

DATE: 15th of October 2019

REQUEST FOR PROPOSAL: No. GHANA/RFP/PSP/2019/001

**FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF**

FACE TO FACE DONOR ACQUISITION AND RETENTION SERVICES IN GHANA

CLOSING DATE AND TIME: 13th of November 2019 – 23:59 pm (Time zone in Ghana GMT)

INTRODUCTION TO UNHCR

In more than five decades, UNHCR has helped tens of millions of people restart their lives. Today, a staff of some 8,600 people in more than 125 countries continue to help more than 33.9 million globally displaced persons. To help and protect some of the world's most vulnerable people in so many places and types of environments, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

Private Sector Partnership (PSP) Africa has made great strides in digital and mobile fundraising, especially with the launch of the LuQuLuQu Campaign. This has helped with advocacy in changing the narrative and perception of the African refugees and thereby building a platform for public engagement while giving leads, and acquisition of One-Off (OO) donors.

Face to Face (F2F) fundraising is a major donor acquisition source for non-profits in South Africa like Save the Children, UNICEF, WWF, and has proved to be successful in acquiring committed donors. Accra (Ghana) has shown potential, proven with the launch of the LuQuLuQu campaign in 2018. In its first year of operations, the Private Sector Partnerships unit in Ghana has instituted a sustainable donor engagement program for the refugee cause mostly via digital channel.

In order to expand fundraising and to reach out to potential supporters, UNHCR Ghana seeks to launch its F2F operations in collaboration with service providers to expand its reach and support from the Ghanaian donor market.

1. REQUIREMENTS

In order to achieve cost efficiency whilst ensuring outstanding quality of service, UNHCR is seeking to enter into a Long-Term Agreement (LTA) for F2F donor acquisition and retention services with vendors specializing in such service area.

The Frame Agreement will be signed with more than one successful bidder for an initial period of twelve (12) months and will be extended at the sole discretion of the UNHCR for additional twelve (24) months (Phase 2 & 3), upon satisfactory performance:

- Phase 1: January 2nd, 2020 to December 31st, 2020 (12-months period)
- Phase 2: January 2nd, 2021 to December 31st, 2021 (12-months period)
- Phase 3: January 2nd, 2022 to December 31st, 2022 (12-months period)

The successful bidder will be requested to maintain their quoted price model for the duration of the contract.

The contractors will need to deliver the F2F Fundraising Recruitment Services as per the following:

F2F Donor Acquisition Services

And / Or

F2F Donor Retention Services

Bidders can submit a proposal for recruitment or for retention services, or for both services. **Please kindly note that it is not mandatory to submit a proposal for both.** The evaluation of the above services will be carried out separately both on technical and financial levels.

IMPORTANT: Terms of Reference (TORS) are detailed in Annex A of this document.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex D).

Note: this document is not construed in any way as an offer to contract with your firm.

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form an integral part of this Invitation to Bid:

Annex A:	Terms of Reference (TORS)
Annex B1&2:	Financial Offer Forms
Annex C:	Vendor Registration Form
Annex D:	UN General Conditions of Contracts for the Provision of Services
Annex E:	UNHCR Special Data Protection Conditions

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Erzsebet Gal, galer@unhcr.org as to:

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Erzsebet Gal, galer@unhcr.org. The deadline for receipt of questions is the **29th of October 2019 23:59 pm (GMT Ghana time zone)**. Bidders are requested to keep all questions concise.

IMPORTANT: Please note that Bid Submissions are **not** to be sent to the e-mail address above.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 YOUR OFFER

IMPORTANT: Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission e-mail address will result in disqualification of the offer. Please send your bid directly to the address provided in the "Submission of Bid" section 2.6" of this RFP.

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

2.4.1 Content of the TECHNICAL OFFER

IMPORTANT: No pricing information should be included in the Technical Offer. Failure to comply may risk disqualification.

The contractors will need to deliver the F2F Fundraising Recruitment Services as per the following:

F2F Donor Acquisition Services

And / Or

F2F Donor Retention Services

Bidders can submit a proposal for recruitment or for retention services, or for both services. **Please kindly note that it is not mandatory to submit a proposal for both.** The evaluation of the above services will be carried out separately both on technical and financial levels.

Vendors are requested to prepare their technical proposal based on the requirements listed under point 2 and quote for the services separately for recruitment and for retention on Annex B 1 & 2 – Financial offer forms. The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A**.

Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

a) **Company qualifications**

It is considered essential for the agency to comply with the following requirements to participate in this RFP (Request for Proposal). During the technical evaluation, in this section, the panel will score your company's (1) general liability and (2) service provision experience in:

Please provide :

- Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company's financial soundness and stability.
- Registration certificate/certificate of incorporation to prove that your company is authorized to do business in Ghana.
- Year founded
- If a multi-location company, please specify the location of the company's headquarters and the branches that will be involved in the project work with founding dates;
- Direct marketing experience;
- Total number of clients, please provide a list;
- You are requested to provide three (3) references that we will contact from your current client list in case of selection.

b) Proposed services

During the technical evaluation, in this section, the panel will score (1) the comprehensiveness of the proposal and (2) your company's compliance regarding the required services listed under point 2; the capacity scales up and to achieve the proposed targets and (3) the number of projects successfully completed and/or currently on-going:

- The comprehensiveness of the proposal, whether the proposal follows the structure of this ToR. The general company profile will not be accepted.
- Please indicate the number of direct marketing projects (in private or in non-profit sector) successfully completed and/or currently under-way.

For donor acquisition services:

- A description of your agency's capacity to scale up a F2F donor acquisition operation and to provide the service in the ToR 2.1
- A description of your agency's strategy on how to achieve the proposed targets listed under point 1.3.1, focusing on long-term commitment and reduced attrition for donor acquisition services.

For donor retention services

- A description of your agency's capacity to scale up a F2F donor retention operation and to provide the service in the ToR 2.2
- A description of your agency's strategy on how to achieve the proposed targets listed under point 1.3.6, focusing on reduced attrition for donor retention services.

c) Personnel qualifications

Please indicate the composition of the team (project managers, paid F2F staff, subcontractors, consultants) you propose to provide for the project. In particular:

- Describe whether you can provide adequately skilled people to assume the responsibilities and perform the full range of tasks included in the TOR;
- d) **Vendor Registration Form:** If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (Annex C);
- e) Please indicate your acknowledgement of the **UNHCR General Conditions of Contract for the Provision of Services (Annex D)** and include it in your submitted Technical Proposal.
- f) Please indicate your acknowledgement of the **UNHCR Special Data Protection Conditions (Annex E)** and include it in your submitted Technical Proposal.

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, which shall be GHS (Ghana Cedi).

The financial offer must cover all the services to be provided (price "all inclusive").

The Financial Offer is to be submitted as per the Financial Offer Forms (Annex B1 & B2). Bids that have a different price structure may not be accepted.

You are requested to hold your offer valid for 90 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 **BID EVALUATION:**

2.5.1 **Supplier Registration:**

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 **Technical and Financial evaluation:**

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer). Please find the detailed scoring breakdown:

Technical evaluation acquisition services

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Financial soundness and stability (10 points)	Please submit last balance sheet, last year audit reports OR any financial statement, public audit, risk scores given by qualified companies are provided to enable UNHCR to assess financial soundness and stability. Registration certificate/certificate of incorporation to prove that your company is authorized to do business in Ghana.
Direct marketing experience (10 points)	The scores will be allocated for the number clients (previous and current in total) in the private sector, based on the evidence provided.
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Comprehensiveness of proposal (5 points)	Please follow the structure of requirements listed under point 2 to ease the scoring. General company profile will not be accepted as technical proposal. Please tailor your offer to demonstrate compliance with the listed requirements.
Number of direct marketing project (in private and/or in non-profit sector) (5 points)	The scores will be allocated for the number of direct marketing projects (successfully completed and/or currently under-way in total) in private and/or in non-profit sector, based on the evidence provided.

