



Consortium of Institutes on Family in the Asian Region



23<sup>th</sup> November, 2015

Dear Sir/Madam,

**Wofoo Asian Award for Advancing Family Well-Being ( Wofoo 3A Project) 2016**

Following the success of the 3A Project in 2010, 2012 and 2014, it is my pleasure to announce the launching of the Wofoo 3A Project 2016 with Wofoo Social Enterprises (WSE) as the title sponsor. I am writing to seek your support in this regional effort to achieve the mission of CIFA in ‘*Converging Professional Wisdom For Family Well-being*’ with the theme on ‘*Aspiration for Sustainability, Innovation and Applicability*’ (ASIA) to depict the unique nature of this initiative, with the aim to share information and practice wisdom among organizations and countries for advancing family well-being for the long term sustainability of the Asian Region.

CIFA, an independent non-profit making regional organization in Asia, was inaugurated in Hong Kong in 2008 to provide a platform for trans-disciplinary collaboration with the ultimate goal of promoting family health in the region. Throughout the past 7 years, CIFA has served as a regional hub for networking to enhance mutual interest in research and training initiatives, and information sharing through various activities and endeavors. Our work, including the 3A Project, has received recognition from the Focal Point on the Family of the United Nations.

You may like to note that the Final Round Adjudication and Award Presentation Ceremony of the Wofoo 3A Project 2016 will take place at the 5<sup>th</sup> CIFA Regional Symposium, scheduled to be held in October, 2016 in Seoul, Korea. Subsidy will be given to members of the 8 finalist teams to attend the Symposium when keynote speeches and plenary sessions will be presented by policy makers, academics and professionals. In addition to the Gold, Silver, Bronze, Outstanding Awards and “My Favorite Project”, a new award, the “The Best Collaborative Award” is introduced this year to give recognition to the project which demonstrates most collaborative efforts among different disciplines and stakeholders to actualize the vision of “Converging Professional Wisdom for Family Well-Being”.

CIFA firmly believes that the well-being of the family is multi-faceted and contributed by many factors, and a matter of concern for many professions. That being the case, the scope of the 3A project is not restricted to initiatives in the narrow sense of traditional family services rendered by social workers, but adopting a much broader perspective in addressing the various issues faced by the different members of the family, including children, youth, couple, elderly, disabled and the sick etc. which affect the functioning and well-being of the family. You will find further information in the promotional leaflet which is attached for your easy reference. No matter whether you are a social service organization, a religious or professional group, a caring company, or an academic institute, you will have a significant role to play in promoting family well-being and I am sure that you have a lot to share with the rest of Asia.

You are invited to join by completing the Submission Form and forward it to the CIFA Secretariat by fax at 2559 1813 or by email at [cifasecretariat@gmail.com](mailto:cifasecretariat@gmail.com) on or before **1 February, 2016** and help to spread the message among your associates. We look forward to your full support and active participation in this exciting and meaningful endeavor. For more information on CIFA and the Wofoo 3A Project please access the CIFA website at <http://www.cifa-net.org> or contact the CIFA Secretariat at 2859 5300 or [cifasecretariat@gmail.com](mailto:cifasecretariat@gmail.com).

Yours sincerely,

Patricia CHU (Mrs.)  
Chairperson

**“Converging Professional Wisdom for Family Well-Being”**

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