

ANNUAL REPORT 2023

啟勵扶青會年報

啟發青年潛能
讓其盡展所長

**EMPOWERING
YOUNG PEOPLE
TO REACH THEIR
FULL POTENTIAL**



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MESSAGE FROM CHAIR AND EXECUTIVE DIRECTOR

董事會主席及行政總監的話

Dear Friends of KELY,

Nurturing and investing in a mentally healthy generation are not only the responsibility of an individual family, but it has become foundational for communities and societies at large to come together to find solutions and strengthen support systems to mitigate the mental health crisis we are facing today.

At KELY Support Group, we have seen first-hand through our founder's personal journey three decades ago, how untreated and undiagnosed mental health challenges can impact one's life. We firmly believe in innovative preventative measures including investing in empowered peer supporters, upskilling young people's knowledge and abilities to mitigate risky behaviours, as well as providing support at critical moments to prevent crises from happening.

Despite progress in raising awareness and an increase in conversations in Hong Kong around the needs of mental health, the increased diagnoses of youth mental health disorders and subsequent negative coping behaviours including substance abuse and suicides, have been staggering. As we review our work over the past year, we are grateful for the partnerships with dedicated volunteers, donors and funders who have been so intentional with their time and expertise and generous in their encouragement and giving. In a year in which the economy has been weak and loss has been felt at all levels of society, we have seen growth – both with the youngsters we work with, as well as the maturity of our programmes, education campaigns and infrastructure.

Across our programmes focusing on mental health, substance prevention and positive youth development opportunities for youth, we have been able to reach over 24,243 young people, including ethnic minority youth across the city, delivering 884 hours of training, support and engagement. Through these, we have seen increased resilience, healthy mental wellbeing and help-seeking behaviour as well as notable stronger and more positive relationships with trusted adults and peers. In our current 3-year strategic plan, we have also been intentional in growing our efforts to build on our selected ESG pillars to see more sustainable and equitable impact across different areas of our work.

Looking forward, we are hopeful. As a small non-subsidised organisation serving Hong Kong, we have certainly felt the challenges from an operational level post COVID, however, because of the growth we have seen in this year in spite of the difficulties, we are excited to continue working towards providing better and more services for youth in Hong Kong.

Thank you for your continued support in us this past year and we look forward to another year of growth within the coming years!

With sincerest gratitude,

Sky Siu
Executive Director

Fern Ngai
Chair of the
Board of Directors

致：啟勵之友

培育和投資於下一代的精神健康，已不僅是只由個別家庭承擔的責任，而是整個社會的發展基礎。大家需要合力尋找解決方法、加強支援網絡，以緩解當下社會面臨的精神健康危機。

啟勵扶青會創辦人在30多年前的親身經歷，令我們清楚意識到未經治療和診斷的精神健康問題如何影響青年一生。我們堅信與時並進的預防措施，包括致力賦予朋輩支持者知識和力量、提高青年的知識和能力、減少他們危害自身的行為，以及在關鍵時刻提供支持以防止危機發生。

儘管我們在提高香港大眾對精神健康的認識和討論方面取得了進展，但如今被診斷患上精神健康疾病的青年人數與日俱增，而隨之出現的負面行為（包括濫藥和自殺）亦同樣令人震驚。回顧過去一年的工作，我們非常感激能與一眾熱心的義工、捐款者和資助機構合作，他們投入了大量的時間和專業知識，慷慨給予我們鼓勵、支援和捐助。在經濟疲弱、社會各階層都受到影響的這一年裡，我們依然看到了成長的足跡——無論是與我們一起經歷的青年，還是我們的項目、教育活動和基礎建設，都開始越來越成熟。

啟勵扶青會的項目重點關注青年、精神健康、預防濫藥工作和正向發展機會，透過不同的項目，我們幫助了超過24,243名本港青年，當中亦包括少數族裔青年，為他們提供了884小時的培訓、支援和活動。透過這些項目，我們發現受惠青年的抗逆能力、精神健康和求助行為都有所提升，而且與他們信賴的成年人和朋輩的關係也越加穩固和積極。在目前的三年期策略性計劃中，我們亦刻意於環境、社會及管治三方面，在不同工作領域上繼續發揮和實踐可持續發展和平等的理念。

展望未來，我們依然滿懷希望。作為一間服務香港的非政府資助小型機構，在疫情後的運營確實遇到不少難關。儘管挑戰重重，我們在這一年裡仍有所成長，期待能繼續努力，為香港的青年提供更好、更多的服務。

感謝大家在過去一年對我們的支持，我們期待在未來新一年裡繼續成長！

行政總監
蕭加欣

董事會主席
魏余雪奕 謹啟



Sky Siu 蕭加欣
Executive Director 行政總監



Fern Ngai 魏余雪奕
Chair of the Board of Directors 董事會主席

OUR FOUNDATION

本會願景

KELY Support Group (KELY) is a Hong Kong-based non-profit organisation with a remarkable three-decade legacy of empowering and supporting the city's youth. Founded in 1991 by Ms. Samantha Martin, our mission is to provide young people with the essential skills, knowledge, and opportunities to make positive life choices and become active contributors to society.

啟勵扶青會為香港非牟利組織，過去三十載一直致力於支持青年的正向發展。自1991年由Samantha Martin女士成立本會開始，我們的使命是為青年裝備所需技能、知識及提供機會，推動朋輩互助精神，幫助他們作出積極的人生選擇，以致日後可貢獻社會。



As an acronym for “Kids Everywhere Like You”, KELY embodies the commitment to providing a safe and inclusive environment for young people to overcome challenges and reach their full potential. Taking a preventative approach, our programmes and services place great importance on peer support. We believe with good mental health, young people can thrive with resilience against the challenges of modern society. We adhere to the Sustainable Development Goals (SDG) set out by the United Nations in our daily operation and community work.

本會英文名稱KELY是「Kids Everywhere Like You」的縮寫，代表我們致力為青年提供安全、包容的環境，幫助他們克服挑戰，充分發揮潛能。我們採取預防性方法，在各個項目和服務均強調朋輩之間的互相支持。我們相信，年輕人擁有良好的精神健康，能以強韌的毅力應對社會上種種挑戰，不斷茁壯成長。在日常運作和社區工作中，本會亦堅持聯合國提倡的可持續發展目標。



VISION 宗旨

We envision a world where young people are empowered to reach their full potential.

我們致力啟發青年潛能，帶他們走進一個讓其盡展所長的世界。

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

本會相信，只要獲得適當的支援和機會，每一個年青人都有潛力茁壯成長、邁向成功。

MISSION 使命

Our mission is to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other.

我們旨在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。

Through collaboration with schools and other partners, we offer programmes to Chinese and English-speaking youth between the ages of 14 and 24. By addressing the challenges they 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.

透過與學校和其他合作伙伴的協作，為本地14-24歲的華語、少數族裔以及英語青年提供不同類型的項目。本會積極應對現今青年在濫藥和酒精問題、精神健康以至個人整體發展等範疇所面對的挑戰，提升他們的能力，讓青年人能夠掌控自己的生活，在各方面做出明智的選擇。



CORE VALUES

核心價值

KELY's core values encompass **inclusivity, empathy, non-judgement, support, and confidentiality.**

啟勵扶青會在服務青少年的時候堅持：包容、同理心、不批判、支持、保密。

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年青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，理解和尊重每個人的經歷和困難。

Empathic
同理心



Non-judgemental
不批判



Supportive
支持



Inclusive
包容



Confidential
保密



OUR THEORY OF CHANGE

改變理論



As we continue our journey, we remain committed to adapting to the evolving needs of young people. Through innovative programmes and partnerships at both the individual and community levels, we strive to expand our reach and make a lasting impact.

At the heart of our mission is the firm belief in empowering young individuals to drive positive change both for themselves and their community. We are committed to engage young people as pillars of support for their peers, encouraging them to take leadership roles and shape the future of KELY. Together with our devoted staff, volunteers, partners, and the community, we will continue to work hand-in-hand with young people, helping them realise their full potential and build a brighter future.

本會一如既往，始終致力應對青年隨社會而不斷變化的問題和需求。透過在個人和社區層面上不斷開展創新項目、建立合作伙伴關係，積極擴大本會的影響範圍，期望能為社會帶來持久的影響。

本會堅信青年有能力推動自身和社區的正向改變，亦鼓勵他們發揮領導才能，塑造啟勵扶青會的未來。本會希望讓青年成為彼此的支柱，形成一個守望相助的社會。本會上下一心與熱心的義工、合作伙伴和社區凝聚一起，與年青人攜手並進，協助他們充分發揮潛能，共創美好未來。

OUR YEAR AT A GLANCE

回顧本年成果

NUMBER OF
WORKSHOP HOURS
CONDUCTED

工作坊時數



843
HOURS 小時

ENGAGED WITH
(ATTENDED WORKSHOPS,
SEMINARS AND EVENTS)

(透過工作坊、講座及活動)
接觸及協助青年



24,243
YOUTHS 名

NUMBER OF
PARTICIPATING
SCHOOLS

參與學校



129 間



34

**MEDIA
COVERAGE**

(about our programmes and events)
篇媒體報導 (關於我們的項目和活動)

**KELY SUPPORT GROUP'S
FACEBOOK & IG**



Followers

6.2K



Reach 接觸人數近

**NEARLY
500K**



Compared with last year 與去年比較



觸及率比去年增加
Reach Increased

276%

訪客人數上升

Visitors Increased

268%



觸及率比去年增加
Reach Increased

204.8%

訪客人數上升

Visitors Increased

38.8%



LINKEDIN 追縱人數比去年增加

Followers Increased

23% from last year

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE

環境、社會和管治

As a non-profit organisation that has proudly served the Hong Kong community for over 30 years, we recognise the significance of not only fulfilling our mission, but also ensuring that our approach aligns with our values. We have embraced an Environmental, Social, and Governance (ESG) framework, which guides us in safeguarding the wellbeing of the community we serve, our personnel, and the environment throughout our endeavours. By integrating ESG principles, we aim to enhance organisational resilience and adaptability.

Expanding upon the framework outlined in KELY's previous Annual Report, we have further integrated ESG principles into the operations. Our framework encompasses three main aspects, with the social aspect being divided into two sectors: mission delivery and workplace and organisational culture. Together, these aspects and sectors constitute the four pillars of our comprehensive ESG framework.

作為服務香港社會逾三十載的非牟利機構，啟勵扶青會明白在營運過程中不僅要履行成立的使命，更要確保實踐方式與本會的價值觀保持一致。啟勵扶青會以環境、社會和管治（ESG）框架為領導原則，確保所服務的社區、員工的福祉和環境均獲得保障；我們在工作中謙守 ESG 原則，提高本會的應變能力和適應力。

本會今年進一步將ESG原則融入日常營運中，當中包括三個大方向，其中社會方面分為兩個部分：使命實踐過程、工作環境及機構文化，共建構成啟勵扶青會 ESG 框架的四大支柱。

Environment

We are fully committed to playing our part in mitigating the climate crisis and minimising our environmental footprint. In KELY's day-to-day operations, we actively prioritise sustainable practices by sourcing reusable materials for our events and campaigns, opting for electronic forms over paper whenever possible, upcycling out-of-season clothing and garments, and implementing effective recycling initiatives. Additionally, we are currently in the process of developing a comprehensive sustainable procurement policy, which will be introduced in the near future.

