



BE PRICELESS

BE PRICELESS GROWTH REPORT 2023



Soil

NGO

The health and happiness of our children and future generations rely on our united actions to nurture their well-being: in mind, body, and relationships. This also requires us to eliminate and prevent the root causes of ill-being: stigma, violence, low compassion, environmental degradation, short-termism, and separateness.

Be Priceless' health education plants the seeds for diverse children, youth, and families to be healthy. The SEED Courses cultivates children's well-being, safety, and support network through building an adaptive system that enhance the Attitude, Behavior, and Capacity (ABCs) of health in individuals and communities.

Between 2021- 2023, SEED Education had empowered 1500 children and caregivers in multiple dimensions:

- ↑ **Health Equity:** majority of learners live in poverty, 1/4 children have SEN and 1/4 from minority ethnicity
- ↑ **Quality of life:** ≥50% have better emotional regulation, well-being, safety, relations (personal and family health)
- ↑ **Family trust and relationships** - experienced by 70% Caregivers (healthier peer and family interconnectedness)
- ↑ **Interconnectedness** - 70% graduates support others' health, e.g. volunteer (healthier norms and community)

We are nurturing a community of trusted adults to be an interconnected support systems for the well-being and safety of children during and beyond the SEED Courses. We are deeply grateful to the SEED graduates, our 70+ trans-sectoral professional contributors, and our growing number of partner and their teams, including the 18 schools and NGOs so far (healthier culture, norms, and networks) for the partnership on this journey.

We will be scaling-up our impact by:

- ✔ Increasing SEED Courses & Workshops to empower 10,000 at-risk children & caregivers by 2028
- ✔ Expanding program to support children with diverse special needs and disabilities
- ✔ Deepening behavioral change and meeting emerging needs via more Family/Community Workshops
- ✔ Broadening community support for children's well-being and safety, e.g. family festival, podcasts
- ✔ Nurturing youth leaders for community health interventions with support from our professional team

Dr. Czarina Leung, Founder of Be Priceless



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Impact Overview

715 4-17 Years Old Children Completed SEED Course

Improved **28%** of quality of life for 4-6 years old



Improved **11%** of quality of life for 7-17 years old



856 Caregivers Completed SEED Course

Improved **16%** of quality of life for caregivers



Taught **142** SEED Courses



12 Family-Community Workshops

262 Participants



Mentored **14** Youth Iterns



1,970 Facebook Subscribers



117,094 Views on Youtube



*from 2021-2023 (accumulative)



SDG Impact

ESG	SDG	2021/9 to 2023/12	Children & Youth*	Caregiver
Social	3 GOOD HEALTH AND WELL-BEING 	Well-being & Safety enhanced**	↑ 16-28%	↑ 15%
	4 QUALITY EDUCATION 	Participants	715	856
	5 GENDER EQUALITY 	Poverty***	43%	65%
	10 REDUCED INEQUALITIES 	Special Educational Needs	22%	-
		Ethnic Minority	26%	56%
		11 SUSTAINABLE CITIES AND COMMUNITIES 	Enhance sustainable development— risk reduction behavioral change education (including against outbreaks, climate change)	58% use safety plan
13 CLIMATE ACTION 				
Governance	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	Trans-sectoral partners to develop & provide SEED	150+ youth & caregivers, 70+ professionals (e.g. doctor, educators, counsellors)	
	17 PARTNERSHIPS FOR THE GOALS 	Partners (NGOs & schools)	18	
		SEED graduates serve the community	69%	

*4-17 year-olds can progress through the SEED program at the kindergarten, primary, and secondary school levels

**t-test comparing participant self-rated quality of life survey scores before and after SEED course, p-value ≤ 0.05

***household monthly income below poverty line. Caregiver: n=614; Children: n=318 (using data collected since 2022/12)



March

Launched our first
Spring Family Day
Began Domestic Workers
Corner partnership



February

4-6 year-old SEED Course launched!
6th Course with SKH OTMC



January

Our new community
learning centre opens!



December

Interviewed by RTHK
on well-being



July

Mentored HKU students:
4 Public Health,
3 Medicine, and 1 Pharmacy



June

Formed long-term partnership with
CUHK's Migrant Domestic
Workers Recharge Hub



May

Began partnership with
NAAC TOUCH
3rd year parting with
Health in Action



April

Yuen Long
the 2nd year



August

2nd year of service to Salesians of Don
Bosco Ng Siu Mui Secondary School
Partner with International Social Service HK



October

Trained all educators of S.K.H. St.
Andrew's Primary School



September

Partner with S.K.H.
St. Andrew's Primary School



November

THE ONE Hong Kong
Award 2023



The One Hong Kong Award 2023



Our founder, Dr. Czarina Leung, is honored to have won this incredible award that recognizes and empowers outstanding individuals, who dedicated their lives to serve communities in Hong Kong .

In the past two decades, Dr. Czarina has devoted her expertise and resources to strengthen the health and health equity of vulnerable communities locally and internationally.

With this HK\$500,000 award contribution to Be Priceless' funding, we will empower even more at-risk children and families to be well and safe.

專題 Jobmarket p00

為支持和嘉許那些盡力為他人減輕痛苦、苦難、貧困和饑餓的傑出耕耘者，嘉許家大團，董里利拉博士創立「THE ONE 無名英雄人道獎」，獎項開始至今已籌集超過三百萬美元，授予六十三名人道工作者，受獎者已達三十多萬。「THE ONE 無名英雄人道獎」今年踏入十周年，這些年來受到許多奇蹟的眷顧，董里利拉博士深懷，「無名英雄人道獎」如此激勵人心，希望繼續鼓勵更多人一同加入使命，為人道工作出一分力。

嘉許默默耕耘者

無名英雄人道獎

世上有許多偉大以默默無名的人道工作者，感懷董里利拉博士(Dr. David Patricia)於2012年創立「THE ONE 無名英雄人道獎」，以嘉許全球默默無名的人道工作者，為他人減輕痛苦、苦難、貧困和饑餓作出卓越貢獻。董里利拉博士於2015年成立了「無名英雄人道獎」，2019年將獎項擴大到全球，今年獎項繼續獲得嘉許。

為嘉許「THE ONE 無名英雄人道獎」活動中的人道工作者，由董里利拉博士領銜的六名「嘉許傑出的人道工作者」獲獎，為嘉許人士提供醫療協助和救濟生命的重要貢獻。受獎者包括：「今年THE ONE 無名英雄人道獎」入圍者包括來自不同領域的傑出人士，以自身經歷成為榜樣，為人道工作者提供榜樣，而國際嘉許由各地醫療專業人士、受獎者的社會關係等人士參與。

