

# Growth Report





Dear Partners,

2024 has been a flourishing year at our community garden and we are so grateful for your support.

Be Priceless' approach to empower our future generations and their networks builds on the intersection of our: 1) trans-sectoral collaboration, 2) research and evidence-driven processes, and 3) health behavioral education that strengthens children's foundation for mental, physical, and social health. We improve well-being and safety at the circles of influence surrounding children: at the individual, family, peer, school, community, and societal levels. Our impact complements those in the medicine, psychology, public health, counselling, education, social sectors to build supportive systems change to shaping the norms towards child protection, integrative health, and health equity.

This year, 997 children, youth, and caregivers were empowered by our SEED Health Education. This brings our total number of participants to 2,580 and number of partners schools and NGOs to over 33 since we began providing SEED Courses in 2021. Our community garden is growing because of our long-term partners, like Salesians of Don Bosco Ng Siu Mui Secondary School and Yuen Long Town Hall whom we have closely collaborated with for the past 3 years. We were also excited to welcome many new partners this year.

For 80% or more of the 997 SEED Course graduates, their health and health behavior strongly increased for at least 6-months post-course compared with pre-course. This makes us not only the only health behavioral education in Hong Kong for empowering vulnerable children, youths, and caregivers' well-being and safety, but also the only charity with strong and sustained impact on their health and health behavior, personal growth, safety, well-being, and relationships with their families and their communities.

This year marks the first year we have received grant support. Our wonderful funding partners, the Rusy and Purviz Shroff Charitable Foundation, The Yeh Family Philanthropy, Shih Wing Ching Foundation, Fong Shu Fook Tong Foundation, Fong's Family Foundation, and the prize of THE ONE HK Award 2023, made it possible for us to increase our services for the community, and to expand our follow-up workshops. For example, we piloted our caregivers' training to support the neurodevelopment and physical-socioemotional adaptations of children who are transitioning to primary or secondary school.

In 2025, we plan to scale up our services especially for disadvantaged children and families. We plan to tailor and grow SEED training and learning tools for children with special educational needs (including with visual impairment) and their families. As Operation Santa Claus will be supporting our work, the South China Morning Post has just interviewed us, our caregivers' course graduate, and our long-term social worker partner.

We are honored to have become a partner in WHO's Global Sustainable Preparedness Support Network. We look forward to enhancing at-risk community's health emergency, disaster preparedness and health equity.

We look forward to celebrating our 10th birthday in August 2025. We hope that you'll join us.

Dr. Czarina Leung, Founder of Be Priceless



# Contents

02 **Founder's Message**

**Executive Summary**

- 04 • Impact Overview
- 05 • SDG Impact
- 06 • Seasonal Highlights
- 08 • Awards

09 **About Us**

**What We Do**

- 10 • SEED Education
- 11 • Multi-level Partnership

**SEED Education**

- 12 • Kindergarteners' Course (4-6 year-olds)
- 20 • Children's & Youths' Courses (7-17 year-olds)
- 28 • Caregivers' Course
- 34 • Community Activities
- 38 • Annual Award 2024

**Community Partnerships**

- 39 • Public Health Education
- 40 • Media Coverage
- 41 • Our Partners
- 42 • Partnership Highlights

44 **Family Volunteer Team**

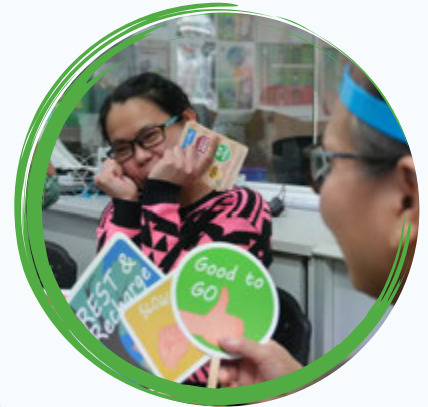
46 **Internship**

47 **Volunteers**

48 **Financial Overview**

49 **Action Plan**

50 **Our Funding Partners**



# Impact Overview

**1,350** 4-17 Year-olds Children  
Completed SEED Course

Improved **23%**  
health & health  
behavior for  
4-6 year-olds



Improved **25%**  
health & health  
behavior for  
7-17 year-olds



**1,230** Caregivers  
Completed SEED Course

Improved **16%**  
health & health behavior for  
caregivers



Taught **193**  
SEED Courses



**43** Family-community  
Workshops

**1,904** Participants



Mentored **27**  
Youth Interns



**2,600**  
Facebook  
Subscribers



**122,564**  
Views  
on Youtube











\*from 2021-2024  
(accumulative)





# SDG Impact

ESG	SDG	9/2021 to 12/2024	Children & Youth*	Caregivers
Social	3 GOOD HEALTH AND WELL-BEING 	Health & health behavior improved $\geq 6$ months **	↑ 20-30%	↑ 15%
	4 QUALITY EDUCATION 	Course graduates	1,350	1,230
	5 GENDER EQUALITY 	Workshop participants	850	1,100
	10 REDUCED INEQUALITIES 	Poverty***	40%	60%
		Special Educational Needs	25%	-
		Ethnically diverse background	20%	60%
Environment	11 SUSTAINABLE CITIES AND COMMUNITIES 	Enhance sustainable development— risk reduction behavioral change education (including against outbreaks, climate change)	70% use safety plan	59% risk awareness
	13 CLIMATE ACTION 	Partner of WHO Global Sustainable Preparedness Support Network	Since 2024	
Governance	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	Trans-sectoral partners to develop & provide SEED	80+ professionals (e.g. doctor, educators, counsellors) & 195+ youth & caregivers	
	17 PARTNERSHIPS FOR THE GOALS 	Partners (NGOs & schools)	33+	
		SEED graduates serve the community	$\geq 50\%$	