環境

啟勵扶青會致力為緩解氣候危機貢獻所能，盡量減少對環境的影響。在日常營運中，積極優先考慮可持續發展的原則，包括在活動和項目採購上，重複使用的材料；選擇電子表格而非印刷表格；在為青年提供的項目中，將過季的衣物和服飾循環再用，並實施有效的回收措施。此外，本會亦正在制定一項全面的可持續採購政策，詳情將於稍後公佈。



Social - Mission Delivery

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.

As a local youth organisation committed to empowering young people to realise their full potential, 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. These principles are integral to our equal opportunity policy, which aims to provide a safe and equitable environment for our employees.

Given that we primarily work with youth, we adhere to the highest ethical standards when engaging with them. We have a comprehensive child protection policy in place that serves as a guiding principle for how we care for and provide services to the youth we work with. Moreover, we ensure that our staff receive ongoing training on how to handle sensitive and delicate situations, such as youth suicide first-aid training.

We recognise the unique needs of LGBTQ+ youth and actively raise awareness about sexual minorities. For example, we organise workshops during Pride Month and have published a resource article on mental health challenges faced by LGBTQ+ youth as part of our #OnelsTooMany2023 campaign.

While the majority of KELY's programmes and services focus on the wellbeing of young people, a core aspect of our mission is to provide opportunities for their development. Some of our initiatives involve matching youth with mentors, offering job placements, and providing learning opportunities across various industries and organisations, including the NGO sector. These efforts aim to enhance their future employability and alleviate poverty.

社會 | 使命實踐過程

啟勵扶青會的项目重點優先考慮弱勢社群的需求，並確保服務是公平、包容和尊重不同文化，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。

本會作為一個致力啟發青年潛能，讓他們盡展所長的青年服務機構，對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。這些原則與本會的平等機會政策密不可分，該政策旨在為本會的職員提供一個安全、公平的環境。

啟勵扶青會的主要工作對象是青年，因此在與他們接觸時，本會堅守最高的道德標準，並制定全面的兒童保護政策，該政策同時也是本會關懷和服務青年的指導原則。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。

我們理解 LGBTQ+ 性小眾青年的需求，並積極促進大眾對有關群體的認知。例如，在「同志驕傲月」期間提供工作坊；在 #一個都嫌多2023 的项目中加插文章論述 LGBTQ+ 青年所面對的精神健康困擾。

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啟勵扶青會的核心使命之一。本會籌辦的項目包括為青年配對導師、提供就業崗位，以及與不同行業和機構（包括非政府機構）合作為青年提供學習機會；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

Our people are at the heart of KELY, and we consider our employees to be our most asset. In line with our growth and development plan, our people strategy aims to cultivate a high-performing and engaged team that embodies our values and is deeply passionate about our mission and vision. We recognise the importance of having a diverse workforce that reflects the youth and communities we serve, and we believe that diversity fosters greater creativity and innovation. We value the unique contributions of each of our team members. Our people strategy addresses key priorities such as talent attraction, retention, and investing in our people, providing them with ample opportunities to grow and thrive. We have a diverse Board of Directors and staff from ethnic minority backgrounds, and we value the unique contributions of our team members.

We are fully committed to fostering a psychologically safe and inclusive work environment where every individual is treated with dignity, respect, and a strong sense of belonging. Our goal is to provide equal opportunities for each staff member and minimise bias throughout the employee life cycle. We unequivocally reject all forms of discrimination or harassment based on gender, race, religion, sexual orientation, age, disability, or any other characteristic. Our comprehensive policies, including specific guidelines outlined in our employee handbook, support these principles. Additionally, we have established grievance procedures to address complaints which are treated with confidentiality.

As a responsible employer and service provider, we have implemented various policies to ensure the safety of our staff members, volunteers, and the individuals we serve in our programmes and activities. Volunteers are required to sign a volunteer agreement and a confidentiality statement, adhering to our standards when supporting the implementation of our programmes.

社會 | 工作環境及機構文化

人才是啟勵扶青會的核心，也是我們最寶貴的資產。按照發展計劃，本會的人才策略旨在培養一支高績效、積極參與事務的團隊，讓員工對啟勵扶青會的使命和願景充滿熱情，認同並體現本會的價值觀。保持團隊多元化非常重要，因為員工亦代表本會所服務的青年和社區，我們亦相信多元化背景能提升團隊的創意和創新力。我們珍視每一位團隊成員的貢獻，在策略上著力吸引及挽留人才、投資發展員工各方面技能，為團隊提供充分的成長和發展機會。此外，本會的董事會成員背景多元，團隊員工亦包括少數族裔人士。

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。本會目標是為每位員工提供平等的機會，減少他們有機會遇到的偏頗。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。本會的全面政策，包括員工手冊中列出的具體指導方針，都與這些原則相符。此外，本會亦制定了申訴程序，並以保密原則處理。

作為一個負責任的僱主和服務提供者，啟勵扶青會實施各種政策，目的皆為確保本會的員工、義工以及本會服務對象的個人安全。為本會服務的義工必須簽署義工同意書和保密聲明，確保他們在協助項目實施之同時亦遵守本會的標準。

本會目前正在進行數碼轉型，目的是提高自動化程度、簡化流程、減少甚至消除手動操作，為員工創造一個更有效率、更充實的工作環境。

此外，啟勵扶青會亦非常鼓勵員工參與不同機構的義務工作，藉此增廣見聞，增強個人能力。這個理念與本會支持員工個人成長、貢獻更廣大社區的承諾一致。

Governance

We are dedicated to being a role model for good governance and a trusted steward of the resources entrusted to us by our funders and donors. In recognition of our commitment to excellence in governance, we were honoured to receive the prestigious Director of the Year Awards 2023 (Non-profit-distributing Organisations category) by The Hong Kong Institute of Directors with additional commendation of Excellence in Board Diversity.

Our Board and management team 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. Key areas of focus include governance, transparency, risk management, compliance, security, and data privacy. Under the leadership of the board-led Governance Committee, these disciplines are regularly reviewed to ensure compliance with current legal and other requirements, and to ensure that our policies remain relevant in light of the latest developments in our society.

We place great emphasis on cultivating a diverse and highly functional Board that exercises objective and independent judgment. We firmly believe that a diverse Board is better equipped to make effective decisions by mitigating the risk of groupthink and paying careful attention to risk management and control, which are essential for good governance. Through our Nominations Committee, led by the Chair of the Board, we regularly assess the composition of the board to ensure that it represents a wide range of perspectives and possesses the skills, domain expertise, and experience that are relevant to our work both now and in the future.



管治

啟勵扶青會致力成為良好管治的典範及可信賴的管理者，確保資助者和捐款者託付給本會的資源用得其所。今年，啟勵扶青會榮獲香港董事學會頒發的「2023年度傑出董事獎」（非分配利潤組織類別），並獲董事會多元化卓越嘉許，印證本會在管治方面的卓越表現。

啟勵扶青會的董事會和管理團隊制定和實施了健全的框架、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，其中重點包括管治、透明度、風險管理、合規性、保安及數據私隱。在董事會成員領導的管治委員會的指導下，本會定期對這些領域進行審查，以確保本會符合當前的法律和其他要求，並確保政策與時並進，與社會的最新發展保持一致。

本會非常重視塑造一個多元化、高效能、能作出客觀獨立判斷的董事會，堅信多元化的董事會能更好地做出有效決策，減少群體思維的風險，並認真檢視風險管理和控制，這一切都是良好管治的關鍵。透過由董事會主席領導的提名委員會，本會定期評估董事會的組成，以確保董事會充分代表不同觀點，並具備與本會目前和未來工作相關的技能、領域知識和經驗。





OUR WORK THIS YEAR 本年工作總覽

In 2023, we continued our mission to empower young people in Hong Kong, with a strong focus on the theme of "growth". Through various projects and initiatives, we strived to provide targeted support, resources, and opportunities that facilitate personal growth, resilience, and positive relationships among young individuals and help them navigate through the challenges they may encounter.

2023 年，啟勵扶青會繼續履行扶植香港青年的使命，以「成長」為主題，透過各種項目和活動，積極為青年提供針對性的支援、資源和機會，促進個人成長、抗逆能力和健康正面的人際關係，幫助青年克服人生旅途上可能遇到的挑戰。

Our programmes are designed with clear objectives in mind. Cognizant of the unique backgrounds and needs of youths in Hong Kong, we have focused on providing culturally appropriate and targeted support, while recognising and addressing language barriers, discrimination, and lack of opportunities. With our programmes revolving around three main core areas: **Mental Health and Wellbeing**, **Drug and Alcohol Awareness**, and **Positive Youth Development**, through which we equip young individuals with essential life skills and bolster their self-esteem.

本會項目目標明確，因應本地青年的不同背景和需要，考慮到解決語言障礙、歧視和機會不足等問題，專注提供適合不同文化的針對性支援。啟勵扶青會各大項目圍繞著三大核心領域：**精神健康、藥物及酒精意識、正向青年發展**，目的皆為幫助青年掌握基本生活技能和增強自信心。

MENTAL HEALTH AND WELLBEING 精神健康

In response to the difficulties encountered by teenagers who may choose not to express their emotional struggles and needs, our Talk2Me programme, centered around Mental Health and Wellbeing, empowers youths with essential knowledge and skills in peer support. Complementing this, our Project Connect initiative enables timely intervention and support for mental health concerns, fostering personal growth and resilience among young individuals and improving their perception of social support by breaking barriers and negative attitudes toward help-seeking.

部份青年不善於表達自己的情緒困擾和需求，因此「Talk2Me」項目以推廣精神健康為目標，協助他們學習以朋輩身份供情緒支援。

與之相輔相成的「呼蜂喚語」項目則為受到精神健康問題困擾的青年提供及時的介入和支援服務，積極打破社會對於求助的顧忌和負面觀感，藉此推動個人成長和抗逆能力。

"One skill I found very useful from the programme was learning that there are many words to describe our emotions - this is useful!" - Programme Participant

「我從這個項目當中發掘了一項非常有用的技能，那就是了解到原來有許多詞語可以描述情緒，這很有用！」 - 項目參加者

"After this programme, I feel more confident in recognising the situations in which people may need help and it has also helped me to handle my own feelings by talking to others." - Programme Participant

「參加這個項目之後，我更有信心可以識別哪些情況下的人可能需要幫助，我還學會了藉著與他人交談來處理自己的情緒。」 - 項目參加者



DRUG AND ALCOHOL AWARENESS 藥物及酒精意識

Recognising the impact of our efforts, we have been appointed by the Narcotics Division since 1999 as a designated NGO for drug and alcohol awareness workshops. Our Drug and Alcohol Awareness programmes are designed to enhance knowledge, prevent consumption, mitigate harm, and provide emotional support for young individuals to flourish. One of our unique programmes, the Jockey Club "Moments Not Wasted" Youth Education Programme, focuses on providing alcohol-related education in schools. Through workshops conducted and campaigns with students, parents, and teachers in schools, as well as community outreach activities, we have made significant progress in reducing alcohol and drug-related issues among youth.

