

DATE: 6th of October 2025
REQUEST FOR EXPRESSION OF INTEREST: No. EOI/PSP/GREECE/2025/001
FOR THE PROVISION OF
FACE TO FACE AND DONOR ACQUISITION SERVICES
CLOSING DATE AND TIME: 31st of October 2025 – 23:59 hrs Greece time zone

1. Who we are?

The Office of the United Nations High Commissioner for Refugees (UNHCR), established on December 14, 1950, by the United Nations General Assembly, is the world's leading organization dedicated to saving lives, protecting rights and building a better future for refugees. Today, UNHCR is one of the world's principal humanitarian agencies. Their staffs are helping more than 129,9 million people in 137 countries. For more information, please see www.unhcr.org.

The Fundraising Unit of UNHCR in Greece has an ambitious Private Sector Partnership (PSP) program whose aim is to raise funds from private donors. In reaching it, PSP Greece is committed in building UNHCR's brand equity, improving brand awareness, and increasing public engagement through multichannel, integrated approaches.

Fund Raising activities in Greece include two different main programs:

- i) the Individual Giving (IG), raising money from individuals both regular and one-off, and
- ii) the Private Partnerships and Philanthropy (PPH) targeting companies, foundations, Small and Medium Sized Enterprises (SMEs), High Net Worth individuals and Legacy.

Inside the Individual Giving strategy, Face to Face (F2F) program has a crucial role, representing the main channel of regular donor acquisition.

For this strategic purpose, PSP Greece and Cyprus operation is interested to engage with multiple external Agencies to help the Organization raise more funds through F2F and donors acquisition programs and increase the number of regular donors, to boost contributions and deliver long-term sustainable solutions that provide security, dignity and future for all those caught up in tragedy of conflicts and displacements.

Recruiting new regular and high-quality donors through the direct dialogue technique and increase UNHCR brand awareness are, consequently, the main objectives.

2. Objective of the Expression of Interest

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

- Conduct the F2F fundraising campaigns at events, businesses, targeted public and private sites, or via Door-to-Door, to solicit regular giving (i.e., monthly) donations through bank account or debit/credit card.
- Staff administration & training according to UNHCR specifications.
- Data Entry, including verification calls and transmission of the personal data of the newly acquired donors in a reasonable timing.
- Data exchange reporting on a regular agreed basis, or after specific request.
- Frontliners travel arrangements and event / competitions arrangements.
- Any other support services related to the provision and efficient delivery of the F2F donors acquisition services.

PSP Greece and Cyprus envisages to launch a tender with the aim to establish a contractual relationship with multiple companies of a period up to 3 or 5 years with each appointed supplier and with performance revision on a regular basis.

Please note that this REOI is NOT an invitation for submission of a proposal/offer. Please also note that submitting a response to this EOI does not guarantee that your firm will be invited should a solicitation be issued.

3. EOI Submission:

Please confirm via email to Irina Baltariu (PSP Finance Assistant) at giurca@unhcr.org the following:

1. Your company's legal name
2. One point of contact provided for further communication
3. Brief description of the company profile
4. Confirmation to provide F2F and donor acquisition services in Greece and Cyprus
5. Confirmation to participate in upcoming formal tender process(es) to establish a long-term agreement for such service provision in Greece and Cyprus

Please fill out Annex B as your response form, no other format will be accepted.

1. Pre-qualification

Please use Annex B – Technical Response Form as your response form to provide the below, no other format will be accepted.

Criteria	Documents, information to be provided to establish compliance with the set criteria
Your company or your network must have a local operation in Greece and in Cyprus, and your company must be authorized to work/do business.	Please send your company registration certificate and fill in our UNHCR vendor registration form (Annex C). <i>In case your company is a PO supplier, i.e., has valid vendor profile in UNHCR ERP system, there is no need to send the above document unless important company information needs to get updated. Compliance with the rest of the pre-selection criteria remain unchanged.</i>
Capacity to provide the required services	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 these Terms of reference point 2.
Compliance with UNHCR special data protection conditions	Please fill out Annex E as your response form to provide this information.
Compliance with UNHCR General terms and conditions	Please fill out Annex D as your response form to provide this information.

<p>Experience in the charity sector</p> <p>The minimum accepted project: ONE charity project in the past 3 years.</p>	<p>Please fill out Annex B as your response form to provide this information.</p> <p>Please list all your on-going and/or completed projects and clients for F2F donor Acquisition in the charity sector, focusing on regular donor recruitment in Greece and Cyprus.</p> <p>Your company must have at least ONE project listed.</p>
<p>Capacity and experience to acquire quality donors to achieve long-term commitment</p> <p>The minimum accepted KPIs are:</p> <ul style="list-style-type: none"> • 2.400 gross donors on an annual basis • EUR 20 as average monthly donation • 15% as pre-debit attrition • 40% as donors' attrition in the 12th month on cumulative basis 	<p>Please fill out Annex B as your response form to provide this information together with your evidence and strategy.</p> <p>Please provide projection for the upcoming 3 years in terms of (1) expected gross donor number, (2) average monthly donation, and (3) 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:</p> <ul style="list-style-type: none"> • evidence from past performances • strategy to achieve them. • market average (to check how your company is performing against market average)
<p>Reporting capabilities</p>	<p>The reports must be of high quality and prove a data-driven approach. 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) claw back report
<p>Fundraising team structure</p> <p>The minimum accepted numbers are:</p> <ul style="list-style-type: none"> • 7 Fundraisers • 1 Team Leader • 1 Account Manager 	<p>Please fill out Annex B as your response form to provide this information; describe current headcount volume for:</p> <ul style="list-style-type: none"> • Fundraisers • Team Leader • Account Manager