

**Invitation to Tender (ITT) for the Paid Marketing and fundraising Services under the REF: PR/IGM/25/0701**

**About Muslim Aid**

Muslim Aid is an international, faith-based humanitarian organisation currently operating in seven countries worldwide. Our mission is to alleviate the suffering of the most marginalised and vulnerable communities across the globe. As a faith-based, non-governmental, and non-political agency, we are committed to delivering impactful, inclusive, and sustainable humanitarian assistance.

For more information about Muslim Aid and our global operations, please visit [www.muslimaid.org](http://www.muslimaid.org).

# Proposed Timelines

|  |  |  |
| --- | --- | --- |
| **Line** | **Item** | **Date**  |
| 1 | ITT published  | 14 July 2025 |
| 2 | Closing date for clarifications  | 04 August 2025 |
| 3 | Closing date and time for receipt of Tenders | 11 August 2025 |
| 4 | Tender opening location | United Kingdom |
| 5 | Tender opening date and time  | 13 August 2025 |
| 6 | Due diligence process | 18 August 2025 |
| 7 | Awarding and responses to bidders  | 21 August 2025 |
| 8 | Contract offer and signature | 25 August 2025 |
| 9 | Inception meeting | 28 August 2025 |

# Overview of requirements

## Service or Supply Specification

Muslim Aid UK invites proposals from experienced digital marketing agencies to plan, execute, and optimise our paid digital campaigns across search and social platforms. Our goal is to drive fundraising and awareness, achieving a target Return on Investment (ROI) of up to 10x on a total annual media budget of up to £700,000. We seek a partner capable of delivering high-impact campaigns year-round, with peak focus during Ramadan, Qurbani, and emergency appeals

The service being offered must be in line with the following requirements

**1. Scope of Services Required**

The selected agency will provide end-to-end paid media management covering the following:

**a) Paid Search & Display Campaign Management**

● Plan, create, manage, and optimise paid search campaigns across Google Ads and Bing Ads.

● Utilise and manage the Google Ad Grants account for maximum impact.

● Execute display campaigns on Google Display Network with appropriate creative and audience segmentation.

● Develop and optimise top key strategic search terms across search platforms.

**b) Paid Social Media Campaign Management**

● Plan and execute paid campaigns on:

○ META, including Facebook and Instagram

○ TikTok, SnapChat and YouTube

○ Other UK emerging platforms are relevant to our donor demographics.

● Design, launch, and optimise top campaigns per month (regular months) with up to 20 audiences each.

● Deliver relevant campaigns during peak periods (e.g., Ramada, Qurbani) with similar audience segmentation.

● Manage geo-targeted campaigns tailored to specific regions for targeted appeals.

**c) Re-Marketing & Retargeting**

* Set up and manage re-marketing campaigns across:

○ Adroll (or equivalent retargeting platforms)

○ Facebook/Instagram Custom Audiences

○ Google Display/YouTube retargeting

● Expected delivery includes multiple campaigns with sub-targeting for relevant donor segments.

**d) Creative Development & Optimisation**

● Assist in creating copy and ad creatives aligned with our approved brand messaging.

● Edit and adapt provided visuals or videos for campaign purposes.

● Conduct A/B split testing of creatives and messaging to identify the highest-performing variations.

● Integrate cultural, ethical, and faith-sensitive messaging consistent with Muslim Aid’s brand.

**e) Reporting, Analytics & Insights**

● Weekly performance reports including key KPIs: impressions, clicks, conversions, CPA/ROAS, and actionable insights.

● Daily reporting during peak campaigns (Ramadan, Qurbani, emergencies) to enable rapid response and optimisations.

● Access to a live reporting dashboard.

● Post-campaign deep-dive reports submitted within 10 days of campaign conclusion, including learnings and recommendations.

**f) Emergency Campaign Readiness**

● Prepare for emergency, rapid-response campaigns (e.g., Gaza crisis appeals) deployable within 3–6 hours of asset receipt.

● Maintain pre-approved emergency creative templates for faster activation.

**g) Budget Management & Spend Optimisation**

● Plan, monitor, and adjust daily spend across all active campaigns to maximise ROI and stay within budget.

● Alert Muslim Aid of overspends and underspends with recommended reallocations.

**h) Compliance & Brand Safety**

● Implement audience exclusions to protect brand integrity (e.g., filtering unsuitable interests or demographics).