自1999年以來，啟勵扶青會一直獲保安局禁毒處指定為舉辦藥物和酒精意識工作坊的非政府組織，可見本會的工作備受認可。本會的藥物和酒精意識項目旨在為青年增進知識、預防飲酒和緩減傷害，並為他們提供情緒支援。年度重點項目「陪你走酒」，主要在學校開展與飲酒危害相關的教育，透過在學校與學生、家長和教師進行研討工作坊，以及社區外展活動，本會在減少青年酗酒和濫用藥物方面取得了重大進展。

POSITIVE YOUTH DEVELOPMENT

正向青年發展

Through the provision of diverse opportunities and equipping young individuals with valuable life skills, such as social circus (Get Positive!) and photography (RiseUp), we aim to nurture personal growth and cultivate career aspirations. These workshops and events serve as platforms to enhance young people's stress management and problem-solving abilities, empowering them to overcome obstacles and foster a positive mindset. In conjunction with our efforts to strengthen peer support networks and provide life skills training, we worked towards developing a healthy and supportive community.

本會通過提供多樣化的機會，如雜耍和攝影訓練，讓青年掌握各種生活技能，助他們個人成長和培養對未來發展的憧憬。此類工作坊和活動旨在提升青年壓力管理和解決問題的能力，使他們在面對逆景時有能力克服困難，並培養積極的心態。本會希望加強青年朋輩之間的互助，在提供生活技能培訓的同時，亦共建守望相助的健康社區。

"Performing on the stage gives me a sense of success." - Participant of Juggling Circle

「在台上表演，讓我有種莫名的成功感。」
- Juggling Circle 參加者



"The photos I have chosen reflect some of my feelings deep inside that I seldom express." - RiseUp Participant

「我挑選的照片反映一些我很少表達的心聲。」 - RiseUp 參加者

The theme of "growth" has been interwoven into every facet of our work this year. We are honoured to have played a role in the growth and development of the younger generation, and we remain committed to our mission in the coming years.

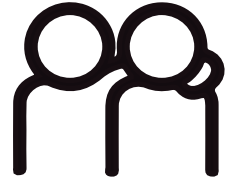
啟勵扶青會在今年的項目和工作中貫徹「成長」的理念，本會很榮幸能在年輕一代的成長和發展道路上參與其中，並會在未來的歲月裡繼續恪守使命。

IMPACTS 成果



Reaches an average of **40** schools per year
平均每年與**40**間學校合作

Reached over **143,645** students over the years
多年來接觸逾**143,645**名學生



OUR CORE PROGRAMMES

核心項目及服務

MENTAL HEALTH AND WELLBEING

精神健康

Mental health advocacy has always been a central tenet of KELY's mission, aligning with the United Nations' SDG principles 3 (Good Health and Well-being) and 4 (Quality Education). Therefore, the initiatives under the Mental Health and Wellbeing (MHW) team were designed to address the increased need for youth mental health resources and support, aiming to mitigate the long-term consequences of mental health struggles, including self-harm and substance abuse.

With the mission "to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other", KELY's MHW programmes play a critical role in tackling the issues surrounding mental wellbeing in an approachable and relatable way.



倡導精神健康一直是啟勵扶青會的核心宗旨，與聯合國的可持續發展目標（SDG 3健康與福祉 + SDG 4優質教育）互相呼應。本會的精神健康項目旨在應對青年對相關服務和支援日益增長的需求，亦希望能緩減精神健康問題帶來的長期後果，避免青年自我傷害和藥物濫用。

本會的使命是「扶植青年裝備所需技能、知識及機會，推動朋輩間互助精神」。啟勵扶青會的精神健康項目採取平易近人、貼近生活的方式，為應對當今社會各種精神健康問題發揮著重要作用。

In line with our overall ethos, we take a proactive approach to combat the ever-increasing levels of stress that young people growing up in Hong Kong face. Believing 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.

啟勵扶青會秉承一貫精神，積極應對如今香港青年在成長過程中日益加重的壓力。本會堅信知識就是力量，因此本會籌辦的活動旨在讓青年更好地掌握情緒管理和應對壓力的技能，並促進朋輩之間的互助，鼓勵青年在危機爆發前尋求支援。

NUMBER OF
WORKSHOP HOURS
CONDUCTED

工作坊時數



226
HOURS 小時

ENGAGED WITH
(ATTENDED WORKSHOPS,
SEMINARS AND EVENTS)

(透過工作坊、講座及活動)
接觸及協助青年



8,452
YOUTHS 名

NUMBER OF
PARTICIPATING
SCHOOLS

參與學校



42 間



TALK2ME HAS REACHED OVER

1,600  **PARTICIPANTS**
名參加者

ACROSS 18  **SCHOOLS**
間學校參與

Noticing that peer support plays a crucial role in connecting with the youth, Talk2Me (T2M) began in 2010 as a crisis text line and evolved to suit the needs of the community with a strong focus on reaching students through social media. By giving them practical tools and confidence to recognise and to tackle academic and social pressures, participants are taught to become peer supporters, effectively responding to issues that arise in their communities. Since 2023, T2M has become an evidence-based certificate training programme.

Tailor-made for schools, with a focus on students from Form 3 to 5 as well as university students, the programme also empowers students by providing opportunities to plan and implement projects pertaining to issues of their choice. In one successful project, participants planned and hosted an interactive Mental Health Forum for parents at their school. After receiving the T2M training, several schools hosted mental health booths and became involved in counselling clubs or "Big Brother Big Sister Programmes."

本會明白對於青年來說，朋輩的支持至關重要。因此，啟勵扶青會從2010年開始設立Talk2Me朋輩支援訓練，旨在協助青年以朋輩身份為同伴供情緒支援。項目為參加者提供應用技巧和信心，幫助他們認識及應付學業和社會壓力，教導他們成為同伴的支持者，藉此有效地應對其所屬社群裡發生的問題。自2023年起，有關項目已成為一項以實證為基礎的證書培訓計劃。

項目以中三至中五的學生，以及大學生為重點服務對象，並為學校量身定制，讓參加者選擇有意應對的問題，並親自計劃和實踐相關項目，從而提升解決問題的能力。其中一個成功例子是參加者在學校為家長策劃並舉辦了一次互動式精神健康論壇。參加者在接受培訓後，更在學校設立精神健康攤位，或加入輔導學會或「大哥哥大姐姐計劃」。

「透過Talk2Me的培訓，我學會了更多支持身邊人的方式，更重要的是，這個項目不斷提醒我，我們認為微不足道的舉動，比如傾聽他人的傾訴或陪伴，對他們來說可能意義極大。因為有時最簡單的就是最珍貴的。」 - 項目參加者

"Through the Talk2Me Training, I was able to learn more about different ways we can support those around us, and more importantly, this programme was a constant reminder that what we perceive as small gestures, like listening to someone or being present, can mean the world to those around us. Because sometimes the simplest things are the most precious ones." - Programme Participant



Together, We Flourish! is a developing project that empowers young people with mental and emotional management skills. The long-term goal is to reduce mental health stigma, to encourage youth to seek help when needed, and to create a thriving community that promotes youth mental wellbeing.

The programme's bilingual Social Emotional Learning (SEL) curriculum will be piloted in Wong Tai Sin and extended to other district and secondary school communities. A combination of physical and online outreach will be implemented to bring awareness to the issues of mental health and wellbeing and foster a culture of community, understanding, empathy, and resilience.

Central to the programme is the Youth Advisory Committee, made up of young people aged 14-19 who will consult with the KELY team to shape and guide the implementation of the project, ensuring that the programme aligns with their needs and those of their peers.

The project is funded by Link Together Initiatives.

「齊來茁壯」是一個新發展的計劃，旨在增強青年的心理和情緒管理技能。本會的長期目標是減輕青年對精神健康問題的忌諱，鼓勵他們在有需要時尋求幫助，創建一個支持青年精神健康的繁榮社區。

這個計劃的社交與情緒學習（Social and Emotional Learning - SEL）課程將在黃大仙進行試點，並將陸續推廣到其他地區和中學團體。本項目致力提高人們對精神健康問題的認識，建立一個能互相理解、具有同理心和抗壓力的社區文化。

青年諮詢委員會是「齊來茁壯」項目的重點之一，該委員會由14至19歲的青年組成，他們會協助制定和引導項目的實施，確保項目符合青年及其朋輩的需求。

項目由領展「愛·匯聚計劃」贊助。

齊來茁壯!
青年社區精神健康計劃

齊來茁壯：成為青年諮詢委員會 發揮你的影響力!

報名及報名截止日期：**2024年3月10日(星期日)**

有義工、活動策劃、領導、及製作社交媒體經驗的參加者將獲優先考慮

如果你是...

- ▶ 14-19歲青年
- ▶ 關注精神健康議題
- ▶ 希望為黃大仙區出一分力
- ▶ 想讓自己和朋輩的聲音被社區聽見

在10個月的任期內，你可以：

- 為計劃提供意見，確保以青少年的角度出發
- 協助策劃2024年青年精神健康年華
- 經策劃和、組織及管理內部、外部對策
- 獲得社交情緒及領導支援訓練

成為青年諮詢委員會的好處：

- 豐富個人經歷
- 了解非牟利機構 (NGO) 的運作
- 發展社交網絡
- 獲得資深義工指導

如何報名?

- 01 登記及註冊**：透過網上或親臨黃大仙區青年中心或黃大仙區青年中心查詢
- 02 填寫網上申請表**
- 03 面試及面試後**：面試及面試後，面試官會與你溝通，了解你的興趣和背景

重要日期

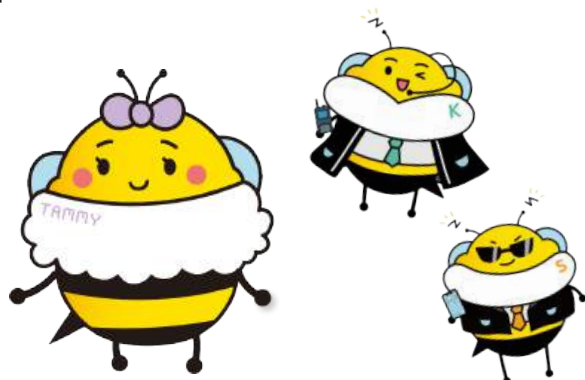
- ▶ 面試日期：2024年3月4-12日
- ▶ 錄取通知日期：2024年3月14日
- ▶ 名額：10位

資助機構：Link Together Initiatives
主辦機構：KELY 康樂及社區服務處
贊助機構：LINK 領展

查詢電話：2821 0493 | 查詢電郵：kelysupport@kely.gov.hk | 查詢網址：kely.gov.hk | 查詢熱線：2821 6890

PROJECT CONNECT

呼蜂喚語



For a myriad of reasons including social stigma, costs, and a lack of information, finding appropriate mental health services can often feel impossible. First launched in 2021, Project Connect is a mental health referral service that bridges the gap between young people and service providers using KELY's local partners to link youth to appropriate care services in Hong Kong.