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

\*\*t-test comparing participant self-rated health & health behavior survey scores before and after SEED course, p-value  $\leq 0.05$

\*\*\*household monthly income below poverty line. Caregiver: n=982; Children: n=957 (using data collected since 2022/12)



# Seasonal Highlights

## January - March



Launched "Share Your Love Campaign" with Salvation Army



Began S.K.H. Kei Wing Primary School partnership



## April - June

Became a partner of Education Bureau's "4Rs Mental Health Charter"



Began Love 21 partnership





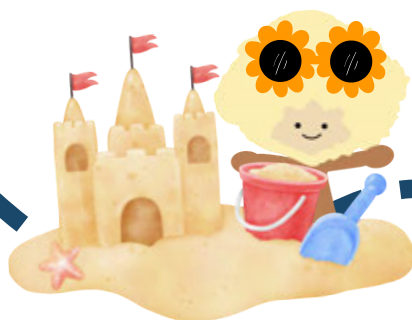


## July - September



**Launch Family  
Volunteer Team**

**Art Exhibition at MTR  
Community Art Gallery**



## October - December



**Exhibited at Learning &  
Teaching Expo 2024**



**Received CUHK  
Distinguished Medical  
Alumni Award 2024**



# Awards

## The Chinese University of Hong Kong Distinguished Medical Alumni Award 2024 (Humanitarian Service)

Dr. Czarina Leung is honoured to be the awardee of the Chinese University of Hong Kong Distinguished Medical Alumni Award 2024 (Humanitarian Service). This award recognizes outstanding contributions made by CUHK medical alumni in their professional fields and their commitment to community service.

Story by CUHK



## Hong Kong Humanitarian Award 2024 by Hong Kong Red Cross

Dr. Czarina Leung is honoured to be the awardee of Hong Kong Humanitarian Award 2024. The Award is the very first award of its kind in Hong Kong which aims to give tribute to individuals in society who exemplify the very spirit of humanity by putting it into practice and action.

Story by Red Cross





# About Us

## Vision

Every child enjoys their full potential to flourish

## Mission

Improve the mental, physical, social safety and well-being of diverse children by health behavioral education

## Values: WE-CARE

**WE** before me

**C**hild & community-centred

**A**wesome impact with integrity

**R**espect

**E**quity

## 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, ethnically diverse community, single-parent household)

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 year-olds)
- 2) Caregivers in family, schools, and community
- 3) School, NGOs, other child-care organizations



From left to right:  
**Rachel Ng** (Education Manager),  
**Daphne Lau** (Operations Manager),  
**Shahira Fatin** (Educator), **Dr. Czarina Leung** (Founder),  
**Sweetie Tong** (Partnership Development Manager),  
**Doris Hui** (Educator), **Bobby Lo** (Educator)



From left to right:  
**Albee Wong** (Educator), **Lavanya Chutke** (Intern),  
**Shelly Chutke** (Advisor), **Olivia Evelin** (Educator)

# SEED Education

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

SEED is a health behavioral education program that strengthens the holistic health of children and caregivers. SEED builds the Attitude, Behavior, and Capacity (ABCs) of health in four areas: 1) personal growth, 2) well-being, 3) safety, 4) relationships.

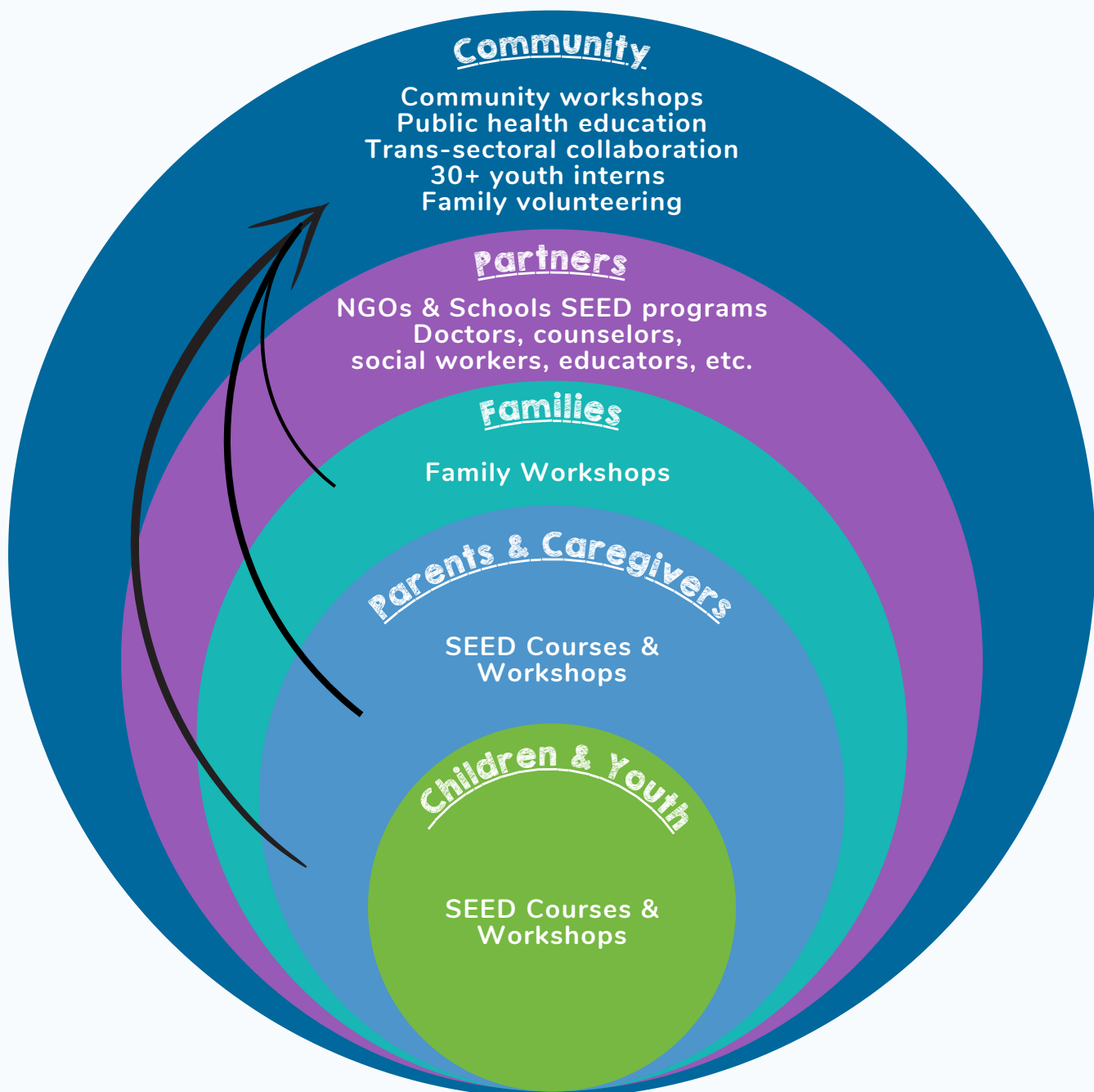
We provide SEED Courses and Workshops for the community. It is tailored to their needs by age-adapted, multilingual and behavioral change training. SEED Workshops are for individual, family, and community's long-term shared behaviors for children's health.





