母序列，以上人士/機構均為本會的支持者和合作伙伴，或曾慷慨解囊，以價值超過港幣10,000元的資金或物資支持本會的工作。

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。由於篇幅所限，未能盡列所有善長芳名。本會謹代表所有受惠青年，衷心感謝你們對本會的扶青工作給予支持，讓青年進一步盡展所長。



**KELY Support Group does not receive any government subvention.**

**Your generous donation will enable us to help vulnerable youth.**

啟勵扶青會是非資助的慈善機構，您的慷慨捐助可以幫助我們援助弱勢青年。

📍 2/F East Wing, 12 Borrett Road, Central, Hong Kong  
香港中環波老道12號東翼二樓

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📺 KELYSupportGroup

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