Young people in need or those supporting youth can reach out to KELY's team of trained staff through direct messaging, phone calls, e-mails, social media, and school outreach initiatives. The team actively supports them until they feel ready to take the next steps and accept appropriate care, breaking down the barriers and negative attitudes towards seeking help for mental health.

Therefore, the programme is not designed to provide immediate relief, but instead encourages help-seeking behaviour, and provides non-judgemental, confidential advice, guiding young people to longer term support.

So far, Project Connect has worked with over **170 young people**, providing them with the appropriate information and connections to encourage them on their journey to find help.



由於種種原因，包括社會忌諱、費用負擔或資訊匱乏等，尋求精神健康服務讓人感覺難以接觸。啟勵扶青會自2021年推出「呼蜂喚語」，精神健康轉介服務，透過與本地伙伴合作，在青年和服務提供者之間架起一座橋樑，讓他們獲得妥善適切的支援。

有意求助的青年或支援青年的人，皆可以直接透過發送訊息、電話、電郵，或在社交媒體和學校外展活動上聯絡本會。我們的團隊樂意提供支援，直至求助者可以踏出下一步並接受適當的跟進，以打破各界對於尋求精神健康支援的心理障礙和消極看法。

「呼蜂喚語」的目的並非提供即時援助，而是鼓勵求助行為，並提供不具評判性的保密諮詢，引導青年獲得長期支援。

迄今為止，「呼蜂喚語」已協助超過170名青年，為他們提供適當的資訊和聯繫方式，鼓勵他們踏上求助之路。



"When I felt really depressed and lonely, I decided to find help. Project Connect replied to me promptly and was able to book a session the next day. The staff was so patient that she listened to all I wanted to share. She also asked guiding questions when I felt stuck. It's great that I got connected to an external social worker in less than a week and to have someone by my side along this journey. YOU GUYS ARE AWESOME! I already told my cousins about Project Connect." - A Youth in Need

「我曾經感到非常沮喪和孤獨，所以決定求助。『呼蜂喚語』很快就回覆了我，為我預約到第二天的諮詢時段。他們的員工耐心地傾聽完我想分享的一切。當我不知如何表達時，她還會提出一些引導性的問題。在不到一星期內，他們就為我聯繫到一位外部的社工，而且期間一直有人陪著我，真是太好了。你們太棒了！我已經把『呼蜂喚語』的事告訴了我的表親們。」
- 年青求助者

DRUG AND ALCOHOL AWARENESS

藥物及酒精意識

NUMBER OF
WORKSHOP HOURS
CONDUCTED

工作坊時數

158
HOURS 小時



ENGAGED WITH
(ATTENDED WORKSHOPS,
SEMINARS AND EVENTS)
(透過工作坊、講座及活動)
接觸及協助青年



8,036
YOUTHS 名

NUMBER OF
PARTICIPATING
SCHOOLS

參與學校

41 間



3 GOOD HEALTH
AND WELL-BEING
健康與福祉



For some young people, the temptation to experiment with drugs and alcohol may arise during their teenage years. 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.

We strive to assist young individuals in making positive choices, ensuring their wellbeing, and fostering peer support in alignment with United Nations' SDG principles 3 (Good Health and Well-being). Our Drug and Alcohol Awareness programmes revolve around two primary objectives: preventing drug and alcohol use and minimising harm. Through engaging workshops and outreach activities, we equip young people with the knowledge they need to understand the risks and make informed decisions, promoting their overall health and education.

對於一些青年來說，在成長期間少不免面對毒品和酒精的誘惑。儘管並非所有人會對藥物和酒精產生興趣甚至依賴，但在成長階段使用毒品和酒精會對青年的身體、心理和情緒發展造成巨大的損害。

啟勵扶青會希望誘導年青人作出正面積極的人生選擇，保障他們的福祉，並鼓勵同伴之間互相支援，與聯合國可持續發展目標3（健康與福祉）互相呼應。我們的藥物和酒精意識項目以兩個主要目標為本：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開展活動，我們積極向年青人傳授知識，讓他們了解這些風險並作出明智的決定，從而促進他們的身心健康和知識水平。

JOCKEY CLUB “MOMENTS NOT WASTED” YOUTH EDUCATION PROGRAMME

賽馬會「陪你走酒」青年教育計劃

The programme is Hong Kong's first multi-level alcohol education and intervention service specifically designed for adolescents and young adults. With a city-wide outreach, the programme prioritises alcohol prevention, harm reduction, and the creation of a healthy and supportive community for youth.

The programme is funded by the Hong Kong Jockey Club Charities Trust.

計劃是香港首個針對青年及年青成年人的教育及介入項目。計劃從多方面著手，活動遍布全港，旨在預防飲酒及暴飲行為，減少由酒精引起的傷害，長遠為青年人建立健康、支援充足的社區。

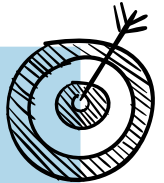
計劃由賽馬會慈善信託基金贊助。

Programme Objectives 計劃目標

1. Increase young people's knowledge about alcohol addiction
提高青年對酒精上癮的認識

2. Reduce the frequency of alcohol consumption among youth
減少青年飲酒的頻率

3. Enhance their skills to resist peer pressure
提升抵抗朋輩壓力的技能



FOUR KEY ELEMENTS OF THE PROGRAMME

四大元素

OurFutures is an online self-learning course in comic style, followed by a 1-hour interactive debriefing session conducted by our staff. Adapted for local context from an evidence-based Australian programme, it's found to be effective in reducing alcohol consumption while providing skills to resist peer pressure.

OurFutures 網上預防及減少飲酒課程是一個混合模式的漫畫自學課程，其內容改編自澳洲一項經研究實證的計劃。課程有效減少學生飲酒行為，同時培養年青人應對朋輩壓力的技巧。完成課程後，學生可獲參與本會的指導課堂。



賽馬會 JOCKEY CLUB
陪你走酒 MOMENTS NOT WASTED
青年教育計劃 • YOUTH EDUCATION PROGRAMME

Peer Facilitator Training is an 8-hour training aimed at senior secondary school students, preparing them to be leaders in engaging their peers on alcohol-related topics with a focus on developing leadership and communication skills. Participants can have the opportunity to lead alcohol awareness campaigns in their schools and communities.

朋輩支援大使培訓計劃是一個以高中學生為對象的培訓課程，旨在訓練他們成為領袖，帶領探朋輩參與酒精相關話題的討論。他們亦有機會協助籌備和開展校內和社區的相關活動。

Parents and teachers seminar is a 1.5 hour interactive session that aims to foster empathy and empower parents and teachers to be positive role models and trusted adults for youth on the issue of alcohol.

家長及教師工作坊是一個1.5小時的互動討論小組，目的是培養家長和教師對青年的同理心和溝通技巧，使他們在酒精方面的問題上成為青年的正面榜樣和值得信賴的對象。



Alcohol First Aid Training is a 3-hour certificate training programme to equip young adults and tertiary students with knowledge and skills to recognise alcohol misuse and identify the support services and treatments available.

酒精急救培訓是一個3小時的證書培訓課程，希望讓青年和大學生學習辨別濫用酒精的狀況和危害，並認識各種支援服務和應對方法。

SOSKELY

Since 2011, we have been actively involved in outreach efforts at major sporting and music events such as the Hong Kong Sevens, Road to Ultra, Creamfields, and Clockenflap. Our dedicated outreach team aims to raise awareness among 14- to 24-year-olds about the immediate risks associated with binge drinking. We provide practical harm reduction strategies, including our hydration campaign where we distribute water to young people under the influence.

自2011年以來，SOSKELY積極在本地各類大型運動和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。SOSKELY外展服務希望藉這些機會，提高青年對過量飲酒的危機意識。我們在場內提供切實可行的緩害策略和服務，包括向場內青年派發清水，及宣傳酒精的危害等。



There were also a range of free, enjoyable, and alcohol-free activities to engage young individuals, where our on-site environment provides a safe and comfortable space for youth to rest, recover, and access emotional support if needed.

服務會在外展現場為青年提供一個安全舒適的休息空間，並在他們有需要時提供情緒支援。

FIVE KEY MESSAGES OF HARM REDUCTION

SOSKELY給青年的5個重要緩害訊息



- **BE IN THE KNOW** 知多啲係好啲
- **LOOK OUT FOR YOUR SQUAD** 睇實同行嘅朋友仔
- **KNOW WHEN TO CHILL** 適當時候抖一抖
- **WATER IS YOUR H2BRO** 時刻補充足夠水份
- **HEALTHY CHOICES, LET'S GO!** 為自己作出更健康明智嘅抉擇

SOSKELY social media accounts social media actively engage with young people, providing a platform for open discussions on mental health, sharing coping strategies, and fostering a sense of connection. Through fun and interactive online engagements, we seek to break taboos surrounding mental health issues and offer a safe space for anonymous questions.

本會透過SOSKELY的社交媒體與年青人互動，提供一個可以開放地討論精神健康話題、分享解決問題的空間，讓他們有互通連結的感覺。透過趣味的互動式線上參與，我們力求打破關於精神健康問題的禁忌，並讓大家可以安全匿名地提問。



DRUG AND ALCOHOL AWARENESS WORKSHOPS

預防濫藥及酗酒意識工作坊

Our Drug and Alcohol Awareness Workshops are designed to educate and empower students from ethnic minority and non-Chinese speaking communities in schools. The workshops cover topics related to drugs and alcohol. Through interactive and experiential learning activities, young people would gain knowledge about substance abuse risks and develop effective prevention measures.

項目旨在教育來自少數族裔和非華語社區的學生，增強他們的知識和技能。工作坊的主題圍繞預防濫藥和酗酒；透過互動及體驗式的學習活動，青年可認識濫用藥物的風險，並制定有效的預防措施。

KELY is the sole designated NGO in Hong Kong recognised by the Narcotics Division, offering English workshops to international schools and English-speaking students.