免費醫療健康教育 小種子撒下希望

過去二十年，梁子杏醫生一直以人道使命，「免費醫療健康教育」作為社會工作，為嘉許人士提供醫療協助和救濟生命的重要貢獻。為嘉許人士提供醫療協助和救濟生命的重要貢獻。梁子杏醫生於2015年創立了「無名英雄人道獎」(Be Priceless)。「我們希望每個人都可以健康而安全地社區成長，幫助他們實現夢想，以及社區不同成員能發揮他們的醫療和社會關係。」

梁子杏醫生，經過與十八個機構合作，為嘉許人士提供「小種子課程」(Be Priceless)。「我們與八個機構，由七十多名多元文化和區域工作人員和志願者共同參與，為四歲至五歲中學生、父母和其他照顧者，以及教育工作者提供課程。內容主要圍繞個人成長、身心健康、安全及醫療人際關係四大範疇。」她續說，課程由2021年開始免費提供給不同群體，已幫助一萬五千名人士受惠。

加強照顧個人成長、身心健康和生命安全是梁子杏的使命。「小種子課程」讓嘉許人士，能很好覺察才幹和成長，我們每個人也是一樣，尤其是小朋友，只要透過他們的身心健康和安全感到性，對他們的生活質素產生重大影響。



▲ 國際扶輪社長麥金納利(中)和3450地區總監李兆民(左四)及前地區總監方奕展(右四)在頒獎禮前會見入圍者。

THE ONE國際最終由來自義大利的醫生Chiara Castellani博士奪得，獎金10萬美元，入圍者各得5萬美元；THE ONE香港則由醫生梁子杏博士奪得，獎金50萬港元，入圍者則各獲得15萬港元。

“It is our hope that with the development of THE ONE award, we can continue to recognise individuals of such selfless compassion.”

- THE ONE



- References:
1. 香港經濟日報. Published 20 Nov, 2023
 2. Jobmarket. Published 1 Dec, 2023

About Us

Vision

Every child enjoys their full potential to flourish

Mission

Be Priceless provides health education that empowers children to be well and safe

WE-CARE Values

WE before me

Child-centred

Awesome impact with integrity

Respect

Equity

Service

SEED Courses and Workshops are our health education to empower the mental, physical, and social health and safety of children, especially those who face higher risks (e.g. living with poverty, special educational needs, minority ethnicity)

SEED was developed by more than 70 professionals from medicine, public health, psychology, mindfulness, social work, and more. This included experts from Save The Children, World Health Organization, and International Organization of Migration.

Audience

- 1) Children and Youth (4-17 years-old)
- 2) Caregivers in family, schools, and community
- 3) School, NGOs, other child-care organizations

Our Core Team



Dr. Czarina Leung (Founder), **Jason Jia** (Director)

Daphne Lau (Operations Manager), **Rachel Ng** (Educational Manager), **Shahira Fatin** (Educator)
Shelly Chutke (Educator), **Albee Wong** (Educator), **Olivia Evelin** (Educator)

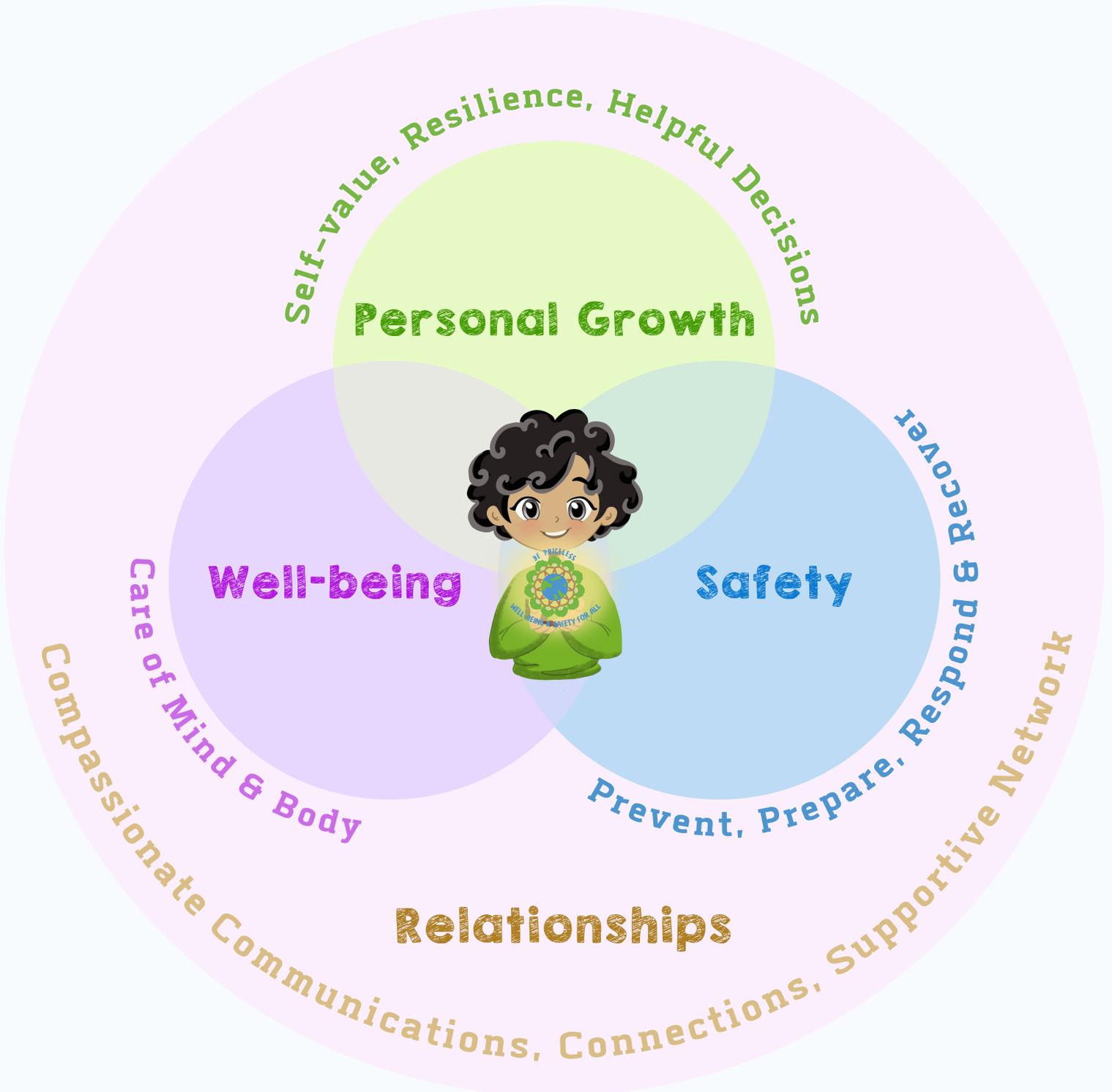
SEED Education

SEED stands for Self-value, Educate, Empower, and protect from Dangers.

