International Rescue Committee UK

Request for Proposal (RFP)

Project name
IRC Reference #: RFP/8UK_2027/ Offline Media

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I. INTRODUCTION

1. The International Rescue Committee UK

The International Rescue Committee, hereinafter referred to as “IRC UK”, is a non-profit, humanitarian agency that provides relief, rehabilitation, protection, resettlement services, and advocacy for refugees, displaced persons and victims of oppression and violent conflict. The IRC has been operating in the United Kingdom since 1997.

Our London HQ is the IRC UK hub in Europe with a mission to raise profile, deliver policy and practice change, and increase funding to help people whose lives and livelihoods are shattered by conflict and disaster to survive, recover and reclaim control of their future.

2. The Purpose of this Request for Proposal (RFP)

It is the intent of this RFP to secure competitive proposals to select a supplier for the International Rescue Committee UK to supply (**Offline Media**).

All eligible suppliers that qualify and are technically competent for the supply of the goods and services indicated in a specific category are invited to submit their proposals. The contract will run (two years, with the possibility of extension for another year)

3. Bid Eligibility

Suppliers may be a private, public or government-owned legal entity, or any association with legal capacity, and must be able to comply with all applicable government legal regulations to operate in the United Kingdom and to enter a binding Contract with IRC UK.

A Suppliers shall not have a conflict of interest. A suppliers shall be considered to have a conflict of interest if:

- A supplier has a close business or family relationship with IRC UK personnel who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the Contract, and/or the bid evaluation process of such Contract; or (ii) would be involved in the implementation or supervision of such Contract;
- A Supplier is associated, or has been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by IRC UK to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the goods, services or works required in the present procurement process; or
- A supplier has an interest in other suppliers, including when they have common ownership and/or management. Suppliers shall not submit more than one bid, except for alternative offers, if permitted. This will result in the disqualification of all bids in which the Suppliers is involved. This includes situations where a firm is the Suppliers in one bid and a sub-contractor on another; however, this does not limit the inclusion of a firm as a sub-contractor in more than one bid.

Suppliers and IRC UK personnel must disclose any actual or potential conflict of interest in their submission, and they shall be deemed ineligible for this procurement process unless such conflict of interest is resolved in a manner acceptable to IRC UK. Failure to disclose any actual or potential conflict of interest may lead to the Suppliers being disqualified from providing bids on future programmes.

A Suppliers shall not be eligible to submit a quotation when at the time of quotation submission, the Suppliers:

- is included in the IRC global Ineligibility list; or
- is currently suspended from doing business with IRC globally and removed from its supplier database(s).

4. Cost of Bidding

The Suppliers shall be responsible for all costs associated with the preparation and submission of its bid, and IRC hereinafter referred to as "the Purchaser", will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

5. The Proposal Documents

Perspective suppliers are expected to examine all instructions, forms, **terms** and **specifications** in the RFP and complete the bidding documents from the appendix section as part of the required submission. Failure to provide all information required will be at the suppliers' risk and may result in bid rejection.

6. RFP Requirements

Scope of Proposal	This RFP refers to **Offline Media** as further described in Section III: Schedule of Requirements.
Contact for correspondence, notifications, and requests for clarifications	All correspondence, notifications, and requests for clarifications in relation to this RFP shall be sent to: **IRC UK Supply Chain** **supply.chainuk@rescue.org**
Bidder Eligibility	All.
Intent to Bid Submission Deadline	**18 November 2026**
Clarifications	Requests for clarification from bidders will not be accepted by any later than **27 November 2026** Clarification will be provided in a written response via e-mail and will be shared with all perspective suppliers who have declared their intent to bid.
Proposal validity period	Proposals shall remain valid for acceptance by IRC-UK for **90 days** from the Deadline for Proposal Submission.
Proposal Currenc(ies)	Proposals shall be quoted in Great British Pounds (GBP)
Duties and Taxes	All proposals shall be submitted inclusive of VAT proposals received will be assumed and evaluated as inclusive of VAT
Language of Proposal	All proposals, information, documents, and correspondence exchanged between IRC UK and the supplier in relation to this RFP process shall be in English.