● Adhere to GDPR and all relevant data protection regulations.

● Follow Muslim Aid’s safeguarding, anti-bribery, and ethical advertising guidelines.

**2. Performance Expectations**

The appointed agency is expected to deliver:

● Year-round management of campaigns with consistent support.

● ROI of up to 10x return on total paid media investment.

● Enhanced campaign performance during Ramadan, Qurbani, and emergencies.

● Monthly reach targets in the millions, with campaign impressions exceeding 100 million/year.

● Annual campaign clicks exceeding 10 million from paid channels.

● Consistent alignment of creative assets with cultural sensitivities and brand identity.

**3. Reporting & Communication**

● Weekly check-ins (Teams or similar) outside peak periods; daily check-ins during Ramadan and Qurbani.

● Regular communication of campaign pre-requisites, dependencies, and platform updates.

● Ongoing advice on improving landing pages, conversion funnels, and creative strategies.

● Participation in post-campaign debriefs to document insights for future campaigns.

**4. Tender Submission Requirements**

Agencies must include in their proposal:

● Company profile and relevant experience managing digital paid media budgets over £1,000,000 annually.

● Portfolio of similar projects, preferably for faith-based, charitable, or humanitarian organisations.

● Proposed team structure, including dedicated account management.

● Case studies demonstrating ROI achieved on comparable budgets.

● High-level approach to campaign planning, creative optimisation, and reporting.

● Initial ideas on strategies to maximise donations during Ramadan/Qurbani.

● Pricing model (management fees, hourly/daily rates if applicable, additional costs).

## type of contract [[1]](#footnote-2)

After adjudication, a service contract will be issued with a minimum of one year and after that a single renewal will be done*.*

# Terms of the Procurement

## Procurement Process

### This tender is being conducted under Muslim Aid’s Tender Procedure.

### The Contracting Authority for this procurement is Muslim Aid UK Office.

## Clarifications and Query Handling

### Muslim Aid has articulated everything in simple to be as clear as possible in the language and terms it has used in compiling this ITT. Where any ambiguity or confusion arises, from the meaning or interpretation of any word or term used in this document or any other document, relating to this tender, the meaning and interpretation attributed to that word or term by Muslim Aid will be final. Muslim Aid will not accept responsibility for any misunderstanding of this document or any others relating to this tender.

### Requests for additional information or clarifications can be made up the deadline noted in section 1 above, and no later. Any queries about this ITT should be addressed in writing to Muslim Aid via email on procurement@muslimaid.org and answers shall be collated and be included on the last page of the Invitation to Tender (ITT) document written clarifications to tender in 3 working days.

## Conditions of Tender Submission

### Tenders must be completed in English.

### Tenders must respond to all requirements set out in this ITT and complete their offer in the Response Format.

### Failure to submit tenders in the required format will, in almost all circumstances, result in the rejection of the tender. Failure to resubmit a correctly formatted tender within three (three) working days of such a request will result in disqualification.

### Tenderers must disclose all relevant information to ensure that all tenders are fairly and legally evaluated. Additionally, tenderers must provide details of any implications they know or believe their response will have on the successful operation of the contract or on the normal day-to-day operations with Muslim Aid. Any attempt to withhold any information that the tenderer knows to be relevant or to mislead Muslim Aid and/or its evaluation team in any way will result in the disqualification of the tender.

### Tenders must detail all costs identified in this ITT. Additionally, tenders must detail any other costs whatsoever that could be incurred by Muslim Aid in the usage of services and/or the availing of options that may not be explicitly identified/requested in this ITT. Tenderers’ attention is drawn to the fact that, in the event of a Service Contract Agreement being awarded to them, the attempted imposition of undeclared costs will be considered a condition for default.

### Any conflicts of interest (including any family relations to Muslim Aid staff) involving a tenderer must be fully disclosed to Muslim Aid, particularly, where there is a conflict of interest in relation to any recommendations or proposals put forward by the tenderer.

### Muslim Aid will not be liable in respect of any costs incurred by respondents in the preparation and submission of tenders or any associated work effort.

### Muslim Aid will conduct this tender, including the evaluation of responses and final awards in accordance with the detail set out at in the Evaluation process. At least three designated officers of Muslim Aid will open tenders.