SEED is a health education program that strengthens the holistic health of children and caregivers.

SEED Education enhances the Attitude, Behavior, and Capacity (ABCs) of health in four areas:

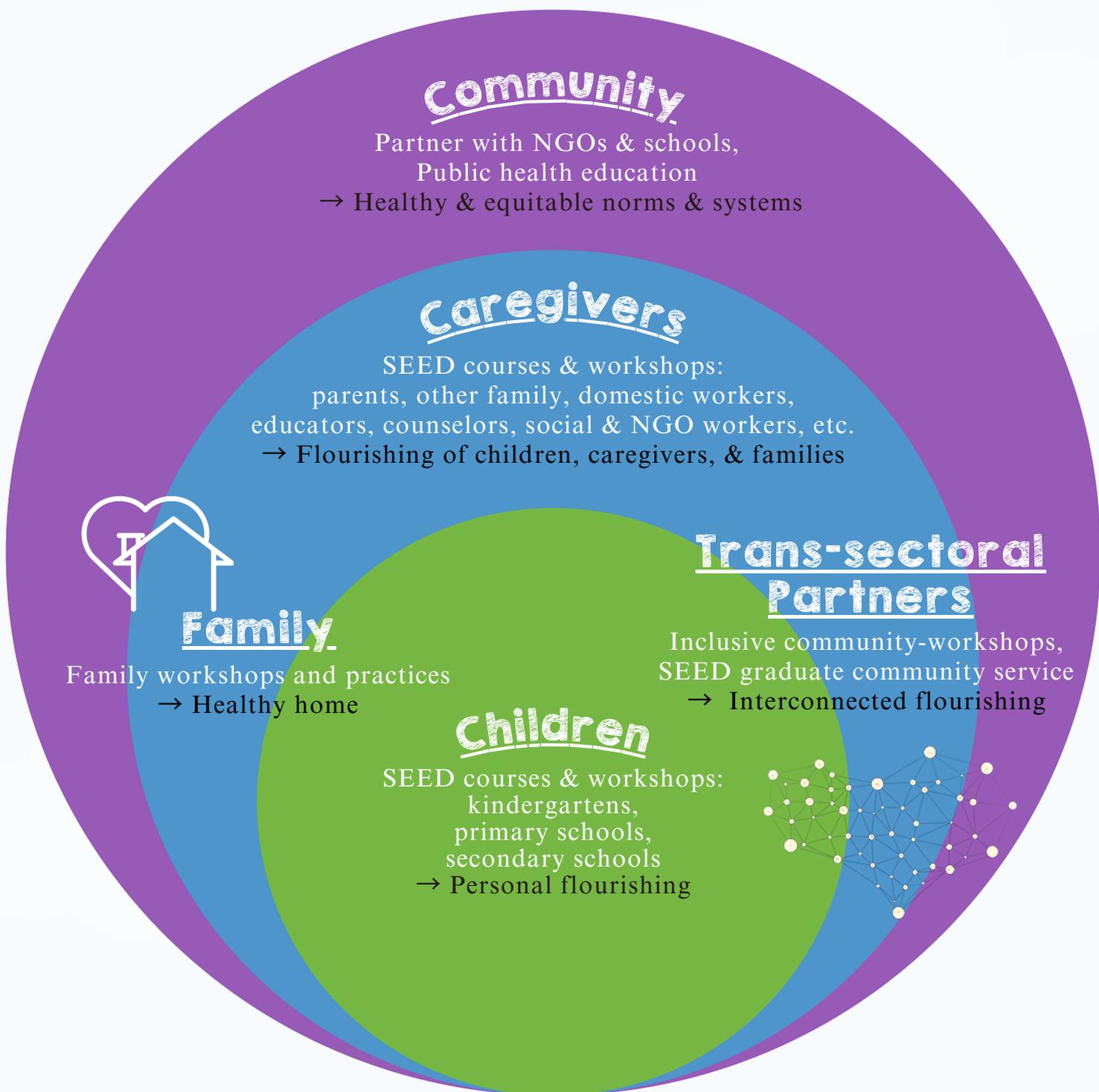
- 1) personal growth, 2) well-being, 3) safety, 4) positive relationships.



Multi-level Partnership

SEED Courses and Workshops build compassionate community by training and interconnecting diverse children, youth, caregivers, trans-sectoral professionals & groups.

We **strengthen holistic health of children** across the key stages of their lives (**life-course approach**), their families, their communities, and future generations (**intergenerational health**).



Kindergarteners' Course



4-6 Year-olds

Cultivate young learners' life skills through engaging activities that strengthen personal growth, well-being, safety, and relationships



Kindergarteners' Course

Children Empowered

131

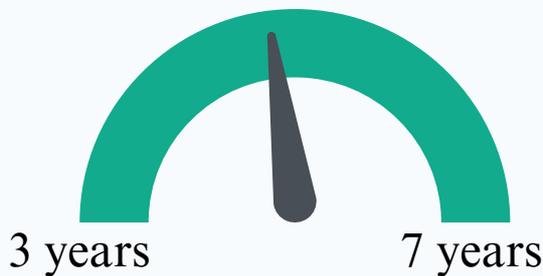
4-6 year-old children completed the SEED Course in 2023!

11

courses provided

Age

Average: 5.0 ± 0.84 years



Gender



Male

72 (55%)



Female

59 (45%)

Health Equity



33%

live below poverty*



16%

have special educational needs (SEN)



34%

from ethnic minority groups

*monthly household income below poverty line

Kindergarteners' Course

Course Highlights



We practice saying “No! Stop!”



We know our rights



My mind and body belong to me



I am a growing seed



What are my superpowers?



We made our own Risk Seesaws

Kindergarteners' Course

Course Highlights



Inner strengths are our superpowers!



Self-love is powerful!



What is the helpline number?



We learn about safe and unsafe touch



I can regulate my emotions



How can the 3 little piggies lower their risks?

