



ANNUAL REPORT 2024-2025

11 Years and Counting: Continuing Our Promise to the Community





A WORD FROM THE FOUNDER

As I reflect on our journey, it is with immense pride and gratitude that I share this message marking the accomplishment of our 11th year of service – and what a remarkable year it has been.

For more than a decade, we have remained steadfast in our mission to elevate English proficiency and nurture confident voices among Hong Kong’s young students. This past year – our 11th full year of programmes – posed challenges to that commitment in new ways. With student participation rates across the city still recovering from recent challenges, we refused to stand still. Instead, we expanded our reach by launching exciting new reading events in partnership with additional schools, bringing the joy of language and the power of self-expression to even more children and youths who need it most.

None of this would have been possible without the extraordinary dedication of our volunteers – the true heartbeat of our organization. Last year alone, they contributed more than 4,500 hours of their time, talent, and passion. Every story read aloud, every speech coached, every encouraging smile lighting up a classroom was made possible because they chose to give so generously.

On behalf of every student whose confidence has grown, every parent who has seen their child flourish and come into their own, and every teacher who has witnessed the difference we make together – thank you. Your commitment inspires me every single day.

As we step into our 12th year, I am more convinced than ever that the work we do matters deeply. In a world that increasingly demands clear communication and courageous expression, we are not just teaching English and public speaking; we are equipping the next generation with the tools and know-how to shape their own destinies and the future of our city.

With heartfelt thanks and renewed determination,

A handwritten signature in black ink that reads "Barbara Kwok". The signature is fluid and cursive, with a small flourish at the end.

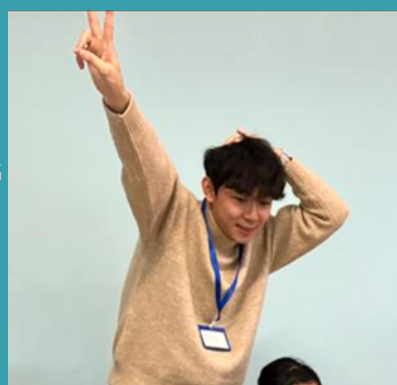
BARBARA KWOK
FOUNDER

MESSAGE FROM OUR TEAM LEADERS

We, Books & Beyond team leaders, have been inspired by the growth of students across all our programs. Our "B&B" approach – meeting students where they are to lift them higher—has sparked incredible transformations. We have seen shy students find and develop their voice in storytelling and debates, and disengaged learners lean into reading and listening with a renewed focus. It is a privilege to witness the students' fledgling journeys as they gain confidence and master new skills. We are immensely proud of their progress and excited for their promising future.

The Books & Beyond Team Leaders

Angel Yuk, Elaine Hung, Elvis Lau, Janet Yau, John Ko, Michelle Ho, Pui Pui Yau, Sandra Leong, Tanya Hsu, and Wendy Tang



2024-2025 IMPACT REPORT

In the 2024-2025 period, Books & Beyond Reading Club continued to thrive as a dedicated volunteers-based initiative delivering high-quality English Reading Enrichment Programmes to primary and secondary students across Hong Kong against a backdrop of ongoing demographic shifts in the education landscape. We achieved significant growth by expanding our partnerships to include more schools than in previous years, while also broadening our storytelling events to encompass new venues and community settings. This strategic outreach allowed us to engage a wider diversity of students and families, deepening our impact and advancing our mission to foster a lifelong passion for reading among even more young learners in the community.