### Muslim Aid is not bound to accept the lowest, or any tender submitted.

### The Supplier shall seek written approval from Muslim Aid before entering into any sub-contracts for fulfilling this contract. Full details of the proposed subcontracting company and the nature of their services shall be included in the written request for approval. Written requests for approval must be submitted to the contract focal point identified in the contract.

### Muslim Aid reserves the right to refuse any subcontractor that is proposed by the Supplier.

### Muslim Aid reserves the right to negotiate with the Supplier who has submitted the lowest Bid that fully meets the technical requirements, for the purpose of seeking revisions of such Bid to enhance its technical aspects and/or to reduce the price.

### Information supplied by respondents will be treated as contractually binding. However, Muslim Aid reserves the right to seek clarification or verification of any such information.

### Muslim Aid reserves the right to terminate this competition at any stage.

### Unsuccessful tenderers will be notified.

### Muslim Aid’s standard payment terms are by bank transfer within 30 days after satisfactory implementation and receipt of documents in order. Satisfactory implementation is decided solely by Muslim Aid.

### This document is not construed in any way as an offer to contract.

### Muslim Aid and all contracted suppliers must act in all its procurement and other activities in full compliance with donor requirements. Any contract(s) that arise from this ITT may be financed by multiple donors and those donors and/or their agents have rights of access to Muslim Aid and/or any of its suppliers or contractors for audit purposes. These donors may also have additional regulations that it is not practical to list here. Submission of an offer under this ITT assumes Service Provider acceptance of these conditions.

### **Terrorism and Sanctions:** Muslim Aid does not engage in transactions with any terrorist group, individual, or entity involved with or associated with terrorism, individuals, or entities that have active exclusion orders and/or sanctions against them. Muslim Aid shall therefore not knowingly procure goods or services from companies/organizations that are associated in any way with terrorism and/or are the subject of any relevant international exclusion orders and/or sanctions. If you submit an offer based on this request, it shall constitute a guarantee that neither your company/organization nor any affiliate or a subsidiary controlled by your company are associated with any known terrorist group or is/are the subject of any relevant international exclusion order and/or sanctions. A contract clause confirming this may be included in an eventual purchase order based on this request.

## Quality Control

7.4.1 Muslim Aid may contract 3rd party companies/organisation to carry out random quality inspections of work carried out by the contracted supplier. Muslim Aid will bear such cost.

7.4.2 In cases of supplier’s quality default in addition to Liquidated Damages section 21 of Muslim Aid Standard Terms and Conditions the costs of the quality inspections will be charged to the supplier.

**7.4.3 Sub-contracting:** Note section II in Muslim Aid Standard Terms and Conditions[[2]](#footnote-3). Muslim Aid may choose to visit suppliers, including sub-contractors (if any) as per of the evaluation process.

## Submission of Tenders

Tenders must be delivered through the following way:

1. Electronically with your financial and technical offers on one email to tenders0701@muslimaid.org and in the subject field state:
	1. *[Enter full title of reference e.g. PR/IGM/25/0701- Paid search & social campaign management*
	2. *Name of your company/organization with the title of the attachment*
	3. *Number of emails that are sent e.g. 1 of 3, 2 of 3,*

**The last submission for all the bids will be 11th of August 2025, 1700hrs UK time.**

**Late submission will result in your bid being rejected. All information provided must be perfectly legible**.

## Tender Opening Meeting

Tenders will be opened using online option or physical whichever is feasible on the 13th of August 2025.

**Online using Teams or Physical at 38- 44 Whitechapel, London E1 1JX whichever is feasible**

# Evaluation Process

## Evaluation stages

Tenderers will not be participating on the tender opening but if the procurement committee may need to invite tenderers for more information if the technical proposals are not clear.

|  |  |  |
| --- | --- | --- |
| **Phase #** | **Evaluation Process Stage**  | **The basic requirements with which proposals must comply with** |
| *The first phase of evaluation of the responses will determine whether the tender has been submitted in line with the administrative instructions and meets the essential criteria. Only those tenders meeting the essential criteria will go forward to the second phase of the evaluation.* |
| 1 | **Administrative instructions** | 1. **Closing Date:**

Proposals must have met the deadline stated in section 2 of these Instructions to Tenderers, or such revised deadline as may be notified to Tenderers by Muslim Aid. Tenderers must note that Muslim Aid is prohibited from accepting any proposals after that deadline.1. **Submission Method:**

