

ANNUAL REPORT

啟勵扶青會年報

20 22

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



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1 Message from Executive Director

行政總監的話

Dear Friends of KELY,

As we look back on the past year, we are proud to share the highlights and impacts of the incredible work that our organisation has accomplished. We started off managing the onset of a 5th wave of COVID and wrapped off the year with a fully "normalised" Hong Kong. Despite the many challenges we faced, we remained steadfast in our mission to provide young people with the skills, knowledge, and opportunities to not just help themselves but also those that are around them.

Through the tireless efforts of our staff, volunteers, funders and donors, we were able to reach new heights in our service to the community. We launched new programmes, scaled up existing ones and expanded our reach through various campaigns including Weez Walk - our signature suicide prevention awareness in partnership with the Weez Project.

For over 30 years, KELY has always been committed to providing support to youth in our city, and this year was no exception. As Hong Kong emerges from the COVID-19 pandemic, we have been very excited to be able to run in-person training and engage with young people and community collaborators once again. Through this process, we have gained a better understanding of the needs of our youth, particularly when it comes to mental health. Our Project Connect help referral system has also been able to provide over 1000 hours of conversations with youth around help-seeking. However, we recognise that there are still real barriers preventing some young people from accessing the help they need, and we are committed to addressing these challenges.

As we look to the future, we are excited about the opportunities ahead. We will continue to prioritise our prevention work to ensure the wellbeing of the next generation. This includes strengthening our tools for peer support, outreaching further and online, as well as investing more resources into reducing the barriers that young people may face when seeking help. We remain committed to providing young people across our city regardless of their backgrounds, with stronger support systems and ensuring that they can access the resources they need to thrive.

We couldn't have made it this year if it weren't for the generosity and tremendous support from our donors and volunteers. We are so grateful for the continued support to KELY!

With sincerest gratitude,

Sky Siu
Executive Director

Fern Ngai
Chair of the Board

啟勵之友：

我們希望藉着此機會與大家回顧過去一年啟勵扶青會在各層面上的工作亮點和驕人成果。經歷第五波疫情，大家逐漸適應「復常」的香港，縱然面臨各種挑戰，我們仍然堅定不移，繼續為青年裝備所需技能、知識及提供機會，讓他們能夠助人自助。

感謝啟勵團隊、義工、贊助者和善長不遺餘力，讓我們得以在社區服務方面再創高峰，推出全新的項目，及擴大原有服務的規模。透過與Weez Project合辦的預防自殺活動 —「Weez Walk 2023環島虛擬行」，我們更擴闊了多方面的接觸面。

三十多年來，啟勵一直致力支援本港青年，今年亦不例外。香港已逐漸走出疫情陰霾，我們亦很高興能重新開展實體培訓，及與年輕人和社區伙伴交流，以全面地了解年輕人的需要，尤其是他們在精神健康方面所需的支援。我們的求助轉介服務—「呼蜂喚語」是一項與青年對話受及陪伴他們尋求協助的服務，我們在過去一年已累積超過1,000小時服務時數。

在提供服務的過程中，我們真切地感受到獲得適當的援助對於部份年輕人而言仍然挑戰重重，而我們正正要與他們一同面對及克服困難。

展望未來，我們對眼前的機遇充滿期待。為確保下一代的福祉，我們將繼續把預防工作放在首位，包括加強朋輩支援服務，透過互聯網及其他渠道接觸更多年輕人，以及投入更多資源以減少年輕人在求助路上可能會遇到的障礙。我們將會繼續致力為本港不同背景的年輕人提供更強大的支援網絡，令他們能夠得到所需要的資源，茁壯成長。

感謝社會各界的支持，我們才得到今年的成就。您的肯定和堅定的支持，是我們迎難而上的動力，謝謝！

行政總監
蕭加欣

董事會主席
魏余雪奕 謹啟



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

Sky Siu
蕭加欣
Executive Director 行政總監

2 The Story of KELY

啟勵故事

INTRODUCING KELY

啟勵簡介

Founded in 1991, KELY Support Group (KELY) was established by Samantha Martin to support young people struggling with addiction. As a Hong Kong-based non-profit organisation, we envision a world where young people are empowered to reach their full potential. It is our mission to equip them with the skills, knowledge, and opportunities needed to support themselves and each other.

Over the 30+ years, KELY now primarily serves Chinese- and Non-Chinese-speaking youths aged 14 to 24, and has expanded our scope of services to focus on three core areas: Drug and Alcohol Awareness, Mental Health & Wellbeing, and Positive Youth Development. We strive for public education on these fronts in our community of Hong Kong and we are investing more resources into public awareness, so that our next generation can be nurtured in a supportive, empathetic, non-judgemental, and inclusive environment. Confidentiality is non-negotiable in our efforts as we want to create a safety net for youth to share their struggles. The above values are absolutely vital in order to support the youth of Hong Kong.

Every year, KELY reaches around 30,000 young people through our signature school-based programmes and outreach projects. "KELY" is an acronym for "Kids Everywhere Like You". We believe strongly in the power of peer support, and that through it, our young people will be empowered to proactively avoid potential harm and lead positive lives.

HOW KELY CAME TO BE

啟勵的發展

KELY came from a young person doing what she could to support other young people. As of today, this idea still forms the backbone of many of our programmes. Our emphasis on peer support and guiding our youths to give back and contribute to the youth community are examples of our ideology.

We believe in "by youths, for youths". We provide the tools, so that youths of today can lay the stones for youths of tomorrow. This is also how KELY's services and programmes stay relevant to the "youths of now" in the ever-changing society.

啟勵扶青會（啟勵）於1991年由Samantha Martin在香港創立的非牟利機構，主要為當時受成癮問題困擾的青少年提供支援。至今，我們仍致力啟發青年潛能，建立一個讓其盡展所長的社會。我們的使命是為他們裝備所需技能知識及提供機會，推動朋輩互助精神。

經過30多年的發展，啟勵現時主要為本地14歲至24歲的華語及非華語青年提供服務，工作範疇已擴展至三大核心領域，分別為：藥物及酒精意識、精神健康，以及正向青年發展。同時，我們積極在社區內進行公眾教育及投放資源以提升公眾意識，讓我們的下一代能夠在獲得支持、同理心、不批判及融和的環境中茁壯成長。為了讓青年能夠安心傾訴所面對的困難，我們在工作過程恪守保密原則，而上述核心價值是支援本地青年的關鍵因素。

啟勵每年透過多項校本計劃和外展項目接觸約30,000名青年。本會英文名稱「KELY」是「Kids Everywhere Like You」的縮寫，中文意譯為「像你一樣的青年無處不在」，我們深信透過朋輩支援，青年能夠主動避免潛在危害，擁有正面及積極的生活。



啟勵由一位竭力為其他朋輩提供支援的青年創立。時至今日，本會多個項目仍建基於這個信念。我們強調青年之間的同輩支援，引導他們回饋社會，為青年社群作出貢獻，以體現本會的工作理念。

本會一直以「與青年同行，促朋輩互助」為己任。我們為今天的青年提供所需的工具和技能，讓他們能夠扶助未來的青年。正因如此，即使面對多變的社會環境，啟勵的服務和項目仍能滿足「現今青年」的需要。

3 Vision, Mission and Core Values

本會宗旨、使命及核心價值

OUR VISION 本會宗旨

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。

'Empowerment' is "a multi-dimensional social process that... fosters power in people for use in their own lives, their communities and in their society, by acting on issues they define as important."¹

To KELY, empowering young people involves the support from peers, adults, and the whole community to foster and reinforce their strength and resilience. Coupled with mutual positive influence, our young people will be able to reach their full potential.

「啟發潛能」是「一個多方位的社會過程...透過在他們認為重要的議題採取行動，鼓勵公眾在個人生活、社區和社會發揮一己之力。」²

啟勵認為，啟發青年潛能需要同輩、成年人及整個社區的支持，以建立和提升他們的能力及抗逆力，再配合正面的相互提攜，青年方可盡展所長。

OUR MISSION 本會使命

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、知識及機會，推動朋輩間互助精神。

In our programmes and services, KELY's youth learn the hard and soft skills needed to excel in life. We also line up opportunities for them to showcase their capabilities at different occasions. The rapport and emotional support built over the programmes forms nets for them to fall on, rebound, and continue to reach for the stars.

本會透過不同的項目和服務，協助青年掌握成就人生所需的軟硬技能。此外，我們也安排不同機會，讓他們在不同場合可以展示其能力，而參與各個項目，亦能為青年建立人際關係和情緒支援安全網，讓他們在低潮時獲得支援，得以再接再勵，實現夢想。

CORE VALUES 核心價值

Our core values shape the way we operate and how we provide services to our youths:

本會為青年提供服務時，一直奉行以下的核心價值：

Supportive 支持

Emotional and practical encouragement when they need it
為有需要的青年提供情緒及實際支援



Empathetic 同理心

Putting ourselves in their situation to understand their feelings and needs
切身處地，了解青年的感受和需要

Non-judgemental 不批判

Providing an accepting, safe and comfortable environment to share, regardless of background or circumstances
不受背景或情況所限，青年均可在開放和安全的環境下分享感受



Confidential 保密



Confidentiality is our top priority, unless there is risk of threatened or harmed physical or psychological safety
首要原則是保密，除非所分享的内容可能對青年自身或他人產生威脅或造成身心損害的風險

Inclusive 融和

Every individual is respected, accepted, and treasured for who they are
不論對方身份，予以尊重、接納及重視的態度

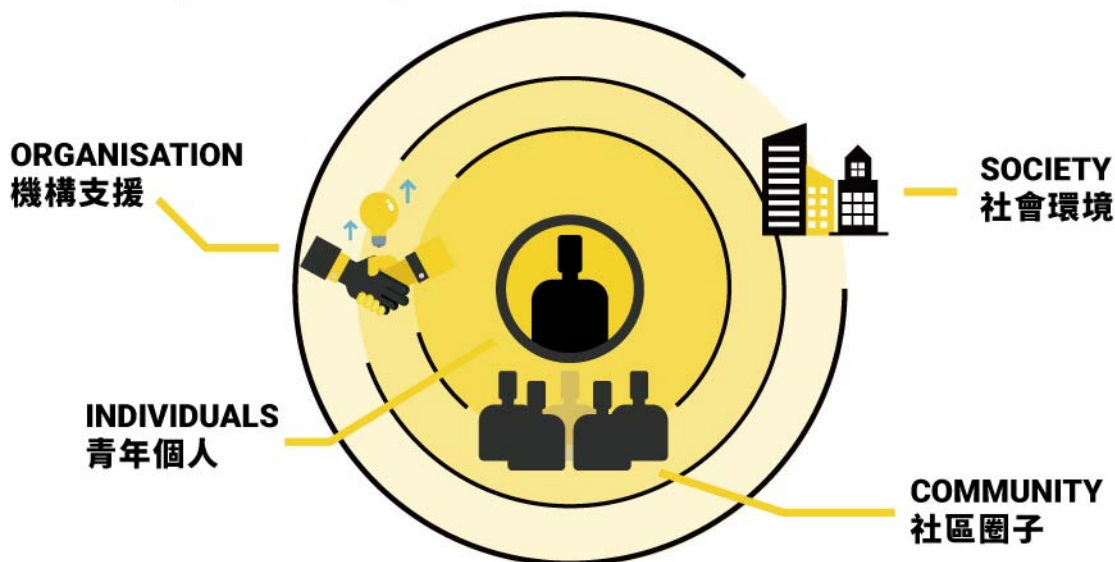
¹Page, Nanette, and Czuba, Cheryl E. "Empowerment: What Is It?" *Journal of Extension*, 1999.

²Page, Nanette及Czuba, Cheryl E. "Empowerment: What Is It?" *Journal of Extension*, 1999年。

4 At a Glance

啟勵一覽

4.1 Theory of Change 改變理論



KELY's Theory of Change is a comprehensive approach that aims to bring about fundamental change to society by starting from the individual level and progressing to the larger community. It recognises the importance of building strong and positive relationships with young people and enhancing their resilience to reduce the chances of risky behaviours and promote healthy help-seeking practices. It is our road map to building a world where young people are empowered to reach their full potential.

In general, KELY adopts a preventative approach in our work so we can take pre-emptive cautions before crises happen. We put heavy emphasis on education and peer support, guiding young people to look out for each other.

啟勵的改變理論旨在為社會帶來全方位及根本性改變，從個人層面開始，普及至社區。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。我們希望按照這個藍圖，創造一個青年可以盡展所長的世界。

整體而言，啟勵的工作以預防為主，致力防患於未然，在危機出現之前已採取行動防患。因此，我們非常重視教育和朋輩支持，推動青年守望相助。

We are here for you!
我哋會陪你同支持你!

skills

技能

knowledge
知識

opportunities

機會

4.2 Three Core Areas 三大核心領域

Over the years, KELY has expanded our scope of services to include three core focus areas: Drug and Alcohol Awareness, Mental Health & Wellbeing, and Positive Youth Development. Our programmes align with the Sustainable Development Goals (SDGs) established by the United Nations, particularly Goals 3, 4, and 10, when we design our programmes, so as to contribute to the sustainability of our society in the long-run.

經過多年發展，啟勵現已把服務範圍擴展至三個核心領域：藥物及酒精意識、精神健康，以及正向青年發展。我們的項目亦配合聯合國的可持續發展目標（SDG），特別是目標 3、4 和 10，從而為社會的長期可持續發展作出貢獻。

Core Area 核心範疇

Our Approach 服務方針

SDGs Addressed 對應的可持續發展目標

Drug and Alcohol Awareness 藥物及酒精意識

Experimenting with drugs and alcohol are often regarded as a part of "growing up". While not all young people would go on to become dependent, using these substances during formative years could present significant risks to their physical, mental, and emotional development.

成長中的青年可能會接觸到藥物和酒精。儘管在發育階段曾濫用藥物和酒精的青年並不一定會因而產生依賴，但相關行為或會對他們的生理、心理和情緒造成嚴重影響。

- Help young people make healthy choices to protect themselves and support their peers through drug and alcohol prevention strategies and harm reduction
透過預防和緩害項目，協助青年作出有利健康的選擇，以保護自己和支援朋輩
- Equip young people with tools to avoid, delay, or reduce using drugs and alcohol
透過預防和緩害項目，協助青年作出有利健康的選擇，以保護自己和支援朋輩
- Building an outreach team, SOSKELY, to reduce the harms associated with drug and alcohol use in a non-judgmental way
組織名為SOSKELY的外展隊，以不加批判的態度緩減濫藥及酗酒所造成的傷害



良好健康與福祉



優質教育

Mental Health & Wellbeing 精神健康

Young people in Hong Kong are facing increasing levels of stress nowadays. Coping with changes associated with adolescence, academic pressures, the growing influence of social media and family issues could lead to anxiety, depression, and other health issues.