Deadline for Proposal Submission	All proposals must be submitted by **18 December 2026** in extenuating circumstances submission deadline maybe extended not later than 48 Hours prior to deadline and will be granted to all respective suppliers
Proposal submission	Proposals must be received at the e-mail: supply.chainuk@rescue.org
Proposal inclusions	• A detailed description demonstrating the supplier ability to meet the required deliverables set out in ToR. • Including a commentary on the IRC UK Technical Specifications or a statement of deviations and exceptions to the provisions of the Technical Specifications. • Financial proposal pages signed by the person or persons signing duly authorised to bind the Suppliers to the contract *The suppliers should note that standards for workmanship, material and equipment, and references to brand names designated by IRC UK in its ToR are intended to be restrictive. However, the Suppliers may substitute alternative standards, brand names in its proposal, provided they demonstrates to IRC UK satisfaction that the substitutions are substantially equivalent or superior to those designated in the Technical Specifications.
Partial proposals	Partial proposals shall not be accepted. Supplier must provide costs for the total goods and/or services for the total deliverables detailed in the Term of Reference (ToR)
Alternative proposals	Will not be accepted.
Documents comprising the Proposal	Suppliers shall include the following documents with their technical and financial proposal: • Appendix B: Intent to Bid (by the 18 November 26) • Appendix C: Acknowledgment • Appendix D: Supplier Information Form • Appendix E: IRC Conflict of Interest and Supplier Code of Conduct
Contract term to be awarded	IRC UK will award a Two (2) years (24 month) agreement with an option for a extension of (1) year (12 months)

7. Bid Opening and Evaluation

All bids received will remain closed and under the custody of the IRC UK supply chain team until the closing date for bid submission has expired. An evaluation scorecard will be provided along with all received and qualified proposals to the individual members of the selection committee for initial evaluation. Proposals shall be evaluated based on the method and criteria below.

Evaluation method

1. Preliminary Examination. The following eligibility and formal criteria will be reviewed for compliance:

- Bid is eligible as defined in ToR
- Completeness of the Proposal. All Returnable proposals, forms and other documentation requested have been provided and are complete.
- suppliers accept IRC Conflict of Interest and Supplier Code of Conduct

• Qualifications of the Bids will be assessed as per below qualification criteria: suppliers should be in continuous business of supplying similar services for the last one (1) year.

• Technical compliance of the offered goods/services. The following technical criteria will be evaluated to assess the proposal are consistent with and meet the requirements of the ToR

2. Financial evaluation. Proposals that are found to be technically acceptable shall be evaluated based on the demonstration that proposal offers the greatest value for money

3. At any time during the evaluation process IRC UK may request clarification or further information in writing from Bidders. The Bidder's responses shall not contain any changes regarding the substance, including the technical and financial part of their proposal. IRC UK may use such information in interpreting and evaluating the relevant proposal.

Evaluation CRITERIA	Description
Financial proposal	To facilitate the required deliverable and fee structure, including any commission, and how you handle added value, rebates and volume discounts
Experience	relevant experience, ideally with examples from charity or direct response campaigns
Understanding of ToR	Your proposed approach to the brief, including how you would manage the handover from 1 February 2027
Budget management	Your approach to managing the budget which includes the media and print split for inserts

8. Contacting After Bid Opening

Prospective suppliers shall not contact IRC UK on matter relating to its proposal, from the time of the bid opening to the time the contract is awarded unless instructed to do so by IRC UK

9. Contacting After Bid Opening

Prospective suppliers shall not contact IRC UK on matter relating to its proposal, from the time of the bid opening to the time the contract is awarded unless instructed to do so by IRC UK

10. Notification of Award and Contracting

All IRC UK contracts are awarded subject to agreeable terms.

11. Payment Terms

All agreed IRC UK contracts require terms of thirty (30) calendar days from IRC UK's receipt and approval of Provider's invoice(s) including confirmation of successful completion of the Provider's deliverables.

12. Ethics

IRC UK requires that all suppliers observe the highest standard of ethics during the entire RFP process, as well as the duration of any Contract that may be signed as a result of this process. Therefore, all suppliers shall represent and warrant that they:

(i) have not unduly obtained, or attempted to unduly obtain, any confidential information in connection with the RFP process and any Contract that may be signed as a result of this RFP process.
(ii) have no conflict of interest that would prevent them from entering into a Contract with IRC UK and shall have no interest in other parties involved in this RFP process or in the project underlying this RFP process.
(iii) have not engaged, or attempted to engage corrupt practice, fraudulent practice, coercive practice, collusive practice, unethical practice, and obstruction.

All Suppliers are expected to accept and comply with the principles of the IRC Conflict of Interest and Supplier Code of Conduct, given that it originates from the core values of the International Rescue Committee. IRC UK also expects all its suppliers and sub-contractors to adhere to these principles

13. Disclaimer

IRC UK reserves the right to alter the RFP requirements

The IRC UK does not bind itself to accepting the lowest price of any proposal.