Proposals must be delivered through the link provided which is email. Muslim Aid will not accept responsibility for tenders delivered by any other method. Responses delivered in any other method will be rejected.1. **Format and Structure of the Proposals:**

Proposals must conform to the Response Format laid out in sections 7 and 8 of these Instructions to Tenderers or such revised format and structure as may be notified to Tenderers by Muslim Aid. **Failure to comply with the prescribed format and structure may result in your response being rejected at this stage.** 1. **Confirmation of validity of your proposal:**

The Tenderers must confirm that the period of validity of their proposal and Muslim Aid will prefer offer validity of at least 90 days and more. |
| **2** | **Essential Criteria** | **Minimum mandatory requirements**  |
| *The second stage of the evaluation will involve an assessment of the Tenderer’s personal and legal circumstances, economic and financial standing, to fulfil the obligations of the contract* |
|  | **Legal, Economic & Financial Criteria** | To be considered the following are mandatory documents to be submitted as legal requirements. Certificate of registration – minimum of 5 years in the related businessProof of tax compliance in your country of operationList of directors or shareholdersHaving a verified physical address Proof of audited accounts where applicable |
| *Each proposal that conforms to the Essential and Qualification Criteria will be evaluated according to the Award Criteria given below by* Muslim Aid*.*  |
| **3** | **Award Criteria** | Tenders will be awarded scores based on the award marks under each of the award criteria listed in this section to determine the tenderer who provides value for money to Muslim Aid The following is the award criteria ranking that will need to be satisfied**Technical proposal 30%**Understanding of the technical scopeArticulation of technical requirements & ways to proffer SolutionArticulation of known challenges Refer to the technical responses above in section 2.2**Price**  **10%**The less the price to our budget the higher the scoreAnd vice versa**Previous Experience in paid search & social campaign management 40%** 5 Years’ experience or more will be awarded the full scores And 2 years will be awarded 20 scores & less than one year will be awarded 5 points. With works for faith-based NGOs managing a Minimum of £1million with a return on investment (ROI) of more than 1:10 preferably.**Quality and reporting mechanisms 10%**Show how you establish reporting and how often that reportingIs done. Full access for Muslim Aid is a must. **Team composition and support for the work 5%** Show the team that you have and the team that will provide support For the proposed work.**Payment Terms 5%**Higher scores will be awarded for payment after deliverables  |
| *Post evaluation will be done through due diligence and reference checks for high scoring tenderers.*  |
| **4** | **Post selection**  | Random visits may be planned for the tenderers with high scores after passing due diligence where anti-terrorism checks are performed. Technical  |
| **5** | **Presentation** | After shortlisting of top suppliers, presentations will be required as follow up based on a case provided. The best will be selected for the services required. |

## Tender Evaluation

Muslim Aid has a Procurement Committee which evaluates all bids on a set date. The evaluation team include members of the Finance, Procurement, Management and the specialist departments.

During the evaluation period, clarifications may be sought by e-mail from Tenderers. Clarifications may include practical presentation of the technical proposal in support of aspects of a tender, whether such aspects are contained in the original submission or in subsequent responses to requests for clarification. Deadlines will be imposed for the receipt of such clarifications and failure to meet these deadlines may result in the disqualification of the Tender or loss of scores. Where presentations and further questions are done, the scores may be amended based on the responses provided that the earlier submitted. Responses to requests for clarification shall not materially change any of the elements of the proposals submitted unless if these responses alter significantly the proposal initially submitted. Unsolicited communications from Tenderers will not be entertained during the evaluation period.

## Award Criteria

All prices must be in specific currency and a comprehensive and clear breakdown of prices must be shown as part of the financial offer any transport fees, taxes, customs charges, component parts, packing fees etc. must be shown separately.

Prices offered will be evaluated on full cost basis (including all fees and taxes). During the analysis of offers, we will convert all bids to GBP currency at Muslim Aid standard exchange rate for the month.

Scores for cost will be awarded on the inverse proportion principle (shown below):

**Scoresupplier = The score reduces as the cost are beyond the budgeted price. The total budget is used for the price score**

Example if the budget is £100 000 and supplier quote is £120 000 and total score is 20%, then supplier will be awarded 16.67%. Any price below or within the budget will be awarded the 20%.