# Multi-level Partnership

SEED is designed to cultivate a compassionate and supportive community. We believe that a holistic approach is essential, which is why we actively collaborate with families, partners, and the broader community to establish networks of support. Through SEED Education, we bring together diverse participants, fostering a sense of belonging and shared responsibility for the health and safety of children and families. Our programs emphasize the crucial role that families and the community play in creating a nurturing and safe environment where children can thrive.

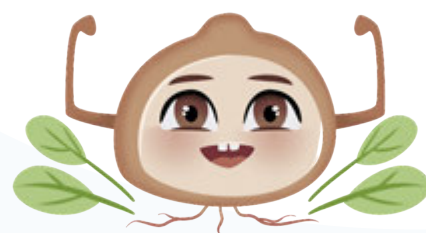


# Kindergarteners' Course



## 4-6 Year-olds

Promote personal growth, well-being, safety, and positive relationships in young learners through engaging activities that develop essential life skills.





# Kindergarteners' Course

## Children Empowered

138

4-6 year-olds children completed the SEED Course in 2024

11

courses provided

### Age

Average:  $5.0 \pm 1.07$  years



3 years

9 years

### Gender



Male

73 (53%)



Female

65 (47%)

### Health Equity



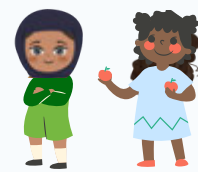
35%

live in poverty\*



22%

have special educational needs (SEN)



25%

from ethnically diverse groups

\*monthly household income below poverty line

# Kindergarteners' Course

## Course Highlights



Draw my unique seed selfie



Breathing in and out



Learn to love ourselves



We learn to assess our risks



Know more about our rights



We grow like a seed



# Kindergarteners' Course

## Course Highlights



Practice regulating our emotions



Practice how to protect ourselves



Self-hugs are powerful!



We have unlimited power to grow



Prepare our risk reduction umbrellas



Practice techniques to help us stay calm



# Kindergarteners' Course

## Course Highlights



My mind and body belong to me



We are all unique like seeds



We are confident to stay safe from dangers



We celebrate our growth



Practice responding to dangers



Share our skills with our caregivers

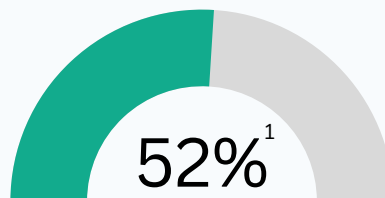


# Kindergarteners' Course

## Impact on Learners



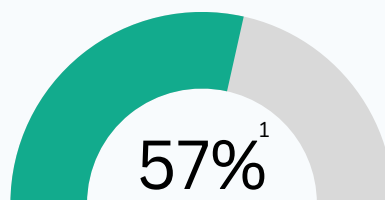
↑ Happiness



Feel happier



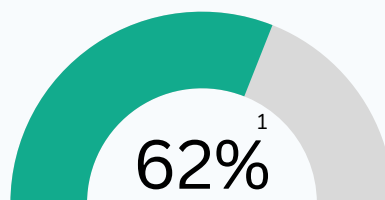
↑ Self-value



Love oneself more



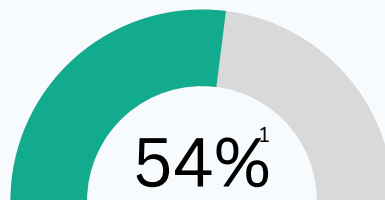
↑ Well-being



More positive self-talk



↑ Positive Relationship



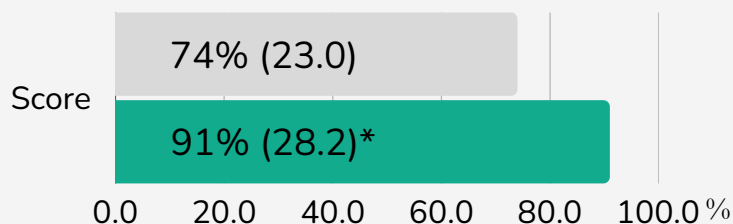
Get along better with others



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



n=115 (v2)  
● Pre-course ● End-course



17%

Better overall health & health behavioral score

1: 115 4-6 year-olds 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 Caregivers Sharing



### Improved Growth

Our little kids are like seeds. They all need love, protection, and nurturing. What I learned is that, just like flower seedlings need sunlight, water, and nutrients, children also require the same love and protection.