14. Ethical Operating Standards

The IRC Way: Standards for Professional Conduct ("The IRC Way"), the IRC's code of conduct, and IRC's Combating Trafficking in Persons Policy. The IRC Way provides three (3) core values - Integrity, Service, and Accountability – and twenty-two (22) specific undertakings.

The IRC Way provides, inter alia, that IRC does "not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances." IRC's procurement systems and policies are designed to maximize transparency and minimize the risk of corruption in IRC's operations.

IRC requests that a supplier (i) informs IRC upon becoming aware that the integrity of IRC's business has been compromised during the RFP process, and (ii) report such events through IRC's confidential hotline, Ethics point, which can be accessed at www.ethicspoint.com or via toll–free (866) 654–6461 in the U.S., or collect (503) 352–8177 outside the U.S.

Appendix A: Terms of Reference



TERMS OF REFERENCE

Introduction

The International Rescue Committee UK (IRC UK) is inviting proposals from media buying agencies to manage our offline media buying for press advertising and inserts. These are core acquisition channels for us, bringing in new supporters and regular givers.

Our current agreement ends on 31 January 2027. We are running a full tender to appoint a partner from 1 February 2027.

For FY27 we have an indicative annual budget of £147,000 across offline media: £115,000 for inserts and £32,000 for press. The insert budget needs to cover both print and distribution, so the media element will be a share of that figure. The budget is indicative and does not commit IRC UK to a minimum level of spend.

We want a supplier who can negotiate strong rates, recommend the titles and insert programmes most likely to reach our audience, integrate with our online media strategy and help us get the best possible response from a modest budget.

Key Stakeholders and Relationships

- Sam Dixon, Senior Acquisition Marketing Manager, IRC UK
- Close coordination with the UK Mass Markets team, including colleagues managing finance and campaign delivery, and our creative and digital agency suppliers where offline activity links to wider campaign plans.

Core Consulting Tasks

- Develop a recommended offline media plan for FY27, covering press and inserts, within the indicative budget of £147,000 (inserts £115,000, press £32,000) which includes media and print costs (for inserts)
- Recommend titles, insert programmes and publications based on audience fit, cost per thousand, historical response and likely return on investment
- Demonstrate understanding of IRC audience
- Negotiate rates, positions and added value with publishers and insert distributors, and pass on any savings to IRC UK
- Book and manage all activity, including deadlines, material requirements and insertion orders, working with the IRC UK team on creative delivery
- Track delivery and make sure ads and inserts run as booked, flagging any problems quickly and securing make-goods where needed

- Work with the team to better understand results after each campaign, including cost, response and cost per acquisition where data is available, with clear recommendations for what to repeat, change or stop

- Share market insight, such as rate changes, new opportunities and publisher or distributor developments, that could help us plan better

- Manage a smooth handover from the current provider, so that bookings from 1 February 2027 are not affected

Key outputs

- A draft FY27 offline media plan with a recommended budget split, titles and schedule

- A final agreed plan, with rate cards, negotiated costs and booking timeline

- Confirmed bookings and insertion orders for each campaign, in line with agreed deadlines

- A post-campaign report for each activity, covering spend, delivery and a clear view of what worked and lessons learnt

- A full year review at the end of FY27 with recommendations for FY28

- Regular updates, either a monthly check-in or as agreed with the IRC UK team, to keep spend and activity on track

References

- At least two references from similar sized and scale clients.

Appendix B: Intent to Bid

International Rescue Committee
Intent to Bid

IRC Reference #: RFP/8UK_2027/ Offline Media

Company Name:	

(Please indicate #1 or #2 below)

1.☐ It is the intent of this company to submit a response to the **Offline Media** Request for Proposal.

Please provide a name and email address for the person within your company that should receive notices, amendments, etc. that are related to this RFP:

Name:	
Phone:	
Email:	
Signature (If faxed):	
Title of Person signing:	
Date:	

We realize that this is an intent to bid and in no way obligates this company to participate in this process.

2.☐ This company DOES NOT intend to participate in this RFP.

Name (Signature if faxed)	
Title of Person signing	
Date	

Please email this form at your earliest convenience for the attention of:
IRC UK Supply Chain at supply.chainuk@rescue.org

Appendix C: Acknowledgment

Date:	

Information about the Suppliers:

Name of Company/Suppliers:	
Address:	
Authorized Contact Person:	
Phone:	
Name(s) of primary owners:	
Length of operation in United Kingdom (years):	

Acknowledgement: As per our best of knowledge all the information provided by us in response to this RFP are correct and true.
We also understand that The Purchaser retains the right to accept or reject any RFP, select winner in accordance to its policies and regulations, not necessarily being the lowest bid. The Purchaser also retains the right to reject any or all proposals, if necessary without assigning any reason.
All costs related to participating in this RFP are the responsibility of the Suppliers, and The Purchaser will not be responsible for such costs.