Beneficiaries

5,281

**Online Reading
& Listening
Exercises**

12,960

**Hours of
Classes**

643

**Mentorship
Hours**

25

**Volunteer
Hours**

4,445


**Scholarship
&
Donations**

\$42,400



EXECUTIVE SUMMARY

PRIMARY SCHOOL PROGRAM



In the 2024/2025 academic year, Books & Beyond Reading Club's Primary School Program adapted resiliently to the ongoing decline in student enrollment across Hong Kong primary schools, resulting in a modest reduction in the total number of direct beneficiaries only while maintaining strong program quality and engagement. Our flagship P.4 **Interactive Storytelling Program** continued to captivate students through dynamic, fun literacy activities and meaningful role-play presentations, effectively reinforcing social-emotional learning themes such as empathy, self-regulation, cooperation, and emotional expression. The **Reading Marathon Program** sustained its targeted support for students with lower English proficiency by delivering tailored classes designed to build confidence, nurture sustained reading habits, and foster a genuine enjoyment of English literature. The **English Listening Enhancement Program** continued to sharpen students' listening skills, helping them build stronger auditory comprehension, vocabulary recognition, and confidence in processing spoken English—essential preparation as they gear up for allocation to their desired secondary schools.

In addition to our ongoing Scholarship support for deserving students, we successfully raised \$22,400 as an **Emergency Fund** to assist a family who suffered the sudden and tragic loss of the father – who was the primary breadwinner – ensuring they received immediate and compassionate help during an exceptionally difficult time.

To extend our reach and boost our impact in these challenging times, we successfully onboarded three new partner schools for large-scale storytelling events, **The Magic of Stories**. These events provided immersive, interactive experiences that enhanced language development, boosted vocabulary and comprehension, igniting creativity and imagination along the way.

Through these efforts, we continued to inspire a lifelong love of reading and support holistic development for primary students across an expanding network of schools.

SECONDARY SCHOOL PROGRAM

In the 2024/2025 academic year, our **Conversations That Matter** Secondary School Program continued to innovate and deliver engaging English literacy enrichment amid the evolving educational landscape in Hong Kong. To invigorate participation and encourage active involvement, we developed and introduced a series of dynamic literacy games – including Idiom Auction, Alphabet Charade, Pictionary, Sentence Scramble, among others – designed to promote physical movement, teamwork, and enthusiastic engagement while reinforcing the use of vocabulary, idiomatic expressions, and creative language use. We also implemented a new interactive format requiring students to actively listen to their peers' presentations, significantly enhancing listening comprehension, attention to detail, and respectful communication skills. To enrich the linguistic environment and expose students to authentic, contemporary English, we incorporated mesmerizing movie trailers, advertisement clips, and popular songs that highlight idiomatic language, cultural nuances, pronunciation, and expressive delivery.

Our established **My Opinion Counts Argumentative Writing Course** persisted in supporting students with higher English proficiency, sharpening their analytical thinking, logical structuring, evidence-based reasoning, and persuasive writing abilities to equip them with the skillset for advanced academic demands and examinations.

Through these refreshed and targeted initiatives, we sustained high levels of student motivation, built stronger language confidence, and advanced our mission to cultivate proficiency.





INTERNSHIP PROGRAM FOR FUTURE EDUCATORS

Marking its 5th successful year, Books & Beyond Reading Club's Internship Program for Future Educators continued to partner with Hong Kong's leading tertiary institutions, providing valuable hands-on professional development opportunities for aspiring teachers. In the first semester, we engaged postgraduate students from the **University of Hong Kong** in a structured volunteer practicum focused on practical skill-building. Participants gained real-world experience through designing lesson plans, honing storytelling techniques, mastering classroom management strategies, and receiving personalized coaching sessions to refine their teaching approaches in our English Reading Enrichment Programs.

Building on this foundation, we expanded our outreach in the second semester to include undergraduate students from **The Education University of Hong Kong**, enriching their teacher preparation by immersing them in authentic classroom settings.

Through these collaborative partnerships, the program not only supported the professional growth of future teachers but also strengthened the pipeline of passionate, skilled educators dedicated to English language and reading development in Hong Kong.

VISIONARY VENTURES LOOKING AHEAD (2025/2026 AND BEYOND)

At Books & Beyond Reading Club, our vision remains centered on deepening meaningful, sustainable impact through authentic partnerships with schools that share our passion for nurturing a lifelong love of reading and English proficiency. Moving forward, we will prioritize engagement with partner schools that have demonstrated strong enthusiasm and commitment to our programs. Regrettably, in a small number of cases, changes in school management or teaching staff have led to reduced alignment or active participation in our initiatives. In the spirit of mutual respect and optimal resource allocation, we have made the thoughtful decision to conclude partnerships with these schools. This allows us to concentrate our volunteering energy and resources on collaborating more intensively with existing and new partner schools that are truly invested in and congruous with our mission, ensuring higher-quality delivery and greater long-term benefits for students.