### Improved Well-being

比起以前，孩子的情緒穩定了很多，也不再那麼容易發脾氣。當他發脾氣時，會運用課堂上學到的方法來幫助自己冷靜下來。



### Improved Safety

孩子可以學習到不同的知識，例如求助熱線和如何拒絕不安全的行為。



# Kindergarteners' Course

## Journey Maps

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



# Children's & Youths' Courses



## 7-17 Year-olds

Develop emotional regulation,  
problem-solving skills and resilience  
to improve mental, physical and social  
health and safety





# Children's & Youths' Courses

## Children Empowered

488

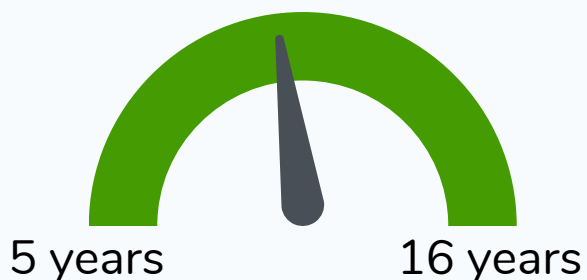
7-17 year-olds children completed  
the SEED Course in 2024

22

courses provided

### Age

Average:  $7.6 \pm 2.4$  years



### Gender



Male

276 (57%)



Female

212 (43%)

### Health Equity



35%

live in poverty\*



27%

have special  
educational needs  
(SEN)



3%

from ethnically  
diverse groups

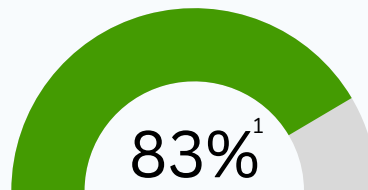
\*monthly household income below poverty line

# Children's & Youths' Courses

## Impact on Learners



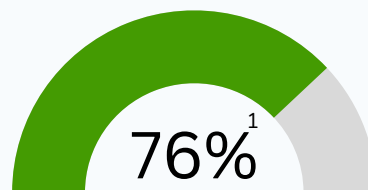
↑ Emotional regulation



More able to regulate emotion



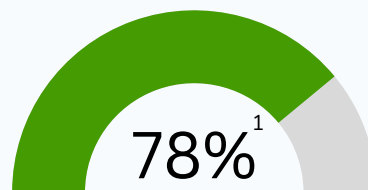
↑ School performance



More able to pay attention at school



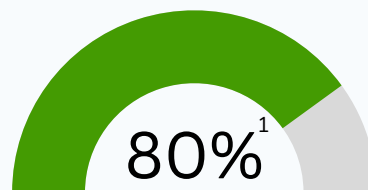
↑ Safety & trust



If feeling unsafe, more willing to tell a trusted adult



↑ Open communication



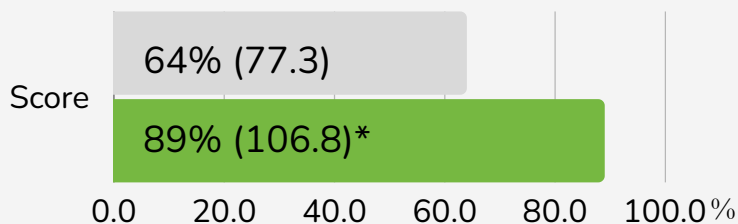
More willing to speak openly with caregivers



Improved health and health behavior,  
emotional regulation, well-being, and safety



● Pre-course ● End-course



25%

Better overall health &  
health behavioral score

1: 320 7-17 year old students have completed pre-course, end-of-course and post-course survey

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



# Children's & Youths' Courses

## Course Highlights



Practice actions to stay safe from danger



We flourish in our own unique ways



We practice resilience with our backpacks



I can regulate my emotions



Identify emotions and regulate them



We practice saying "No! Stop!"



# Children's & Youths' Courses

## Course Highlights



I have growth mindset!



This is our risk reduction umbrella



These are our rights!



We had fun!



What should we put in our go-bag?



For "prepare", we should...



# Children's & Youths' Courses

## Course Highlights



We slowly gain our inner superpowers



We had fun in class!



What to do if you need to stop and calm?



Recover from risks is very important



We are proud of our growth journey



If my emotion is controlling us...

# Children's & Youths' Courses

## Children's & Caregivers' Sharing



### Improved Growth

我看到他的轉變，變得比以往更大膽分享，尤其是在和其他朋友玩時，會更加主動地與他人交談，邀請他們一起玩。更讓他們學習更多心靈上或其他方面的知識，例如認識自己、保護自己和照顧他人。



### Improved Well-being

有一次她因事不開心，她提出要到處看，更數了5種東西出來。後來我問她，原來她運用了「5-4-3-2-1」著陸技巧。我感到意外的是，她在課堂上學習到的，在生活上真的可以應用出來。



### Improved Safety

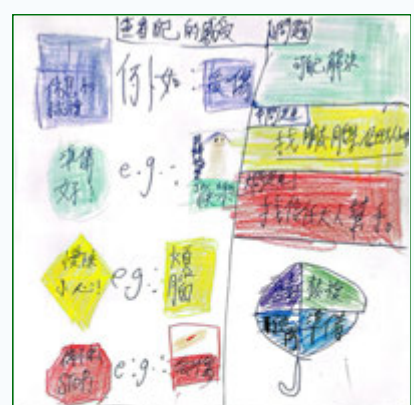
I was trying to make her understand what is a good touch, what is a bad touch, what should she do, what should not, attending this course, my kid is very concerned and take it very seriously, keep asking me "where I should go if I am in danger and the other places that are safe for me."