Kindergarteners' Course

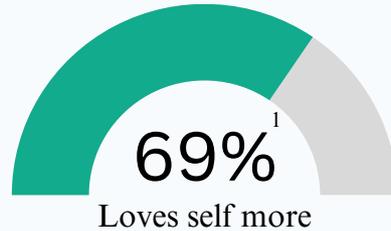
Impact on Learners



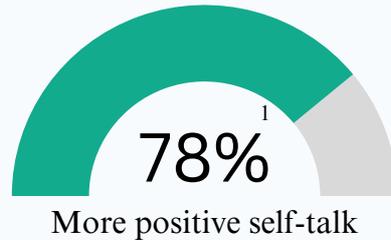
↑ Happiness



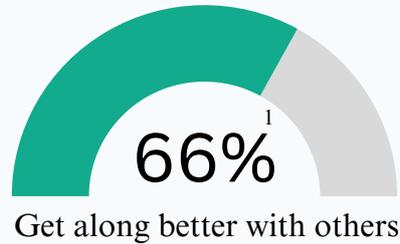
↑ Self-value



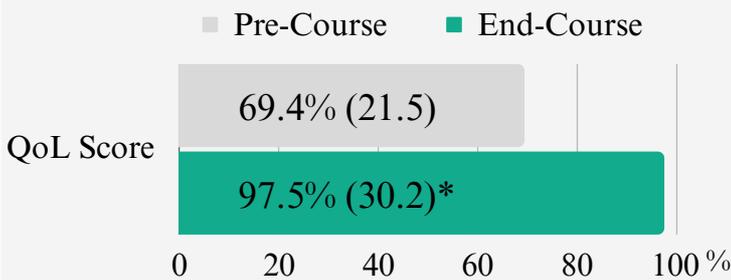
↑ Well-being



↑ Positive Relationship



Improved:
Well-being, Safety, Self-value, Happiness



28%
Higher Quality of Life

1: 131 4-6 year old students have completed both the pre-course and end-course survey

*: t-test comparing scores before and after SEED Course, p-value ≤ 0.05

Kindergarteners' Course

Children's Sharing

Improved growth

“ 我有成長型思維的超能力，我做功課的過程中，遇到不會做的功課，我會告訴自己再嘗試，不要放棄，最後我做得好 ”

“ 我有熱愛學習的超能力，我學習了小種子課程後，我知道五指山呼吸法。我還有珍惜自己的超能力，我會鼓勵自己，叫自己加油 ”

Improved well-being

“ 我叫媽媽做我想她做的事情，媽媽不做，我就會很生氣。我就會用五指山呼吸法令自己平靜下來。學習小種子課程之後，我才學會這個方法，我的生活開心了 ”

“ 我學會了關心自己，知道要照顧自己。我完成功課更加快，然後有更多的時間去玩，我會好開心 ”

Improved safety

“ 保護好自己，不讓別人觸摸我們的私人部位 ”

“ 我見到陌生人好像想捉我的時候，我立刻跑到安全的地方 ”

Children & Youth Courses



7-17 Year-olds

Enhance self-value, resilience, problem-solving, emotional regulation, health and safety of mind, body, and relationships



Children & Youth Courses

Children Empowered

173

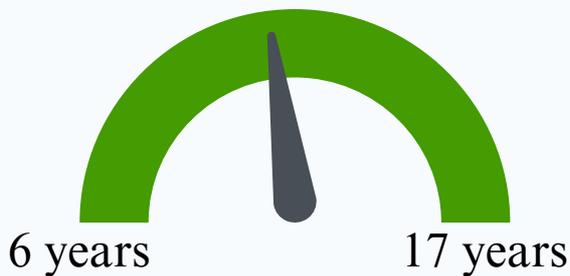
7-17 year-old children completed the SEED Course in 2023!

12

courses provided

Age

Average: 11.0 ± 2.9 years



Gender



Male

135 (78%)



Female

38 (22%)

Health Equity



48%

live in poverty*



25%

have special educational needs (SEN)



26%

from ethnic minority groups

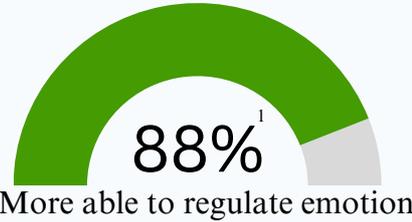
*monthly household income below poverty line

Children & Youth Courses

Impact on Learners



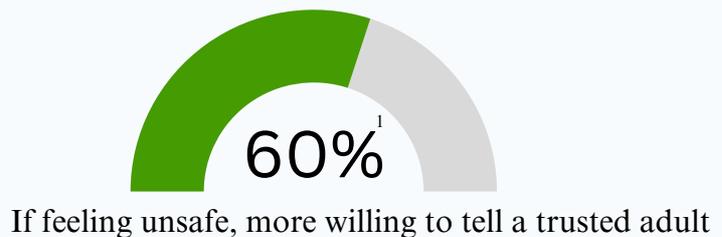
↑ Emotional regulation



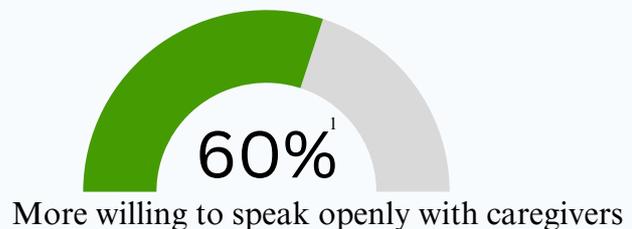
↑ School performance



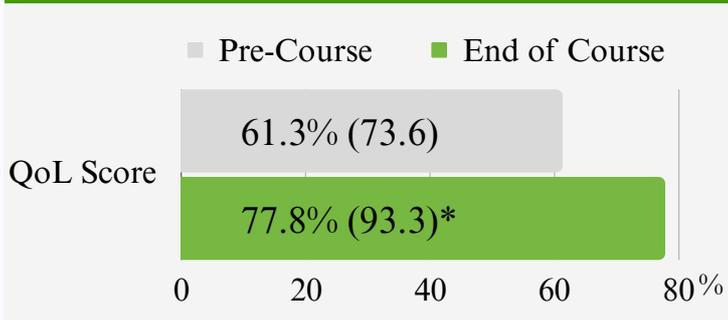
↑ Safety & trust



↑ Open communication



Improved health-related quality of life, emotional regulation, well-being, and safety



16%
Higher Quality of Life

1: 173 7-16 year old students have completed both the pre-course and end-course survey

* t-test comparing scores before and after SEED Course, p value ≤ 0.05

Children & Youth Courses

Course Highlights



Say no to unsafe touches!



