

DATE: 7th March 2025

REQUEST FOR EXPRESSION OF INTEREST: No. EOI/PSP/CHINA/2025/001

FOR THE PROVISION OF

PHILANTHROPIST PROSPECT RESEARCH SERVICES
FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN CHINA

CLOSING DATE AND TIME: 28th March 2025 23:59 UTC+8hrs Beijing time zone

1. Who we are?

UNHCR, the UN Refugee Agency, is the world's leading organization dedicated to saving lives, protecting rights and building a better future for refugees. UNHCR leads international action to protect people forced to flee their homes because of conflict and persecution. It delivers life-saving assistance like shelter, food and water. Private Sector Partnerships Service (PSP) is responsible for mobilizing resources from the private sector for refugees and persons of concern (POC). UNHCR have developed a \$1 Billion Private Sector Fundraising Strategy 2018-2025 (the Strategy). As part of this strategy, and in order to achieve the ambitious objectives of mobilizing necessary resources for UNHCR, colleagues working in the sphere of Private Partnerships and Philanthropy (PPH) and the Individual Giving (IG) mainly focus on developing and strengthening partnerships with companies, foundations and private philanthropists (PPH donors) and individual donors (IG donors) accordingly.

Global refugee situation: Forced displacement, most of it arising from war and conflict, has risen sharply in the past decade, largely a result of the Syria crisis, but also due to a proliferation of new displacement situations and unresolved old ones. Ongoing and new conflicts have driven displacement across the world in 2023, with over 117.3 million people forcibly displaced by the end of the year. This constitutes a rise of 8 per cent or 8.8 million people compared to the end of 2022 and continues a series of year-on-year increases over the last 12 years. On 17 December 2018, the United Nations General Assembly affirmed the [Global Compact on Refugees](#). The Global Compact on Refugees provides a blueprint for governments, international organizations, and other stakeholders including the private sector to ensure that host communities get the support they need and that refugees can lead productive lives.

Private Sector Partnerships (PSP) service: UNHCR is almost entirely funded by voluntary contributions from governments and private donors. In 2024, voluntary contributions to UNHCR from individuals and the private sector reached \$724 million, constituting 15% of UNHCR's overall income. As part of a wider fundraising team, the primary role of PSP China colleagues is to seek various forms of support from PPH and IG donors: securing funding for UNHCR programmes will be considered a priority, but the work also includes leveraging the capacities of these partnerships beyond funding, in order to build long-lasting holistic partnerships bringing various forms of support to UNHCR and to POC, such as advocacy, visibility, expertise, innovation and public engagement. Since the start of the operation, PSP China has been showing a record-breaking growth in its number of committed donors and fundraising income revenue.

In recent decade, Chinese private sector's outward investment is tremendous. Chinese private companies including Anta Group, LONGi, Transsion, Tencent, Xiaomi Foundation, Infinity; foundation partners including China Charity Federation and Chinese Red Cross Foundation to support UNHCR operations and the education programme globally. As the Paris 2024 Olympic Games and the Olympic Refugee Team competing has generated a lot of discussion and empathy in China toward refugees, PSP China sees the opportunity to gear up the efforts to engage with Chinese philanthropists while stewarding the current partnerships. However, PSP China has little experience of working with philanthropists in house.

Considering UNHCR's core mandate and its global strategies, UNHCR PSP China unit aims to, through this consulting service, map out the most relevant Ultra HNWI and philanthropists that have priorities and interests well aligned with UNHCR, and develop relatively mature partnership proposals with several for implementation.

UNHCR www.unhcr.org

This REOI will be used to prequalify companies to be invited for the forthcoming formal method of solicitation to support PSP China to insert UNHCR into the HNWI landscape and to increase our visibility in China.