# Children's & Youths' Courses

## Journey Maps

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



# Caregivers' Course



Enhance well-being and safety through self-care and a strong, loving connection with children and develop the ABCs (Attitude, Behavior, and Capacity) to become a trusted adult in children's lives





# Caregivers' Course

## Caregivers Empowered

371

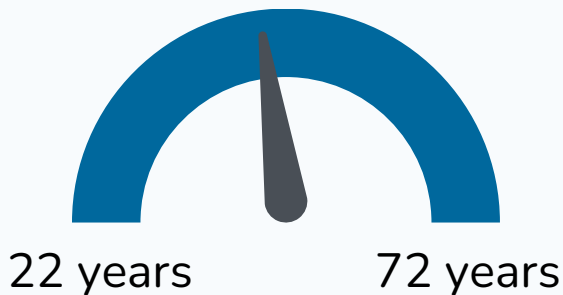
caregivers completed the  
SEED Course in 2024

19

courses provided

### Age

Average:  $40 \pm 7.2$  years



### Gender



Male

19 (5%)



Female

352 (95%)

### Health Equity



73%

live in poverty\*



62%

from ethnically  
diverse groups



51%

domestic workers

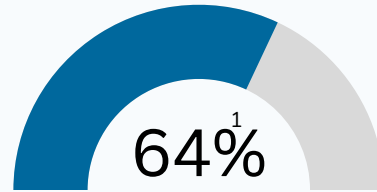
\*monthly household income below poverty line

# Caregivers' Course

## Impact on Learners



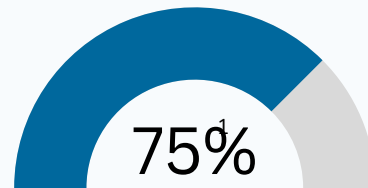
↑ Open communication



Child speaks openly with caregivers



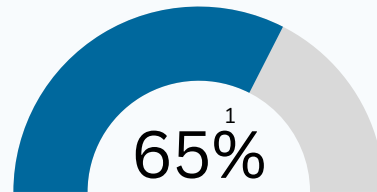
↑ Emotional Regulation



Increased control of emotions when child misbehaves



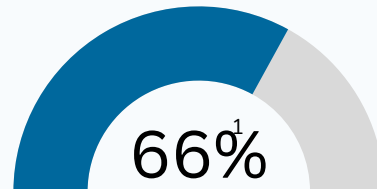
↑ Safety & Trust



Family members trust each other more



↑ Positive Relationship

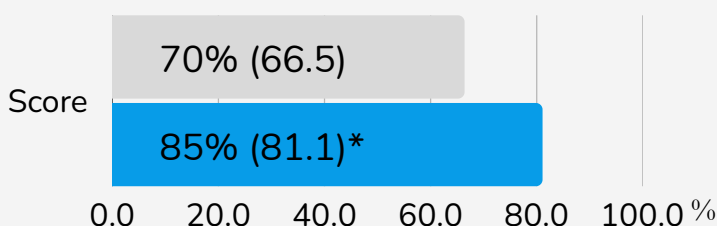


Stronger family solidarity



Improved health and health behaviors of caregivers, their children and their families after the SEED Course!

● Pre-course ● End-course



15%

Better overall health & health behavioral score

1: 126 caregivers have completed both the pre-course, end-of-course and post-course survey

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



# Caregivers' Course

## Caregivers' Sharing



We learned that how can we remind ourselves to always take care of ourselves. As migrant workers, the SEED Course has provided us with valuable knowledge and empowerment. We can apply what we've learned to our families and our roles as caregivers for our children. Additionally, it enhances our skills and significantly aids us in our jobs.



我學到了無論遇到甚麼問題，都必須先管理好自己的情緒。首先要深呼吸，像紅燈一樣停下來，然後學會如何變成黃燈，慢慢平復自己的情緒，這樣才能更好地處理每一件事。



我學到了要好好照顧孩子的安全，不僅要關注身體和心理的安全，還要重視他們在心理層面的需求。在小種子課程中，我明白孩子就像一顆幼苗，只有一次成長的機會。我知道我可以做更多的事情來讓他們打開心扉。

# Caregivers' Course

## Course Highlights



Respond wisely to our emotions



We learn and grow together



Learn to understand how our children feel



Our seeds will grow into a big tree



Identify our emotions



Share our stories



# Caregivers' Course

## Course Highlights



Learn how to reduce risks with safety plan



Each and every seed is unique!



Protect our children's private parts



We practice active listening



I practice self-care by...



What are my inner strengths?



# Community Activities



Enhance the well-being, safety, and connections of families and communities by strengthening their attitudes, behaviors, and capabilities.





# Community Activities

## Dr. Czarina's Workshops

Dr. Czarina led multiple empowering workshops on healthy emotional regulation, the brain-body connection, and resonant communication this year. Families left with a deeper understanding of these concepts and the tools to foster well-being and safety within their family.



## Family Day

Families came together for our multiple family days, which were filled with interactive game booths, crafts, face painting, and exciting prizes. The days were full of fun, laughter, and learning as we promoted health and safety awareness and encouraged family connectedness and communication through exciting activities.