香港的青年成長過程中面對與日俱增的壓力，包括適應青春期的生理及心理變化、承受沉重的學業壓力、應對影響力漸強的社交媒體以及家庭問題。這些壓力可能對青年人的精神健康產生不良影響，如焦慮、抑鬱等問題。

- Help young people understand their own emotions by providing them with the tools to cope with stress, enabling them to support themselves and their peers
我們提供工具和資源，幫助青年人理解情緒並應對壓力，讓他們不僅掌握自救方法，助人自助
- Engaging with youths on the frontlines puts us in a critical position to assist them in seeking professional help when necessary
通過不斷與青年接觸和提供前線服務，讓本會能夠在他們有需要時協助尋求專業輔導或其他協助



良好健康與福祉



優質教育

Positive Youth Development 正向青年發展

Young people who are healthy, confident, and connected to a supportive community are better equipped to face life's challenges and rise above to contribute to our society. Recognising and building upon young people's strengths and resilience lessens the likelihood of engaging in risky behaviours.

健康、自信並與社區建立緊密連結的青年不但能為社會作出貢獻，亦能從容面對各種生活挑戰。識別和引導青年發掘他們的強項及抗逆能力，有助減少他們參與高風險行為的機會。

- Provide opportunities for youths to explore and develop life skills, as well as space for creative expressions to inspire aspirations for the future
為青年創造機會，讓他們探索及提升生活技能和創意表達，有助於培養他們對未來的抱負
- Particularly targeted at disadvantaged youths, who typically have limited access to skill-building programmes of this nature
特別關注少機會接觸這類技能建構項目的弱勢青年
- Expanding social capital and support network through connecting them with trusted parties
聯繫青年與可以信任的成人、導師和專業人士，擴大其社會資本和支援網絡



優質教育



減少不平等

4.3 Impacts 影響

SERVING 服務

14,280 名

YOUTHS, STUDENTS AND ADULTS
青年、學生及成人
(BETWEEN 1 SEPTEMBER 2021 AND 31 DECEMBER 2022)
(2021年9月1日至2022年12月31日期間)



Engaging with
接觸及協助

23,158 名
YOUTH 青年

Attending
SEMINARS, FORUMS,
OR SPEAKER EVENTS

To share our experience and expertise

參加研討會、論壇或演講
分享工作經驗及專業知識



487 場

WORKSHOPS AND EVENTS
ORGANISED FOR OUR
PROGRAMME BENEFICIARIES
為本會受惠對象舉辦的工作坊和活動



65 次

MEDIA COVERAGE
FOR PUBLIC EDUCATION
媒體報道，推廣公眾教育



KELY SUPPORT GROUP
啟勵扶青會



4,695

Likes / Follows 讚好 / 追蹤
(as of 31 January 2023)
(截至2023年1月31日)



2,841

Likes / Follows 讚好 / 追蹤
(as of 31 January 2023 截至 2023年1月31日)

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5 Our Work for the Year

本年工作

During 1 September 2021 to 31 December 2022, KELY's programme teams and communication team collaborated with various stakeholders to implement our goals and ideals for youth in Hong Kong.

在2021年9月1日至2022年12月31日期間，啟勵的項目團隊及傳訊團隊與不同的公眾持份者合作，以實現本會為本港青年提供服務的目標和願景。

5.1 Overview 概覽

Due to gathering limitations imposed by the government to prevent the spread of COVID-19, reaching youth and other stakeholders had become increasingly challenging in the past three years. The inability to meet physically with other people had not only hindered our ability to connect with the community, but also placed financial and mental stress on many people in Hong Kong.

Social distancing presented significant challenges for many organisations, particularly those that rely on offline channels to reach service targets. For NGOs like KELY, the inability to provide face-to-face workshops and events for beneficiaries and donors has resulted in limited means of funding and scarce reserves.

Youth were unable to meet their friends or classmates during this time as most educational institutions were forced to move their lessons online. As opportunities for face-to-face interactions decreased, it became easier for youth to feel isolated and alone.

In light of this need to continue supporting young people in Hong Kong despite the pandemic, KELY quickly responded by establishing a stronger online presence, digitalising our materials and resources into online content, such as our virtual Tree of Hope. Part of our workshops and courses had been uploaded to KELY's EHUB - an online learning platform, allowing participants to continue being empowered during the pandemic. In-between waves of outbreaks, we seized the occasional windows of opportunity to host campaigns that raise awareness for youth development.

Under these circumstances, we are pleased to report that our programmes still reached a significant number of students, youths and adults by engaging them at workshops and events. We also hosted and organised large-scale public campaigns and events such as One Is Too Many and Weez Walk 2022 during this period.

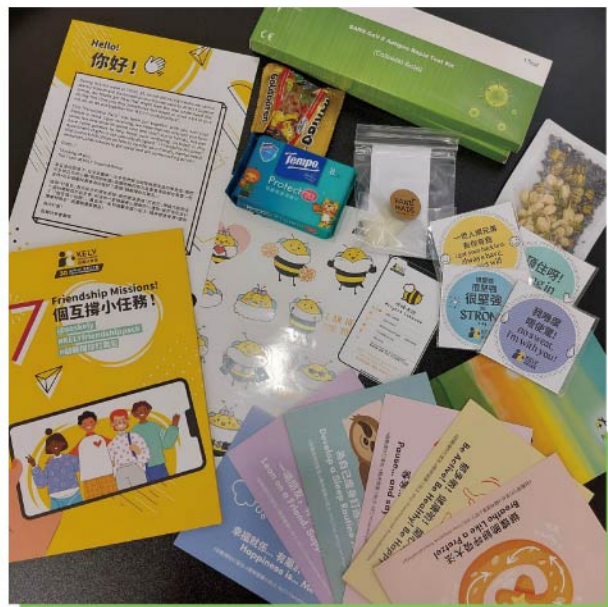
香港政府為控制新冠疫情而實施保持社交距離的措施，我們於過去三年因而難以親身接觸青年和其他持份者。無法實體見面不僅削弱我們聯繫社區的能力，亦令不少人陷入經濟及精神壓力。

保持社交距離措施為不少機構帶來重大挑戰，尤其是倚賴實體途徑來接觸服務受眾的機構。對於這類非政府組織（包括啟勵）而言，無法為受助青年和捐助者舉辦實體工作坊及活動，更是局限了經費來源，令儲備進一步減少。

疫情期間，大部分教育機構被迫改為網上授課，青年因此無法與朋友或同學見面。由於見面互動的機會減少，青年更容易感到孤獨和寂寞。

為了在疫情下繼續支援本港青年，啟勵迅速採取應對行動以加強網上服務，我們將資訊和資源數碼化上載至互聯網，例如虛擬「希望之樹」。此外，我們亦把多個工作坊及課程上載至本會的網上教育平台「EHUB」，讓學員可以在疫情期間繼續充實自己。在疫情高峰期之間，我們則把握難得的機會舉辦各種活動，以提升公眾對青少年發展的認識。

面對上述環境，本會仍然透過工作坊和活動，接觸到大量學生、青年及成年人，取得令人滿意的成果。此外，我們亦在期內主辦及組織大型公共項目和活動，例如「一個都嫌多」及「Weez Walk 2022 環島虛擬行」。



5.2 Drug and Alcohol Awareness 藥物及酒精意識

The government reinforced anti-drug publicity in the past year. According to the 2020/21 Survey of Drug Use among Students³, 17,300 students had taken drugs in their lifetime. The population Health Survey 2020-22 found that by age group, the proportions of regular drinkers between the age of 15 to 24 was 3.8%, while 12.7% of them drink occasionally.⁴

香港政府在過去一年加強禁毒宣傳。根據2020/21年學生服用藥物情況調查，曾吸食毒品的學生數目為17,300名。2020至2022年度人口健康調查⁵發現，按年齡組別劃分，15至24歲定期飲酒者的比例為3.8%，間中飲酒者則為12.7%⁶。啟勵亦因應時宜，不斷改善我們的項目以迎合實際所需。

Hong Kong Jockey Club “Moments Not Wasted” Programme 賽馬會「陪你走酒」青年教育計劃

Funded by the Hong Kong Jockey Club, the programme was launched in 2021 as a city-wide youth alcohol education and intervention service. It is the first multi-level alcohol prevention and harm reduction programme in Hong Kong that primarily targets adolescents and young adults. It aims to prevent alcohol consumption, reduce related harms and build a healthy and supportive community for youth.

這個於2021年推行的計劃獲香港賽馬會資助，是全港首個針對少年及青年的多方位預防酗酒及緩害項目，旨在向青年提供酒精教育及介入服務，以預防飲酒行為，並減少由酒精引起的傷害，長遠為青年建立健康及具足夠支援的社區。

Key Highlights 項目成果

490+

People reached in outreach services led by two groups of university students
兩個由大專生主導的外展服務小組所接觸的人數

250+

Students reached in three student-led campaigns on alcohol awareness
三個學生主導的提升酒精意識活動所接觸的學生人數

160+

Participants reached in parent and teacher workshops
家長及教師工作坊參加人數

Through a hybrid learning approach that combines alcohol first-aid training and community outreach, the programme is designed to equip secondary school and university students with foundational knowledge of alcohol and its related harms, as well as practical strategies to reduce or prevent such harms in themselves and others.

One of the highlights for the secondary school programme, OurFutures Web-based Alcohol Youth Education Course, is the inclusion of an online self-learning comic featuring the stories of a few teenagers on their experience with alcohol, and offline interactive classroom debriefing sessions.

In order to enhance alcohol awareness in schools and empower secondary school students, the Student Empowerment and Alcohol Awareness Campaign has been established as a platform for students to learn and apply what they have learned about alcohol through the student-led campaign. The goal is to create a safe space for talking about related issues and fostering positive peer support at the schools.

透過結合酒精急救培訓及社區外展的混合學習方式，本計劃致力為中學生和大學生裝備有關酒精及其危害的基礎知識，並提供實用的策略，協助他們減少或預防酒精對個人及他人的損害。

為中學生而設的OurFutures 網上預防及減少飲酒課程採取混合學習模式，包括一個以數名少年為主角，描述其飲酒相關經歷的網上自主學習漫畫，以及面授課堂講解。

為增加學校對酒精的認識，同時提升中學生的能力，我們舉辦了學生賦權及酒精意識活動，讓他們能夠透過學生主導的項目，學習與應用有關酒精的知識，從而營造一個的安全環境來討論相關議題，並在學校建立正面的朋輩支援網絡。



³Narcotics Division, Security Bureau. 2020/21 Survey of Drug Use among Students. 2021.

⁴Non-Communicable Disease Branch Centre for Health Protection Department of Health. Report of Population Health Survey 2020-22. 2022.

⁵保安局禁毒處。二零二零／二一年學生服用藥物情況調查。2021年。

⁶衛生署衛生防護中心非傳染病處。二零二零至二零二二年度人口健康調查報告書。2022年。



I have learnt a lot in this programme. Speaking in front of many people was really challenging to me but I try my best to do it. Thank you KELY for providing this chance and thank you very much for the help of KELY too!

這個計劃令我獲益良多。對我來說，在眾多嘉賓面前分享確實是一個考驗，但我仍然全力以赴。感謝啟勵給我這次機會，以及期間的協助！

- Student Participant
- 曾參與活動的學生

A significant number of university students have completed our Alcohol First Aid Training, which provides extensive knowledge about alcohol and skills training on how to identify people who might need help. The training also gives exposure to alcohol awareness outreach services in different areas and large-scale events in Hong Kong.

Alcohol awareness and harm reduction rely on the collaborative effort of a community. Hence, we provide training for teachers and parents as well, so as to include them in the conversation and highlight the importance of their roles. The training explores skills on how to effectively communicate with youth about this topic.

此外，不少大學生已經完成本會的酒精急救培訓。該項培訓旨在讓學生獲得豐富的酒精知識，學習如何識別可能需要協助的人士。這個培訓課程亦讓學員了解本港各區的酒精意識外展服務及大型活動。

酒精意識和緩害服務的成果有賴社區的協作努力。因此，我們亦為教師及家長提供培訓，讓他們可以參與對話，同時強調其角色的重要性。這些培訓集中探討如何就這個議題，以有效的溝通技巧與青年溝通。



SOSKELY

SOSKELY is KELY's staple outreach service, offering safe partying tips and alcohol free engagement for youth and event attendees at major events in Hong Kong, such as the Cathay Pacific/HSBC Hong Kong Sevens, Road to Ultra, Creamfields and Clockenflap. The aim is to reduce harm and provide care for those in need. At these events, the team offers a safe, alcohol-free space for young people to rest, recover, and get the support they need. They also take the chance to provide public health education about alcohol and substance use.

SOSKELY是啟勵的主要外展服務，專門在本港大型活動中，為參加的青年及公眾提供安全玩樂資訊及無酒精互動體驗，以緩減酒精傷害及關心有需要人士。我們曾參與的活動包括香港國際七人欖球賽、Road to Ultra、Creamfields及Clockenflap等。在舉行這些活動期間，外展團隊為青年提供一個安全和「零酒精」的空間，讓他們可以在此歇息和獲得所需支援，同時把握機會向活動參加者進行有關酗酒和濫藥的公共衛生教育。

Key Highlights 項目成果

- Re-assembled for large-scale major events as they resumed towards the end of 2022
隨著大型活動在2022年底陸續復辦，本會亦恢復這項外展服務

2,000+ Youth reached during the three days of Hong Kong Rugby Sevens in November
香港國際七人欖球賽在2022年11月舉行時，我們於三日賽事期間接觸過的青年人數

The SOSKELY outreach team centred their efforts to disseminate five harm reduction principles. These simple yet effective techniques could save lives.

SOSKELY外展隊致力推廣五個主要緩害原則，希望透過這些簡單有效的技巧拯救生命。



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



be in the know
知多啲係好啲



healthy choices, let's go!
為自己作出更健康明智嘅抉擇

Due to the cancellation or postponement of most large-scale events due to the pandemic, the SOSKELY team did not have the opportunity to participate in any events for a couple years. However, the team was finally re-assembled for the Hong Kong Rugby Sevens in November 2022. Our outreach service was much appreciated by attendees and event organisers alike, despite having been forced to retreat for the last two years.

Looking forward, SOSKELY will continue to strengthen our outreach model, not only by providing a more comprehensive on-site service, but also look into delivering a more engaging all-year-round harm reduction education, developing new resources and recruiting a team of devoted volunteers to support our services.

由於大部份大型活動在疫情期間取消或延期，因此過去兩年，SOSKELY並沒有機會出動提供緩害外展服務。然而，隨著香港國際七人欖球賽於 2022 年 11 月舉行，本會的外展隊亦恢復運作。儘管在過去兩年被迫停止，但SOSKELY的外展服務仍深受大型活動的參加者及主辦機構的讚賞。

展望未來，SOSKELY將繼續加強我們的外展模式，除了在活動現場提供更全面的服務外，我們也會帶來內容吸引的全年緩害教育、開發新資源，並招募有志義工支持外展隊的服務。



For me personally it was a chance to step out of my comfort zone. This event also gave me a lot of confidence to actively participate in other volunteer services in the future.