啟勵是香港唯一獲保安局禁毒處認可、為國際學校和英語學生提供英文工作坊的本地非牟利機構。

"There was frequent sharing of thoughts with the others. As was mentioned, even though we may not do something like that, it is necessary to know about the consequences of taking drugs and what we can do after it happens." - *Student Participant*

「我們頻繁地交流想法。正如大家所提到的，即使我們可能不會做那樣的事情，但了解濫藥的後果和一旦發生之後我們可以做什麼，還是有必要知道的。」

- 參與學生



"The workshop provided realistic scenarios. I would recommend it to other teachers because it is relevant and should be interwoven more effectively into such programmes." - *Ms. Trinder, Teacher of Island School*

「這個工作坊以寫實場景為教材，我會推介其他老師參加，因為它很有針對性，應該更有效地融入到此類課程中。」 - Trinder女士，港島中學教師

Average number of schools reached per year

平均每年參與學校數量



30 間

Reached over 歷年來接觸逾



155,000

學生
students over
the years

Conducted over 為學生舉辦逾



1,600 個工作坊
workshops for
students

POSITIVE YOUTH DEVELOPMENT

正向青年發展

NUMBER OF
WORKSHOP HOURS
CONDUCTED

工作坊時數



459
HOURS 小時

ENGAGED WITH
(ATTENDED WORKSHOPS,
SEMINARS AND EVENTS)

接觸及協助青年



7336
YOUTHS 名

NUMBER OF
PARTICIPATING
SCHOOLS

參與學校



46 間

4 QUALITY
EDUCATION
優質教育



10 REDUCED
INEQUALITIES
減少不平等



With a clear purpose in mind, we strive to empower disadvantaged youth and those from ethnic minority backgrounds, helping them become confident, healthy, and connected individuals who can adeptly navigate the challenges of life. Recognising that these young people often face barriers to accessing skills-building programmes, we are committed to providing access to skills-building programmes, creating opportunities for them to cultivate life skills and express their creativity, enhancing their aspirations for the future. Our efforts naturally align with the United Nations' SDG principles 4 (Quality Education) and 10 (Reduced Inequalities).

We place great importance on recognising their strengths and fostering resilience, with the goal of reducing the likelihood of engaging in risky behaviours like substance abuse while upholding a positive mindset towards life. We strive to establish a nurturing environment where these young individuals can flourish and reach their full potential.

啟勵扶青會抱持明確的目標，致力賦予弱勢及少數族裔青年，為他們建立自信、健康及從容地應對生活中的種種挑戰。社會上部份青年缺乏接受技能培訓的機會，本會積極創造機會，培養他們的生活技能、發揮創造力，令他們對未來更有憧憬。本會的願景和行動，正切合聯合國可持續發展目標 4（優質教育）及 10（減少不平等）。

積極肯定青年的長處，有助降低他們參與藥物濫用等危險行為的可能性，啟勵扶青會致力努力建立一個良好的成長環境，讓年青人茁壯成長，充分發揮自己的潛能。

SEEING THE POSSIBILITIES

友你掌舵



"I would have never been able or by any chance to learn fashion design if I'm not participating in this programme. I've no regrets about joining this programme, it brightened and colored my secondary school life" - Programme Participant

「如果不是參加這個項目，我應該永遠不會有機會學習時裝設計。這個項目令我的中學生活增添了色彩和樂趣，我不後悔參加。」 - 計劃參加者

Seeing the Possibilities aims to empower ethnic minority youth through teaching life skills and using fashion design for self-expression. Participants received professional guidance in fashion design, which enhanced their practical and creative abilities while fostering positive mentor relationships. The culmination of the programme is a collaborative Fashion Show, where all participants work together to showcase their achievements. Throughout the programme, mentors provide invaluable support, helping participants improve their employability skills and nurturing their aspirations.

This transformative initiative was sponsored by the PVH Foundation the students were mentored by Fashion Clinic. The theme was "Upcycling," aligning with Fashion Clinic's expertise.

「友你掌舵」旨在透過傳授時裝設計以表達自我，增強少數族裔青年的表達能力。參加者接受專業的時裝設計指導，不僅提升實踐能力和創造力，亦培養出正面的師友關係。項目以一場由參加者合力籌備的時裝表演為精彩結尾，展現出每位參加者的成就。

項目榮獲PVH基金會贊助，亦獲擅長舊衣設計及升級再造的Fashion Clinic擔任時裝設計培訓伙伴，指導學生們設計以「可持續」為主題的服裝。



Source: SCMP



Source: TVB

"Through the programme, I have noticed an improvement in my self-awareness. I gradually realised that I am capable of doing more and thinking outside the box." - Programme Participant

「這次項目令我的自我意識有所提高。我逐漸意識到自己有能力做更多的事情，並能跳出固有的思維模式。」
- 計劃參加者

OPEN DOOR WORK PLACEMENT PROGRAMME

「職」夢計劃



Offered to 50 participants
50名參加者



A mandatory two-day
training programme
參與兩日強制性培訓課程



Four-week subsidised
work placements
四週有薪工作實習



Facilitated by over 10
different companies
逾10間公司參與推動

We acknowledge the significance of supporting young individuals by equipping them with essential skills and firsthand knowledge of various career paths. Therefore, this programme provides young people from ethnic minority backgrounds in Hong Kong with employment skills training and subsidised work placements. This initiative aims to offer professional and personal development opportunities while increasing their exposure to real work experience. Participants competed for these placements through presentation of their CVs and in-person interviews, allowing them to gain valuable skills, practical experience, and a deeper understanding of different job requirements from various industries.

支持青年的其中一個重要方式，就是讓他們學習必要的技能和各種職業的第一手知識。項目的目標是讓香港少數族裔青年獲得就業技能培訓和獲津貼的工作實習機會，使他們在專業和個人能力方面獲得發展空間，同時增加他們接觸實際工作的機會。參加者須通過即場面試獲取實習機會，從中學習到寶貴的技能 and 實務經驗，並加深對各行各業工作要求的了解。



Prudential Hong Kong Limited, as the Funder of the programme, supported us to deliver training sessions on CV writing, interview skills, fundamental business knowledge, and workplace etiquette to ethnic minority students. As part of the programme, these students were also given the chance to secure internships either at Prudential or at one of the small and medium enterprises in their network.

本會榮幸獲得保誠保險有限公司贊助，為少數族裔學生提供履歷撰寫、面試技巧、基本商業知識和職場禮儀的培訓課程外更為他們安排於保誠保險或其中小企業網絡實習。參與者和參與的企業均從中獲取寶貴經驗。



"The programme made me realise that how I do in school isn't the only thing that employers will look at, and I have acquired many new skills in the process. After the internship I can see that my employer is being more open to people from non-Chinese background like me."

- Programme Participant

「這個項目讓我了解到，我在學校的表現並不是僱主唯一看重的因素。在過程中，我學習到很多新技能。實習結束後，我感覺到我的僱主更願意接納像我這樣的非華裔背景人士。」 - 計劃參加者



"Having this experience is the best opportunity for me to familiarise myself with business-related workplace. ... I think there is still discrimination in some parts of this society, but Hong Kong is an international city that welcomes all sorts of talents, so for those who are hardworking and perfectly capable, there is no need to worry." - Programme Participant

「這段經驗是我學習了解商業環境的最佳機會。……我認為社會上有些地方仍然存在歧視，但香港是一個歡迎各種人才的國際城市，所以勤奮努力、有能力的人毋需要擔心。」 - 計劃參加者

"Our student intern not only brings joy but also diversity and different perspectives to the company... the multilingualism and cultural sensitivity of minority youth can also help us expand the international market and establish better relationships with customers and partners from different cultural backgrounds." - Mr. Sam Sio, Founder and Chairman of SME Lab

「實習生們不僅令公司氣氛愉快，也帶來了多樣性和不同的視角……少數族裔青年的多語言能力和文化敏感度也能幫助我們拓展國際市場，與來自不同文化背景的客戶和合作夥伴建立更好的關係。」

- SME Lab 創辦人兼主席蕭國煒先生



RISEUP

少數族裔青年社區參與及融入嚮導計劃



"With the increasing number of non-Chinese students in our school, it is not easy to find an organisation to support them... We are glad to see the RiseUp programme making a start in the school and providing this platform for our students to show their potential." - Principal of Participating School

「我們的非華裔學生越來越多，要找到一個能提供支援的組織並不容易……我們很高興看到這個計劃在學校開始實施，讓我們的學生獲得一個展現潛能的平台。」 - 參與學校校長

"I felt less shy after the exhibition and I've been able to open up more, I was quite shy before. I am able to socialize more, talk to more people. I used to be more introverted. I am now more confident as a non-Chinese to share more about myself." - Programme Participant

「展覽結束後，我感覺自己不那麼害羞了，也更敞開心扉，以前我是很害羞的。我能夠與更多人交往，與更多的人交談。我以前比較內向。身為非華裔，我現在更有信心與人分享關於我自己了。」 - 計劃參加者

Since 2012, RiseUp has been making a meaningful impact in Hong Kong, supporting and addressing the challenges that ethnic minority youth face, including discrimination and limited opportunities. This programme is specifically designed for bright young minds aged 14 to 18 from underprivileged areas, aiming to equip them with life skills, nurture resilience, and unleash their creative potential in the world of photography. Through engaging weekly workshops, participants learn the art of setting goals, problem-solving, and effective teamwork. Guided by corporate mentors, young students gain valuable insights and access to better opportunities.

Armed with their newfound skills, participants capture the essence of Hong Kong life through the lens of photography. Over the years, they have shown their works not only at various places.

Dream Up Project by the BNP Paribas Foundation is the Funder of this programme.

自 2012 年以來，RiseUp 一直為香港少數族裔青年提供支援，協助他們面對歧視和機會匱乏等各種困難。此項目旨在於幫助本港弱勢地區的14至18歲少數族裔青年學習創意拍攝技巧的同時，為他們裝備生活技能及抗逆能力。在每週一次的工作坊中，參加者會學習設定目標、解決問題和有效團隊合作的方法。在企業導師的指導下，他們也能獲得寶貴的專業意見和個人發展機會。

參加者獲得新技能和知識後，會透過鏡頭捕捉香港生活的不同面貌。多年來，學員們的作品曾在香港不同地方展出。

此計劃由法國巴黎銀行基金會Dream Up Project贊助。



GET POSITIVE! 成功在望！

The programme includes stress management workshops that are on a mission to empower and support local secondary school students in handling stress and building resilience. Since 2007, it has reached over 143,000 students, offering **free one-hour stress management workshops** to Chinese Medium of Instruction schools.

The programme also offers **20 hours of Social Circus Training**, where students can learn impressive social circus skills and develop confidence. Participants will showcase their talents in the community and learn from professionals. Some participants have even progressed to become trainers for the programme, embodying KELY's ethos of growth and empowerment.

項目自 2007 年以來已惠及超過 143,000 名學生，內容包括為本地中學提供免費的1小時壓力管理工作坊，協助學生學習處理壓力和培養抗逆能力。

由雜藝導師提供 20 小時社交雜藝培訓，讓參加者學習雜藝技巧，培養自信。參加者學成後會在社區展示才藝，有些學員甚至會晉升項目的培訓師，體現了啟勵扶青會的成長和賦能精神。



"Juggling is a way for me to relieve stress. I bring my Diablo set everywhere I go. I am not afraid to play it in the crowd. I am glad that I found my way to manage my stress through the programme."
- Programme Participant

「雜耍是我緩解壓力的一種方法，無論去哪裡我都會帶著我的溜球。我不怕在人群中表演。我很高興這個項目讓我找到了管理壓力的方法。」
- 計劃參加者

The Community Chest of Hong Kong has funded this programme for over 15 years.