# Community Activities

## Soft Pastel Workshops

Participants of all ages and backgrounds explored the vibrant world of soft pastels, sharing laughter and inspiration. The warm atmosphere fostered relationships and understanding, making the workshops a wonderful space for everyone to express themselves and bond over shared experiences.



## Community Events

We hosted two very special community events this year - "Be Priceless Art Exhibition 2024", a platform to children's creativity and visions for being well and safe, and the "Green Ribbon Campaign", a plant pot distribution in Cheung Sha Wan to promote mental health awareness and community's overall well-being.





# Community Activities

## YAMA Accessible Wellbeing Conference

Dr. Czarina was invited by YAMA Foundation to be one of the panelists. We also joined as an exhibitor to showcase our services and connect with children with SEN and their families.



## Learning & Teaching Expo 2024

Dr. Czarina was honored to be one of the thematic seminar speakers at the Expo. We also joined as an exhibitor to connect and engage directly with educators from over 100 schools.



## Inclusive Learning Theatre

身心靈健康及  
融合學習研討會



# Annual Award 2024

The "SEED Course Annual Award" recognizes community members who have joined the SEED journey. For two consecutive years, the Peninsula Hong Kong sponsored prizes including a free one-night hotel stay and gift boxes for participating families, who shared stories of how the SEED course has positively impacted their lives.

## 1st Place



“

Child：現在我覺得自己成長了很多，我有勇氣去嘗試新事物，懂得保護自己和其他人的安全。

Parent：見到小朋友正面健康的成長，真的很感恩。正面溝通，令我們的親子關係進步了很多。多謝小種子課程。

”

## 2nd Place



“

Child：我學到有危險，要立刻STOP，去找信任的成年人。

Parent：我引用了遠離危險的概念，鼓勵他認識更合適、更合拍的小朋友。多謝小種子課程為家長和小朋友作出指導，令我們的家庭更加和睦、更加好。

”

## 3rd Place



“

Child：我們除了懂得保護自己之外，我們還會有一個成長型思維。

Parent：我們一家三口都很感恩，去服務了很多不同的老公公婆婆，跟他們一起愉快地過了一個中秋節的禮拜日。多謝小種子課程，令到我們有過人的成長之外，還會懂得貢獻社會。

”

## 4th Place



“

Child：「不」就是不可以跟那個人走，「跑」就是跑走，「說」就是大聲說給信任的人聽。

Parent：小種子課程的印象給我就是它會有一個很好的概念，就好像一個種子這樣放進去…你扎了根之後，如果你應用到它，就會是一個慢慢成長，慢慢體會的過程。

”

Special appreciation to prize sponsor

THE PENINSULA  
HONG KONG

All stories





# Public Health Education

Our mission is to foster a healthier, safer, and more inclusive community by providing accessible and adaptable public health education through various channels. Our focus lies in promoting health equity by disseminating practical and effective strategies encompassing Attitude, Behavior, and Capacity (ABCs). These strategies aim to safeguard children and vulnerable individuals from violence, mental health issues, and other challenges, while empowering them to reach their full potential for well-being.

## RTHK CIBS Programme:

### Together We Grow - Ethnically Diverse Parents in HK, November 2024

Dr. Czarina had an enriching discussion with Ms. Marina Mai, an ethnically diverse social worker, where they shared the importance of integrating body, mind, and relationships for overall health.

Full interview



## Accessble Well-being Conference by YAMA Foundation, November 2024

Dr. Czarina, joined together with experts in child development, nutrition and yoga at the conference and shared her insights on innovative ways to manage one's well-being and safety.



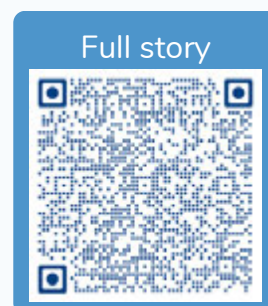
## Student-led Mental Health Conference by Chinese International School, December 2024

Dr. Czarina discussed how to build resilience in our brains and how understanding neurobiology can empower youth to use social media platforms effectively and safely.



# Media Coverage

We are honored to have the invaluable support of Operation Santa Claus beginning in 2025. This partnership not only enhances our initiatives in serving vulnerable children and caregivers, but also amplifies our message as featured across multiple media platforms. This increased visibility allows us to reach a wider audience and engage more individuals in our mission, making a significant impact in the communities we serve.



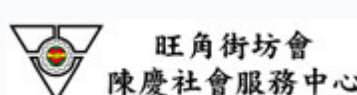
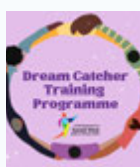
Reference:

1. SCMP Nov 2024
2. RTHK Dec 2024



# Our Partners

We partner with schools and non-profits to enhance sustainable organizational culture and ABCs (Attitude, Behavior, and Capacity) of growth, well-being, safety, and interconnectedness by working together to provide SEED Education to their communities.



# Partnership Highlights

## Yuen Long Town Hall - PRAISE

We are grateful for the trust and support of Yuen Long Town Hall - PRAISE, with whom we have partnered since March 2023 to offer 4-6 year-olds Children's and Caregivers' SEED Courses. As of July 2024, we have successfully completed 6 courses and 1 family workshop together, serving over 100 ethnically diverse children and caregivers in Hong Kong.

