

DATE: 12th June 2025

REQUEST FOR EXPRESSION OF INTEREST: No. EOI/PSP/Philippines/2025/001

FOR THE PROVISION OF

FACE TO FACE AND DONOR ACQUISITION SERVICES

CLOSING DATE AND TIME: 4th July 2025 – 23:59 hrs Manila time zone

1. Who we are?

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established on December 14, 1950, by the United Nations General Assembly. Our primary purpose is to safeguard the rights and well-being of people who have been forced to flee. They include refugees, returnees, stateless people, the internally displaced and asylum-seekers. For over 70 years, UNHCR has helped millions of people to restart their lives. Our protection, shelter, health, and education has been crucial, healing broken pasts and building brighter futures.

UNHCR has been operating in the Philippines for over 40 years. For many years, its presence was limited to Manila with a focus on asylum seekers, refugees, broader asylum migration issues and statelessness. In May 2010, with renewed dialogue between the government & armed groups, UNHCR established its presence in Mindanao to address issues on internal displacement.

The Private Sector Partnership (PSP) team of the UNHCR Philippines raises awareness on refugee issues and asks individuals to financially support UNHCR's programs through professional Face-to-Face (F2F) interactions with members of the public and other fundraising channels. This has been done since 2014 as part of a global UNHCR strategy of awareness raising and increasing private sector funding.

In the Philippines, the PSP team started in 2014 and has since engaged over 70,000 individual donors, majority of whom are signed up through F2F. Despite interruptions of the program during the prevailing pandemic, F2F remains to be the main donor acquisition channel in UNHCR's Individual Giving strategy in the coming years.

This REOI will be used to prequalify companies for further operation assessment by PSP Philippines fundraising team.

2. Objective of the Expression of Interest

UNHCR PSP Philippines intends to identify and pre-qualify companies with experience in Face-to-Face donor acquisition services for the supply of the following specific services:

- KPI: minimum 1000 new donors with 80% credit card and 40% donor age 35 years old and above.
- Conduct the F2F fundraising campaigns at events, B2B, and targeted public sites (street) to solicit regular giving (i.e. monthly) donations.
- Staff Administration: Recruitment of Staff, Staff Administration, Logistics Arrangement that Supports the F2F Operation, Control and Submission of Donation Forms or handheld device, Training, Motivation, Performance Assessment and Monitoring Staff Conduct.
- Reporting: Prepares and submits weekly and monthly location plans for all F2F teams, providing weekly, monthly, quarterly and yearly reports of donor acquisition results and claw back reports.
- Channel & Territory Management: Channel, territory and event coordination as well as weekly reporting of donor acquisition results for UNHCR.
- Data entry and daily processing including verification calls and transmission of the personal data of the newly acquired donors.
- Frontliners travel arrangements and event / competitions arrangements.
- Any other support services related to the provision and efficient delivery of the F2F donors acquisition services.

3. EOI Submission

Please confirm via email the receipt of this ROEI invite to Rachel Bagnall (Assistant PSP Operations Officer) at bagnall@unhcr.org

4. Pre-qualification

Please use Annex B technical response form to provide the below, no other format will be accepted. The technical criteria is evaluated on pass/fail.

| Criteria | Documents, information to be provided to establish compliance with the set criteria |
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| Your company must have a local operation in the Philippines and your company must be authorized to work/do business. | Please fill out Annex B as your response form to provide this information. |
| Your company must have the capacity and capability to provide services as listed under this Terms of reference point 2. | Please fill out Annex B as your response form to provide this information. |
| Compliance with UNHCR special data protection clause | Acknowledge the Supplementary Agreement on protection of personal data, including UNHCR special data protection conditions, in its entirety. Please fill out Annex B as your response form to provide this information. |
| Compliance with UNHCR general terms and conditions | Acknowledge UNHCR general terms and conditions in its entirety. Please fill out Annex B as your response form to provide this information. |
| Your company must not have been sanctioned by any UN agencies | Please fill out Annex B as your response form to provide this information. Your company must confirm that it has not been sanctioned by any UN agencies in the past. |
| Please list all your on-going and/or completed projects and clients for F2F donor acquisition in charity sector, focusing on regular donor recruitment in the Philippines. | Please fill out Annex B as your response form to provide this information. Your company must have at least one (1) project and client for F2F donor acquisition in charity sector, focusing on regular donor recruitment in the Philippines. |
| Capacity and experience to acquire quality donors to achieve long-term commitment. Please provide projection for the upcoming 12 months in terms of expected gross donor number, average monthly donation, and corresponding attrition rates (pre-debit, 3-6-12 months basis); based on realistic capacity / availability, even if it is higher or lower than UNHCR requirements. The proposed figures must be supported by: <ul style="list-style-type: none"> evidence from past performances strategy to achieve them. | Please fill out Annex B as your response form to provide this information. The minimum accepted KPIs are: 1,200 gross number of donors upon sign up PHP 750 as average monthly donation 10% as pre-debit attrition 25% as 12 months attrition on cumulative basis |

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| <ul style="list-style-type: none"> • market average (to check how your company is performing against market average) | |
| <ul style="list-style-type: none"> • Reporting capabilities, | <p>The reports must show high quality and prove data driven approach.</p> <p>please submit with your proposal the following sample:</p> <ul style="list-style-type: none"> • One (1) sample weekly report on donor acquisition results • One (1) sample monthly report on donor acquisition results • One (1) channel & territory report |
| <p>Fundraising team structure, describe current headcount volume for:</p> <ul style="list-style-type: none"> • Fundraisers • Team Leaders • Site Coordinator • Welcome Caller/Telemarketer | <p>Please fill out Annex B as your response form to provide this information.</p> <p>The minimum accepted numbers are:</p> <ul style="list-style-type: none"> • 10 Fundraisers • 2 Team Leaders • 1 Site Coordinator • 1 Welcome Caller/Telemarketer |

Kindly note that UNHCR PSP Philippines will benchmark your technical proposal to the above minimum requirements.