鳴謝香港公益金贊助此項目超過15年。



PUBLIC AWARENESS AND EDUCATION

公眾意識及教育

Our Theory of Change emphasises the significance of a supportive community and society in enabling young people to thrive and achieve their maximum potential. We recognise that public education plays a crucial role in this process. By raising awareness and promoting understanding among the public, we aim to foster an environment where young individuals can receive the necessary support and opportunities.

We believe that by engaging the community, we can make a lasting impact on the lives of youth and contribute to a brighter future for all.

啟勵扶青會的「改變理論」旨在為社會帶來全方位的根本改變，從青年個人層面開始，普及至更廣泛的社區。理論強調與青年建立緊密和正面關係的重要性，同時提升其抗逆能力以減少出現高風險行為的機會，鼓勵他們培養積極尋求協助的習慣。我們希望按照這個路線圖，創造一個青年可以盡展所長的世界。

整體而言，啟勵扶青會的工作以預防為主，致力在發生危機之前採取防患於未然的行動。我們非常重視教育和朋輩支持，推動青年守望相助。



PUBLIC ENGAGEMENT AND EDUCATIONAL CAMPAIGNS

鼓勵公眾參與及教育活動

Every year, we plan and execute a variety of public education events and awareness campaigns aimed at increasing public knowledge about youth-related matters and enhancing understanding of various aspects of youth development. These initiatives serve a dual purpose: educating the community and generating funds to sustain our ongoing programmes and initiatives.

啟勵扶青會每年舉辦多元化的活動與公眾教育宣傳項目，旨在提升市民對青年事務的關注並加深對青年發展多方面的理解。這些活動不僅增進公眾對青年成長的認識，同時也為我們籌款以支援本會得以持續推動各項青年項目。

WEEZ WALK 2023

環島虛擬行

The funds raised will be used to develop KELY's help-seeking resources, including the operation and expansion of Project Connect, #OnesTooMany, and other community-based mental health initiatives.

善款將用於完善啟勵扶青會的援助服務，包括延續和擴展「呼蜂喚語」、「#一個都嫌多」及其他社區青年精神健康服務。



Weez Walk is a fundraising walk that takes place along the 62 km long Hong Kong Island Coastal Trail. A collaborative effort between KELY and Weez Project, Weez Walk invites everyone to #BeTheOne to create a safe environment for young people to share their concerns and help society overcome the stigma around mental illness. The 2023 event featured new elements, including "Weez Art", which showcased original street art along the trail with themes related to mental health and wellbeing. This collaboration was made possible through a partnership with HKWALLS, a non-profit arts organisation, and received support from various artists; we also worked with TRAILME, an app that allowed participants to log and track their finishing time and progress.

「Weez Walk 環島虛擬行」是由啟勵扶青會與 Weez Project 聯合舉辦的一項籌款活動，參與者沿著香港島62公里長的海岸路徑行走。此項目旨在鼓勵大家攜手打造一個安全可靠的空間，讓青年能夠暢所欲言，分享他們面臨的挑戰，同時有助公眾消除對精神健康問題的誤解與偏見。活動引入了新元素，包括活動路線上展出一系列關於精神健康的原創街頭藝術作品 Weez Art。這個新元素是與非營利藝術組織HKWALLS合作推出，並得到了眾多藝術家的支持。除此之外，我們還與TRAILME應用程式合作，使參與者能夠記錄他們的步行時間和進度。

RAISED 籌得超過
170萬港元善款

HK\$ **1.7M**



551 位參加者
551 PARTICIPANTS

107 支隊伍
107 TEAMS

QUICKEST FINISHING TIME

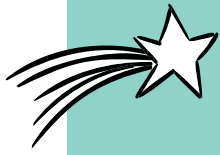
最快完成時間

5:39:31



BE PRESENT - A YOUTH MENTAL HEALTH WELLBEING CARNIVAL

當下的「勵」物 青年精神健康嘉年華



10,000 - 12,000
VISITORS DAILY
每日訪客

15 **PERFORMANCE UNITS**
組表演隊伍

20+ **BOOTHS & WORKSHOPS**
攤位和工作坊



At the end of April, Stress Awareness Month, KELY hosted BE PRESENT: Cherish Your Gifts Youth Wellbeing Carnival on Lee Tung Avenue in Wan Chai. The event featured a marketplace, workshops, and performances, alongside other typical carnival fairs, blending a fun atmosphere with educational aspects to inspire the public, especially the youth, to be mindful of stress management and intentional about self-care. It encouraged visitors to "Be Present" and live in the moment, reminding us that each person is a unique gift to the world.

Not only was the carnival a platform for people to share their stories around mental health and stress relief, it was also a great opportunity for young people to showcase their skills, talents, and experiences with the general public, as booth owners, performers, and workshop hosts.

每年4月是壓力關注月，啟勵扶青會於該月下旬在灣仔利東街舉辦了「當下的『勵』物 青年精神健康嘉年華」，活動包括市集、工作坊和表演等，結合歡樂氣氛與教育元素，啟發公眾（尤其是青年）注意壓力管理和關注自己的身心健康。嘉年華鼓勵大家活在當下，亦提醒我們每個人都是這世界上獨一無二的禮物。

嘉年華不僅讓參加者互相分享關於精神健康的經歷和減壓方法，也為年青人提供表演舞台，讓他們以攤位主人、表演者和工作坊主持人的身份，向公眾展示自己的技能、才藝和經驗。

#ONEISTOOMANY2023 #一個都嫌多2023

Just one life is one too many. Suicide is one of the leading causes of death among young people worldwide. #OnesTooMany urges pledged supporters to ACT NOW and notice early signs of suicidal ideation, to make sure that the young people around them feel loved, safe, and heard. We extend our heartfelt gratitude to the MTR Corporation, Star Ferry Pier, and New Media for generously sponsoring advertisement spots to promote the event. We would also like to express our appreciation to the corporations, organisations, and schools that have participated, as their involvement has enabled more individuals to pledge their support in the prevention of youth suicide. Thank you all for your valuable contributions and commitment.

生命誠可貴，因自殺而失去的年青生命，一個都嫌多。自殺是全球年青人死亡的主要原因之一，「#一個都嫌多」促請大眾「ACT NOW」，立即行動，主動留意身邊年青人的自殺跡象，多關心及聆聽，令他們感受到安全和被愛。感謝港鐵公司、天星小輪碼頭及新傳媒贊助廣告位置宣傳是次活動，亦感謝各企業、組織和學校參與，讓更多人承諾支持預防青年自殺。

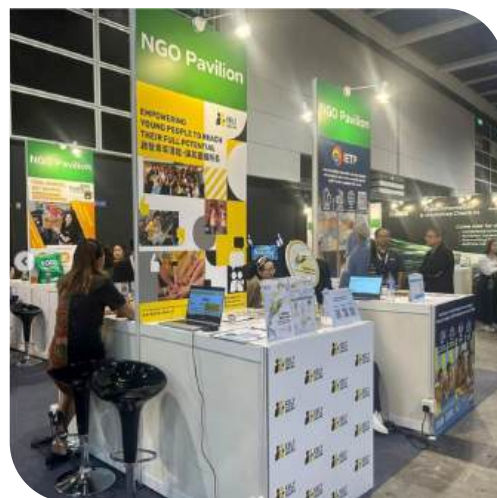


OTHER COMMUNITY OUTREACH 其他社區外展活動

RETHINK HK 2023

We were the NGO Partner of and presented a booth at ReThink, an annual forum to promote sustainable business practices and solutions. Measures we are committed to making include taking steps to reduce our environmental footprint, providing inclusive and culturally appropriate services, fostering a safe work environment, and effectively utilising the resources entrusted to us by donors and funders.

作為ReThink的非政府機構合作伙伴，本會在會場內設立了攤位，介紹項目如何迎合可持續發展方向，本會承諾採取的措施包括：減少生態足印、提供包容和適應文化的服務、營造安全的工作環境，以及有效率地使用捐款人和資助者委託予啟勵扶青會的資源。



CHARITY MOVIE SCREENING

慈善放映會：年少日記

We extend our heartfelt gratitude to Prism and the Rotary Club of Kwai Tsing for their co-sponsorship of the charity screening of the movie *Time Still Turns the Pages*. Their support made it possible for us to invite parents, teachers, and professionals working with youth to attend the event. We were also honoured to have award-winning director, Nick Cheuk, who joined us after the screening to share his experiences and provide participants with a deeper understanding of the creative concepts behind the movie.

感謝栢誠會計師事務所與葵青扶輪社聯合贊助電影《年少日記》的慈善放映會，讓本會可以邀請家長、教師以及從事青年工作的專業人士參加。活動後，我們更有幸邀請到屢獲殊榮的導演卓亦謙進行映後分享，讓參加者有機會深入了解電影背後的創作理念。



Stress relief outreach at the Hong Kong Academy of Performing Arts
香港演藝學院壓力舒緩外展活動



Parenting workshop at Link Sustainability Lab
領展可持續未來館家長工作坊



FUNDRAISING AND PARTNERSHIPS

籌款及合作項目

We rely heavily on donations from generous individuals and organisations to support our daily operations and youth programmes. We also actively engage in self-initiated and collaborative campaigns to maximise funding and create positive impacts on the youth in Hong Kong. These partnerships involve various activities such as charity sales, various sponsorships, pro-bono services, in-kind support, and volunteer work.

啟勵扶青會主要依賴各界的捐款來維持營運開支提供青年服務和教育工作。籌款活動對於維持及擴展我們的服務發揮著至關重要的作用。本會積極發起和參與合作活動，以使我們能夠協助本地更多青年，為他們帶來積極的影響。這些合作活動包括，慈善義賣、服務贊助、物資捐贈和義務工作等。

MOONCAKE CHARITY SALE

月餅慈善義賣



Mooncakes Charity Sales has been a cherished tradition. Each box or voucher includes a unique postcard featuring designs by a local youth or volunteer artist.

月餅慈善義賣已經成為啟勵扶青會年度的傳統籌款項目。每盒月餅或月餅券均附贈獨一無二的明信片，明信片上的圖案由本地青年或義務藝術家設計。



"Just like the moon, remember that no matter what phase you are in - you are still whole." - Wincel, one of the Postcard Creators

「無論你處於哪個階段，你仍像月亮一樣，是完整的。」
- 明信片創作者Wincel

CORPORATE PARTNERSHIPS 合作伙伴

LULULEMON STUDIO WEEK

We are grateful for the support of Lululemon, who organised Studio Week in collaboration with various yoga studios. The event aimed to promote physical and mental wellness through sports and yoga classes, furthering our mission of empowering and supporting youth.

感謝Lululemon的支持，並與多間瑜珈教室合辦「Studio Week」，透過運動和瑜珈課程促進身心和精神健康外，更支持本會扶植青年發展的使命。



HYSAN LEE GARDEN SKATEBOARD FEST 2023 利園滑板節 2023

2023 marked the third year of KELY being the Charity Partner of Hysan Lee Garden Skateboard Fest. The festival showcased thrilling skateboard performances and engaging challenges, offering young individuals a chance to experience skateboarding with professional guidance and training, encouraging an active and healthy lifestyle. We would like to express our gratitude to Hysan Place for generously sponsoring the venue. Thanks to their support, we were able to set up a handicraft booth at the event. Attendees had the opportunity to create supportive bracelets for themselves or their friends and engage in meaningful exchanges with social workers and youth workers present at the venue.