“

**Kristy, Social Worker at Yuen Long Town Hall PRAISE**

這個課程對於我們社區（非華語的家長和學童）很重要。對他們來說，一些教育課程的需求是頗大的，再加上非華語學童在市場上得到的資源是十分有限，尤其是一些中文為主的項目，已經不適合他們。所以很大程度上，這個課程合適的原因是它們可以切合到非華語學生的語言需要，消除了語言障礙。

參加了這個課程以後，小朋友的自信心提高了，因為他們會覺得自己和本地的小朋友一樣，都能夠參加這個課程，所以他們和本地小朋友一樣，是處於同等的水平，大家的機會都是平等的。他們（非華語學生）不會覺得自己和其他小朋友不一樣，這促進了他們融入這個社區。



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Full story





# Partnership Highlights

## TOUCH – Support Service Centre for Ethnic Minorities

TOUCH – Support Service Centre for Ethnic Minorities has partnered with us since March 2023 for Children's SEED Courses for 7-17 year-olds. We appreciate their continued trust and support. As of July 2024, over 48 ethnically diverse children and caregivers in Hong Kong have been served through 2 courses and 1 family workshop that we have completed together.

“

**Lala, Centre Supervisor at TOUCH**

一個人本身的生活質素或者自己的成長良好，才會對環境有一個正面的影響。首先就是小朋友一個個體是好，接著就會影響到家庭，接著就會影響到社會，所以其實個人成長是很重要的。

坊間對於一些安全的題材是比較少的，而很多時服務使用者對於教育性的活動是比較抗拒的，但是Be Priceless的好處是它可以有一些很好的互動性，吸引參加者去接收一些訊息。你們會有一些配套，教材設計得好，在課程中也看到可以參加者投入，你們課程的設計是比較全面的，關心到不同的部分，所以與坊間其他一些身心靈的課程是不同的。



聯合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

”



Full story



# Family Volunteer Team

This year, we launched the Family Volunteer Team to create a supportive environment where SEED graduates and their families can connect by serving others. By applying the skills and knowledge gained through the SEED Course, families can actively contribute while fostering a positive environment that benefits both children and the broader society. In only 4 short months, we organized 4 volunteer events and have served over 500 community members.

## HKEC Yan Lam Community Service Centre: Mid-autumn Celebration

On September 15, we partnered with the HKEC Yan Lam Community Service Centre to organize a Mid-Autumn Festival celebration for the elderly and broader community in Sheung Shui. Our volunteers played a key role in the success of the event, actively participating in and facilitating interactive game booths. As part of the celebration, we distributed mooncakes to over 90 elderly individuals and community members, adding a touch of warmth and tradition to the festivities.



## Plant Pots for Green Ribbon Day

On October 5, volunteering families gathered at the Be Priceless Learning Centre to participate in a creative activity aimed at promoting mental health awareness. The volunteers prepared over 100 unique plant pots, each one penned with heartfelt notes, sharing messages of support and encouragement. The Be Priceless team shared these handcrafted symbols of mental health awareness with the community in Un Chau Estate on Green Ribbon Day, October 10.





# Family Volunteer Team



## Care for the Community: Meal Distribution with Ming Gor

On November 26, we partnered with Ming Gor in Sham Shui Po where volunteering families distributed over 500 meal boxes to elderly residents. Thanks to the generous donation from our benefactors, we also provided each resident with a hand-knitted beanie or gloves along with their meal, offering additional warmth and comfort during the colder months. The success of this initiative was largely due to the exceptional coordination and support provided by Ming Gor and his team, for which we are deeply grateful.



## Winter Family Carnival

On January 12 2025, we hosted a family event at the Yan Oi Tong Mei Foo Neighbourhood Activity Centre. Our dedicated team of volunteers, which included 12 enthusiastic families, generously contributed their time and energy to host a series of interactive game booths throughout the day, serving over 400 community members. The event was a resounding success, filled with laughter, joy, and a strong sense of community.



# Internship

Interns gain hands-on experience in teamwork across multiple disciplines and acquire skills in social media engagement, SEED Education development, coordination, operation, impact assessment and more. This year, we trained 12 students from 3 faculties at The University of Hong Kong:

## Bachelor of Biomedical Sciences

Sneha Balasubramanian

## Bachelor of Medicine and Bachelor of Surgery (MBBS)

Carina Lau, Markus Lam,  
Marco Wong, Vannesa Chan

## Bachelor of Nursing

Crispina Chan

## Bachelor of Pharmacy (BPharm)

Ginny Ho

## Master of Public Health (MPH)

Yitong Tian, Yipeng Zhang,  
Ziqian Xue, Zhongqing Jin

## Master of Social Sciences in Nonprofit Management (MSocSc (NPM))

Danmo Huang, Hanxi Li,  
Peony Yip, Ying Ying Lu

More stories



During my internship, I developed professional skills in social media design, public health education, video editing, and data analysis. I learned to consider cultural backgrounds and age when creating materials. Observing the positive changes in children's behavior through the SEED course was particularly impactful. This experience deepened my understanding of health equity and has inspired me to strive to help as many people as possible in my future career.

**Yitong, a public health intern**



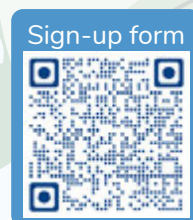
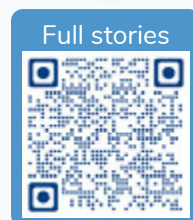
I began my internship at Be Priceless in January 2024, which was a transformative experience. Working with a dedicated team, I assisted with the SEED course and managed social media tasks like video editing. This opportunity broadened my horizons and enhanced my empathy, communication, and problem-solving skills. Be Priceless provided a supportive environment for personal growth, and I look forward to applying what I've learned to serve the community in the future.

**Marco, a medical intern**



# Volunteers

Support from volunteers is crucial in achieving our mission of fostering behavioral changes that promote growth, well-being, and safety for families and the communities. Volunteers play a vital role in making a positive impact and helping us create lasting change. Together, we can empower individuals and strengthen communities. Your involvement can truly make a difference!