從個人層面來說，我可以藉這個機會突破自己，而這次活動亦使我更有信心日後能夠主動參與其他義工服務。

- SOSKELY Student Volunteer @ Hong Kong Rugby Sevens 2022
- SOSKELY學生義工 @ 香港國際七人欖球賽 2022



Other Drug and Alcohol Awareness Programmes 其他藥物及酒精意識項目

Programme Name 項目名稱

Key Highlights 項目成果

ExCEL

- A website on drug and alcohol awareness was created and launched
建立和推出有關藥物及酒精意識的網站
- A one-week school art exhibition was held to showcase art pieces on self-appreciation and peer support
舉辦為期一周的學校藝術展，展品均以「自我欣賞」和「朋輩支援」作主題
- 80% of the participants reflected that they have gained knowledge on drug and alcohol and skills on how to show peer support
80%的參加者表示，活動有助加強對藥物和酒精的認識，亦可從中獲得支援朋輩的技巧

Drug and alcohol awareness workshops 預防濫藥及酗酒意識工作坊

- Continuing as the sole provider in Hong Kong that offers workshops on drugs and alcohol awareness in English
本會仍是全港唯一提供以英語進行的預防濫藥及酗酒意識工作坊的機構
- Supported a total of 24 schools and facilitated 87 workshops between September 2021 to December 2022, reaching a number of 6266 students
在2021年9月至2022年12月期間，我們支援了24間學校及舉行了87場工作坊，從中接觸6,266名學生

In addition to our own programmes and workshops, KELY also supports and collaborates with other organisations or individuals to run drugs and alcohol related campaigns.

In 2022, we partnered with Ms. Donna Ong, Producer of Karma's Nightmare, to host a movie screening followed by a panel discussion on drug issues. The short film provides insight into the factors that drive someone to take drugs—feeling isolated from society and the challenges of discussing drug abuse in ethnic minority communities.

除了本會舉行的項目和工作坊外，啟勵亦與其他機構和人士合辦，或支持與藥物和酒精教育相關的活動。

本會在2022年與短片《Karma's Nightmare》的製作人 Donna Ong 女士合作舉辦放映會，之後更就藥物問題進行研討會。這部短片揭示了社會隔閡可能會導致青年濫藥，亦探討了少數族裔社群在濫藥問題上可能面對的挑戰。

5.3 Mental Health and Wellbeing 精神健康

A survey conducted in 2021 showed that more than half of the students (51.9%) in Hong Kong showed signs of depression, and almost half of them (48.6%) felt that they were under high level of stress⁷. As highlighted in our One is Too Many campaign, one young person died by suicide every week in Hong Kong in 2021⁸.

KELY raises awareness around youth mental health, equipping young people with skills to better manage their emotions, and promotes peer support and help-seeking behaviours.

一項在2021年進行的本地調查發現，超過一半(51.9%)受訪的香港學生出現抑鬱情緒表徵，而接近半數(48.6%)受訪者的壓力指數屬偏高水平⁹。正如我們在「一個都嫌多」活動中指出，於2021年，香港平均每周有一名青少年自殺¹⁰。

啟勵致力提升公眾對青年精神健康的意識，協助青少年掌握管理個人情緒的技巧，推廣朋輩支援和鼓勵青年尋求輔助。

⁷Hong Kong Federation of Youth Groups. 青協公布「學生情緒及健康狀況」調查結果. 2021. (only available in Chinese)
https://hkfyg.org.hk/wp-content/uploads/2021/11/20211102_Press-release.pdf

⁸The HKJC Centre for Suicide Research and Prevention, HKU. 2022 World Suicide Prevention Day Press Conference. 2022.

⁹青協公布「學生情緒及健康狀況」調查結果，香港青年協會，2021年(只有中文版)。

¹⁰香港大學香港賽馬會防止自殺研究中心，2022年

Developed by KELY and MindHK, adapts international best practices for the Hong Kong context to empower students, parents, teachers and educators to recognise signs and symptoms of mental health problems, provide peer support, and/or seek professional help if needed. The programme was launched in 2019.

The bilingual online resources were developed by leading worldwide mental health charities. Young people are given training to share their mental health experiences. Artistic campaigns are also featured to destigmatise the social taboos shrouding mental health issues.

Youth involvement is what differentiates Coolminds from other similar programmes. It features a Youth Advisory Committee (YAC) and a Youth Operations Committee (YOC). We believe that through these trainings and intensive involvement, participants will be better equipped to help one another when facing stress.

這個由啟勵及香港心聆 (MindHK) 共同策劃的項目於2019年推出，旨在為香港引進青年精神健康服務達國際最佳標準，協助本地學生、家長、教師和教育工作者識別精神健康問題的跡象和症狀，同時提供朋輩支援，以及鼓勵青年在必要時尋求專業輔助。

除了提供由全球主要精神健康組織開發的雙語網上資源外，本項目也提供青年培訓，協助他們分享其精神健康經驗。另外，我們也透過藝術活動來打破社會避忌，消除公眾對精神健康問題的標籤。

有別於其他同類項目，Coolminds鼓勵青年積極參與其中，並設有青年諮詢委員會 (YAC) 及青年事務工作委員會 (YOC)。我們相信透過各項培訓及深入參與，參加者能夠獲得更全面的裝備，在面對壓力時發揮互助精神。

Key Highlights 項目成果

- 1,673** Attendees at Coolminds Youth Summit 2022- including online activities and a four-day art exhibition
名出席2022 Coolminds青年高峰會的參加者，包括網上活動和為期四天的藝術展覽
- 16** Youth Sharers trained – shared lived experience around mental health at KELY's and other large-scale events organised by other parties
名受訓青年分享個人經驗，在啟勵及其他單位舉行的大型活動上，分享其與精神健康有關的個人經歷
- 7,000+** students, parents and educators trained – enhancement of youth mental health literacy among the society
名學生、家長及教育工作者參與培訓，提升本港社會對青年精神健康的認識

In August 2022, we organised the first hybrid Coolminds Youth Summit. The theme for the event was "Connection", offering an in-person art exhibition, various online panels and other activities. The ultimate goal was to enhance the interconnection of people, and for participants to be more aware of the connections between the mind, body, spirit, and the world.

As a "by youth, for youth" project, the Youth Summit was organised jointly by the YAC, ambassadors and volunteers. The four-day physical exhibition displayed over 40 multimedia artworks created by the youth of Hong Kong, illustrating what "connection" means to them. A virtual exhibition followed and was held via Artplacer until November 2022.

本會於2022年8月首次以混合形式舉行Coolminds青年高峰會，是次活動以「連繫」作為主題，旨在透過實體藝術展覽及不同的網上研討會和活動，增強人際之間的聯繫，同時鼓勵參加者感受自己與身、心、靈和世界的連繫。

作為一個「與青年同行，促朋輩互助」的項目，青年高峰會由青年諮詢委員會、Coolminds大使及義工合作籌備。為期四天的實體藝術展覽展出了40多幅由本地青年創作的多媒體藝術作品，描繪「連繫」對他們的意義。實體展覽結束後，這批作品亦被移師到Artplacer舉行網上展覽至2022年11月。



The workshop explained in detail the importance of mental health and deepened my understanding of mental health. It made me realise that I can adjust my learning styles according to my mental state, and vice versa. This is the knowledge that I think can be helpful to the physical and mental health of modern urbanites.
工作坊詳細講解精神健康的重要性，加深了我對心理健康的認識。參與工作坊後，我發現可以根據自己的精神狀態來調整學習方式，反之亦然。我認為這些知識有助改善都市人的身心健康。

– Participant of Coolminds Youth Summit
– Coolminds 青年高峰會參加者

The Coolminds team and trained ambassadors were also present on different occasions to raise awareness for mental health issues through their sharings.

Coolminds團隊和受訓的Coolminds大使亦出席了不同活動，透過分享提升公眾對精神健康的意識。

Coolminds Youth Summit 2022 and Youth Sharers at corporate events.
2022 Coolminds 青年高峰會及青年分享大使參與的企業活動。



Project Connect 呼蜂喚語



Our mental health referral service for youth was launched in 2022. Its purpose is to accompany and support young people in their help-seeking journey. When a youth is ready to seek help and with consent, KELY staff would refer them to partnering organisations, or private psychiatric and clinical psychological practitioners in Hong Kong for comprehensive counselling support.

150+ ongoing cases
個持續支援個案

The service was not set up to provide immediate relief, but to provide guidance and accompaniment before a young person considers themselves ready to take the next step (to actually be connected to a professional service provider for longer term support). It aims to encourage help seeking behaviour, and bridge the gap between young people who need help and corresponding service providers in Hong Kong.

Project Connect inherits KELY's core values of being supportive, empathetic, non-judgemental, confidential and inclusive. Our team stays in touch with our help seekers even after they have matched with a service provider to encourage and further promote healthy help-seeking behaviours. If the initial referral turns out to be a mismatch or does not meet their needs fully, our team would continue to help them until they find a service that could help resolve their issues.

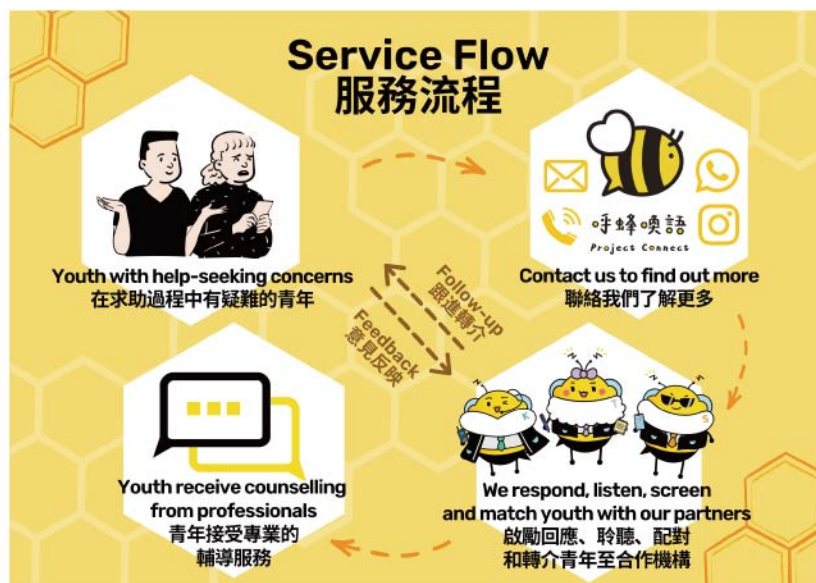


這個於2022年推出的青年精神健康轉介服務，旨在於青年求助的過程中陪伴他們，予以支援。當青年作好身心準備接受更全面的協助時，我們將在取得其同意下，將他們轉介至合作機構或本港的私人執業精神科及臨床心理醫生，以便獲得全面的輔導。

650+ service hours
個服務小時

本服務並非為了提供即時援助而設立，相反，我們希望在青年準備採取下一步行動、尋求專業輔導以取得長期支援之前，為他們提供指引和陪伴。啟勵希望鼓勵青年尋求協助，讓有需要的青少年可以接觸到本港的專業輔導機構。

呼蜂喚語秉持啟勵的支持、同理心、不批判、保密和融和的核心價值。在成功轉介後，我們的團隊仍會與求助者保持聯絡，以鼓勵和進一步推動他們建立正面的求助行為。如果初步轉嫁未能成功或無法完全滿足其需要，本會將繼續進行配對轉介，直至他們獲得適合的專業服務以解決問題。



"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."

「當我感到非常抑鬱和孤獨時，我決定尋求協助。『呼蜂喚語』員工很快便回覆我，並邀約我翌日與她傾談。在傾訴過程中，職員很用心聆聽我的分享。當我感到困頓時，她會主動發問和引導。我能夠在短短一周內，獲安排與外部社工溝通，並有人在過程陪伴，實在太好了！你們實在太棒！我已經把『呼蜂喚語』這個計劃介紹給親友。」

– Young Help Seeker
– 求助青年

Other Mental Health and Wellbeing Programmes 其他精神健康項目

Programme Name 項目名稱

Key Highlights of 2022 2022年項目成果

Community Sports based Mental Health Awareness Programme for Youth 社區體育發展青年 精神健康計劃

- A joint partnership between KELY, InspiringHK Sports Foundation and MindHK
與凝動香港體育基金及香港心聆合辦
- Engaged youth participants in 3 tiers to raise awareness of positive impact on mental health with physical exercise
從三個層面接觸參加計劃的青年，讓他們認識體育運動對心理健康的正面影響
- Around 92% of youth participants know where to seek help after the training
完成計劃後，約92%的參與青年學習並了解該向誰尋求協助
- Around 85% of youth participants learnt ways to reduce stigma around mental health
約85%的參與青年知道如何減少對精神健康的負面標籤

City Wide Youth Sports Wellbeing Initiative 青少年運動及精神 健康倡導計劃

- Partnered with Rugby for Good to target young people between the ages of 12-16 who live and play sports in Hong Kong
與橄欖成長基金合辦，為年齡介乎12至16歲的青少年提供運動訓練
- Equipped youth participants with knowledge around peer support, emotion awareness, communication within the sport environment to increase positive mental wellbeing
在進行運動訓練期間，同時協助年青學員建立正面的精神健康，裝備有關朋輩支援和情緒意識等知識
- A hybrid model to combine pre-training online module and on-field training with mental health knowledge integration
採用混合模式，包括訓練前的網上課程及實地練習，當中亦融入了精神健康相關知識

5.4 Positive Youth Development 正向青年發展

Disadvantaged youth often lack opportunities for exposure and experiences compared to others. The situation is even more challenging for ethnic minority (EM) youth due to language barriers. They make up a notable portion of our young population – according to the 2021 Population Census, there were 75,483 non-Chinese youths in Hong Kong.¹¹ Limitations beyond their control might impose a glass ceiling on their education and career choices.

Therefore, the aim of our Positive Youth Development (PYD) team is to help these youths develop a higher resilience for life's challenges. This is built through lifeskills and practical skills training, and creating a wider social support network. The programmes also give youths an opportunity to explore different tools and mediums, allowing them to have their voices heard in a Chinese speaker-dominated society.

弱勢青年一般較難獲得機會，因此能夠累積的經驗相對有限，而受到語言障礙的影響，這個情況為少數族裔青年帶來更大的挑戰。根據2021年人口普查結果，香港有75,483名非華裔青年¹²，佔本地年輕人口相當比重。在他們無法控制的限制下，這些青年在選擇教育和職業時將面對無形的阻礙。

有鑑於此，本會的正向青年發展團隊透過生活和實用技能培訓，以及擴大社會支援網絡，致力提升這些青年應對生活考驗的抗逆能力。本計劃亦提供機會讓青年探索不同的工具和媒介在以華語為主的社會表達個人意見。

RiseUp 少數族裔青年社區參與及融入嚮導計劃

Launched in 2012, 2022 marked the 10th anniversary of KELY's signature programme, RiseUp. Provided primarily to EM youth in Hong Kong, the programme encourages participants to use the knowledge and skills acquired in lifeskill workshops to reflect on and express experiences of "life in Hong Kong" through photography. These may include obstacles such as inequality and discrimination they had faced as an EM teenager in Hong Kong. They were given a platform to reflect on their experiences and express themselves with a creative medium. They were also giving back to their community through these expressions, so as to reach for and achieve social inclusion.

啟勵在2012年推出這個標誌性項目，至2022年已踏入十周年。項目旨在協助本港的少數族裔青年，鼓勵他們運用在生活技能工作坊所得的知識及技巧，透過攝影反思「生活在香港」的意義及經驗。當中可能包括本地少數族裔青年遇到的不平等和歧視問題，項目亦引導他們運用創意媒介來表達個人體驗和感受。此外，參加本計劃的青年可以透過攝影作品回饋所生活的社群，達致社會融合。

Key Highlights 項目成果

- Connected with be/longing HK, an arts-for-education community lab to run the programme with "Belonging" as the theme
與藝術教育社區實驗室 be/longing HK合作，推出以「歸屬感」為主題的計劃
- Delivering the programme solely online for the first time
首次以純網上形式推行
- The first of KELY's programmes to combine online programme with offline photography exhibition
首個結合網上課程和實體攝影展的項目

In 2021, over 93% of the programme participants agreed that they have learned more about communication, personal values, and self-awareness after joining the programmes. Every year, participants of the programmes would have the chance to exhibit their photos at different locations. 370 youths have already benefitted from the programme over the years.