2. Objective of the Expression of Interest

UNHCR PSP China is seeking to identify and short-list qualified service providers to raise awareness of refugee issues and UNHCR's work among Chinese philanthropists through introduction, salons or other forms of events, to support PSP unit grow its engagement and mobilize increased resources in addressing the global issues on forcibly displacement under the Global Compact on Refugees.

You are kindly requested to:

- **Confirm whether based on the service requirements listed under section 2.1, your company is interested to engage with UNHCR in a possible selection process**

And

- **Confirm whether your company can provide these services and compliant with the pre-selection criteria, as listed under section 4**

2.1 Services to be rendered

1. Awareness Raising

- Organize and co-host events such as salons, and other forms of events, raising awareness of refugee issues and the work of UNHCR among Ultra HNWIs.
- Invite UNHCR, along with national and provincial foundations and relevant government stakeholders, to key events to strengthen support and advocacy for humanitarian causes.

2. Introduction of Ultra HNWIs

- Have an extensive network of Ultra HNWIs in major provinces and cities like Beijing, Shanghai, Zhejiang, Guangdong and across China.
- Have a proven track record of multi-years engagement with Ultra HNWIs and their families in charity in China.
- Recommend at least 10 high-potential Ultra HNWIs/families that would like to work with UNHCR with financial contribution and/or other types of contributions.
- Invite UNHCR with a speaking role to at least 1 large scale event with over 100 Ultra HNWIs, to introduce global humanitarian cause and best practices of private sector support to UNHCR.
- Invite UNHCR to participate and speak at least 4 seminars, salons and other close door events with Ultra HNWIs, to raise awareness of refugee cause and the work of UNHCR.

3. Year-long Engagement

- Outline a comprehensive plan for a one-year collaboration, detailing how they will consistently provide PSP with opportunities to interact with Ultra HNWIs over the course of the year, ensuring sustained and fruitful cooperation.

4. Communications with PSP China

- Attend joint meetings with UNHCR China staff to understand UNHCR's operation and the service project requirements.
 - Designate focal point for regular communication with UNHCR during the service period.
-

- Attend regular calls/meetings at agreed schedule with PSP unit to have in-depth understanding or UNHCR's work and update project progress.

3. EOI Submission

Please confirm via email the receipt of this ROEI invite to Rachel Bagnall (Assistant PSP Operations Officer) at bagnall@unhcr.org

Your EOI submission should also be submitted via email as per above.

4. Pre-qualification

Please use Annex B technical 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 must be registered and eligible to do business in China	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 this Terms of reference point 2.1	Please fill out Annex B as your response form to provide this information.
Compliance with UNHCR data protection	Please fill out Annex B as your response form to provide this information.
Compliance with UNHCR general terms and conditions	Please fill out Annex B as your response form to provide this information.
Experience in long-term relationship-building with Ultra HNWIs and philanthropists in China	Your company must have at least 3 years of previous experience in the philanthropic field in China, please list at least two examples with their Names and Describe the Nature of these connections/experiences from the past 3 years; please add start and end date and the outcome of these projects (if not confidential). .
Experience in wealth management in China (performing against market average)	Please submit one case study demonstrating your company's previous work on local financial regulations, investment trends, and charitable giving behaviors. Please outline past engagements demonstrating relationship depth and duration, evidence of an existing network of Ultra HNWIs in China.
Experience in event management	Your company must have experience in hosting large scale events with a demonstration of successful track record in engaging national/provincial level foundations, relevant government stakeholders and/or Ultra HNWIs and professional experience of at least 3 years. Provide one detailed portfolio of series event plan, published works with national/provincial level foundations, relevant government stakeholders and Ultra HNWIs in China.
List of proposed events	Your company must be able to offer speaking opportunities for UNHCR in relevant events/forums organized and/or co-organized by your company.

	In your technical proposal, please <i>list at least 3 events</i> the events that you could provide speaking opportunities for UNHCR and give a brief introduction of the events.
--	---

Kindly note that UNHCR PSP China will benchmark your technical proposal to the above minimum requirements.