## Appreciation List

Alan Ho, Alanna Jia, Ansel Chu, Bessie Dai, Carol Kwok, Cathy Chan, Charles Wong, Chloe Mok, Christine Cheung, Emilie So, Fanny Sung, Hanna Ho, Helen RRJ Alfheim, Jacquelyn Kwan, Janice Lin, Judy Ho, Kerensa Lai, KK Chu, Lavanya Chutke, Leonie Erasmus, Macy Chui, Nychole Kwan, Raisie Wong, Regina Chow, Rex Cheung, Sarah Li Sum Yuet, Scarlett Chu, Sonita Yeung, Stephanie Yeung, Zachary Yuan, 文詠嵐, 張濟韜, 梁韻祈, 陳家逸, 黃海晴, 劉彥彤, 鄧綽媛

## Service Highlights

### Carol



In mid-2024, I came across Be Priceless on Time Auction. Prior to this, I hadn't heard of the organization. As I explored their colourful and smiley-filled website, I was immediately drawn to the life-saving message of SEED, which highlights the importance of safety as the core of health. I had the privilege of meeting the remarkable and humble team at Be Priceless, led by Dr. Czarina Leung. Be Priceless people are priceless gems to shine, bringing light and hope. When you get near any of them, you'd feel empowered. I'm in awe of their passion, profession and conviction to empower and enable the children, individuals with special needs, and everyone to acknowledge their value.

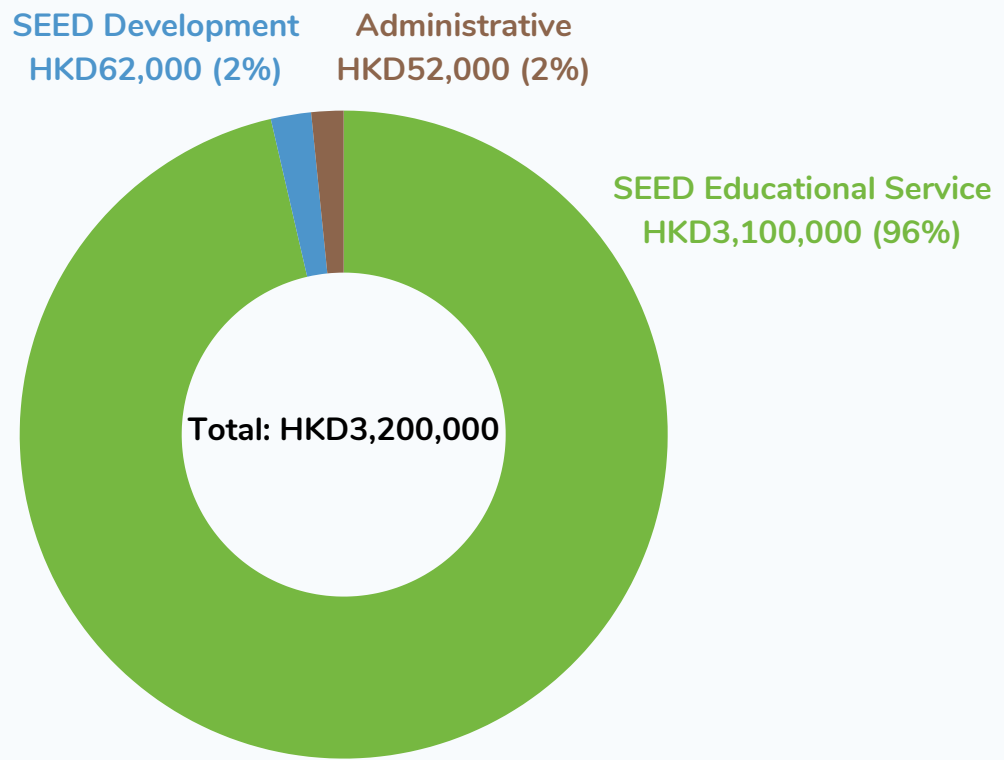
### Leonie



In 2020, I embarked on a journey with Be Priceless as a scriptwriter for their promotional video. This experience left an indelible mark on me, so much so that I returned to volunteer again in 2023 and 2024, this time as a practicing Narrative Therapy Master's student. This volunteering opportunity allowed me to grow both personally and professionally. It connected me to something greater than myself and made me a part of a service that brings hopeful light to a dark world. This has been an antidote to feelings of despair and powerlessness which I often encounter in my own life, and has filled me with the courage to step out and make a difference.

# Financial Overview

## Expenses in 2024



## Revenue in 2024

HKD210,000 - SEED service fees (7%)  
HKD1,888,000 - Donations from Grants /Awards / Corporates (60%)  
HKD1,000,000 - Directors donations (33%)

Resourses : Impact (01/2024 to 12/2024)			
Number of SEED Courses provided (for Children and Caregivers)	52	Number of participants of SEED Courses and Workshops	2,030
Cost per participant		HKD3,400	



# Action Plan

By 2035, SEED Education will empower 50,000 children and caregivers



80% of children and 60% of caregivers have better health & health behavior (personal growth, well-being, safety, and relationships)



70% participants are from high risk groups to promote health equity

Across Hong Kong, SEED will empower:

1 in 9 ethnically diverse children

1 in 13 children with SEN

1 in 27 children living in poverty



70% SEED graduates have increased multi-hazard risk awareness and preparedness, including using a safety plan



150 school and non-profit partners

50 ambassadors

≥ 50% SEED graduates serve the community

≥ 6 sectors apply SEED Health Behavioral Education

# Our Funding Partners



We are deeply grateful for our funding partners' support. Together, we empowered even more children and caregivers through SEED Education.



in no particular order







# 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](http://www.bepriceless.org/donate)

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



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