Building on the resounding success and positive feedback from our expanded large-scale storytelling events, Magic of Stories, we are excited to evolve this popular format into structured in-class programs specifically tailored for **P.2 students**. By introducing joyful, age-appropriate storytelling and interactive literacy experiences at this early stage, we aim to ignite a genuine enthusiasm for the English language from the very beginning of primary schooling, laying a groundwork for future reading confidence and enjoyment.

Additionally, we will continue our efforts during the summer break (outside the regular academic year) to engage **kindergarten students** through fun, introductory English storytelling and literacy activities. These sessions are designed to gently prepare them for the transition to primary school, building early confidence, curiosity, and familiarity with English in a playful and supportive environment.

For our secondary school programs, as our curriculum content continues to mature—enriched by innovative games, peer-listening formats, authentic media integration, and advanced argumentative writing support—we plan to extend our reach by partnering with **one additional secondary school** in the coming year. This measured expansion will enable us to bring our proven, engaging approaches to more young people while preserving the high standards and personalized impact that define our work.

Through these focused, passionate collaborations and strategic program developments, Books & Beyond Reading Club aspires to create even more vibrant, transformative literacy experiences that empower Hong Kong's next generation of confident, creative masters of the English language.

FINANCIAL REPORT



This financial summary is based on audited financial statements from September 1, 2024 to August 31, 2025

Salaries	0
Activities cost	33,873
Auditor's Remuneration	5,000
Bank charges	1,000
Computer & accessories	3,842
Depreciation	7,386
Legal & professional fees	380
Printing & Stationery	4,400
Scholarship Sponsor	30,000
Sundry Expenses	23,349
Telephone & internet	1,238
Transportation & deliveries	<u>11,334</u>
TOTAL	<u>121,802</u>

WITH GRATITUDE

We extend our heartfelt gratitude to all principals and teachers of our partner schools, our supporters, and our dedicated volunteers for their invaluable contributions.

Agnes Wong
Ailu Zhang
Alan Lam
Alan Lim
Alan Wong
Alden Chung
Aleena Kiani
Alex Li
Alex Tse
Alice Siu
Alicia Mou
Allen Lo
Amelia Zhu
Amy Cho
Andy Lee
Andy Chan
Angel So
Angela Lee
Angie Li
Anthea Cheng
Aparna
Asawir Fatima
Ashlyn Lu
Audrey Lam
Barnalee Goswami
Beatrice Fan
Bella Indah Sanusi
Benjamin Chu
Bessie Ng
Betsy Chan
Bindiya Rupani
Carlos Or
Carrie Li
Cathy Chan
Cecilia KPMG
Celina Lok
Charmian Ma
Cherie Sham
Cheryl Lee
Christina Mo
Christy Chan

Clinton Chaulagai
Colin Mak
Daniele Forni
David Lee
Debby Peng
Alden Chung
Aleena Kiani
Alex Li
Alex Tse
Alice Siu
Alicia Mou
Allen Lo
Amelia Zhu
Amy Cho
Andy Lee
Andy Chan
Angel So
Angela Lee
Angie Li
Anthea Cheng
Aparna
Asawir Fatima
Ashlyn Lu
Audrey Lam
Barnalee Goswami
Beatrice Fan
Bella Indah Sanusi
Benjamin Chu
Bessie Ng
Betsy Chan
Bindiya Rupani
Carlos Or
Carrie Li
Cathy Chan
Cecilia KPMG
Celina Lok
Charmian Ma
Cherie Sham
Cheryl Lee
Christina Mo
Christy Chan