在2021年，超過93%的參加者同意在完成計劃後，學到更多有關溝通、個人價值及自我意識的知識。本計劃每年都會在不同地點舉行攝影展，展出參與計劃青年的作品；多年來，本計劃已經惠及370名年青學員。



¹¹Census and Statistics Department, 2021 Population Census Thematic Report: youth, 2022.

¹²統計處。2021年人口普查 - 主題性報告：青年。2022年。

Seeing the Possibilities 友你掌舵

A fashion design and skills training programme to learn and improve lifeskills, overcome barriers, raise aspiration and develop positive relationships with mentors through education and practical skills development. The programme was first established in 2011, but had been discontinued for some years before it was finally reinstated in 2022. The programme also aims to provide employability knowledge and skills. Fashion Clinic, who specialises in redesigning and upcycling deadstock garments and materials, is the Fashion Design Training Partner of the 2022-23 edition.

Participants had the opportunity to develop their technical and creative skills in the programme, as well as to gain social capital and to build support networks with mentors and programme staff.

這是一個結合時裝設計及技能培訓的項目，旨在協助少數族裔青年裝備和改善生活技能、克服障礙、建立未來的發展抱負，並透過教育和實用技能培訓，與師友形成正面關係。本項目於2011年創辦，停辦多時後於在2022年復辦。此外，本項目亦旨在為參加者提供有關就業能力的知識和技能。專門重新設計和升級再造滯銷成衣及材料的時裝診所 (Fashion Clinic) 在2022至2023年度成為了本計劃的時裝設計培訓合作伙伴。

參加者可以透過本計劃施展技術和創意，同時累積社會資本，與師友和項目職員建立支援網絡。

Key Highlights 項目成果

- Reinstated for the first time after being suspended for four years
停辦四年後復辦
- Connected with Fashion Clinic to run the programme with a focus on fashion sustainability and self-exploration through creative means
與時裝診所(Fashion Clinic)合作，透過具創意的方法集中探討時裝可持續發展和探索自我

This programme was renewed for the 2022-2023 academic year and its full cycle has not yet been completed. Testimonials and feedback received from students and teachers so far had been positive.

由於本計劃於2022-2023學年復辦，在本年報公佈時尚未結束。至今為止學生及老師均給予計劃正面的回饋。



Other Positive Youth Development Programmes 其他正向青年發展項目

Programme Name 項目名稱

Key Highlights of 2022 2022年項目成果

Coding4Life

- Connected with the Nepalese student association JUNS HK, who assisted with programme promotion and mentor recruitment, and sent representatives to join as mentors in the programme
與尼泊爾學生組織JUNS HK合作，由後者協助推廣本項目及招募師友，並派出代表擔任本項目的師友
- Connected with Hong Kong Metropolitan University to hold a campsite visit and faculty sharing during one of the mentorship sessions
在其中一次友師活動中，與香港都會大學合作舉辦校園參觀及教職員分享
- A closing ceremony was held in November 2021 for students to share their coding projects; coding professionals were invited as panel guests to share their career experiences
學員在2021年11月的結業禮介紹他們設計的編程作品，並邀請編程專家擔任嘉賓，分享他們的職場經驗
- 80% of youth participants have improved their self-confidence through their participation in the program
80%的年青學員表示，本計劃有助他們提升自信

Get Positive! 成功在望！

- Reached 25 local schools and 1,600+ students through stress management and juggling training workshops in an online/offline hybrid-mode
透過網上實體的混合模式，為25間本地學校和逾1,600名學生提供壓力管理及雜藝培訓工作坊
- A juggling carnival was held in July 2021, engaging almost 90 students from 11 schools to showcase their juggling skills
在2021年7月舉行雜藝嘉年華，由來自11間學校的約90名學生作精彩的雜耍表演
- Youth volunteers were invited to design workshop souvenirs to spread the message of peer support and encourage youths during the uneasy time of the pandemic
邀請青年義工設計工作坊紀念品，以推廣朋輩支援為題，在疫情期間為青年傳遞鼓舞的訊息



5.5 EHUB 網上學習平台

KELY's EHUB was set up during the pandemic as a platform designed to equip young people and relevant stakeholders with the knowledge and skills of our three core areas. At the end of 2022, there were a total of 26 online courses built on the platform, of which 10 were public courses for online visitors to learn and experience KELY's programmes.

KELY started moving beyond face-to-face programme and training with young people to a more hybrid training model in 2022 in order to meet different learning needs in the digital age. With EHUB, our resources become easily accessible to a broader group of service users regardless of time and place. It allows young people to have flexibility, control, and freedom in achieving their full potential through participating in continuous learning outside of the school context. It transformed the way we train and enhanced the quality of KELY's programmes as the platform helps to deepen our interaction with and support for young people.

EHUB was revamped in October 2022. We intend to continue developing the platform to engage youth learners, as well as parents and frontline educators on a deeper level. We would also continue to utilise it in our programmes to provide flexible hybrid option to fit the needs of our beneficiaries.

我們在疫情期間設立EHUB網上學習平台，旨在為青年和持份者提供與本會三個核心領域有關的知識及技能。截至2022年底，本平台設有26個網上課程，當中10個為公開課程，讓公眾認識及體驗本會的服務項目。

為滿足數碼時代的不同學習需要，啟勵於2022年已經在實體面授課程以外，同時為青年提供混合培訓模式。透過EHUB網上學習平台，更多服務使用者可以隨時隨地輕鬆獲得本會資源，而青年更可靈活自主參與校外持續進修有關課程，按個人步伐學習。這個平台有助深化我們與青年的互動和支援，從而改變本會的培訓方式，提升我們的項目質素。

我們在2022年10月升級改革了EHUB網上學習平台的內容，並將會繼續發展這個網上平台，加強與年青學員、家長和前線教育工作者的聯繫。此外，我們未來的項目亦會繼續善用EHUB網上學習平台來提供靈活的混合服務模式，以滿足受助者的需要。

The screenshot displays the KELY EHUB website interface. The top navigation bar includes links for 'About us', 'Courses', 'Accounts', 'Contact us', and a language selector '語言'. There are 'Sign up' and 'Login' buttons. The main banner features a large group photo of young people with the text 'KELY's EHUB' and 'Jockey Club Community Sustainability Fund - Smart Youth Health Project'. Below this, the 'Courses' section is highlighted, showing a search bar and filters for 'Newest' and 'Popular'. Three course cards are visible: 'Alcohol Awareness', 'Beyond the Try', and 'Communication Skill'. Each card includes a brief description and an 'Enroll' button labeled 'Free'.

KELYEHUB.ORG



Visit KELY's EHUB
瀏覽網上教育平台

5.6 Public Awareness and Education 公眾意識及教育

In our Theory of Change, the presence and availability of a supportive community and society are vital elements in creating a world where young people are empowered to reach their full potential. Public education hence become a key component of our work.

根據本會的改變理論，一個能夠提供充分支援的社區及社會是啟發青年潛能，建立一個讓其盡展所長環境的關鍵因素。有鑑於此，公眾教育亦是本會工作的關鍵工作之一。

5.6.1 Engagement and Campaigns 參與及宣傳活動

Celebrity Ambassadors 宣傳大使

Three new celebrities joined our course to be a KELY Ambassador. Gabriella So, John Jr Chiang, and James Gannaban are all inspiring and outspoken individuals, who are also great role models and companions for youth and the people around them. They joined Vivek Mahbubani, who had been a KELY Ambassador for a decade, to be a youth and peer support advocate.

啟勵邀請到三位名人擔任我們的宣傳大使。蘇子情、姜卓文及James Gannaban都是直率敢言的人，各以自身經歷啟迪人心，成為青年及其他人的榜樣和同行伙伴。他們將會與過去十年一直擔任本會宣傳大使的Vivek Mahbubani攜手，與啟勵同行，繼續倡導青年及朋輩支援的議題。



Vivek Mahbubani

Vivek is a Hong Kong-bred bilingual stand-up comedian performing in both Cantonese and English. In 2018, he was one of the recipients of the Ten Outstanding Young Persons Selection in Hong Kong. He uses his comedy to inspire youth to be proud of who they are and never shy from chasing their dreams.

Vivek Mahbubani 是香港土生土長的棟篤笑藝人，擅長以廣東話及英語演出，並於2018年獲選為本港十大傑出青年之一。他希望透過棟篤笑演出啟發青年，勉勵他們為自己感到自豪，勇於追求夢想。

Gabriella So 蘇子情

An artist and theatre-in-education practitioner with a keen focus on education and guidance, Gabriella is the first educator to integrate English language learning through drama at Ocean Park. She is committed to research on pedagogy in early childhood education, and actively explores the transformative potential of drama.

蘇子情是一名演員及教育劇場工作者，熱衷於教育及指導工作。除了為香港海洋公園首度引進英語戲劇教育外，她亦致力研究幼兒教育的教學法，積極探索戲劇的潛在變革力量。





James Gannaban

James is a freelance writer, yoga teacher and marketer. As a recovered addict, he has been sober since 2015 and has made it his life's mission to share experience, strength and hope to individuals and their families going through addiction and recovery.

James是一名自由撰稿人、瑜伽導師及市場營銷工作者。雖然曾經酗酒，但是他從2015年起重新振作，並以向同路人及其家人分享個人經歷為己任，藉此為擺脫成癮習慣，踏上康復之路的人士帶來力量與盼望。

John Jr Chiang 姜卓文



As an actor and musician, John has participated in both commercial and charity movies, as well as TV series, variety shows and more. He is active in music production including composing, lyric writing, singing, and rapping. He wishes to give back to society and empower young people.

姜卓文是一名藝人及音樂人，曾參演商業和慈善電影、電視連續劇及綜藝節目等。此外，他亦積極參與音樂製作，包括作曲、填詞、唱歌及饒舌。他希望能夠回饋社會，為青年賦能。

Our Ambassadors were present with us at KELY's events, using their reach to promote our brand and initiatives, such as our "Together We Make an Impact!" Appreciation Evening 2022. They also participated as one of the walkers at our Weez Walk, as well as sharing their own experiences of drug addict and struggles during their young age to motivate others.

啟勵宣傳大使經常參與我們的活動，例如2022年啟勵嘉許晚會，運用其影響力為本會及不同啟勵項目宣傳。此外，他們亦親身參與了Weez Walk 2023環島虛擬行，或分享年輕時期面對藥物的經歷和考驗，藉此鼓勵現今的青年。

Leading The Conversation 主導對話

In order to create space for young people to thrive and get the support that they need, it is vital that our community is accustomed to conversations about mental health, drug and alcohol issues and youth development. We also work to destigmatise social taboos on mental health issues and substance usage, so young people could feel safe enough to openly talk about their problems and get the support they need. This involves bringing these conversations into the community and active public education.

為了創造有助青年茁壯成長的空間，為他們帶來所需的支持，並在社區內營造開放環境，帶動討論精神健康、濫藥酗酒及青年發展的議題尤其重要。我們亦致力消除有關精神健康問題及濫用藥物的社會避忌，讓青年可以放心公開討論所遇到的問題，並獲得所需支援。在這個過程中，我們需要在社區展開對話，並積極教育公眾。

Media & Public Relations 媒體及公共關係

We engage in conversations with local media to raise awareness among the general public, encouraging more people to care for our youth and their healthy, positive development.

Our senior management participates in media interviews and publishes opinion pieces on special dates and events that are related to youth, such as on International Youth Day, World Suicide Prevention Day and World Mental Health Day. We have also invited James Gannaban, our Ambassador, to write about alcohol issues for young people.

我們與本港媒體建立對話關係，以提升社會對本會倡導議題的認識，鼓勵公眾關心青年的需要及健康，促進正向發展。

本會的管理高層不時在與青年事務有關的特別日子和活動前後，接受媒體訪問，並會發表專題文章，例如國際青年日、世界預防自殺日及世界精神健康日。我們亦曾經邀請本會宣傳大使 James Gannaban 撰文，向青年講解有關酗酒的問題。

60 篇
MEDIA COVERAGE
媒體報道

5 篇
**PUBLIC OPINION
PIECES**
專題文章

In addition, our senior management team is often invited as experts or in their professional capacity to speak about youth-related issues at various public events. For example, Sky Siu, our Executive Director, had spoken at the HKU-UBS Sustainable and Social Innovation Leadership Programme as a guest panellist. Cindy Ng, our Senior Manager of Programmes and Services, had also spoken at different RTHK radio programmes on issues related to youth of Hong Kong.

Between September 2021 to December 2022, KELY was present on various occasions where we shared our opinion and knowledge with attendees. These occasions include workshops, seminars, open forums and other speaker events, where we are actively engaging with the community to support the youth of Hong Kong.

作為在青年、藥物及酒精預防及精神健康等領域方面的專家，我們的管理層亦經常獲邀在不同公開場合，就青年相關議題發表演講，例如：行政總監蕭加欣女士曾在香港大學及瑞銀合辦的 HKU - UBS Sustainable and Social Innovation Leadership Programme 中擔任嘉賓講者，而本會的高級項目及服務經理吳芷旻小姐則曾在香港電台多次就青年相關話題受訪。

在2021年9月至2022年12月期間，啟動的團隊成員參加了多項活動，向與會人士分享我們的觀點和知識，這些活動包括工作坊、座談會、公開論壇和其他演講活動。我們把握這些機會積極與社區互動，以支援本港青年。



This Hong Kong Life – A Podcast by KELY 「香港生活」— 啟勵播客

The podcast was launched during the pandemic to highlight stories and conversations with a variety of Hong Kong's youth all from diverse backgrounds. It has different themes for each season and provides a medium for young people to connect and understand each other.

Produced "for youth, by youth", we released eight episodes in Season 6 of This Hong Kong Life in 2022. The theme of Season 6 was "Things I'm proud of..."

本會在疫情期間推出啟勵播客，介紹不同背景的本港青年的經歷和對話。每季都有不同的主題，青年可藉此加強聯繫，促進互相了解。

配合「與青年同行，促朋輩互助」的宗旨，這些以青年為對象的播客節目都由青少年主持及製作。我們在2022年推出了第六季的「香港生活」，這八集節目都以「讓我自豪的事...」為主題。

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Social Media Engagements 社交媒體

As key sources of information for many societal stakeholders, social media platforms are undoubtedly essential channels to reach the general public and enhance our influence.

On Facebook and Instagram, two of the most mainstream social media platforms among Hong Kong locals, KELY maintains two separate accounts, the KELY Support Group and SOSKELY account, providing not just organisation updates, but also tips and resources to engage our young people.

