



## Consortium of Institutes on Family in the Asian Region

22<sup>nd</sup> October 2013

Dear Sir/Madam,

### Wofoo Asian Award for Advancing Family Well-being ( Wofoo 3A Project) 2014

Following the success of the 3A Project in 2010 and 2012, it is my pleasure to announce the launching of the Wofoo 3A Project 2014 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*'. We will continue to adopt 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 5 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.

You may like to note that the Final Round Adjudication and Award Presentation Ceremony of the Wofoo 3A Project 2014 will take place at the 4<sup>th</sup> CIFA Regional Symposium, scheduled to be held on 13 – 15 November, 2014 at the East China University of Science and Technology (ECUST) in Shanghai, China. 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 special award on the topics of Poverty in family/Trans-generational issues/Work family balance is introduced, as CIFA's response to the call of the United Nations to celebrate the 20<sup>th</sup> Anniversary of the International Year of the Family (IYF) in 2014.

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 to share in advancing family well-being. On behalf of CIFA, I am happy to announce that a Launching Ceremony of the Wofoo Asian Award for Advancing Family Well-being (Wofoo3A Project) 2014 will be held on **15 November, 2013 (Friday)** at 3:30 p.m. at 5/F, Tsan Yuk Hospital, 30 Hospital Road, Sai Ying Pun, Hong Kong. Taking this opportunity, I would like to invite you to join us on this special occasion to witness another significant development of the work of CIFA and may I also appeal for you to spread the message among your associates.

Please complete the reply slip 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 10<sup>th</sup> November 2013. 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,

A handwritten signature in black ink, appearing to read 'P. Chu'.

Patricia CHU (Mrs.)  
Chairperson

***"Converging professional wisdom for family well-being"***

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