Name, Surname:	
Signature, Stamp:	

Appendix D: Supplier Information Form

INTERNATIONAL RESCUE COMMITTEE
Supplier Information Form

The information provided will be used to evaluate the Company before contracting with the IRC.
Please complete all fields.
Fields marked (*) are mandatory.

Vendor Information

*Company\Organization Name *For individual consultants, provide legal first and last name		
*Any other names company is operating under (Acronyms, Abbreviations, Aliases) if any		
*Previous names of the company		
*Address		
*Website		
*Company Number		
*Phone/Fax Numbers	Phone:	Fax:
*Primary Contact	First Name: Phone Number:	Last Name: Email Address:
*Email address of Accounts Receivable person or team		
*Number of Staff		
Number of Locations		
Avg. £ Value of Stock on Hand if applicable		

* Name(s), nationality and dates of birth of company owner(s), board of directors or CEO	
*Parent companies if any	
*Subsidiary or affiliate companies if any	

Financial Information

*Bank Name and Address	
*Name under which company is registered at bank	This field is mandatory if Wire Transfer is the selected payment method
*Specify Standard Payment Terms (Net, 15, 30 days etc.)	
*Payment Method (select all that applies)	Payment By: Cheque Yes | No Wire Transfer Yes | No Cash Yes | No
*Name under which company is registered at bank	
*Bank account number	This field is to be completed upon notification of awarding of order\contract
Routing Number	This field is to be completed upon notification of awarding of order\contract
Swift code (if applicable)	This field is to be completed upon notification of awarding of order\contract

Product/Service Information

List Range of Products/Services Offered	
Basis for Pricing (Catalog, List, etc.)	

Documentations as applicable:

*Registration	Provided ____ Not provided: _____ Reasons: _____
*Tax ID (W9, Tax exempt certificate. etc.)	Provided ____
US Vendors only *Do you require a Form 1099?	Yes____ No____

References (optional)

Client Name:	Contact Name, Phone, Email Address:
Client Name:	Contact Name, Phone, Email Address:
Client Name:	Contact Name, Phone, Email Address:

Supplier Self-Certification of Eligibility

Company certifies that:

1. They are not debarred, suspended, or otherwise precluded from participating in major donor (e.g. European Union, European and United States Government, United Nations) competitive bid opportunities.

2. They are not bankrupt or being wound up, are having their affairs administered by the courts, have entered into arrangements with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.

3. They have not been convicted of an offense concerning their professional conduct.

4. They have not been guilty of grave professional misconduct proven by any means that the contracting authority can justify, or been declared to be in serious breach of contract for failure to comply with their contractual obligations towards any contracts awarded in the normal course of business.

5. They have fulfilled obligations related to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country where the contract is to be performed.

6. They have not been the subject of a judgment for fraud, corruption, involvement in a criminal organization or any other illegal activity.

7. They maintain high ethical and social operating standards, including:

- Working conditions and social rights: Avoidance of Child Labor, bondage, or forced labor; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and the IRC's beneficiaries.
- Environmental aspects: Provision of goods and services with the least negative impact on the environment.
- Humanitarian neutrality: Endeavoring to ensure that activities do not render civilians more vulnerable to attack, or bring unintended advantage to any military actors or other combatants.
- Transport and cargo: Not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.

8. Company warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a financial interest in the Company's business activities, nor is any IRC employee related to principals or owners of the company. Discovery of an undisclosed Conflict of Interest situation will result in immediate revocation of the Company's Authorized Supplier status and disqualification of Company from participation in future IRC procurement.

9. Supplier hereby confirms that the organization is not conducting business under other names or alias's that have not been declared to IRC.

10. Supplier herby confirms it does not engage in theft, corrupt practices, collusion, nepotism, bribery, or trade in illicit substances.

By signing the Supplier Information Form you certify that your Company is eligible to supply goods and services to major donor funded organizations and that all of the above statements are accurate and factual.