We flourish in our own ways



Do you know this superpower?



We are a growing seed



Identify emotions and regulate them



We enjoy our growth journey!

Children & Youth Courses

Course Highlights



We have SMARTS!



Appreciate my friends and diversity



Let's learn to focus on what we can control



Team work wins!



We have different feelings



Who may be a human trafficker?

Children & Youth Courses

Children's Sharing

Improved growth

I learn that we are different and unique plants, growing roots into soil to grow

這次小種子課程教會了我們很多東西……讓自己變得堅韌，像從一個脆弱的小種子變成一個強大堅韌的大樹

Improved well-being

I improved in my studies because I used the pause bubble to control my emotions

之前會有好多負面情緒同諗法，是一個很不開心的自己，有很多內在的聲音和其他負面聲音說做得不好。而家就變了做一個善良、努力學習的人，會欣賞自己的好處

Improved safety

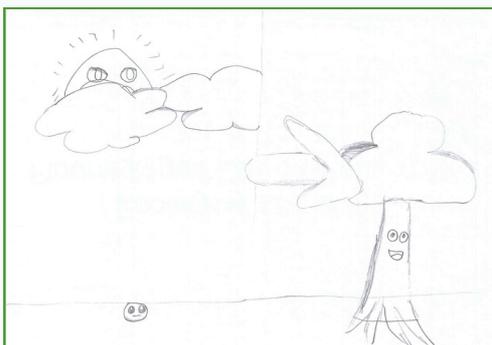
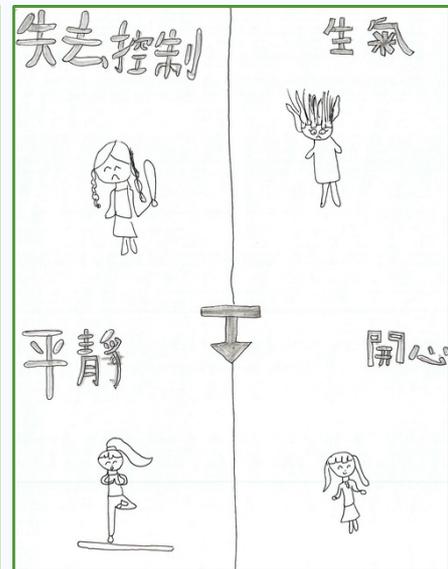
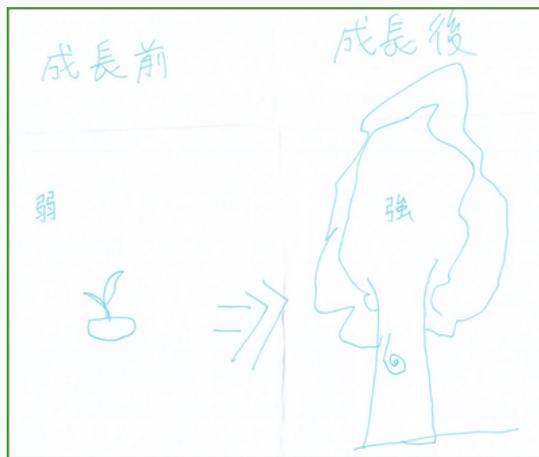
I understand more information now and am more cautious

同意「防備應復」（降低風險週期）可以幫到情緒方面，而家覺得自己長大了、安全了，更有信心去面對困難

Children & Youth Courses

Journey Maps

Children draw their journey throughout the SEED Course and how their lives have changed.



Caregivers' Course



Strengthen loving connection with children, self-care, well-being, and safety. Building the ABCs (Attitude, Behavior, and Capacity) of being a trusted adult for children.



Caregivers' Course

Caregivers Empowered

522

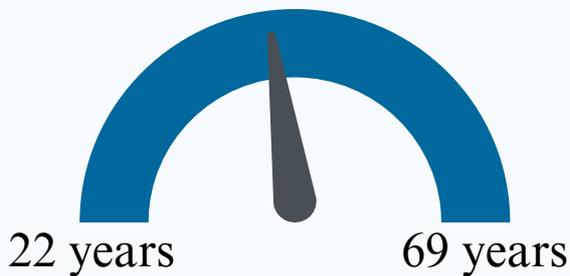
caregivers completed the SEED Course in 2023!

28

courses provided

Age

Average: 38.6 ± 7.1 years



Gender



Male

30 (6%)



Female

492 (94%)

Health Equity



67%

live in poverty*



69%

from ethnic minority groups



56%

domestic workers

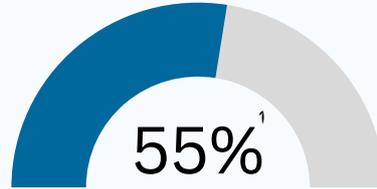
*monthly household income below poverty line

Caregivers' Course

Impact on Learners



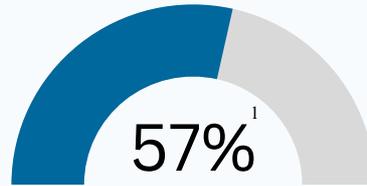
↑ Open communication



Child speaks openly with caregivers



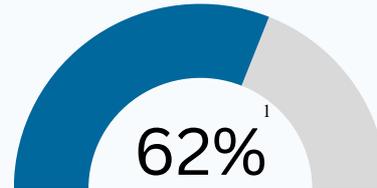
↑ Emotional Regulation



Increased control of emotions when child misbehaves



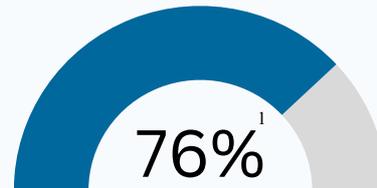
↑ Safety & Trust



Family members trust each other more



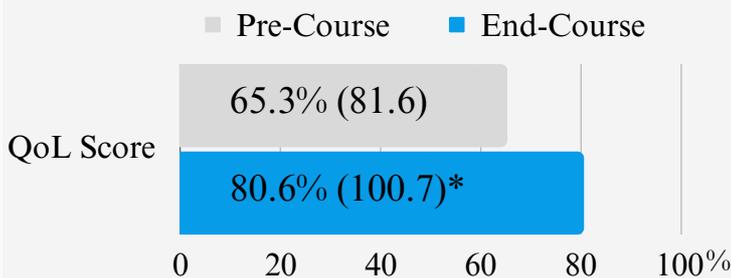
↑ Positive Relationship



Stronger family solidarity



Improved better quality of life of caregivers, their children and their families after the SEED Course!