The capacity to scale up a F2F donor acquisition operation (15 points)	A detailed section in the technical proposal to prove your agency's capacity/capability to scale up a F2F donor acquisition operation and fulfilment with services listed under 2.1.
The strategy to achieve the proposed targets (15 points)	A detailed section in the technical proposal to describe your agency's strategy to achieve the proposed targets listed under 1.3.1 for the F2F donor acquisition operation.
Personnel Qualifications (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
	The scores will be allocated based on the average years' of relevant experience of the core people working UNHCR account.

The minimum passing scores of the evaluation is 35 out of 70; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Technical evaluation retention services

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Financial soundness and stability (10 points)	Please submit last balance sheet, last year audit reports OR any financial statement, public audit, risk scores given by qualified companies are provided to enable UNHCR to assess financial soundness and stability. Registration certificate/certificate of incorporation to prove that your company is authorized to do business in Ghana.
Direct marketing experience (10 points)	The scores will be allocated for the number clients (previous and current in total) in the private sector, based on the evidence provided.
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Comprehensiveness of proposal (5 points)	Please follow the structure of requirements listed under point 2 to ease the scoring. General company profile will not be accepted as technical proposal. Please tailor your offer to demonstrate compliance with the listed requirements.
Number of direct marketing project (in private and/or in non-profit sector) (5 points)	The scores will be allocated for the number of direct marketing projects (successfully completed and/or currently under-way in total) in private and/or in non-profit sector, based on the evidence provided.
The capacity to scale up a F2F donor retention operation (15 points)	A detailed section in the technical proposal to prove your agency's capacity/capability to scale up a F2F donor retention operation and fulfilment with services listed under 2.2.
The strategy to achieve the proposed targets (15 points)	A detailed section in the technical proposal to describe your agency's strategy to achieve the proposed targets listed under 1.3.6 for the F2F donor retention operation.

Personnel Qualifications (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
	The scores will be allocated based on the average years` of relevant experience of the core people working UNHCR account.

The **Financial offer** will use the following percentage distribution: **30%** from the total score. The max score allocated to the financial components is 30% (of the total scores), i.e. max 30 points. The financial proposal is to be submitted **ONLY** by filling in Annex B 1& B2. **Please note that your financial proposal cannot be amended or changed after the submission of the bid. The financial offer will be the part of the frame agreement with the winner agencies, thus it will be considered as your agency`s price list for the duration of the contract. For this reason, we kindly ask you to make sure that appropriate fees are confirmed.**

Please use Annex B1 and B2 to provide your financial proposal.

2.6 SUBMISSION OF BID:

The offers must bear your official letter head, clearly identifying your company.

Bids should be submitted by e-mail and all attachments should be in PDF format. Please submit the financial offer (Annex B) in both excel and PDF format, for reading and evaluation purposes.

Bid must be sent by e-mail ONLY to: DENCOBID@unhcr.org

Closing date:

13th of November 2019 – 23:59 pm Ghana time zone (GMT)

IMPORTANT: The technical offer and financial offer are to be sent in separate documents and email. Please do **NOT** copy any UNHCR staff member on your bid submission, as the bid opening and registration is done by a third, independent team. Failure to do so will result in disqualification.

IMPORTANT: Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is your responsibility to verify that all e-mails have been received properly before the deadline. Please be aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of **5 MB**, so it may be necessary to send more than one e-mail for the whole submission, to send in a compressed file or to send a link to an online file storage modality.

Please indicate in e-mail subject field:

- **GHANA/RFP/PSP/2019/001**
- Name of your firm with the title of the attachment
- If your email includes the technical or the financial offer (they are to be sent in separate emails)
- Number of e-mails that are sent (example: 1/3, 2/3, 3/3).

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.


Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UN GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts for the Provision of Services (**Annex D**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.



pp Amma Ra:
10/14/2019

Ms. Needa Jehu-Hoyah
Regional Manager
UNHCR PSP Africa