Company Name: _____

Name of Representative: _____

Title: _____

Signature: _____

Date: _____

Appendix E: IRC Conflict of Interest and Supplier Code of Conduct

IRC Conflict of Interest and Supplier Code of Conduct

Supplier hereby agrees that Supplier and Supplier's employees and subcontractors, if any, shall abide by and follow all established written policies of IRC related to work conduct, including, but not limited to, The IRC Way: Standards for Professional Conduct ("The IRC Way"), the IRC's code of conduct, and IRC's Combating Trafficking in Persons Policy. The IRC Way provides three (3) core values - Integrity, Service, and Accountability – and twenty-two (22) specific undertakings. Supplier acknowledges that all IRC employees and independent contractors are expected to apply these core values and follow these undertakings in carrying out work on behalf of IRC. It is a point of pride for IRC to apply these behavioural standards in IRC's everyday operations.

Integrity - At IRC, we are open, honest and trustworthy in dealing with beneficiaries, partners, co-workers, donors, funders, and the communities we affect.

- We work to build the trust of the communities in which we work and sustain the trust earned by our reputation in serving our beneficiaries.
- We recognize that our talented and dedicated staff are our greatest asset and we conduct ourselves in ways that reflect the highest standards of organizational and individual conduct.
- Throughout our work, IRC respects the dignity, values, history, religion, and culture of those we serve.
- We respect equally the rights of women and men and we do not support practices that undermine the human rights of anyone.
- We refrain from all practices that undermine the integrity of the organization including any form of exploitation, discrimination, harassment, retaliation or abuse of colleagues, beneficiaries, and the communities in which we work.
- We do not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances.
- We accept funds and donations only from sources whose aims are consistent with our mission, objectives, and capacity, and which do not undermine our independence and identity.
- We support human rights consistent with the UN Universal Declaration of Human Rights and The Convention on the Rights of the Child.
- We rigorously enforce the UN Secretary General's Bulletin on the Protection from Sexual Exploitation and Abuse of Beneficiaries.
- IRC recognizes its obligation of care for all IRC staff and assumes their loyalty and cooperation.

Service - At IRC, our primary responsibility is to the people we serve.

- As a guiding principle of our work, IRC encourages self–reliance and supports the right of people to fully participate in decisions that affect their lives.
- We create durable solutions and conditions that foster peace, stability and social, economic, and political development in communities where we work.
- We design programs to respond to beneficiaries' needs including emergency relief, rehabilitation, and protection of human rights, post–conflict development, resettlement, and advocacy on their behalf.
- We seek to adopt best practices and evidence–based indicators that demonstrate the quality of our work.
- We endorse the Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief.

Accountability - At IRC, we are accountable – individually and collectively – for our behaviours, actions and results.

- We are accountable and transparent in our dealings with colleagues, beneficiaries, partners, donors, and the communities we affect.

- We strive to comply with the laws of the governing institutions where we work.
- We maintain and disseminate accurate financial information and information on our goals and activities to interested parties.
- We are responsible stewards of funds entrusted to our use.
- We integrate individual accountability of staff through the use of performance evaluations.
- We utilize the resources available to our organization in order to pursue our mission and strategic objectives in cost effective ways.
- We strive to eliminate waste and unnecessary expense, and to direct all possible resources to the people we serve

Conflict of Interest

- Supplier hereby warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a financial interest in the Supplier's business activities.
- Supplier herby warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a family relationship with the supplier's owners.
- Discovery of an undisclosed conflict of interest will result in immediate termination of any Agreement and disqualification of Supplier from participation in current and future IRC activities.
- Supplier hereby confirms that the organization is not conducting business under other names or alias's that have not been declared to IRC.
- Supplier herby confirms it does not engage in theft, corrupt practices, collusion, nepotism, bribery, or trade in illicit substances.

Supplier herby agrees to maintain high ethical and social standards:

- Working conditions and social rights: Avoidance of child labor, bondage, or forced labor; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and IRC's beneficiaries; prohibition of trafficking in persons.
- Environmental aspects: Provision of goods and services with the least negative impact on the environment.
- Humanitarian neutrality: Endeavoring to ensure that activities do not render civilians more vulnerable to attack or bring unintended advantage to any military actors or other combatants.
- Transport and cargo: Not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.

If you believe that any IRC employee, volunteer, or intern is acting in a manner that is inconsistent with these Standards, please notify a supervisor or the confidential helpline Ethicspoint, www.ethicspoint.com or call Ethicspoint toll-free (866) 654-6461 in the U.S./call collect (503) 352-8177 outside the U.S. There will be no retaliation against any person who raises concerns that are based on good faith belief of improper conduct. An intentionally false report or a failure to report conduct that is known to violate these standards may result in disciplinary action.

By signing this statement supplier acknowledges any violation of the above IRC policies will result in immediate termination of any agreement in place and disqualification from participation in future IRC activities.

Supplier Name:
Signature:
Title:
Print Name:
Date: