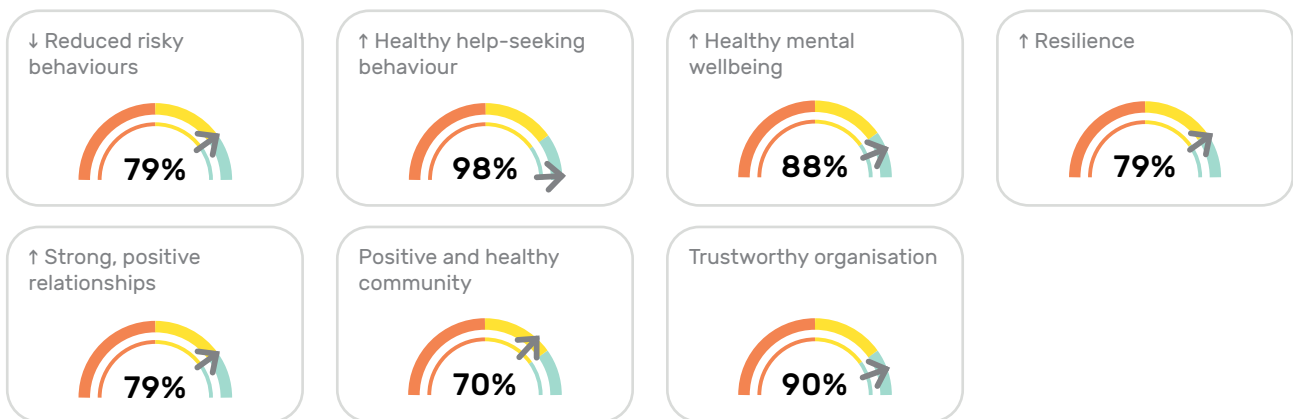


For over three decades, KELY Support Group, based in Hong Kong, has been dedicated to empowering young individuals to make positive life choices and contribute actively to society. With a focus on **Mental Health, Drug and Alcohol Awareness, and the Development of Disadvantaged Youth**, especially those from ethnic minority backgrounds, we envision a world where young people are empowered to reach their full potential.

Our Theory of Change

We believe in creating societal change starting with the individual, extending to the wider community. Our strategy emphasises the development of strong, positive relationships with youth, enhancing their resilience, and reducing risky behaviours. Our approach includes education and peer support, aiming to address issues proactively and foster a culture of mutual support among youth.

We have a Measure and Evaluation (M&E) framework to assess our impact. Here is an overview of our impact over the past year:



Join Us in Empowering Youth!

Your involvement can make a significant difference in the lives of young people across Hong Kong. Together, we can nurture a generation that is resilient, capable, and compassionate.

For more information on how to contribute or participate in our programmes, please visit KELY.ORG or contact us at contact@kely.org or 2521 6890 directly.



Together, we can turn potential into reality.

1. Partner with KELY

Your support is crucial. It enables us to deliver comprehensive programmes and extend our reach to more young people in need, including underprivileged and disadvantaged youths.

PROGRAMME HIGHLIGHTS

Mental Health and Wellbeing

Talk2Me

Help us expand our peer support training to more youths. This 10-hour evidence-based training focuses on emotional and social wellbeing.

Project Connect

A youth mental health referral service to support young people in their help-seeking journey. Help us increase the service's visibility and reach.

Social Emotional Learning Curriculum

Our goal is to implement this curriculum in all secondary schools. Your support can help us extend our reach.

#OnesTooMany Pledge Campaign

A public awareness campaign focused on suicide prevention. We invite corporations to join us in raising awareness during Mental Health Month in September.

Drug and Alcohol Awareness

SOSKELY

Mobilising volunteers during major events such as HK Rugby Sevens and Creamfields to offer outreach services. Support is needed to build a stable volunteer team.

School-based Drug and Alcohol Awareness Workshops

Tailored activities and workshops creating a safe environment for discussions on responsible decision-making. Funding and support are essential.

Positive Youth Development

Life Skills Training

Help fund and provide expertise for training in areas like photography and fashion design, empowering ethnic minority youths to overcome barriers.

Internship Programme

Partner with us to provide internship opportunities for underserved youth, enhancing their career prospects and your CSR initiatives.

2. Fundraising Initiatives

Weez Walk

A 60-km challenge supporting youth mental health and suicide prevention programmes. Opportunities for sponsorship and corporate team participation are available.

Donation Box Placement & Event Beneficiaries

Make KELY the beneficiary for your next event, with support materials provided by us.

Matching Donations

Encourage your employees to donate by matching their contributions, amplifying their impact.

Mooncake Charity Sale

Support us through purchasing our charity sale mooncakes and greeting cards designed by talented youth. Now available for pre-orders.

3. Engage with KELY

Lunch & Learn Sessions

We offer workshops on topics such as parenting and mental health, DE&I, and more.

Volunteering

Yearly volunteer opportunities for corporates to participate in and enhance their CSR initiatives.