



## Consortium of Institutes on Family in the Asian Region

Dear Sir/Madam,

### Wofoo Asian Award for Advancing Family Well-Being (Wofoo 3A Project) 2018

Following the success of the 3A Project introduced in 2010 to give recognition to outstanding initiatives that have advanced an innovative idea, model or paradigm that can improve family well-being in Asia, it is my pleasure to announce the launching of the Wofoo 3A Project 2018 and seek your support in this regional effort to achieve the mission of CIFA in *'Converging Professional Wisdom For Family Well-Being'*. We will continue to adopt the theme on *'Aspiration for Sustainability, Innovation and Applicability'* (ASIA) to depict the unique nature of this project, with the aim to share information and apply experience among organizations and countries for advancing family well-being, and, in long term, lead to the sustainable development 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 9 years, CIFA has served as a regional hub for networking to enhance mutual interest in research and training initiatives, and information sharing through the Web-based Exchange Platform (WEP) and CIFA-NET, the newsletter. The work of CIFA, including that of the 3A Project, has received formal recognition from the United Nations, with the presence of Ms. Daniela Bas, Director of the Division for Social Policy and Development of the Department of Economic and Social Affairs and Mrs. Renata Kaczmarek of the Focal Point on the Family respectively at the Award Presentation Ceremony in Seoul in November 2016 and the Exchange Program in Hong Kong in June 2017. We are pleased that 3A Project has now been recognized at the international level. For more details, please visit our website at [www.cifa-net.org](http://www.cifa-net.org).

You may like to note that the Final Round Adjudication and Award Presentation Ceremony of the Wofoo 3A Project 2018 will take place at the Asian Family Summit, scheduled to be held on 19 – 22 August, 2018 at The University of Hong Kong in Hong Kong. Subsidy will be given to members of the 8 finalist teams to attend the Summit when keynote speeches and plenary sessions will be presented by policy makers, academics and professionals. We have extended invitation to Mrs. Carrie Lam, Chief Executive of HKSAR Government and Ms. Bas from United Nations as Guests of Honour at the Opening Ceremony of the Summit, and awaiting their reply.

Whether you are a social service organization, a religious or professional group, a caring company, or an academic institute, I am sure that you have a lot of experience in advancing family well-being to share, not only in Asia, but in the international arena. On behalf of CIFA, I am happy to announce that the Wofoo Asian Award For Advancing Family Well-Being (Wofoo 3A Project) 2018 will be launched on **16 October, 2017 (Monday) at 4:00 p.m. at Room 103, 1/F Duke of Windsor Social Service Building, 15 Hennessy Road, Wanchai, Hong Kong**. Representative from Wofoo Social Enterprises, the Title Sponsor of Wofoo 3A Project and award winning teams will share their experience in joining the competition.

You are invited to join by completing the reply slip and forward it to the CIFA Secretariat at [cifasecretariat@gmail.com](mailto:cifasecretariat@gmail.com) 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 further information on the 3A Project please access the CIFA website at <http://www.cifa-net.org> or contact the CIFA Secretariat at 2859 5301 or [cifasecretariat@gmail.com](mailto:cifasecretariat@gmail.com).

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. Chu', is written over a light blue horizontal line.

Patricia CHU (Mrs.)  
Chairperson

***"Converging Professional Wisdom for Family Well-Being"***

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