



Consortium of Institutes on Family in the Asian Region



16<sup>th</sup> October, 2017

Dear Sir/Madam,

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

It is my pleasure to announce the launching of the Wofoo 3A Project 2018 with Wofoo Social Enterprises (WSE) as the Title Sponsor. I am writing to seek your support and active participation in this regional initiative 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).

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. 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.

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 various activities and endeavors. Our work, including the 3A Project, has received recognition from various quarters, including that from the Division for Social Policy and Development of the Department of Economic and Social Affairs of the United Nations. We are pleased and honoured to have its representatives to officiate at the Award Presentation Ceremony and Exchange Programme respectively in Seoul (November 2016) and Hong Kong (June 2017). We are much encouraged by the recognition from the United Nations as it raises our profile and puts CIFA and 3A Project beyond Asia and into the international arena.

You may like to note that the Final Round Adjudication and Award Presentation Ceremony of the Wofoo 3A Project 2018 will be one of the highlights of the Asian Family Summit, scheduled to be held in August, 2018 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, providing an excellent opportunity for sharing and exchange.

Attached please find further information in the promotional leaflet 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 **29 December, 2017** 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 (852) 2859 5301 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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