

**Conference of Request for Proposal for the provision of
Face to Face Donor Recruitment Services in Hong Kong Special Administrative Region (Hong Kong SAR) and Macao Special Administrative Region (Macao SAR) of China for
UNHCR Private Sector Partnerships
2018/HCR/HKG/RFP/10087**

Date: 24 May 2018

Time: 11:00am – 11:45am

Venue: UNHCR Sub-office Hong Kong

Question & Answer Session

1. Can you explain more about the ROI (Year 1:0.7, Year 2:1.5, and Year 3:2.2)?

ROI refers to Return on Investment, which equals to Expected Income divided by Cost

UNHCR expects to achieve the following minimal cumulative Return on Investment:

Year 1: 0.7

Year 2: 1.5

Year 3: 2.2

In the financial offer form, ROI of Year 1 in 2019 can be calculated by the expected income in the first year (cell B17) divided by the expected cost (cell B20).

= EXPECTED INCOME in the first twelve months (based on supplier`s capacity, average monthly donation and with 12 months attrition included) / TOTAL COST

For Year 2, ROI would be the expected cumulative income in the first two years divided by the expected cost

= EXPECTED INCOME in twenty-four months (based on supplier`s capacity, average monthly donation and with 24 months attrition included) / TOTAL COST

For Year 3, ROI would be the expected cumulative income in the first three years divided by the expected cost

= EXPECTED INCOME in thirty-six months (based on supplier`s capacity, average monthly donation and with 36 months attrition included) / TOTAL COST

2. 1000 new donors per month refer to how many fundraising team/agency?

1000 new donors per month is an objective of UNHCR. Vendors are requested to prepare their bids based on their realistic capacity/availability, even if it is higher or lower than UNHCR requirements. Please note that figures in the RFP have been stated in order to enable bidders to have an indication of the projected requirements. It does not represent a

commitment that UNHCR will purchase a minimum quantity of services. Quantities may vary and will depend on the actual requirements and funds available regulated by issuance of individual Purchase Orders against the Frame Agreement.

3. Can you explain more about the content and criteria of the financial offer?

The content of the financial offer refers to the information requested in the financial offer form attached in the RFP invitation email as Annex B.

The criteria of evaluation is based on Cost per Donor.

The maximum number of points will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price; e.g., $[\text{total Price Component}] \times [\text{HKD lowest}] \setminus [\text{HKD other}] =$ points for other supplier's Price Component.