本會很榮幸連續三年成為「利園滑板節」的慈善伙伴。滑板節包括精彩的滑板表演和比賽，讓年青人在專業導師的指導下體驗滑板運動，從而學習積極健康的生活方式。感謝希慎廣場贊助場地，讓本會於滑板節期間在場內設立了一個手工藝攤位，參加者透過為自己或朋友製作手繩，表達支持和祝福外，更可在場內與本會的社工或青年工作者交流。



META HK COMMUNITY WEEK 展位



Recognising the pivotal role of corporates and organisations in sustainability, we express our gratitude for the collaboration during Meta Hong Kong Community Week. This event provided us with a valuable platform to raise awareness about Youth Mental Health and showcase our campaigns.

本會很榮幸能參與 Meta HK Community Week，讓更多人關注青年精神健康議題。

KELY X META
CAREER EXPLORATION DAY
Youth from Ethnic Minority
Background aged from 15 - 19
31 AUG, 2023 (THUR)
9:30AM - 12:30PM

Unlimited snacks and drinks?
Great office and facilities?
Top-tier perks?
Great cultural diversity?
Join to find out!!!

REGISTER NOW

DON'T THROW ME

This year, we have become the charity partner and one of the beneficiaries of Don't Throw Me, an online platform for second-hand trading.

感謝 Don't Throw Me 網上二手交易平台邀請成為平台的受惠機構，讓更多人可以透過不同途徑支持本會的工作。

ASTRAZENECA LUNCH AND LEARN 午聚學習交流會

We are honoured to organise a Lunch and Learn session with AstraZeneca to meet women leaders who shared their valuable insights on how they successfully balance work and personal life.

我們很榮幸能與 AstraZeneca 合作舉辦午聚，讓女性領導者分享她們對於如何成功平衡工作與個人生活的看法。



#GirlsBelongHere2023
at AstraZeneca Hong Kong

AstraZeneca
Young Health Programme

KELY
青年發展委員會

MEDIA AND DIGITAL PRESENCE

媒體及數碼形象

We are actively involved in promoting our causes, raising awareness about our services, and offering insights on youth-related issues through various media channels, including local newspapers, online media platforms and radio and television interviews. Through these outlets, we aim to reach a wide audience, foster understanding, and discussions about youth-related matters.

啟勵扶青會透過不同的平台，包括本地報章、網路媒體及電台及電視台訪問，積極推廣本會願景、提高公眾對本會青年服務的認識，並就青年議題表達意見，希望透過這些渠道讓更多人接觸、了解和探討青年問題。



MEDIA COVERAGE

媒體報導



NUMBER OF
MEDIA COVERAGE

34 篇媒體報道

Sky Siu, Executive Director of KELY Support Group, is a frequent guest speaker on RTHK radio programmes related to youth matters.

啟勵扶青會總幹事蕭加欣多次受邀在香港電台第三台節目上接受與青年事務議題相關的訪談

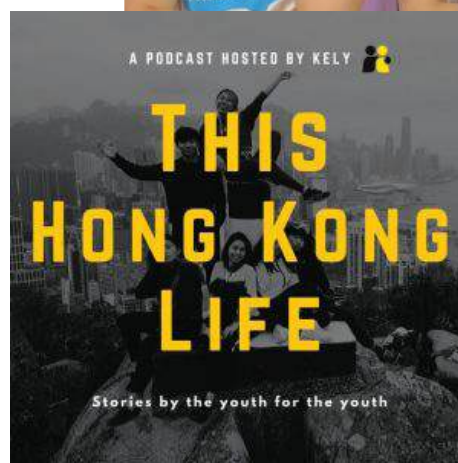


THIS HONG KONG LIFE - PODCAST BY KELY

啟勵播客 《香港生活》

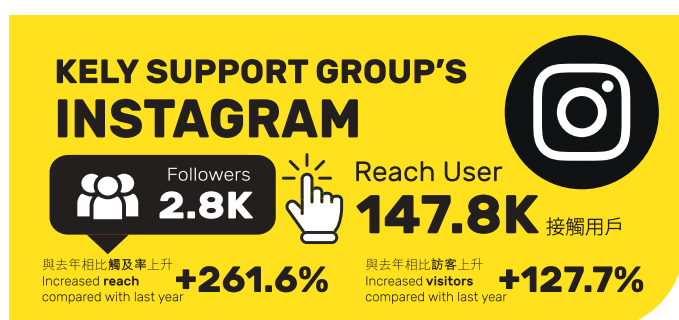
This Hong Kong Life features stories and conversations with diverse youth in Hong Kong, representing various backgrounds. It serves as a medium for young people to connect and foster mutual understanding. By listening to the experiences of these youths, we aim to establish connections and gain insights into how they contribute to the dynamic narrative of Hong Kong. Currently in its eighth season, the theme is "Raw Reflections," exploring the concept of self-reflection and its role in deepening our understanding of ourselves. The podcast is available on multiple platforms.

《香港生活》收集來自不同背景在香港青年故事和對話，目的是讓年青聽眾感受到共鳴，互相理解。透過聆聽青年的經歷，可以與他們建立更緊密的連繫，並深入了解他們對香港多元面貌的貢獻。今年的播客已經進入第八季，主題是「倒照」，探討自我反思的概念，以及如何透過反思更深入地了解自己。節目可在多個平台收聽。



SOCIAL MEDIA PLATFORMS

社交媒體



Social Media Platforms are vital for reaching and influencing the public. KELY maintains separate accounts on Facebook and Instagram, including the KELY Support Group and SOSKELY. Through these accounts, we provide organisation updates, valuable tips, and resources to engage young individuals. These platforms facilitate connections with the local community, sharing relevant information, and empowering young people with support and knowledge.

社交媒體是啟勵扶青會面向公眾的重要平台，我們在 Facebook 和 Instagram 的帳號是 KELY Support Group 和 SOSKELY，旨在透過與年青人互動，分享最新活動、實用小技巧 and 學習資源，與本地社區建立溝通網絡，為年青人提供所需支援和知識。

To establish stronger connections with corporate stakeholders, we maintain an official presence on LinkedIn, where we share our latest news and developments. Among our followers, 29.5% hold senior positions, 15% are engaged in business-related work, 8.1% are involved in community service, and 7.3% work in the NGO sector.

為了與企業持份者建立更緊密的聯繫，啟勵扶青會亦在 LinkedIn 官方帳號上不時分享本會的最新消息和發展動向。本會的 LinkedIn 追蹤者中 29.5% 擔任高階職位，15% 從事商界工作，8.1% 屬社區服務，7.3% 在非政府機構工作。

Follow us on social media!
追蹤我們的社交媒體帳號！



KELY'S eHUB

網上學習平台

KELY's eHUB is an online learning platform that aims to equip young people and relevant stakeholders with knowledge and skills in our three core areas, which provides easy access to our resources, empowering users regardless of their location or the time.

eHUB offered 10 courses and attracted over 30 participating schools; an estimated 300 hours of learning materials have been created, accompanied by 30 videos to enhance the learning experience.

本會的eHUB網上學習平台，旨在讓年青人和持份者學習及掌握啟勵扶青會三大核心領域的相關的知識和技能。eHUB 適應了數碼時代的學習需求，讓使用者隨時隨地獲取所需資源和知識。

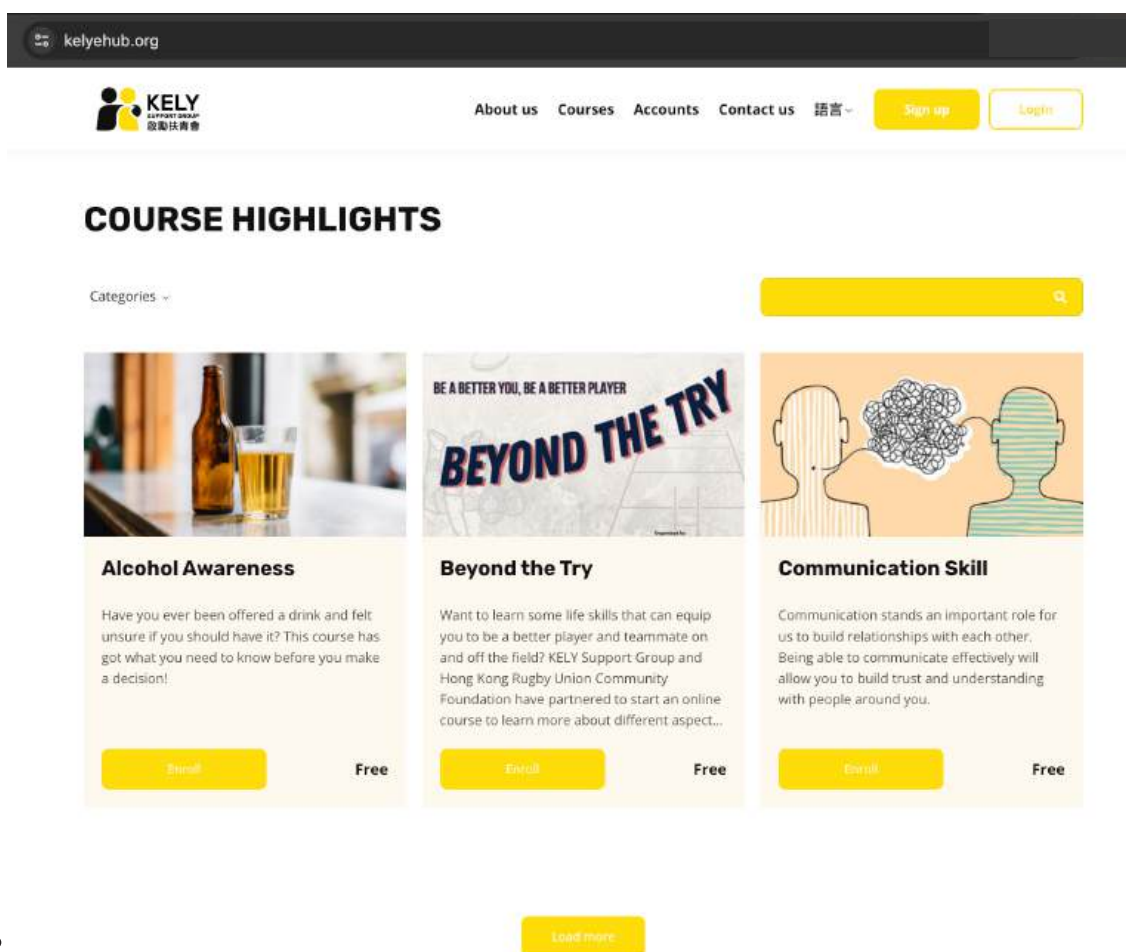
本會在eHUB上開設了10門課程，吸引超過30間學校參與；當中包括約300小時的學習材料，並輔以30條影片，增強學習體驗。

WEBSITE REVAMP

網站新面貌

Our website will be revamped in 2024 and will feature a cleaner and more user-friendly structure, making navigation easier for our visitors. With a dynamic and youthful design, we aim to engage with youth, parents, teachers, and other youth workers, providing them with valuable resources and information.

啟勵扶青會官方網站預計將於2024年第一季完成更新。新版本的網站以簡潔清晰，讓訪客容易瀏覽為主，期望能展現青年的活力和青春氣息，吸引更多青年、家長、教師和其他青年工作者使用，從中獲取資源和資訊。



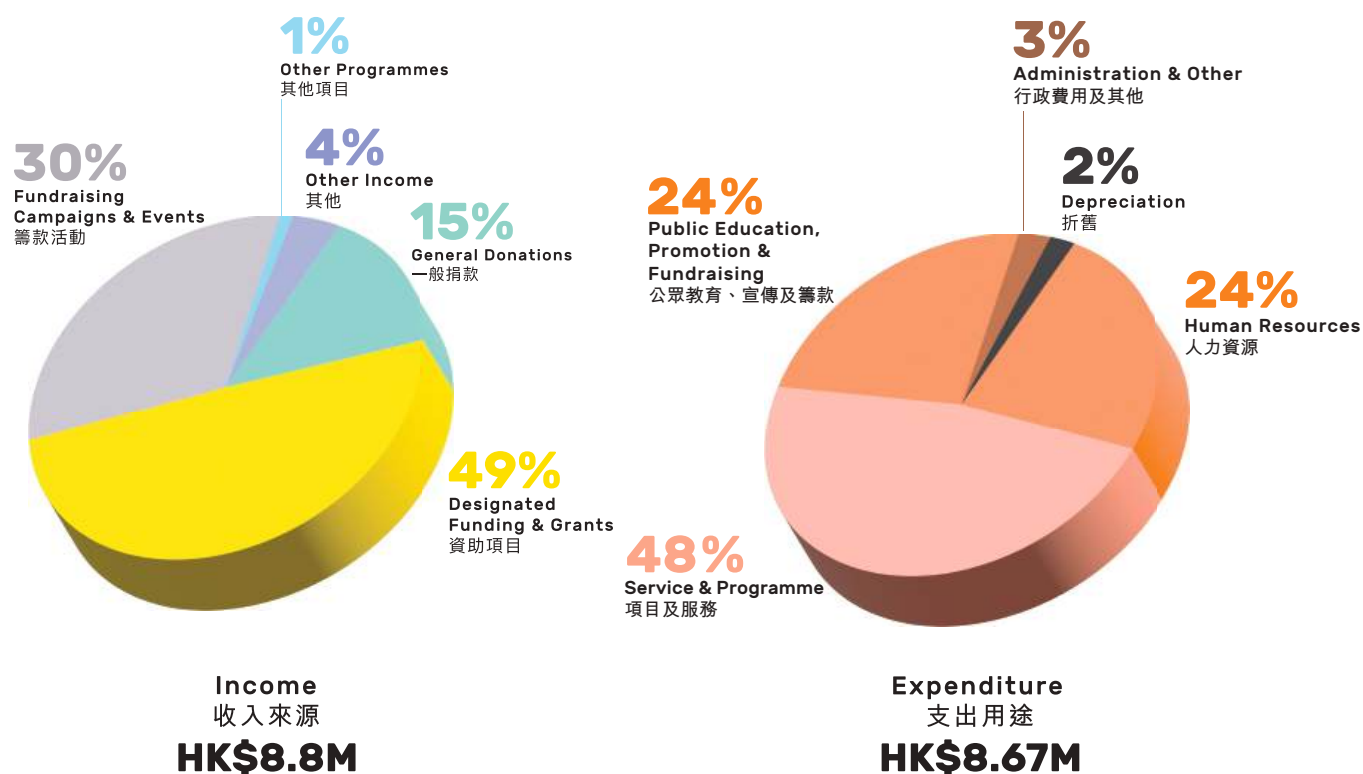
FINANCIAL SUMMARY

財政摘要

As an independent non-profit organisation without government subventions, we depend on private 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，本會依賴私人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。

2022-2023 Income and Expenditure 2022-2023 收入及支出



OUR TEAM

本會團隊



Staff Members

團隊成員

Sky Siu, Executive Director
 Godi Li, Deputy Director
 Cindy Ng, Senior Manager, Programmes & Services
 Andrew Mak, Digital Project Manager
 Jessica Chan, Event Manager
 Kelvin Chee, Office Manager
 Patricia Yuen, Communications and Development Manager
 Catherine To, Assistant Administrative Manager
 Iris Wong, Assistant Manager, Programmes & Services
 Sidney Tsui, Assistant Communications & Development Manager
 Alissa Cheung, Mental Health and Wellbeing Consultant
 Jamie Vitto, Programme Coordinator
 Natalie Wong, Programme Coordinator
 Rachel Wong, Programme Coordinator
 Sarah Hsu, Programme Coordinator
 Amy Au, Communications and Development Officer
 Angel Yeung, Youth Services Officer
 Cynthia Lau, Youth Services Officer
 Eric Alegre, Youth Services Officer
 Louis Hardy, Youth Services Officer
 Miriam Yeung, Youth Services Officer
 Nancy Ng, Youth Services Officer
 Ruby For, Youth Services Officer
 Sunny Chan, Youth Services Officer

蕭加欣, 行政總監
 李金群, 副行政總監
 吳芷旻, 高級項目及服務經理
 Andrew Mak, 數碼轉型項目經理
 陳嘉瑩, 活動統籌經理
 朱家謙, 行政經理
 袁柏恩, 傳訊及資源發展經理
 杜欣儀, 助理行政經理
 黃麗如, 助理項目及服務經理
 徐穎彤, 助理傳訊及資源發展經理
 張天彩, 精神健康項目顧問
 Jamie Vitto, 項目統籌主任
 黃曦雯, 項目統籌主任
 黃卓敏, 項目統籌主任
 徐世恩, 項目統籌主任
 區可如, 傳訊及資源發展主任
 楊易琳, 青年服務主任
 劉晞蓓, 青年服務主任
 Eric Alegre, 青年服務主任
 夏韞然, 青年服務主任
 楊逸恩, 青年服務主任
 吳芷欣, 青年服務主任
 火詠佳, 青年服務主任
 陳昊, 青年服務主任

The above members have served youth with us for more than three months in 2023.
 以上成員在2023年間曾服務本會及青年超過三個月。

Board of Directors of 2023 2023年董事會成員

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

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

Committees 委員會名單

Programmes & Services Committee

Timothy Woo (Chair)
Alvin Wong
Benita Chick
Cindy Ng
David Simpson
Karen Joe-Laidler
Megan Lam

項目及服務委員會

胡承恩 (主席)
Alvin Wong
戚本乙
吳芷雯
David Simpson
Karen Joe-Laidler
藍楚筠

Fundraising Committee

Tony Bruno (Chair)
Fern Ngai
Paul Tchen

籌款委員會

Tony Bruno (主席)
魏余雪奕
陳寶山

Board Governance Committee

Whitney Whisenhunt (Chair)
Andrew Jones
Fern Ngai
Paul Tchen

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A NEW YEAR AHEAD



As we embark on a new year, we are fuelled with a renewed sense of commitment and dedication to empowering the youth in Hong Kong. Our mission remains steadfast as we strive to address our core areas, including **Youth Mental Health, Drug and Alcohol Awareness, ethnic minority**, while providing a platform for positive youth development.

Embracing the principles of Environmental, Social, and Governance, we run our organisation and develop our programmes with a strong focus on sustainability, inclusion, and diversity. By aligning our values with ESG, we want to ensure that our initiatives benefit not only young individuals, but also contribute to a better future for all.

Reflecting on the challenges and triumphs of the past year, we enter the new year with resilience and adaptability. We understand that the needs of our young people are constantly evolving, therefore we are determined to expand our outreach and maximise our impact to reach even more young individuals in need of guidance, support, and mentorship. At KELY, we are passionate about amplifying youth voices, advocating for their needs, and championing their rights as we aim to create a space where their opinions are valued, and their potential is set free.

We also understand that constant innovation is the key to going further on our path, as we continuously forge new partnerships and leverage technology to ensure our services are accessible and effective. We are committed to keeping our programmes relevant in this fast-paced digital world, with the unwavering goal of empowering youth with the skills and knowledge they need to thrive.

Throughout the years, we have achieved success by forging collaborations among individuals, organisations, and within the community. We work closely with volunteers, partners, and stakeholders to create a network of mutual care and empowerment. As we step into a new year, our commitment remains unchanged as we walk this journey alongside everyone, sharing the same aspiration to create a brighter future for the youth in Hong Kong.



來年 展望



在新一年裡，啟勵扶青會懷著更強烈的使命感，繼續以賦能香港青少年為目標，憑著堅定不移的信心，積極應對三大核心領域：**精神健康、藥物和酒精意識、及少數族裔青年**所面對的問題，為他們提供正面發展的平台。

我們秉承環境、社會和管治原則，在組織管理和制定計劃時以可持續發展、包容性和多元化為核心，再結合本會成立的理念，期望本會的工作不僅惠及青年，更能為社會上所有人創造更美好的未來。

回顧過去一年的挑戰和成就，本會將以堅韌不拔的精神和適應力迎接新的一年。青年的需求隨著時代而不斷變化，因此本會決心擴大服務範圍，發揮我們的影響力，幫助更多需要指引、支援和輔導的青年。啟勵扶青會的目標是創造一個重視青年意見、讓他們釋放潛能的社會，因此，本會致力讓更多人聽到青少年的聲音，令他們的需求得到照料、權利獲得保障。

本會亦深知，要在這條道路上走得更遠，關鍵是不斷創新。因此，本會積極尋求各種新的合作伙伴關係，並運用科技使項目和服務更方便有效。在這個瞬息萬變的網絡世界裡，本會致力讓各個項目與時俱進，在以扶植青少年茁壯成長為目標的大前提下，協助他們掌握所需的各種技能和知識。

多年來，本會通過個人、組織和社區之間的合作達成多個目標，與義工、合作伙伴和持份者攜手創造了一個相互關懷支持、互相增強力量的關係網。踏入新的一年，啟勵扶青會的承諾不會改變，本會將抱著同一願景並肩前行，為香港的青少年創造更光明的前景。



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

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 networks 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，讓你的社交圈子參與其中。無論是網上或實體活動、義賣或拍賣、文化活動或步行籌款，你的支持都有助提高公眾意識，讓更多人參與本會的青年工作。



Volunteer 做義工

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.

感激所有慷慨獻出時間的個人、企業或組織義工。義工支持本會工作的方式有很多種，包括協作文書工作、參與外展活動及與青年直接接觸。



Partner with KELY 成為啟勵扶青會伙伴

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

歡迎不同形式的合作，如慈善義賣、各項贊助、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。

Keep up the Conversation! 關心青年議題！

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-subsidised 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。您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。

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Promoting youth mental health well-being

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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.

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，衷心感謝您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。

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