

Annex A: Terms of Reference - CANTO/RFP/PSP/002 for the provision of Database, donation processing and fulfilment Services

1. Introduction

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It strives to ensure that everyone can exercise the right to seek asylum and find safe refuge in another State, with the option to return home voluntarily, integrate locally or to resettle in a third country. It also has a mandate to help stateless people.

UNHCR works during emergencies, saving people lives, set up camps and assists refugees providing shelter, clean water and medical care. In addition the agency works to rebuild refugee life through education for children, vocational training and microcredit projects. In more than six decades, the agency has helped tens of millions of people restart their lives. Today, a staff of more than 9,300 people in 123 countries continues to help and protect 50 millions of refugees, returnees, internally displaced and stateless people.

1.1. Background information

The Private Sector Partnerships (PSP) unit of UNHCR Canada is calling for proposals to provide services to provide database, donation processing and fulfilment services.

PSP has a strong interest in contracting with a single supplier to provide the full range of services.

The chosen supplier will be offered a two year contract, potentially renewable for an additional one year, tentatively beginning 01 March 2017.

UNHCR's current annual direct response program in Canada includes:

- 8-9 donor appeal/renewal mailings for a volume of approximately 130,000 to 150,000 pieces annually;
- 4-6 mailings to mid-level donors (approx. 5,000 pieces total);
- 2-3 Prospect mailings for a volume of approximately 600,000 annually;
- Digital appeals (banner, social ads and search ad campaigns);
- Face-to-face canvassing;
- Multichannel fundraising;
- Ongoing e-appeals and e-communication.

In addition to the direct response program, UNHCR Canada continues to cultivate and to generate major gifts from corporations, individuals, foundations and community-based events.

1.2. Scenario

In 2016, UNHCR Canada processed over 15,000 single gift transactions as well as run over 120,000 monthly gift transactions. Tax receipts are issued for donations of \$10 or more. In addition, paper receipts are sent to supporters by regular mail, however, e-receipting is popular among UNHCR's supporters who donate online (approximately 30% of single gift transactions are online). Online donations are automatically receipted.

Transactions for offline monthly donations are processed on the 1st and 15th of every month. Within the current monthly donor file, approximately 59% are credit card transactions, 31% are direct debit and 10% are processed online (through Engaging Networks).

Estimated Quantities for Financial Form:

- 15,000 single gift transactions for the year:
 - 35% online (automatic e-receipt)
 - 60% offline (paper receipt issued)
 - 5% offline (e-receipt issued)
- 12,000 monthly gift transactions per month (1st and 15th processing)
 - 100% offline gifts requiring processing

Our database of record is Raiser's Edge and we have 100,000 records in the database. Of these, approximately 30,000 are active donors.

2. Requirements

Descriptions and timelines (where applicable) for the following services should be included in the technical proposal:

A. Processing Single Offline Gifts

- General Administration
- Thank you letter set up (per letter/letter change)
- Finder File/Scanline Upload
- Processing Using Finder File/Scanline: Open mail; batch cheques, cash, credit cards, non-payment items; scan cheques and coupons; deposit cheques, cash; process credit cards; issue receipts
- Processing Without Finder File/Scanline: Open mail; batch cheques, cash, credit cards, non-payment items; scan cheques and coupons; deposit cheques, cash; process credit cards; issue receipts
- Missing Info (Cheques & Credit Card)
- Exceptions - Return to Client
- Transaction Split Fees
- Add Image Preference for Personalized Premiums
- Add Mail Code
- Receipt per form setup
- E-receipts
- Add Non-Payment Transaction
- Add Record to Kill File Database if Scanline Used
- Add Record to Kill File Database if Scanline Not Used
- Issue Card for Tribute Gift

- In-Memory / In-Honour Keying

B. Processing Monthly Gifts

- Initial Setup
- Processing
- Adds
- Changes/Cancel
- Reversals
- Acknowledgements (F2F postcards)
- Annual Receipts
- Annual E-Receipts
- Other: (please specify)

C. Call Centre Services

- DID Line Charge for 1-800
- Completed Inbound Calls (per minute)
- Completed Outbound Calls (per minute)
- Attempted Calls
- Issuing Donor Correspondence

D. Database Services

- Service fee to manage Raiser's Edge database
- Per User Access
- Data Storage
- Database Extractions - House File
- Database Extractions - Trade List
- Uploads to Database
- Duplicate Record Merging (per record)
- Make One-Off Database Change (i.e - mail code change)

E. Programming Services

- Software Programming Fee
- IT Support
- Customized Reports

F. Other Services

- Look up and add postal code or phone number to a record (each)
- Insert additional materials with receipts (after receipt, letter and BRE)
- Fold additional materials
- Armoured Car pick up of mail, and donation deposit delivery (per mail piece received)
- Shredding
- Stock Storage
- Receipt Storage

3. Content of the Technical Offer

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

a) Description of the company and the company's qualifications

A description of your company with the following documents: company profile, registration certificate and last audit reports:

- Year founded;
- If multi-location company, specify headquarters location;
- Number of similar and successfully completed projects;
- Number of similar projects currently underway;
- Any relevant experience working with UNHCR Canada, other UN Agencies or no profit sector should be included;
- Total number of clients, please provide a list;
- You are requested to provide three references that we may contact from your current client list. If submitting a partnership proposal, please provide references for each firm that is participating in the proposal bid.

Any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

b) Understanding of the requirements for services, proposed approach, solutions, methodology and outputs

Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your company would respond to the TOR:

- A description of your organization's capacity to provide the service.
- A description of your organization's experience in these services.
- All bidders should include an initial transition schedule, as well as standard delivery times for services provided.
- Include any relevant samples to support delivery of services (i.e. reports, donation flow charts)

c) Proposed personnel to carry out the assignment

The composition of the team you propose to provide:

- A description of the team member's role within your firm;
- Curriculum Vitae of core staff (team members);
- Example of account service and reporting team structure.

d) Security of donor information and data entry

Please provide information on your data security policies and procedures and compliance with PCI data security standards.

- e) **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**);
- f) **UNHCR General Conditions for Provision of Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services by signing **Annex D**.
- g) **Confidentiality Declaration (Annex E)**