Irene Wong
Ivy Kwok
Jack Mok
Jackie Ma
Jade Szeto
Jasmine Guo
Jason Tang
Jennifer Lau
Jenny Huang
Jenny Wang
Jessica Li
Ji Kwon
Joe Li
Joey Yam
Judy Wong
Julia Wilhite
Julia wilhite
Justin Ngai
Karen Fan
Karen Ma
Katherine Ho
Kaye Tong
Ken Young
Kenna EdU
Kenna Edu
Kenny Cheng
Kingsley Tang
Kit Cheng
Kit Hwang
Kory Pang
Kristy Dayaram
Kristy Dayaran
Kulwinder Dhaliwal
Kylie Yu
Lauren Fung
Laxmi Limbu
Lisa Tang
Litzy Li
Lokin Ho
Lisa Tang

Maisie Wong
Man Ling Lau Ginny
Man Wai Szeto
Martine
Maxine Ho
Michelle Shum
Michelle Jong
Michelle Sum
Minahil Khaliq
Miranda Lam
Morlene Page
Neelu Tiwari
Neha
Netty Wong
Nicole Law
Nigel Lam
Nikhil Chadha
Noreen Neal
Omera
Oscar Jim
Patricia Lam
Patrick Li
Paul Yi
Philip Chan
Polly Tsang
Polly Tse
Rachael Liu
Rachel Hong
Raymond Zhao
Rekha
Richard To
Ros KPMG
Rosanna Mar-Young
Ruth Yeung
SC Cheung
Sabrina Wong
Samantha Lee
Sandra Lam
Sarah Kenny
Sasha
Sc Cheung

Shelly Yu
Sherrie Mak
Shirley Cheng
Sophia Tong
Stephanie Sun
Stephanie Yeung
Sursharan Kaur
Sylvia Lai
Teresa Chan
Teresa Yu
The Squirrel
Tiffany Lo
Tiffany Wong
Tiffany Man
Tina Cheung
Trisia Yung
Uny Lee
Usi
Valerie Graciella
Vanessa Ho
Vanessa Tang
Venus Leung
Viviane Lok
Wendy Ho
Wendy Wan
Wendy Wong
Wendy Yip
William So
William Chan
Wincy Chan
Winnie Chu
Winnie Li
Wyatt Wang
Xiran Zheng
Yoolim Kim
Yoona Choi
Yu Hwei Chen
Yuki Chan
Yutan
Zallie Chan
Zed Toledo
Zhang Xuanhenn (Claire)

Specialised Volunteers

Data Management - Herman Ho
IT Consultant - Carson Cheng
Social Media Manager - Victoria Ip
Volunteer Recruitment Manager - Iris Tse
Proofreading Specialist - Morlene Page
Program Leaders - Angel Yuk, Elaine Hung, Elvis Lau, Janet Yau, John Ko, Michelle Ho, Pui Pui Yau, Sandra Leong, Tanya Hsu, and Wendy Tang

Partner Schools:

Buddhist Chan Shi Wan Primary School
Buddhist Ching Kok Secondary School
Buddhist Lim Kim Tian Memorial Primary School
Buddhist Wong Cho Sum Primary, Tseung Kwan O
Fresh Fish Traders School
Heung Hoi Ching Kok Lin Association (HHCKLA)
HHCKLA Buddhist Ching Kok Lin Association School
HKCKLA Buddhist Wisdom Primary School
HKTA Wun Tsuen Ng Lai Wo Memorial School
Jordan Valley St. Joseph's Primary, Kowloon Bay
Leung Sing Tak Primary, Taipo
Ng Wah Catholic Primary, Kowloon City
Our Lady of China Catholic Primary, Kwun Tong
Sai Kung Sung Tsun Catholic School (Primary Section)
Sau Mau Ping Catholic Primary School
Shamshuipo Kaifong Welfare Association Primary
Shanghai Alumni Primary School
Shau Kei Wan Government Primary School
Shek Lei St. John's Catholic Primary, Kwai Fong
Tai Kok Tsui Catholic Primary School
Tung Chung Catholic School, Lantau Island
Yan Chai Hospital Choi Hin To Primary School
Yuk Yin School

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