15%
Higher Quality of Life

1: 522 caregivers have completed both the pre-course and end-course survey

* t-test comparing scores before and after SEED Course, p value ≤ 0.05

Caregivers' Course

Caregivers' Sharing

Positive Parenting

Open communication

"for me this time I will know what she wants and I'll listen to it carefully"

"Always communicate to each other, and know her activities in school and outside at home"

Growth

Each child is unique

"Accept what they are and don't compare to others"

"The plants grows faster depends to the soil. Plants like stagnant soil, very wet soil.... just like our children you can raise them in their comfort zone with supervision"

Support child's independence

"I will say, you can try better next time and I will help you, or you can ask first whether it'll be good or bad"

"As a mother I am the inside influence to my kids. I support them like my stem, to be sure they will grew up good and healthy"

Growth mindset

"My daughter sometimes joins activities in school and she failed it then she called me and cry. I encourage her not to give up and focus for it. Then another activities again then she join and she win and she's happy to share it with me"

Well-being

Emotional regulation

"We cannot stop to be a parent...if we have a bad day we just need to breath and give some time for ourselves and go on"

"We can learn from our mistake, It's ok we just breath and calm our self"

Safety

Risk reduction

"(The) outside world is not easy to live in. We should help the children to overcome all the challenges that might come in their way and accept things positively"

Self-care

"Self-care is very important for us. Treat myself and my kids (also) very important to take good care of our self by doing exercise, eating healthy food and also taking a bath everyday"

My mind and body belong to me

"I carefully told and explained them one by one about what's the do's and don't at their private part"

Caregivers' Course

Course Highlights



Every seed is different



Practice helpful ways to protect the minds and bodies of our children



We take care of our own minds and bodies



Practice taking a pause



Practice assessing risks using Risk Seesaw
www.bepriceless.org/risk-seesaw



Let's play charades to nurture emotional literacy and appreciate our diversity!

Caregivers' Course

Course Highlights



What are my superpowers?



My self-care action plans is ...



Our superpower—love & kindness



S is for self-value!



How will you regulate your emotions?



You are good to go!

Testimonials



Rocely J. Sta. Mina

“ I am so grateful to be a part of this learning. I get reminded of how my body is mine and I have the responsibility of taking care of it. Growth, safety and well-being are my priorities (if I want to) have a healthy well-being (as) it bounces back to my family, working environment and my community. The way I interact with others will be a reflection of how good I am taking care of myself. Thank you Be Priceless for giving me an opportunity to be a part of this self-enhancement activity. ”



Ermalyn A. Juson

“ Since I understand my worth or my SUPERPOWERS, it's a big help for my knowledge and learnings I gain and guide also for my family and people surrounding me. When I was a healthcare provider, our clinical instructors always told us about safety, preventions better than cure, and safety precautions. Supporting each other, practicing teamwork, it's a big help for a team to reunite, not only for a coworker, (but) you also apply inside the house for the family or friends. ”



陳子弘、 Chan Wing Yee Kama

“ 我是先參加照顧者課程，再為孩子報名參加課堂，這是一個我認為較適合我的模式，因為我先上堂，類似預習的概念，我們便會知道孩子上課時將學習甚麼內容。當孩子下課後，其後的一星期內我會一直思考有甚麼生活例子（如：安全、自我保護、辨認及表達情緒）。如果我沒有參與「照顧者課程」，可能我需要不斷問孩子：「這是甚麼意思？」，而孩子亦未必能清楚解釋。大家都是希望用不同辦法令小朋友飛得更高，行得更遠，所以我會推薦（小種子課程）予其他家長甚至學校，以及社區上其他人士。 ”



Angela Wong

“ 我每次跟她一起完成功課時，她都會跟我說要完成哪幾頁，對課程十分着緊。這印證了她對這課程的投入和熱衷，以及課程為她帶來的動力。父母也需要學會放手的，也要去信任他們，讓他們有機會說多一些。這是要學的，因為畢竟小朋友很多東西都要你幫她做一個決定，或是很多東西，你覺得對她好甚麼的。但是，當她逐漸長大到上小學的時候，身為母親我覺得我要學會放手，讓她擁有更多的自主權。 ”

Community Activities



Reinforce and deepen the ABCs (Attitude, Behavior, and Capacity) that strengthen family and community's well-being, safety, and interconnections



Community Activities

Activity Highlights

All SEED graduates are invited to attend our follow-up workshops. In 2023, 217 participants attended our 10 community workshops. We deepened and reinforced their ABCs (Attitude, Behavior, and Capacity) of health through learning new practices, playing games, role-playing, and mindfulness activities to transform suffering to foster wisdom and well-being for our children, families, and intergenerations' health.



We plant seeds to learn the needs for growth



Practice reducing risks by role-playing



Love & kindness is our superpower



Aware of movement and breathing

Community Activities

Activity Highlights



I become aware of ideas and actions that hinder my health and let them go



What can we do together to help our peers?



Learning together helpful ways to calm down



Attending to & connecting with our breaths



Nurturing mindfulness across generations



We keep practicing self-regulation

Annual Award 2023

Our first “SEED Course Annual Award 2023” celebrates and recognizes community members who have joined the SEED journey. Caregivers and children shared stories of how SEED course helped them flourish. We shortlisted five stories and they were shared on our social media for the community to vote for their favourite growth journeys. One family won a free one-night hotel stay and one family won a festive gift box, both prizes sponsored by The Peninsula Hong Kong.

Destin Thapa & Rana Hema’s story

#1



“ Having attended the SEED course, there has been a substantial change in my behaviour and attitude towards parenting. I have been able to analyse situations effectively which has in turn improved my problem solving and decision making abilities. I have been more cautious in handling sensitive issues such as physical and emotional safety of my children...the most important lesson I learnt from the SEED course was that children are priceless, limitless and are to be loved no matter what. ”

Gordon Lam’s story

#2

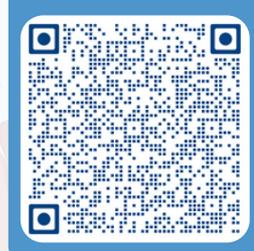


“ 還記得最初出席小種子課程時，我感到十分緊張和不自在，我害羞得連拍照時也拿着小種子一同躲在一角。多得導師循循善誘，時刻給予我鼓勵，不知不覺間，我在各方面也有成長。我知道改變生活能增強身心的健康；我知道「防備應復」的安全意識；我知道自己不單是無價的，也是無限的。 ”

Special appreciation to prize sponsor

THE PENINSULA
HONG KONG

For full stories



Situational Analysis

Aim: To nurture deep understanding, collective wisdom, and shared capacity that are the bedrock of the SEED Course’s development and continued evolution to meet our children’s changing needs.



