



Consortium of Institutes on Family in the Asian Region

- Organisation in Special Consultative Status with the Economic and Social Council of the United Nations since 2021 -



18 March 2024

Dear Sir/Madam,

Wofoo Asian Award for Advancing Family Well-Being (Wofoo 3A Project) 2024

It is my pleasure to announce the launching of the new round of Wofoo 3A Project 2024 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 is an independent non-profit making regional organisation in Asia inaugurated in Hong Kong in 2008 to provide a platform for trans-disciplinary collaboration between professionals and/or organisations with the ultimate goal of promoting family health in the region. Throughout the past decade, 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 Wofoo 3A Project is a signature activity of CIFA, and the Study on Best Practices and Social Impacts of the Project has generated articles for high impact journals, sharing the valuable experience and impacts of this regional initiative.

You may like to know that the work of CIFA has received formal recognition from different quarters from within Asia and in the international community. For example, the Division for Inclusive Social Development, Department of Economic and Social Affairs of the United Nations has sent its representatives to officiate at the Award Presentation Ceremonies in Seoul in 2016 and Hong Kong in 2018 as well as the Opening Ceremony of the Exchange Programme in Hong Kong in 2017, and the activities have been uploaded onto the United Nations Portal and featured in the reports by the Secretary General to the General Assembly. Moreover, CIFA is also granted Special Consultative Status by the Economic and Social Council of the United Nations in July 2021. For more details, please visit our website at www.cifa-net.org.

You may like to note that the Final Round Adjudication and Award Presentation Ceremony of the Wofoo 3A Project 2024 will be one of the highlights of Asian Family Summit 2024, scheduled to be held on 27-29 December in Hong Kong. Subsidy will be given to members of the 8 finalist teams to attend the Final Round Adjudication as well as 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 organisation, 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. To encourage more teams to participate and feel more at ease to present themselves at the second round interview session in September 2024, we would allow someone from the team to do the translation from their national language to English if needed.

You are invited to join by completing the Submission Form and forward it to the CIFA Secretariat by email at cifasecretariat@gmail.com on or before **26 April 2024** 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 or contact the CIFA Secretariat at cifasecretariat@gmail.com.

Yours sincerely,

Patricia CHU (Mrs.)
Chairperson

“Converging Professional Wisdom for Family Well-Being”

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