

Call for Tender

Fundraising Feasibility Study in Poland

Reference Number FR-01-2018

I. Introduction

Médecins Sans Frontières (MSF) is a non-profit, self-governed, member-based organisation providing medical assistance to people affected by conflict, epidemics, disasters or exclusion from healthcare. MSF's actions are guided by medical ethics and the principles of independence and impartiality. Founded in 1971 in Paris, today, MSF is a worldwide movement of more than 42,000 people. MSF counts on the generous support of more than 6 million individual donors worldwide. Over 90 per cent of our funds come from private donations, allowing MSF to act fast to save lives.

Based on a "New Market Assessment" carried out in 2010, as well as respective follow-on decisions, MSF is currently evaluating the fundraising potential in different markets that the organization is so far not accessing yet. The goal of the study advertised here is to provide the necessary information and analysis to allow MSF to decide whether, and if so, how and at which pace to pursue fundraising activities in Poland.

II. General Information

Position:	Consultancy Fundraising Feasibility Study in Poland
Reference Number:	FR-01-2018
Duration of Contract:	15 October 2018 – 14 December 2018 (ca. 45 work days)
Start of Contract:	15 October 2018
Application Deadline:	9 September 2018

III. Goals of the Study

The goal of the study is to provide the necessary information and analysis to allow MSF Germany to decide whether, and if so, how and at which pace to pursue fundraising activities in Poland.

IV. Content of the Study (non-exhaustive list)

1. Financial potential

What is the estimated annual income potential for MSF in Poland?

- Political, economic and social situation, GDP, average income, purchasing power; segmented by population groups/milieus
- Characteristics of the charity market, donor behaviour, average donation amount (private donors, major donors, corporate donors, foundations, government institutions, etc.), Law on Public Benefit Activities and Volunteerism that permits an income taxpayer to allocate 1% of tax to a Public Benefit Organization, any other relevant facts
- Income of other national or international non-profit organizations and religious organizations in Poland
- Income of other comparable MSF sections and new MSF entities worldwide, e.g. Czech Republic (data available)
- Fundraising costs of other comparable large national/international non-profit organizations in Poland and comparable MSF sections worldwide (data available)

2. Motivational potential

Which general values and beliefs in Poland are in accordance with MSF's principles and could encourage donations to MSF?

- Key cases for giving
- Political developments
- Collective historical experiences & identities
- Religious values
- Other motivations for giving

3. Awareness of humanitarian assistance and MSF

Is there any pre-existing public awareness of MSF in Poland?

- Awareness and perception of charities and fundraising in general
- Awareness and perception of humanitarian assistance

- Brand awareness of MSF (pre-existing knowledge about MSF in comparison with other international humanitarian actors, international and local NGOs, and MSF in the Polish media, etc.)

4. Fundraising market structures

Which fundraising structures are currently established in Poland?

- Interest and lobby groups
- Human resources for fundraising – qualified fundraising professionals, fundraising education
- Suppliers offering services for fundraising (e.g. donor database management, F2F, telephone fundraising, etc.)

5. (Pre-)conditions

What legal and other structural conditions need to be considered before and during market entry?

- Legal form/form of organization (Association, Public Benefit Organization), formation and registration, other relevant legal regulations
- Laws and regulation on receiving donations
- Tax laws and regulations for private and corporate donations
- Data protection (national laws/policies, EU data protection law)
- Regulations on how to receive donations from the 1% tax allocation
- Suggestions for an internal MSF governance and human resource model, including communication needs
- Relevant regulations affecting Polish NGOs receiving funding from NGOs abroad

6. Risks

- Risk analysis (e.g. political/economical, legal constraints, fundraising market, HR, brand/communication)

7. Conclusion

- A detailed summary report on the findings, including a recommendation to MSF movement whether, and if so how to pursue fundraising activities in Poland, based on e.g.
 - A SWOT analysis
 - Estimated expected income
 - Estimated costs
 - Estimated time frame for income generation and long-term vision (after 1, 2, 3, 4, 5, 10+ years)

- Potential donors and most advisable target groups (private, major donors, corporate, foundations, government institutions)
- Potential fundraising tools (direct mailing, online fundraising, F2F, telephone fundraising, crowd fundraising, events, corporate fundraising, major donor fundraising, etc.)
- Necessity for public awareness building for humanitarian aid and MSF, suggestions on scope awareness campaign(s), suggestions on content of awareness campaign(s), need for spokespeople, contextual challenges concerning communication; suggestions on content of awareness campaign(s)
- Necessity for additional field workers recruitment for media purposes, status quo analysis of current Polish MSF field staff (data available)
- Rough estimation of need and scope of administrative setup, infrastructure (e.g. office space, website, CRM), human resources (e.g. HR laws and regulations, payment system, salary benchmark), legal requirements for registration, etc.
- Cost estimate awareness campaign(s), administration, infrastructure, human resources, etc.
- Suggestions for first and follow-up steps, sequencing, and timelines

V. Requirements

- Proven experience in assessing the fundraising potential of different markets
- Proven track record of devising successful market entries and fundraising strategies
- In-depth knowledge of the Polish non-profit sector and the fundraising market

VI. Application Documents

We would like to get to know you and your experience! Please introduce yourself and your relevant experience in detail. Which qualifications and knowledge do you bring in? Please include evidence and recommendation letters, as well as a list of successfully delivered projects.

Furthermore, please explain your approach to the assignment including the methodologies you will be using, a timetable, as well as a description of the deliverables we can expect from you at the end of the assignment. In addition, please submit a financial proposal that indicates the all-inclusive fixed total contract price supported by a breakdown of costs.

Applications of consortia of consultants with different relevant experiences are very welcome.

Please send your offer [via email](#) until 9 September 2018, citing the reference number FR-01-2018. We will contact you and invite you for interviews at our office in Berlin or via skype-for-business, likely in week 39.

If you have any questions regarding this call for tender, please contact Barbara Gerold-Wolke, Head of Fundraising, MSF Germany: Barbara.Gerold-Wolke@berlin.msf.org. The answers to the questions posed via email will be made accessible to all applicants in an anonymized manner.

ÄRZTE OHNE GRENZEN e.V.
Barbara Gerold-Wolke
Head of Fundraising
Am Köllnischen Park 1 in 10179 Berlin
per E-Mail: Barbara.Gerold-Wolke@berlin.msf.org
www.aerzte-ohne-grenzen.de