Since 2015, we interviewed and collaborated with 70+ professionals from diverse fields to identify the unmet needs for children’s well-being, and safety; the root causes of their ill-being, and the durable solutions for holistic health.

Methods: From 2021 onwards, we have been conducting semi-structure focus group interview with the key stakeholders of children’s health. Our studies have individual consent & ethics board approval.

Results: 29 childcare service providers, 107 caregivers and 12 children (ongoing) provided their views on the needs, challenges, and ideas for children’s well-being and safety.

The results of domestic worker caregivers interviews (in collaboration with Uplifters) has been published on our website.



Scan for the first part of the interview report



The full report of all interviews will be published in 2024. Stay tuned!

Community Scoreboard

Aim: To strengthen collaboration with Hong Kong’s children and caregivers, inclusive of people with greater vulnerability to drive health-related quality of life metrics, and to guide child-centered service planning, monitoring, evaluation, and improvements.



Method: Balanced Scorecard

Results: 151 children and 177 caregivers co-designed indicators that they view as the most important for children’s health in personal growth, well-being, safety, and flourishing.

Personal Growth	Well-being	Safety	Flourishing
Regulate emotions	Positive mindset	Use safety plan	Aware of risks
Empathize	Open communication in child-parent relationship		
...

Application: This Community Scoreboard is integrated into the SEED Courses’ impact assessments.

E.g. 7-17 year-olds who would tell their trusted adults if they felt unsafe



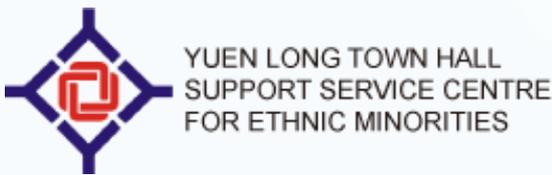
The results inform our service adaptations. For example, if the pre-course scores in a certain area are below the usual average for a class, we will try to provide more specific support in these areas.



In 2024, we will publish the full Community Scoreboard as many school leaders have shared that they want to use this for their programs for whole-child education

Our Partners

By collaborating on providing SEED Education to their communities, we support schools and non-profits to enhance sustainable organizational culture and ABCs (Attitude, Behavior, and Capacity) of growth, well-being, safety, and interconnectedness.



鄰舍輔導會少數族裔支援服務中心
The Neighbourhood Advice-Action Council
TOUCH-Support Service Centre for Ethnic Minorities



新家園協會
NEW HOME ASSOCIATION



Partnership Highlights

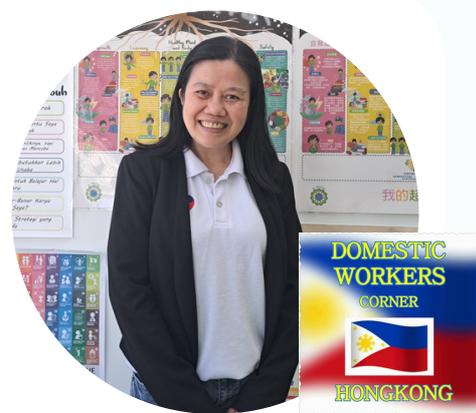
Domestic Workers Corner

Our partnership started in March 2023 in offering Caregivers’ SEED Course free of charge. Until December 2023, we have already completed 7 courses together and have served over 200 migrant domestic workers in Hong Kong. We also completed multiple follow-up workshops with the graduates. We are grateful for Domestic Workers Corners’ trust and support. Our journey will be even more fruitful in the years to come.



Rodelia, Founder of Domestic Workers Corner:

The SEED course has brought about significant changes in the services provided by the Domestic Workers Corner, particularly in relation to the migrant workers community. This course, being the first of its kind to offer free training for caregivers, has empowered individuals to develop a deep appreciation for their work and the families they serve.



As caregivers attend these workshops, it is vital for them to acquire the knowledge and skills to handle different cases and situations appropriately, with a strong emphasis on safety, ensuring the well-being of both the caregivers and the individuals they care for.



Scan for Rodelia’s full sharing



Partnership Highlights

S.K.H. St. Andrew's Primary School

S.K.H. St. Andrew's Primary School is the first school that participated SEED courses for — 1) all of the educators, 2) parents, and 3) children. Together we empowered 77 educators and 24 parents by December 2023. The whole primary 1 will join our upcoming Children's SEED course in January 2024.

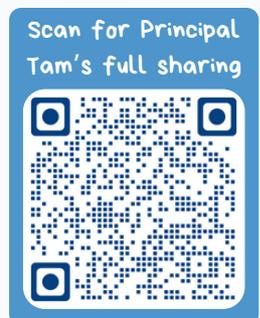


Principal Tam from S.K.H. St. Andrew's Primary School:

我覺得我們在學校都會常表示自己與學生一起成長，而這個小種子課程確實能讓老師、家長、和學生上同樣的課，建立共同的語言。這一個陪伴小朋友成長、與小朋友同行的感覺，對他們有莫大的幫助。我當時對 Be Priceless 的印象不是「沒有價值」，反而是無價。這樣無價的工作，無價的使命，應該讓更多人認識。因此我亦將小種子課程帶到我的校園裏，讓家長和老師都能認識這個課程。



「小種子課程」能裝備學生有全人成長這種品格。成長型思維讓他們知道失敗並不是真正失敗，只是尚未成功。在過程裡，他們能懂得如何真正地保護自己。他們勇敢去嘗試，但當有些部份他們會知道是過於危險，需要停下來。這些並不能透過課本教導學生，必須要有一群人陪伴學生一起成長，提供安全的環境讓他們嘗試，才能夠真正掌握到。



Public Health Education

We aim to provide accessible, available, adaptable public health education for a healthier, safer, and more inclusive community. We do so through media interviews, talks, sharing health information on our social media platforms, etc. We promote health equity by discussing practical effective ABCs (Attitude, Behavior, and Capacity) for protecting children, youth, and other at-risk individuals from violence, mental disorders, and more; and for empowering their full potential to be well and healthy.

RTHK CIBS Programme:

Women In Our Life 2.0 - Yes! I Am Worth It!, December 2023

Dr. Czarina Leung shared insights on the importance of capacity building for well-being and safety. She discussed how health and health education are essential for our children and families to flourish. She highlighted the need to support and breakdown barriers for girls and women in the community to live as they truly are—priceless.