社交媒體無疑是接觸公眾和提升本會影響力的重要渠道。

Facebook 和 Instagram 是其中兩個最多本港市民使用的主流社交媒體，而本會在此兩個平台上均設有獨立專頁，分別是 KELY Support Group 啟勵扶青會及 SOSKELY。除了發佈本會的最新消息外，我們也透過這兩個專頁為青年帶來各種資訊和有用的資源。



Facebook & Instagram Account Figures of 2022
Facebook 及 Instagram 專頁的2022年數據

To better connect with corporate stakeholders, we also have an official account on LinkedIn to share our latest news and developments.

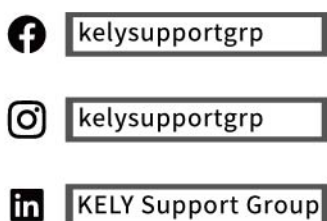
為加強與企業持份者的聯繫，我們亦在LinkedIn設有官方帳戶，用以發佈本會的最新消息和發展動態。

Followers 追蹤人數	973
Unique Visitors 不重複訪客	1,172 (↑ 1,278.8% year-on-year) (按年 ↑ 1,278.8%)
Page Views 專頁瀏覽量	2,736 (↑ 1,196.7% year-on-year) (按年 ↑ 1,196.7%)

LinkedIn Account Figures (as of 31 Jan 2023)
LinkedIn 帳戶數據 (截至2023年1月31日)

We actively engaged with more corporates and organisations this year, particularly for Weez Walk 2023 near the end of 2022. Hence, our LinkedIn account showed an explosive growth in terms of number of visitors and page views.

我們在本年度加強與不同企業及機構的接觸，特別是在 2022 年底籌辦「Weez Walk 2023 環島虛擬行」的時期，本會的 LinkedIn 專頁在訪客和專頁瀏覽量方面因此錄得顯著增長。



Follow us on social media!
關注我們的社交媒體賬號！

ACTIVITIES AND CAMPAIGNS 活動及推廣項目

We organise and launch a series of events and awareness campaigns every year to raise awareness on youth related issues, and to educate the public about the different aspects of youth development. These efforts not only inform the community but also serve as fundraising opportunities to support our ongoing programmes and initiatives.

Weez Walk 2022 Weez Walk 2022 環島虛擬行

The event encouraged everyone to “Be the One” to raise awareness of youth mental health issues and prevent suicide. It featured a 62 kilometres trail around Hong Kong Island, and was opened to all members of the public for the first time. Together, we gathered over 720 participants to raise over HK\$2.1 million for our mental health and wellbeing initiatives and suicide prevention.

The proceeds went to helping young people develop essential life skills, including mental health wellbeing and positive youth development, as well as providing public education and awareness to help overcome stigma around mental illness and suicide. The event attracted much attention among the media and general public, and was well received by people from all backgrounds with unprecedented success.

Street art was an important feature of Weez Walk. With the support of HKwalls, a non-profit arts organisation, two Weez Art installations were commissioned to put on display at AIA Vitality Park.

我們每年都會籌備及推出一系列活動和推廣項目，以提升市民對青年相關議題的認識，並透過教育讓公眾認識青年發展的不同領域。這些項目不僅為社會帶來實用的資訊，我們亦可藉此籌款，為本會的恒常項目和計劃籌募經費。

本活動鼓勵市民「Be the one」（成為對的人），協助提高社會對青年精神健康及防止自殺問題的關注。Weez Walk 2022環島虛擬行挑戰圍繞香港島環島徑步行62公里，並首次接受公眾報名參加。是次活動吸引逾720名參加者，合共籌得逾210萬港元善款，將用於本會的精神健康和防止自殺項目。

我們把善款用來協助青年裝備必要的生活技能，推動精神健康和正向青年發展。此外，我們亦會積極展開公眾教育，提升市民對相關議題的意識，從而消除討論精神疾病及自殺的禁忌標籤。這次步行籌款活動備受媒體和公眾的注意，更獲得社會各界鼎力支持，因此取得空前佳績。

除了步行活動外，街頭藝術亦是Weez Walk的重要元素。在非牟利藝術組織HKwalls支持下，大會於AIA Vitality公園展出了兩件專門創作的藝術品。



Better Days created by local street artist Xeme, and *Weez Heart* created by Cath Love. Both installations highlighted the positive outcomes to mental health issues.

由街頭藝術家 Xeme創作的「Better Days」和 Cath Love 的「Weez Heart」，突顯關注精神健康的正面影響。

One Is Too Many 一個都嫌多

Responding to the increasing trend in suicide attempts and suicide ideation, particularly the alarming number of youth suicides in Hong Kong, KELY launched the One Is Too Many campaign during World Mental Health Month in October 2022. The campaign encouraged everyone to think about mental health, reach out to people around them and support each other with words of encouragement.

We compiled resources on youth mental health and suicide issues – information that people may need when they want to discuss mental health – and made them available online on our website. This allowed people to use it as an information hub to get facts, figures and tips that they need to offer support to young people around them. On social media, the hashtag #OneIsTooMany was used across different platforms to motivate individuals to proactively engage with youths and spread positivity to support those suffering from emotional distress.

The campaign also included a physical interactive exhibition to raise awareness, which was held at Central Market on 7 - 10 October 2022. It featured a giant game board and the Tree of Hope, decorated with messages of encouragement for those going through challenging times.

為應對自殺不遂和自殺念頭持續上升的趨勢，尤其是本港青少年自殺個案處於令人震驚的水平，啟勵在2022年10月的世界精神健康月推出「一個都嫌多」推廣項目，以鼓勵市民反思精神健康議題，與身邊人建立聯繫，並以言語互相支持和鼓勵。

我們收編了一系列有關青年精神健康和自殺問題的資源，以便公眾在討論精神健康議題時能夠得到適切的參考資料，並將有關內容上載至本會網站。市民可以透過這個資訊平台取得所需的實例、數據和提示，以便支援身邊的青年。至於社交媒體方面，我們亦在不同平台使用#OneIsTooMany的主題標籤，鼓勵大眾主動與青年接觸，並為面對情緒困擾的人士傳播正能量。

此外，本項目亦在2022年10月7日至10日於中環街市舉行互動展覽來提升公眾意識，展品包括一個巨型棋盤和「希望之樹」，參觀者可以寫上鼓勵的語句，為面對困境的人士帶來希望。

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ONE IS TOO MANY – ACT NOW TO SAVE YOUNG LIVES

Any young life taken by oneself is too many.
Actions to connect with youth and spread hope are never too many.

In Hong Kong, we lost one young life taken by oneself every week in 2021.

Behind this intolerable number, many more young people might be struggling in unspoken mental health distress that was not reflected explicitly. According to the World Health Organisation, for every suicide, 25 people make a suicide attempt [1]. This means there could be around 1,400 young people making suicide attempts in Hong Kong last year, and many more might have had serious thoughts of suicide.

Although the situation seems desperate, it also underpins how youth suicide is preventable, and exactly why we should step in appropriately before any of their negative thoughts turns into real actions.

Connecting with youth and spreading hope among them are practical ways to support those who are undergoing emotional disturbances. No matter if you're in need of helping yourself, or concerned with someone you care about, reaching out to people around and sharing a leap of faith could make so much difference in making every young person feel loved, safe and cared for, away from any actions that could harm themselves.

Let's hold hands and put an end to the undesirable tragedies together.

5.6.2 Fundraising and Partnership 籌款及合作項目

As a non-government subvented organisation, KELY relies heavily on the donations from our generous donors for our daily operations and the continued development of our youth programs. Fundraising campaigns are vital to our services. We seize opportunities to fundraise through self-initiated or partnered campaigns, maximising funding to benefit Hong Kong's youth.

In addition to self-initiated campaigns and events, KELY often forms partnerships with other organisations or corporations to promote activities that benefit young people. These partnership may include charity sales, venue sponsorships, advertising sponsorships, pro-bono professional services, in-kind support and volunteering work.

MOONCAKE CHARITY SALE 啟勵慈善月餅義賣

We partnered with The Peninsula Boutique for our mooncake charity sale. The mooncake sets were sold with the purpose of raising awareness and funds for our mental health initiatives, helping us make a positive impact on the lives of young people.

Mini Egg Custard Mooncakes from The Peninsula Boutique with a custom-made postcard designed by Joshua, a KELY's youth who was only 16 years old at that time, and struggling daily with his own mental health problems.

作為一個非津助非政府機構，啟勵非常依賴善長的熱心捐助作為經費，以支持日常營運及持續發展青年項目。籌款活動對維持本會服務至關重要，因此我們把握機會透過自發或合辦的活動籌募經費，以支援本港青年盡展潛能。

除了自發的活動和項目外，啟勵亦經常與其他機構或企業合作，推廣對青年有所裨益的活動。這些合作項目可能包括：慈善義賣、贊助活動場地、廣告贊助、免費提供專業服務、捐贈物品和擔任義工。

我們與半島精品店合辦慈善月餅義賣已超過十年，旨在提升公眾意識，並為本會的精神健康項目籌集經費，為本港青年的生活帶來正面的轉變。

今年義賣的迷你奶黃月餅由半島精品店巧手烘製，並附送由啟勵青年Joshua設計的精美明信片；當時只有16歲的Joshua每天都面對精神健康的挑戰，仍積極地為本會參與是次的義賣活動。



LEE GARDENS SKATEBOARD FEST 2022 利園滑板節2022

This was the second year that KELY served as the Charity Partner in the Lee Garden Skateboard Fest, co-organised by the Lee Gardens Association and the All Hong Kong Skateboards Association (AHKSA). The event provided the venue and opportunity for young people to experience skateboarding with professional guidance and training, fostering an active and healthy lifestyle.

活動由利園協會及全香港滑板協會（AHKSA）合辦，而啟勵今年再度成為其慈善伙伴。在大會專業教練的指導下，參加的青年可於特別劃出的場地體驗滑板的樂趣，建立活躍健康的生活方式。



NFT PHOTOGRAPHS CHARITY SILENT AUCTION

NFT 攝影作品慈善無聲拍賣

Partnering with the FinTech Association of Hong Kong (FTAHK) on the FTAHK Impact charity project, A series of NFT art collection was donated to us by members of the FTAHK and Dustyland. Five photographs taken by KELY's ethnic minority youths, which portrayed their unique stories on "Belonging", were also converted into NFT collectibles for bidding. Net proceeds of the charity auction went towards the development of KELY's online support resources, including digitalisation of our mental health resources and services for easier access, and our daily operation.

啟勵為香港金融科技協會 (FTAHK) 慈善項目 FTAHK Impact 的合作伙伴，慈善拍賣該協會和 Dustyland 捐贈的一系列 NFT 藝術品。此外，五張由啟勵少數族裔青年拍攝的相片亦被創建為 NFT 收藏品以供競投；這些以「歸屬感」為題的攝影作品反映他們獨特的故事。是次慈善拍賣所得的善款撥捐啟勵發展網上支援服務，包括把精神健康資源數碼化，擴展服務途徑及作日常營運經費。

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K30 – 30 FOR 30 MONTHLY GIVING

K30 – 30 FOR 30 月捐計劃

In celebration of our 30th anniversary, we launched the 30 For 30 campaign, inviting donors for monthly donation to lift KELY's daily operation burdens. Our monthly donors are critical members who empower and bring positive change to the lives of our youth.

為慶祝啟勵成立30周年，我們發起 30 For 30 月捐計劃，邀請捐款人每月捐助本會，以減輕我們的日常營運壓力。我們非常依賴參與月捐計劃的市民，有賴他們慷慨解囊，我們可以為啟發青年輕潛力，為他們的生活帶來正面的轉變。

Asia Miles iRedeem

亞洲萬里通 iRedeem

KELY is in partnership with Asia Miles, where people can choose to donate their miles to KELY to benefit youth in subsidising the cost of our workshops and programmes.

啟勵與亞洲萬里通合作，其會員可以選擇把飛行里數捐贈本會，以資助我們的工作坊和項目，惠及本地青年。

Coin Dragon

換幣龍

Coin Dragon is a kiosk service in local public areas and shopping malls that can instantly exchange coins into charitable donations. KELY is listed as one of the charity beneficiaries that users could choose to donate to. For us, every dollar counts.

市民可以透過設於全港多個公共地點和商場的「換幣龍－散銀兌換服務站」，即時把零錢轉換為善款。啟勵已經成為換幣龍的慈善捐贈機構之一，歡迎熱心的市民透過這個途徑支持本會工作。

There had been many more memorable partnerships that we had formed in 2022. KELY is forever grateful to our friends, who are willing to join hands with us to empower young people in Hong Kong.

我們在2022年與多個機構建立了令人難忘的合作伙伴關係，攜手為本港青年賦能，本會謹此致以衷心的感謝。

5.7 Looking Forward 來年展望

Having celebrated 30 years of KELY, we are now embarking on a new chapter in our development. While our commitment to empowering and equipping young people to reach their full potential remains steadfast and unchanged, there are areas and aspects where we are able to do more for the young people in Hong Kong.

Our supporters would know that we have spared no efforts in connecting with our youth through education institutes and outreach programmes. With all the workshops, seminars, activities and events that we have organised, KELY is a well-known and established organisation among students and schools. We are very proud to say that we have stood by them for over three decades.

However, since COVID-19, there had been a lot of changes – to the society, to our community. We are all adapting to the new circumstances, so are our youth. Young people today are facing more complex issues at a younger age than when we started 30 years ago.

We also acknowledge that to truly make our vision into reality, to build a social environment where all young people are heard and supported in their pursuit for success, we must step out of our circle and do more education among adults and other social bodies. We, like our youth, need to have our voices heard, so more people would understand why our work with young people in Hong Kong matters.

The keyword for the future of our development is "Growth"—expanding our capacity and influence within a dynamic and changing environment, to be flexible and malleable when faced with a new phase, and to stay relevant to our youth and our city of Hong Kong.

Change could be scary, but more often, it is rewarding to those who embrace it and strive through it.

To this end, KELY will look to be more assertive and ambitious within the public sphere. For example, transforming Weez Walk from a personal project to a public event is one of these efforts.

'Empowerment', as we define it, is a multi-faceted process that asks individuals, communities, society and authorities to work together, to change what "is", to give youth the power to own their future.

KELY is willing to lead and ignite this change, and we sincerely hope that you will continue to accompany and support us on this journey.

慶祝啟勵成立30周年之後，我們隨即踏上新的發展里程。我們一方面不忘初心，致力啟發青年潛能，讓其盡展所長，但同時希望能夠擴展服務領域，為本港青年提供更多協助。

本會不遺餘力透過教育機構和外展計劃與青年建立聯繫，我們舉辦的工作坊、研討會、活動和項目都獲得本地學生及學校的熱烈支持。在過去30多年，我們一直與這些青少年並肩同行。

然而，自疫情以來，本地社會和我們身處的社區都經歷不少轉變。面對新環境，我們必須作出適應，青年亦不例外。事實上，與30年前比較，現在的青少年在年紀更輕時，便要處理更複雜的問題。

我們明白若要實踐本會的宗旨，建立一個重視所有青少年意見，協助他們發揮所長的社會環境，我們更需深入社區，加強對成人及其他社會組織的教育工作。我們和本港青年一樣需要社會細心聆聽，讓公眾了解本會的工作理念及本地青年事務的重要性。

「成長」是本會未來發展的關鍵字：我們期望能夠在瞬息萬變的環境下提升本會的能力及影響力，同時在面對新階段時保持靈活柔韌，緊貼本地青年和這個城市的脈搏。

轉變可能令人忐忑不安，但只要勇於面對，勉力前行，最終定能取得豐碩成果。

有鑑於此，啟勵銳意加強與公眾的接觸，例如把Weez Walk環島虛擬行由個人活動轉化為開放予公眾參加的籌款活動。

正如本會對「賦能」的定義，這是一個多方位的過程，個人、社區、社會和政府必須攜手合作，改變「現狀」，讓青年擁有掌握未來的力量。

啟勵樂意帶領及展開這場變革，亦衷心期望各位能夠與我們同行，繼續支持本會的工作



6 Financial Summary

財政摘要

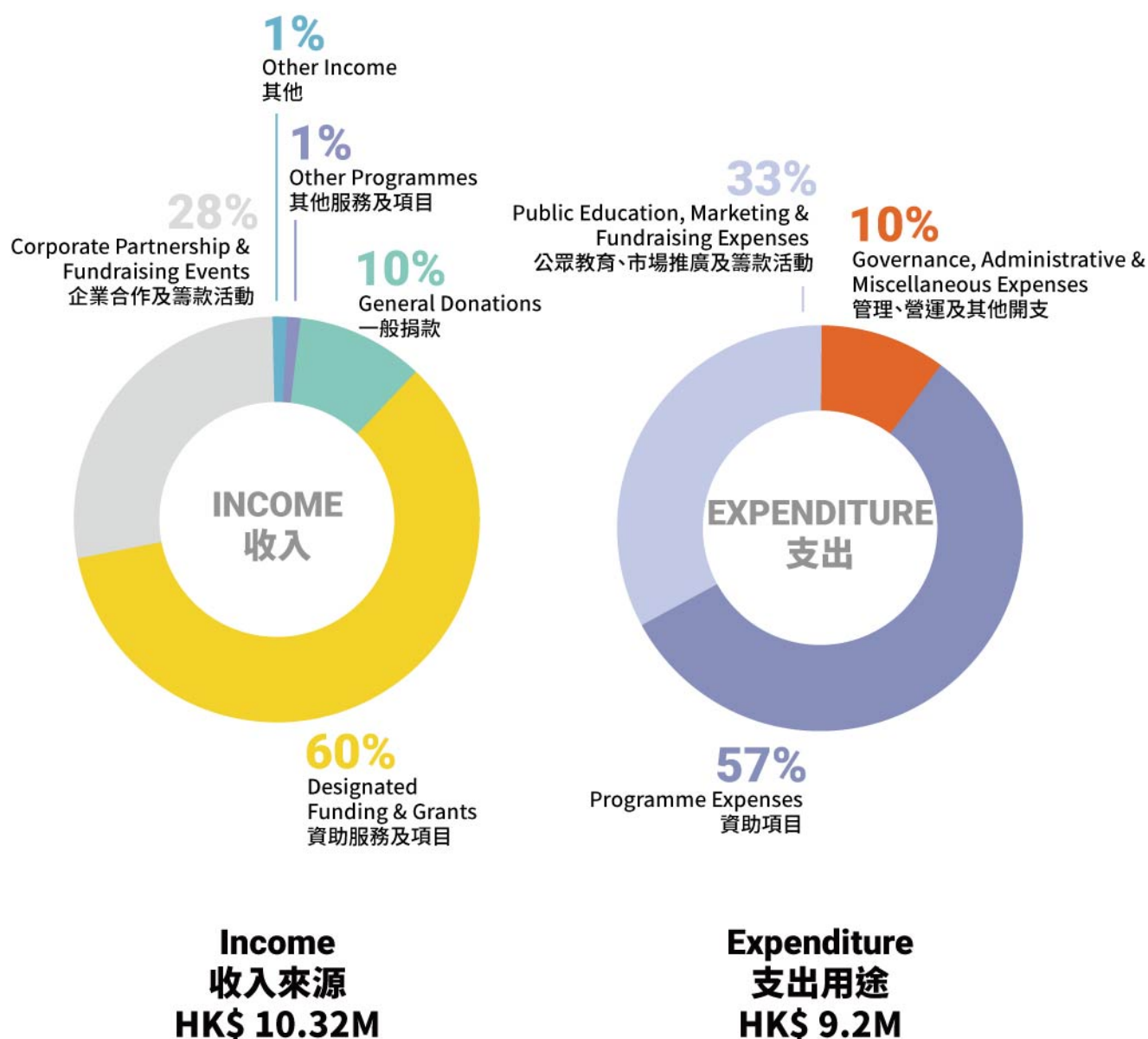
As a non-profit that does not receive any government subventions, we rely on private donations for our daily operations and future growth. We are especially grateful this year for our funders and donors who gave generously and flexibly, enabling us to focus on responding to young people's needs. We treasure every donation, big or small, and strive to use every dollar responsibly for our mission of empowering young people to reach their full potential.

作為一所非政府資助的小型非牟利機構，我們依靠私人捐款來維持日常運作及未來發展。對這一年間，一直慷慨支持我們的善長仁翁，我們衷心感謝；幸得有您同行，我們才能持續為青年服務，迅速回應他們的需求。無論金額多少，我們都珍惜每筆捐助，並會善用每分每毫，完成使命——啟發青年潛能，讓其盡展所長。

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2021-2022 收入及支出 2021-2022 Income and Expenditure



7 Environment, Social and Governance Report

環境、社會及管治報告

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As a non-profit organisation that has been serving the Hong Kong community for over 30 years, KELY recognises that how we deliver our mission is as important as fulfilling it. As part of this, we have adopted an Environmental, Social and Governance (ESG) framework to focus on how we care for the community that we serve, our people, and the planet while we carry out our mission. We know that adopting ESG principles will make us stronger, more resilient and better able to adapt to any crisis that arises in the future.

This is the first time that we incorporate ESG reporting in the Annual Report, which would set a baseline for us to measure our progress in the future. Our framework has three aspects, namely the environment, social and governance aspects. The social aspect is further divided into two sectors, namely the mission delivery and workplace and organisation culture sectors. Together with the other two aspects, they form the four pillars of our ESG framework.

作為服務香港超過30年的非牟利機構，啟勵明白達至成果的過程與成果本身同樣重要。有見及此，我們採用了相應的環境、社會及管治框架，確保我們在實踐機構使命的同時也能顧及和關心我們的社區、成員以及環境。適當而有效的環境、社會及管治方針讓我們有更充足的準備，面對未來可能出現的困境或危機。

本年度，我們首次將環境、社會及管治報告納入年報，為未來評估相關工作進度奠定基礎。我們的框架分為環境、社會及管治三個部份，其中社會部份細分為使命實踐過程及工作環境及機構文化，共同組成整個框架的四個支柱。



Environment 環境

KELY is committed to doing our part to help mitigate the climate crisis and reduce our environmental footprint. In our office and when we deliver our programmes, we minimise the use of paper and single-use plastics, recycle, and we are starting to be much more aware of using supplies made from recycled and recyclable materials. When we renovated our office on Borrett Road in 2020-21, we increased its efficiency and staff productivity by installing agile workstations. Much of our current furniture are recycled office furniture that was donated to us.

Social 社會

Mission Delivery 使命實踐過程

In our programmes, we prioritise the needs of those most vulnerable in our communities and take measures to ensure that our services are equitable, inclusive and culturally appropriate. Barriers encountered by some of the youth we work with can include discrimination and bias, such as ethnic minority youth, so where needed, our programmes are designed especially to provide additional support to them.

As a local youth organisation who aspires to empower young people to reach their full potential, KELY has zero tolerance for any type of physical and psychological harm and abuse, sexual abuse, neglect and/or maltreatment posed on children and young people, irrespective of ability, ethnicity, faith, gender, sexuality and culture. Our Child Protection Policy applies to all staff, individuals and/or groups of persons who are involved in KELY's activities, such as volunteers, consultants, board members, donors, visitors, etc.

While the majority of our programmes and services focus on young people's wellbeing, a core of our mission is also to provide opportunities for development – some of our initiatives provide youth with mentors, job placements and learning opportunities from different industries and companies, including the NGO sector, in the hopes of improving their future employability and alleviate poverty.

啟勵致力在緩解氣候危機及減少環境足跡方面克盡己任。在辦公室以及推行項目時，我們都盡量減少紙張和一次性塑料的使用，同時積極推動員工回收和重用物料，亦已開始更有意識地選用可回收或以環保材料製成的用品。在 2020-21 年度翻新波老道辦公室時，我們安裝了可靈活安排位置的傢私，充分善用空間，提高辦公室的使用效率和員工生產力。目前，我們大部份的傢私均為回收再用的捐贈品。

我們的項目優先考慮社區弱勢群體的需求，同時採取措施以確保在公平、具包容性及尊重不同文化的原則下提供服務。我們服務的部份青年（例如少數族裔青年）所遇到的困難可能包括歧視或偏見，因此在需要時，我們在項目設置上亦會專門為他們提供額外的支援。

作為一間致力啟發年輕人盡展潛能的本地青年機構，啟勵對任何對兒童和年輕人的身心傷害 / 虐待、性侵犯、疏忽照顧及 / 或虐待，不論其能力、種族、信仰、性別、性取向及文化，一律採取零容忍措施。我們的《保護兒童政策》適用於所有員工和參與啟勵活動的個人及 / 或群體，例如義工、顧問、董事會成員、捐款者及訪客等。

我們大部份的項目和服務都旨在令年輕人保持身心靈的健康，但我們使命的另一個核心亦包括為其提供發展機會。啟勵的部份項目會為青年提供師友輔導、工作及學習機會，所提供的名額來自不同行業和企業，亦包括非政府組織，希望能藉此加強年輕人的就業能力，並減輕貧困帶來的負擔。

Workplace and Organisational Culture 工作環境及機構文化

Our people are at the centre of what we do, and our employees are our greatest asset. As part of the formulation of our growth and development plan, our people strategy aims to build a high-performing, engaged team who lives our values and are passionate about our mission and vision. The diversity of our team would reflect the youth and communities that we serve. Key issues such as talent attraction and retention, investing in our people and providing opportunities for them to grow and thrive are addressed in our strategy. We value the contributions of our team members, ensuring that our compensation and benefits are fair and competitive.

We are committed to creating a safe, inclusive work environment where every individual is treated with dignity and respect and has a strong sense of belonging. We aim to provide each of our staff equal opportunities and minimise bias throughout the employee life cycle. We do not discriminate or tolerate discrimination against, or harassment of, any person on the basis of gender, race, religion, sexual orientation, age, disability, or any characteristic. Our policies are outlined in our employee handbook, including procedures for reporting on any issues related to conditions of employment or any other human resources issues.

啟勵團隊是我們工作的核心，員工是我們最寶貴的資產。作為發展計劃的一部份，我們已經開始推行人才發展策略，致力建立一支高效緊密、認同機構核心價值且對我們的使命和願景充滿熱情的團隊，而團隊的構成亦能反映我們所服務的青年和社區的多樣性。此發展策略同時覆蓋了吸引與挽留人才、投資員工發展、以及為其提供成長機會、取得成就等關鍵範疇。我們重視團隊成員的貢獻，並確保我們的薪酬和福利公平且具有市場競爭力。

啟勵致力創造一個安全、包容的工作環境，讓每位員工都感覺備受尊重，對機構更有歸屬感。我們的目標是為每位員工提供平等的機會，並在整個員工生命週期中最大限度地減少偏見。我們不會因性別、種族、宗教、性取向、年齡、殘疾或任何特徵而歧視或容忍任何人的歧視或騷擾。啟勵的員工手冊概述了我們的政策，包括報告與僱傭條件相關問題或其他任何人力資源問題的程序。

We have implemented a number of staff-friendly policies, including the following:

我們制訂了多項員工友善政策，確保團隊成員擁有友善和舒適的工作環境。

Onboarding and staff development 入職培訓及員工發展

Comprehensive onboarding sessions are provided to newly joined staff, while on-the-job staff training and training subsidies are provided for all staff.
新入職的員工會獲得全面的培訓，現有員工亦享有在職培訓及進修津貼。

Flexible working arrangements 彈性工作安排

Remote working policies, flexible working hours and remote working to accommodate staff needs.
本會設有靈活工作時間和遙距工作等安排，以配合員工的需要。

Compensation 薪酬待遇及福利

When overtime work is unavoidable or when staff are required to support events that are held outside of normal working hours, compensation leave and after-hours travelling are reimbursed.
若必須加班工作或需要員工在正常工作時間以外協助活動相關工作，員工可享有補假和車費津貼等福利。

Staff appreciation 員工嘉許

We celebrate birthdays and working anniversaries of our staff, and recognise the achievements of our projects and programmes.
我們為員工慶祝生日和入職週年，在項目和計劃取得佳績時，我們也會舉行慶功會。

Staff wellbeing 員工福祉

Mental Health Day Leave is provided so our staff can take some time off to take care of themselves when needed. Staff Fun Day, retreats and gatherings are also organised to enhance staff's sense of belonging and work-life balance.
如有需要，員工可以申請「精神健康假期」，讓身心稍作休息。另外，我們亦會舉辦員工同樂日、退修會和聚會，以加強員工的歸屬感，令工作與生活達致平衡。

As a responsible employer and service provider, KELY has implemented different policies to safeguard our staff members, volunteers and the people that we serve in our programmes and activities.

We have embarked in a major digitalisation programme that will increase automation and streamline all of our processes, reducing or even removing manual work, thereby enhancing productivity and happiness of our employees.

Governance 管治

KELY strives to be a model of good governance and trustworthy steward of the resources entrusted to us by our funders and donors.

Our Board and management team have put into place frameworks, policies, practices, and processes that ensure we are in alignment with best practices for non-profit organisations and corporate governance standards where possible. Some of the key disciplines include governance, transparency, risk management, compliance, security and data privacy. Largely under the auspices of the board-led Governance Committee, these are reviewed on a regular basis to ensure compliance with current legal and other requirements, and that our policies stay relevant to latest developments in our society.

We are intentional about creating a diverse, high functioning Board which exercises objective and independent judgement. We believe that a diverse Board is able to make decisions more effectively by mitigating 'groupthink' and paying more attention to managing and controlling risks – which are key to better governance. Through our Nominations Committee which is led by the Chair of the Board, we regularly review the composition of the board to ensure that it represents diverse perspectives, and has the skills, domain expertise, and experience that are relevant to KELY's work now and in the future.

作為負責任的僱主及服務提供機構，啟勵採取不同政策以保障員工、義工和參與本會項目和活動的人士。

我們已經啟動了一項重要的數碼化計劃，增加自動化程序以簡化我們的工作流程，減少甚至取消需要人工操作的程序，從而提高員工的生產力和幸福感。

啟勵致力成為良好管治的典範及值得信賴的管理者，以確保資助者和捐助者給予我們的資源都用得其所。

我們的董事會和管理團隊已制定不同框架、政策、制度和流程，讓我們盡可能在包括管治、透明度、風險管理、合規性、保安及數據私隱等關鍵範疇符合非牟利組織的最佳實踐和企業管治標準。由董事會成員領導的管治委員會會對此等框架、政策、制度和流程進行定期審查，確保符合當前的法律和其他相關要求，與時並進。

我們有意創建一個多元、高效、客觀，並有獨立判斷的董事會。我們相信多元化的董事會能減低「群體思維」的影響，使他們能專注管理和控制風險，以更有效地作出決策——這也實現更優良管治的關鍵。由董事會主席領導的提名委員會會定期審視董事會的組成，以確保成員能夠充分代表不同的觀點，並擁有與啟勵現在或未來工作相關的技能、領域專業知識和經驗。



8 The Team

團隊

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KELY is a big family that helps each other to serve the youth community of Hong Kong. We cherish everyone on the team, and try our best to take care of each other so we can continue to take care of young people.

在啟勵這個大家庭，每位成員都守望相助，努力為本港青年提供服務。我們重視每位團隊成員，亦竭力關懷彼此，讓我們可以繼續推動關心青年的工作。

Our Board of Directors and Committees

董事會及委員會

Our board and committee members are all respectable individuals in their professional capacity in society. They are able to advise and make key decisions for KELY, and monitors our work to make sure that our resources are going to the right places. They share KELY's vision to serve the young people of Hong Kong and are mentors to our staff and youth.

啟勵董事會及委員會成員都是備受社會尊崇的人士，在所屬專業領域擁有獨當一面的成就。他們經常為本會提供實用的建議及作出關鍵的決定，並監察我們的工作以確保本會資源用得其所。他們認同啟勵服務本地青年的宗旨，並與本會員工和青年建立了亦師亦友的關係。

Board Members 董事會成員

Andrew Jones,
Emeritus Chairman & Founding Board Member
Fern Ngai, Chair of the Board
Andy Ng, Honorary Treasurer
Benita Chick, Board Member
David Simpson, Board Member
Debbie Mannas, Board Member
Gary Cheng, Board Member (Until December 2022)
Karen Liu, Board Member (Until December 2022)
Megan Lam, Board Member
Michelle Ng, Board Member
Paul Tchen, Board Member
Timothy Woo, Board Member
Tony Bruno, Board Member
Whitney Whisenhunt, Board Member

Andrew Jones,
榮譽主席兼董事會創會成員
魏余雪奕, 主席
吳君豪, 榮譽司庫
戚本乙, 董事會成員
David Simpson, 董事會成員
Debbie Mannas, 董事會成員
鄭書恒, 董事會成員 (截至2022年12月)
劉逸平, 董事會成員 (截至2022年12月)
藍楚筠, 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
Whitney Whisenhunt, 董事會成員

Weez Walk 2023 Committee Weez Walk 2023 環島虛擬行籌委會

Tony Bruno	Tony Bruno
Sky Siu	蕭加欣
Corona Tsuei	Corona Tsuei
Fern Ngai	魏余雪奕
Jason Dembski	Jason Dembski
Jung Soo Maeng	Jung Soo Maeng
Pilar Morais	Pilar Morais

Programmes & Services Committee 項目及服務委員會

Timothy Woo (Chair)	胡承恩 (主席)
Alvin Wong	Alvin Wong
David Simpson	David Simpson
Karen Joe-Laidler	Karen Joe-Laidler
Sky Siu	蕭加欣

Project Connect Clinical Advisors 「呼聲喚語」項目臨床顧問

Edith Lee	李彥穎
Gong An Tong	Gong An Tong
(until December 2022)	(截至2022年12月)
Katie Leung	梁珮欣
Keith Hariman	李允丰

Remuneration Committee 薪酬委員會

Fern Ngai (Chair)	魏余雪奕 (主席)
Andy Ng	吳君豪
Paul Tchen	陳寶山

Board Governance Committee 董事會管治委員會

Whitney Whisenhunt (Chair)	Whitney Whisenhunt (主席)
Andrew Jones	Andrew Jones
Fern Ngai	魏余雪奕
Karen Liu (until December 2022)	劉逸平 (截至2022年12月)
Paul Tchen	陳寶山

Honorary Secretary 榮譽秘書

Whitney Whisenhunt

Legal Support (pro bono) 法律支援 (公益服務)

Deacons	的近律師行
Mayer Brown	孖士打律師行

Our Youth Advisory Committee 青年諮詢委員會

Assembled in December 2022, our Youth Advisory Committee (YAC) members help us better understand what works and what needs improvement from a young person's perspective. By consulting and listening to our advisors, we can ensure that we are meeting the needs of this generation.

我們在2022年12月成立青年諮詢委員會，協助我們理解青年的觀點，從而提供適合的服務和作出改進。透過諮詢及聽取顧問的意見，我們得以滿足當代青少年的需要。



YAC Members 青年諮詢委員會成員名單

Athena Lau 劉家宜
Rain Li 李穎妍

Avneet Kaur 成雅莉
Ryan Yip 葉穎朗

Gladys Kong 江海晴
Thomas Vincent

Gurleen Kaur

Ken Mok 莫耀新
William Wu 胡文駿

Our Interns 實習生

Our internship programme was launched for the first time in summer 2022, seven interns joined us for an 8-12-week period. They worked with our programmes and communications & development teams to gain invaluable workplace experience and a chance to serve the local youth community. It is expected that more interns will join us in the coming summer.

我們在2022年暑假期間首次推出實習計劃，招募了七名實習生參加為期8至12周的實習。他們分別參與了項目團隊和傳訊及資源發展團隊的工作，獲得寶貴的工作經驗，亦有機會服務本地青年社群。我們預計來年暑期將有更多學生參加本會的實習計劃。



Avneet Kaur 成雅莉
Lisa Li Lai Sheung

Charmaine Tang Shuk Wing
Matthew Kwan King Hei

Chun Hei Fong

Isabella Chan-Combrink
Yahya Mohamed

Ken Mok Yiu Ken 莫耀新
Yurie Lee

Our Team 啟勵團隊

Our staff are the true heroes behind each of our programmes, services and campaigns. They are the people who work day-to-day, engaging with young people and the general public to empower the youths of Hong Kong.

本會成功推行各個項目、服務和活動，確實有賴背後每位員工的努力。他們負責啟勵的日常營運，與青年和公眾接觸，致力協助青少年盡展潛能。



(As of December 2022)

Sky Siu, Executive Director
Cindy Ng, Programmes & Services Senior Manager
Kelvin Chee, Office Manager
Patricia Yuen, Communications & Development Manager
Amy Au, Communications and Development Officer
Angel Yeung, Youth Services Officer
Cynthia Lau, Youth Services Officer
Iris Wong, Programme Coordinator
Jamie Vitto, Programme Coordinator
Louis Hardy, Youth Services Officer
Miriam Yeung, Youth Services Officer
Rachel Wong, Youth Services Officer
Sarah Hsu, Programme Coordinator
Sidney Tsui, Assistant Communications & Development Manager
Sunny Chan, Youth Services Officer
Ting Ng, Programme Consultant(Registered Social Worker)

(截至2022年12月)

蕭加欣，行政總監
吳芷旻，高級項目及服務經理
朱嘉謙，行政經理
袁柏恩，傳訊及資源發展經理
區可如，傳訊與資源發展主任
楊易琳，青年服務主任
劉晞蓓，青年服務主任
黃麗如，項目統籌主任
Jamie Vitto，項目統籌主任
Louis Hardy，青年服務主任
楊逸恩，青年服務主任
黃卓敏，青年服務主任
徐世恩，項目統籌主任
徐穎彤，傳訊及資源發展助理經理
陳昊，青年服務主任
吳綺婷，項目顧問(註冊社工)



9 Acknowledgements

鳴謝

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As a non-subsided organisation, KELY relies 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, KELY has 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，啟勵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，啟勵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，我們西汪鄉這些團體及人士深表最誠摯的感謝。

Grant Partners 項目資助者



Morgan Stanley



The Hong Kong Club Foundation Limited



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust



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Dustyland
ECCO Shoes Hong Kong Limited
ENCOMPASS HK
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Fidelity International
Fintech Association of Hong Kong
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Heung's Family Foundation
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HKwalls
Hong Kong Academy
Hong Kong Football Club
Hong Kong Scottish
Hyatt Centric Victoria Harbour Hong Kong
Hysan Development Company Limited
Innovic Group International Co. Limited
Junior Achievement HK Ltd
Kee Wah Bakery
King & Wood Mallesons
LANE EIGHT
Lee Gardens Association
Link REIT
Louis Vuitton
Macquarie Services (Hong Kong) Ltd
Manulife Hong Kong
Mind HK
Mr. Alexander Lam Hoi Chi
Mr. Andrew Jones
Mr. Andrew MacGeoch
Mr. Andrew Yung
Mr. Desmond Cheung
Mr. Dexter Siu
Mr. Edwin Chuang

商業伙伴、贊助者及捐助者

8FIVE2SHOP
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安理國際律師事務所
亞洲萬里通
貝森金融集團有限公司
Buchanan Programme & Stanley Lu
保柏香港
CA Indosuez (Switzerland) SA
中環街市
太極軒國際酒店管理有限公司
華懋集團
香港城市精神健康聯盟
換幣龍
的近律師行
創建香港
Determinant
Dustyland
毅高皮鞋香港有限公司
ENCOMPASS HK
安永會計師事務所
富達國際
香港金融科技協會
富而德律師事務所
喜跑有限公司
Herbert Smith Freehills
Heung's Family Foundation
協盛製造有限公司
(新世界集團成員)
HK Trails
HKwalls
香港學堂國際學校
香港足球會
Hong Kong Scottish
香港維港凱悅尚萃酒店
希慎興業有限公司
Innovic Group International Co. Limited
青年成就香港部
奇華餅家
金杜律師事務所
LANE EIGHT
利園協會
領展
Louis Vuitton
Macquarie Services (Hong Kong) Ltd
宏利香港
香港心聆
Mr. Alexander Lam Hoi Chi
Mr. Andrew Jones
Mr. Andrew MacGeoch
Mr. Andrew Yung
Mr. Desmond Cheung
Mr. Dexter Siu
Mr. Edwin Chuang

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Mr. Gopi Maliwal
Mr. James Gannaban
Mr. John Jr Chiang
Mr. Neville Kotewall
Mr. Patrick Law
Mr. Timothy Woo
Mr. Tony Bruno
Mr. Tony Cheung
Mr. Vivek Mahbubani
Ms. Ann Cha
Ms. Carrie Tse-Woo
Ms. Donna Ong
Ms. Elizabeth Chan Pouliot
Ms. Fanny Tam
Ms. Gabriella So
Ms. Helen Zimmern
Ms. Ina Hui
Ms. Jacklyn Hui
Ms. Karen Liu
Ms. Letitia Keung
Ms. Niki Kwok
Ms. Pamela Lin
Ms. Pilar D. Morais
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Ms. Siu Ling Cheng
Ms. Tih Lin Vanessa Cheung
Ms. Vicky Wong
NOMURA
Opendoor Cafe + Courtyard
OT&P Healthcare
Overlook Investments Ltd
Peninsula Merchandising Ltd
PIRATA Group
Prudential plc
PrudentLink Limited
PwC Hong Kong
St. James's Place Foundation
Sun Life Assurance Co of Canada
Swire Properties Limited
T8
Tanner De Witt
Team Building Asia
The Bank of New York Mellon
The Estee Lauder Companies
The Green Family Foundation
The Hong Kong Council of Social Service
The Ireland Fund of China
The Lamsam Family
Tsunami
Urban Renewal Authority

商業伙伴、贊助者及捐助者

Mr. Gopi Maliwal
Mr. James Gannaban
姜卓文先生
Mr. Neville Kotewall
Mr. Patrick Law
Mr. Timothy Woo
Mr. Tony Bruno
Mr. Tony Cheung
Mr. Vivek Mahbubani
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Ms. Donna Ong
Ms. Elizabeth Chan Pouliot
Ms. Fanny Tam
蘇子情小姐
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Ms. Ina Hui
Ms. Jacklyn Hui
Ms. Karen Liu
Ms. Letitia Keung
Ms. Niki Kwok
Ms. Pamela Lin
Ms. Pilar D. Morais
Ms. Robyn Lamsam
Ms. Siu Ling Cheng
Ms. Tih Lin Vanessa Cheung
Ms. Vicky Wong
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Opendoor Cafe + Courtyard
領康醫療
Overlook Investments Ltd
半島商品有限公司
PIRATA Group
保誠集團
栢德領有限公司
羅兵咸永道
St. James's Place Foundation
Sun Life Assurance Co of Canada
太古可口可樂有限公司
T8
泰德威律師事務所
Team Building Asia
The Bank of New York Mellon
The Estee Lauder Companies
The Green Family Foundation
香港社會服務聯會
The Ireland Fund of China
The Lamsam Family
Tsunami
市區重建局

Community Partners

Watsons Water
Willis Towers Watson
Wolly Pig Hong Kong
Wordswallowed
Baptist Oi Kwan Social Service
Baptist Oi Kwan Youth Horizons
Be/longing HK
BGCA Project Touch
BGCA Trauma Counselling Center
Bipin Karma
Breakthrough Counselling Center
Caritas Addicted Gamblers (AG)
Counselling Centre
Caritas Charette Center
Caritas HUGS Centre
Caritas IM perfect
Charitable Choice
Chinese YMCA of HK
Clap for Youth @ JC
Comfort Care Concern Group
Fashion Clinic
HK Lutheran Social Service Cheer Lutheran Centre
HK Lutheran Social Service-
Rainbow Lutheran Centre
Hong Kong Christian Service -
Navigating Adversity
Hong Kong Christian Service-
Shamshuipo Central Happy Teens Club
with Services for Night Drifters
Hong Kong Eating Disorders Association
Hong Kong Economic Times
Hong Kong Federation of Youth Groups
Hong Kong Holistic Popular Mental Health Association
Hong Kong Living
Hong Kong Sheng Kung Hui Counselling Service
Hong Kong Sheng Kung Hui Welfare
Council Limited Neo- Horizon
Joyful Mental Health Foundation
JUNS HK
Methodist Centre
Newdellily
OCD Anxiety Support Hong Kong
Social Career
St James Settlement -
Wan Chai Integrated Family Services Center
St John's Cathedral Counselling Service
The Hong Kong Council of Social Service
The Mental Health Association of Hong Kong-
T.N.Foo Centre for Positive Mental Health
The New Life Psychiatric
Rehabilitation Association- iReach
TWGH- Cross Center
TWGH- Debt & Bankruptcy Counselling Support
TWGH- Even Center
TWGH- Integrated Centre for
Smoking Cessation

社區合作伙伴

屈臣氏蒸餾水
Willis Towers Watson
Wolly Pig Hong Kong
Wordswallowed
浸信會愛羣社會服務處
浸信會愛羣社會服務處—青少年身心導航服務
Be/longing HK
香港小童群益會—性向無限計劃
香港小童群益會—心理創傷輔導中心
Bipin Karma
突破機構輔導中心服務
明愛展晴中心—香港戒賭輔導服務

明愛感創中心
明愛容園中心
明愛誤用藥物支援計劃「我·完美計劃」
Charitable Choice
香港中華基督教青年會
賽馬會鼓掌 創你程計劃
膳明會
Fashion Clinic
香路德會青欣中心
香路德會青彩中心

香港基督教服務處—逆旅同行輔導服務

香港基督教服務處—深中樂teen會(深宵外展服務)

香港進食失調康復會有限公司
香港經濟日報
香港青年協會—『心渡歷情』預防雙重診斷教育輔導計劃
香港整全普及精神健康協會
Hong Kong Living
聖公會輔導服務處
香港聖公會福利協會—新念坊

