

REQUEST FOR PROPOSAL FOR SERVICES RFPS-PFP-2021-211094

SUMMARY PAGE

Launching date: **Thursday, 20 May, 2021**

Closing Date: **Friday, 04 June, 2021, 16:00 pm GENEVA TIME**

THE UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for the provision of:

ONLINE HIGH-NET WORTH INDIVIDUALS RESEARCH DATABASE SERVICE LONG-TERM ARRANGEMENT FOR SERVICES (LTA-S)

Proposals must be submitted via the UNICEF Web Bidding Tool:

<https://ungm.in-tend.co.uk/unicef-pfp/asp/Home>

UNICEF seeks proposals from qualified institutional/corporate entities to establish non-exclusive Long Term Arrangements for Services (LTAS) for the provision of **ONLINE HIGH-NET WORTH INDIVIDUALS RESEARCH DATABASE SERVICE**.

UNICEF has ambitious goals to help raise greater funds from the private sector to help change the lives of children. The major donor stream of income, composed of donors who support UNICEF with grants of over \$100,000 per year, is expected to provide a significant share of UNICEF's global growth over the next three years, and aspires to grow by 10% year on year.

UNICEF is looking for a tool that will help us identify new income opportunities and maximise current income opportunities globally. Specifically, we would like to be able to identify high net worth individuals (HNWI, or individuals with over \$1 million in liquid assets and the capacity to give a major gift) in the countries where we fundraise, and also identify HNWI who are currently giving at lower gift levels within our existing donor databases. For this we require a wealth research tool focusing on this population.

Vendor(s) with the ability to offer an online database with focus on or having a high concentration of high net worth individuals (HNWIs) are encouraged to submit proposals.

Should your company be qualified and interested in this bidding opportunity, please register in the UNICEF-PFP e-tendering system to access the complete RFP package - please follow the registration procedure attached to this notification.