2023 Hong Kong Youth-led Mental Health Conference, May 2023



Dr. Czarina spoke on strengthening mental health and well-being for youth as a panelist. She highlighted that we can improve individual and collective health by taking care of the well-being and safety of our minds, bodies, and relationships.

RTHK CIBS Programme: It's Okay Not To Be Okay, February 2023

Dr. Czarina shared insights on strengthening our own and children's mental health and safety. She reinforced that everyone in society has a role in ensuring child protection—let's be upstanders to support everyone to be well and safe.



We plan to launch our health family podcast for caregivers in 2024. Stay tuned!

Interns

Interns are crucial members of our community garden. Since 2021, we have offered opportunities to students from different backgrounds. They gain experience in multi-disciplinary teamwork and 1) social media engagement, 2) SEED Course development, coordination, operation, 3) impact assessment, and more.

This year, we trained 8 students from 3 faculties at The University of Hong Kong:

Bachelor of Medicine and Bachelor of Surgery (MBBS)

Markus Lam, Nayeem Haque, Xinny Liu

Bachelor of Pharmacy (BPharm)

David Yu

Master of Public Health (MPH)

Jingxi Dai, Rakshita Sharma, Yifan Wei, Yue Xie



Nayeem's Menstrual Health Project

This project addresses the unmet needs of non-Chinese women and girls in improving menstrual health. The animation are available in both English and Bengali.



Scan to watch on Youtube



Markus & Xinny's SDG Project

This project explains how our work enhances individual and collective flourishing by putting some of the targets for the UN Sustainable Development Goals into actions.



Scan to see the report



Volunteers

Our diverse volunteers support our efforts to empower at-risk children, youth, and families to be well and safe. We offer volunteer opportunities to community applicants who are committed to serving our community and our SEED graduates.



Volunteers can experience a variety of roles depending on their expertise. This includes SEED course operations, illustrations, and videography, music, storytelling, etc.

Appreciation List

Akela Jia, Alanna Jia, Charles Wong, Charlotte Chow, Chloe Mok, Dalveen Kaur Brar, Etonia Tang, Ho Yiu Hang Hilton, Indra Riya Lal, Kerensa Lai, KK Chu, Long Chiu, Nychole Kwan, Raisie Wong, Regina Chow, Rex Cheung, Ting Wai Ng Brandon, Wing Hei Ng Brittany, 周澄, 嚴梓渝, 曾彩霖, 蔡以仁, 蔡杰臻, 許晴楓, 黃栩然

Service Highlights

Be Priceless Songs Recording by Horace Wong

Horace is a graduate of the 7-10 year-old Children's SEED Course. He showed deep interests in singing in class and volunteered to record the Chinese version of "I have SMARTS" and "Helpline Song".



Scan to listen on Youtube



"Sowing Seeds" Video Voice-over by Angie Tsang and Myles Chan

Angie and Myles are graduates of the 4-6 year-old Children's SEED Course in Winter and Spring 2023. They were the voice actors for our "Sowing Seeds" series – a set of gamification videos that aim to increase engagement in the young SEED learners.



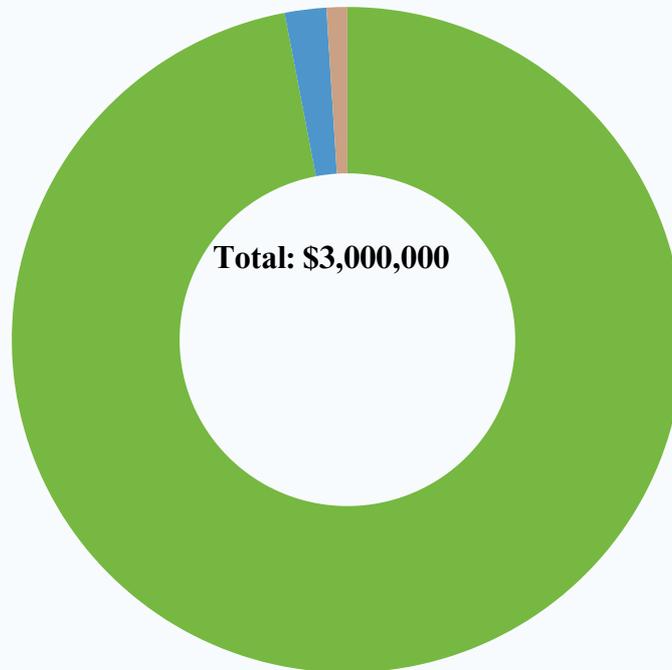
Scan to watch on Youtube



Financial Overview

Expenses in 2023

- SEED Educational Service HK\$2,900,000 (97%)
- SEED Development HK\$70,000 (2%)
- Administrative HK\$30,000 (1%)



Revenue in 2023:

- \$20,000 SEED service fees (1%)
- \$73,000 Individual donations (2%)
- \$2.9 mill Directors donations (97%)

Resources : Impact (2023/01 to 2023/12)

Number of SEED Courses Provided (for Children and Caregiver)	50	Cost per course (HKD)	\$59,470
Number of participants of SEED Courses and Workshops	826	Cost per participant (HKD)	\$3,600

In 2024, we will start to seek funding partners

Funding Source Projection for 2024 -2026

- 5% Individual donations
- 15% Service fees (e.g. schools, corporates)
- 30 % Directors donations
- 50% Organizational donations and awards



Development Plan

By 2028, SEED Education will empower 10,000 children and caregivers



↑ 20% Well-being, safety, personal growth, and relationships



↑ Health Equity by serving ≥ 70% learners from vulnerable backgrounds

1,250 children with SEN out of 67,000 (1 in 54 across HK)

1,250 ethnic minority children out of 34,000 (1 in 27)

2,800 children living in poverty out of 274,000 (1 in 98)

4,000 caregivers living in poverty out of 166,457 (1 in 42)



≥ 60% of SEED participants increase risk awareness and preparedness against multi-hazards, including infectious disease outbreaks and climate change



↑ Trans-sectoral partnerships for the peace and flourishing of future generations

10 youth-led health projects

30 NGO and school partners

70% SEED graduates serve community

100 professional from diverse fields contribute to SEED education

5000 trusted adults in HK received training to protect children from all forms of violence



Your PRICELESS Gift for Children to Be Well and Safe

100% of your donation is used to provide SEED Education
to vulnerable children and families

Donate now !



HSBC bank transfer: 741-129373-838

Request receipt here  www.bepriceless.org/donate

Be Priceless is a charitable institution in Hong Kong since 2021 (IR File No.: 91/16752)



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