心晴行動慈善基金
JUNS HK
循道衛理中心
新德莉莉
OCD Anxiety Support Hong Kong
社職
聖雅各福群會—灣仔綜合家庭服務中心

聖約翰輔導服務
香港社會服務聯會
香港心理衛生會—傅德枋輔導及發展中心

新生精神康復會—自閉症服務

東華三院—越峰成長中心
東華三院—健康理財家庭輔導中心
東華三院—平和坊
東華三院—戒煙綜合服務中心

Community Partners

TWGH- Stay Sober Stay Free
Alcohol Abuse Prevention Center
Youth Outreach-
Crisis Residential Center for Boys
Youth Outreach-
Crisis Residential Center for Girls
Youth Outreach
Residential Services for the Youth
Youth Outreach-
Transitional Housing for Young Probationers and
High Risk Youth (Female section)
Youth Outreach-
Transitional Housing for Young Probationers and
High Risk Youth (Male section)
Zion Social Service-
Yuk Lai Hin Counselling Centre
Zubin Foundation-
Children Counselling for Ethnic Minorities
Zubin Foundation-
Ethnic Minority Well-being Center

School Partners

Universities

City University of Hong Kong
Hang Seng University of Hong Kong
Hong Kong Baptist University
Hong Kong Metropolitan University
Hong Kong University of Science
and Technology
Lingnan University of Hong Kong
The Education University of Hong Kong
The University of Hong Kong
Hong Kong Design Institute
The Matilda Centre for Research in
Mental Health and Substance Use,
The University of Sydney

Secondary Schools

Buddhist Ho Nam Kam College
Canadian International School of Hong Kong
Caritas Wu Cheng Chung Secondary School
CCC Heep Woh College
CCC Kei Chi Secondary School
CCC Tam Lee Lai Fun Memorial
Secondary School
Chinese International School
Chiu Chow Association Secondary School
Chong Gene Hang College
Christian Alliance International School
Confucius Hall Secondary School
Creative Secondary School
CSBS Mrs. Aw Boon Haw Secondary School
Delia Memorial School (Hip Wo No.2 College)
Diocesan Boy's School
Diocesan Girls' School
Discovery Bay International School
Discovery College

社區合作伙伴

東華三院—遠酒高飛預防及治療酗酒服務
協青社—危機住宿中心(男童)
協青社—危機住宿中心(女童)
協青社
協青社—自立堂(女)
協青社—自立堂(男)
錫安社會服務處—勵勵軒輔導中心
小彬紀念基金會—
Children Counselling for Ethnic Minorities
小彬紀念基金會—少數族裔健康中心

學校合作伙伴

大專院校

香港城市大學
香港恒生大學
香港浸會大學
香港都會大學
香港科技大學
嶺南大學
香港教育大學
香港大學
香港知專設計學院
The Matilda Centre for Research in
Mental Health and Substance Use,
The University of Sydney

中學

佛教何南金中學
香港加拿大國際學校
明愛胡振中中學
中華基督教協和書院
中華基督教會基智中學
中華基督教會譚李麗芬紀念中學
漢基國際學校
潮州會館中學
張振興伉儷書院
宣道國際學校
孔聖堂中學
啓思中學
鐘聲慈善社胡陳金枝中學
地利亞修女紀念學校(協和二中)
拔萃男書院
拔萃女書院
愉景灣國際學校
智新書院

School Partners

DSC International School
ELCHK Lutheran Academy
Fanling Government Secondary School
French International School Hong Kong
German Swiss International School
Helen Liang Memorial
Secondary School (Shatin)
HKMA David Li Kwok Po College
Ho Yu College and Primary School
(Sponsored By Sik Sik Yuen)
Hoi Ping Chamber of
Commerce Secondary School
Hong Kong And Kowloon Chiu Chow Public
Association Secondary School
Hong Kong Management Association
David Li Kwok Po College
Independent Schools Foundation Academy
International Christian School
International College Hong Kong
Island School
Jockey Club Government Secondary School
Ju Ching Chu Secondary School (Kwai Chung)
Kau Yan College
Kiangsu-Chekiang College
(International Section)
King George V School
Korean International School
Kowloon Technical School
Kwok Tak Seng Catholic Secondary School
Lam Tai Fai College
Ling Liang Church M.H. Lau Secondary School
Lingnan Secondary School
Lok Sin Tong Yu Kan Hing Secondary School
Madam Lau Kam Lung Secondary School of
Miu Fat Buddhist Monastery
Malvern College Hong Kong
Man Kwan QualiEd College
Newman Catholic College
Nord Anglia International School
P.L.K. Wu Chung College
PAOC Ka Chi Secondary School
PLK Yao Ling Sun College
P.L.K. Ho Yuk Ching (1984) College
P.L.K. No.1 W. H. Cheung College
P.L.K. Vicwood K.T.Chong Sixth Form College
S.K.H. Leung Kwai Yee Secondary School
Saint Francis of Assisi's College (Fanling)
Salem-immanuel Lutheran College
Semple Memorial Secondary School
Sha Tin College
Singapore International School (Hong Kong)

學校合作伙伴

香港德思齊加拿大國際學校
基督教香港信義會啟信學校
粉嶺官立中學
香港法國國際學校
德瑞國際學校
梁文燕紀念中學(沙田)
香港管理專業協會李國寶中學
喬色園主辦可譽中學暨可譽小學

旅港開平商會中學

港九潮州公會中學

香港管理專業協會李國寶中學

弘立書院
基督教國際學校
國際學校
港島中學
賽馬會官立中學
裘錦秋中學(葵涌)
救恩書院
蘇浙公學國際部

英皇佐治五世學校
香港韓國國際學校
九龍工業學校
天主教郭得勝中學
林大輝中學
靈糧堂劉梅軒中學
嶺南中學
樂善堂余近卿中學
妙法寺劉金龍中學

香港墨爾文國際學校
萬鈞匯知中學
天主教新民書院
香港諾德安達國際學校
保良局胡忠中學
加拿大神召會嘉智中學
保良局姚連生中學
保良局甲子何玉清中學
保良局第一張永慶中學
保良局莊啟程預科書院
聖公會梁季彝中學
聖芳濟各書院(粉嶺)
南亞路德會沐恩中學
深培中學
沙田學院
新加坡國際學校(香港)

School Partners

Tsang Pik Shan (Sung Lan) Secondary School
Tuen Mun Catholic Secondary School
TWGHs Mrs. Wu York Yu Memorial College
TWGHs Chen Zao Men College
TWGHs Yau Tze Tin Memorial College
Victoria Shanghai Academy
Yan Chai Hospital Tung Chi Ying
Memorial Secondary School
Yew Chung International School of Hong Kong
Yu Chun Keung Memorial College
Yu Chun Keung Memorial College No. 2

Youth Volunteers 青年義工

Adam Ho
Adelaide Ng
Angel Au
Chan Hei Lun
Chan Ka Yee
Chan Sik Chee Harriet
Charlie Wong
Charlotte Hon
Cheng Sum Yu
Cheng Yan Tung Ashley
Cheung Yeuk Hei
China Choy
Chu Pei Yan Joyce
Chu Wei Him Beo
Chung Yu Ching Charlene
Chung Yuen Ying
Diana Gamboa
Dolphin Chan
Flora Ho
Fong Chun Hei
Fung Tak Lung
Gladys Yeung
Ho Serena Lok Yiu
Ho Sze Yin
Hosanna Lai
Isabella Chan-Combrink
Jamie Lai
Janelle Lu
Jason Fong
Jill Chan
Joshua Koshy
Katie Tam
Khan, Zuhua
Kylie Yeung

學校合作伙伴

曾壁山(崇蘭)中學
屯門天主教中學
東華三院伍若瑜夫人紀念中學
東華三院陳兆民中學
東華三院邱子田紀念中學
滬江維多利亞學校
仁濟醫院董之英紀念中學

香港耀中國際學校
余振強紀念中學
余振強紀念第二中學

Youth Volunteer 青年義工

Lam Lok Yue Roni
Lam Sum Yi Kristy
Law Yuk Ching
Lee Priscilla Wing Man
Lee Tsz Wan
Leung Hiu Hang
Lim Joseph Zhuo Yao
Lock Yin Tung
Louna Larose
Lui Wing Kwan
Mak Hiu Sum Verona
Matthew Kwan King Hei
Melody Ip
Melody Lai
Melody Lai
Mika Lau
Mohamed Yahya
Mok Pik Ching Jasmine
Monica Lee Ka Ching
Nayon Lee
Ng Tsz Ying Emily
Nicole Leung
Oceanna Yik
Renee Chan
Renee Wong
Sally Ng
Samantha Cheng
Tam Nga Man Valerie
Wong Hei Yu
Wong Oi Kiu
Wong Yeuk Yin
Wong Yuen Ching
Yam Hoi Yan
Yau Charlotte Chak Yan
Yeung Wai Ping
Yuen Chun Tim

Mentors 導師

Lexine De Vera
Sadakkathullah Insaf Idris
Shreya Rai
Sumichhya Gurung
Zulfqar Lareb Bibi

KELY 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，我們未能盡列所有善長芳名。我們謹代表所有受惠青年，衷心感謝您們對啟勵的扶青工作給予支持，讓青年進一步盡展所長。

10 Get Involved

齊來參與

There are many ways to support youth of Hong Kong, and you can be part of all these different ways to empower young people to reach their full potential.

支持香港青年有很多方法，而你亦可以參與其中，啟發青年潛能，帶他們走進一個讓其盡展所長的世界。

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MAKE A DONATION

Become a KELY monthly donor or make a one-off donation.

熱心捐款

成為啟勵月捐者或透過一次性捐款支持啟勵的工作。

Ways to Donate
捐贈方法



PARTNER WITH KELY

We welcome different forms of partnership (e.g. charity sales, event venue sponsorship, advertisement sponsorship, pro-bono professional services, in-kind support, volunteer, etc.) to support our work.

成為啟勵伙伴

我們歡迎各種形式的伙拍和合作（例如：慈善義賣、活動場地贊助、廣告贊助、無償專業服務、物資捐獻、義工服務等），支援我們的工作。



BE A VOLUNTEER

We are always in need of help – we welcome both individual and corporate/organisational volunteers!

加入啟勵義工隊

我們不時需要各類型義工協助我們的工作——歡迎大家以個人或公司名義參加我們的義工隊！

Volunteer Form
義工報名表格



ORGANISE A FUNDRAISER

Online or offline, sales or auction, events or cultural programmes, walkathons or donation box placements – there are many ways you can fundraise for KELY.

舉辦籌款活動

無論網上還是實體、義賣還是拍賣、活動還是文化項目、步行籌款還是放置籌款箱，只要你有意願，都可以為啟勵籌款。



KEEP UP THE CONVERSATION

We want conversations about youth development to happen in all corners of Hong Kong. The easiest way for you to support us is to carry the conversations with you wherever you roam – follow and share our posts on social media!

關心青年議題

我們希望關於青年發展的議題可以滲透到香港每個角落，最簡單支持我們的方式就是將有關的話題帶進您平時生活的每個場景——隨時在社交媒體上關注我們吧！

Contact Us

聯絡我們

GENERAL ENQUIRIES

一般查詢

📍 KELY Support Group
2/F East Wing, 12 Borrett Road
Mid-levels, Central, Hong Kong

啟勵扶青會
香港中環波老道12號
東翼二樓

KELY.ORG

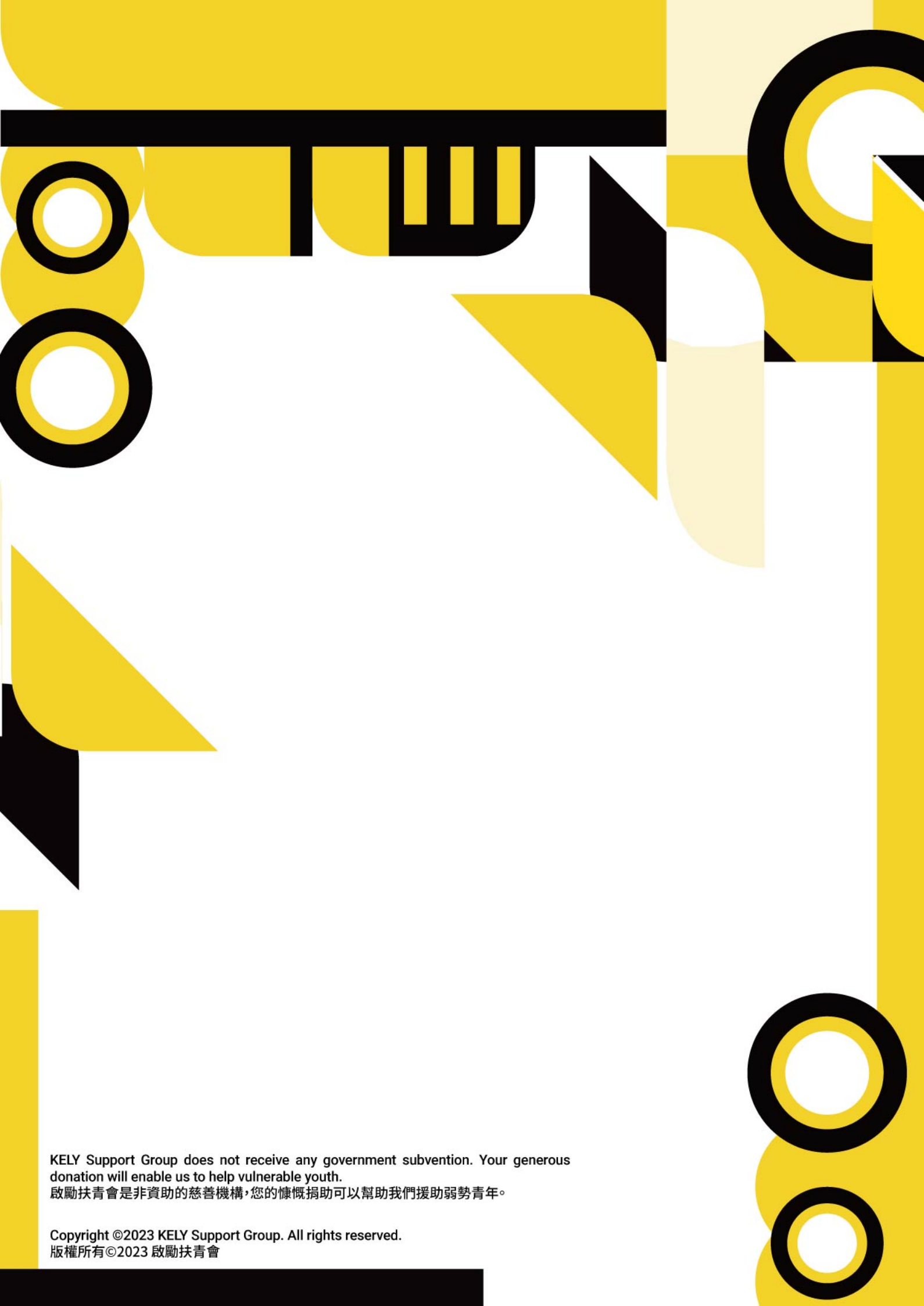
☎ 2521 6890
☎ 2521 6853
✉ contact@kely.org

📘 kelysupportgrp
📷 kelysupportgrp | soskely
🌐 KELY Support Group

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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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