Prices should be indicated per thematic areas as follows indicating monthly charges, and total costs

|  |  |  |
| --- | --- | --- |
| **No** | **Activities**  | **Frequency** |
| 1. | Paid Social and Search campaigns - 60 days Pre-Ramadan and Ramadan campaign | 2 |
| 2. | Paid Social and Search Campaign - 30 days Qurbani / Dhul Hijjah Campaign | 1 |
| 3. | Paid Social and Search Campaigns - Remaining nine months of the year | 9 |

# Response Format

## Introduction

All proposals must conform to the response format laid out below. Where a tender does not conform to the required format the Tenderer may be requested to resubmit it in the correct format, on the understanding that the resubmission cannot contain any material change from the original. Failure to resubmit in the correct format within three (3) working days may result in disqualification.

By responding to this ITT, each Tenderer is required to accept the terms and conditions of this ITT and to acknowledge and confirm their acceptance by returning the response. Should a Tenderer not comply with these requirements, Muslim Aid may, at their sole discretion, reject the response.

If the Tenderer wishes to supplement their Response to any section of the ITT specifications with a reference to further supporting material, this reference must be clearly identified, including section and page number.

## Submission Checklist

|  |  |  |
| --- | --- | --- |
| **Line** | **Item** |  |
| **Electronic submission** | **Tick attached**  |
| 1 | This checklist  | Ticked, scan and save as ‘Checklist’ |  |
| 2 | Company Details (appendix 1) | Complete, sign, scan and save as ‘Company Details’ |  |
| 3 | Technical Offer | Complete, sign, scan and save as ‘Technical Offer’ and submit in PDF format |  |
| 4 | Financial Offer  | Complete, sign, scan and save as ‘Financial Offer’ submit in PDF format |  |
| 5 | Muslim Aid Terms and Conditions | Sign, and save as ‘Muslim Aid Terms and Conditions’ |  |
| 6 | Self-declaration of finance and tax | Complete, sign, scan and save as ‘Self declaration of finance & tax’ |  |

**Appendix 1 - Company details**

# Contact Details

This section must include the following information regarding the Company and any partners or sub-contractors:

|  |  |
| --- | --- |
| Name of the prime Tenderer |  |
| Registered address of the prime Tenderer |  |
| Company Name |  |
| Address |  |
| Previous Name(s) if applicable |  |
| Registered Address if different from above |  |
| Registration Number  |  |
| Telephone |  |
| E-mail address |  |
| Website address |  |
| Year Established |  |
| Legal Form. Tick the relevant box | o Companyo Partnership |  Joint Venture Other (specify): |
| VAT/TVA/Tax Registration Number  |  |
| Directors’ names and titles and any other key personnel  |  |
| Please state name of any other persons/organisations (except tenderer) who will benefit from this contract (Muslim Aid compliance matter) |  |
| Parent company |  |
| Ownership |  |
| Do you have associated companies? Tick relevant box. If YES – provide details for each company in the form of additional table as per **Contact Details** | oYes oNo |
|  | **Primary Contact** | **Secondary Contact** |
| Name |  |  |
| Current Position in the Organisation: |  |  |
| No. of years working with the Organisation: |  |  |
| Email address |  |  |
| Telephone |  |  |
| Mobile |  |  |
| Other Relevant Skills: |  |  |
| Institution (Date from – to) |  |  |
| Degrees or Diplomas |  |  |

## Professional or Corporate Memberships

These are with external professional bodies that your company is registered with (please note this is not the company/ business registration details). Please attach copies of any relevant certificates or memberships and use more lines if necessary:

|  |  |  |  |
| --- | --- | --- | --- |
| No | Name of the body | Year of registration | Membership Number |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |

## Profile

Tenderers should note that the information requested below would be required under the Essential Criteria. In total, the answers to these questions should take no more than two pages

|  |  |  |
| --- | --- | --- |
| **No** | **Description** | **Response** |
| 1 | An outline of the scope of business activities, and in particular details of relevant experience regarding contracts of this nature |  |
| 2 | Provide details of two contracts of a similar nature carried out in the last two years (please state customer name, delivery location, value of contract, and dates) |  |
| 3 | The number of years the Tenderer has been in business in its present form |  |
| 4 | A statement of overall turnover and turnover in respect to the goods and services offered under the proposed agreement for the last three years as per the following table: |
| **Year** | **Overall Turnover GBP** | **Offered Goods Turnover GBP** |
| **2022** |  |  |
| **2023** |  |  |
| **2024** |  |  |
| 5 | Where the Supplier proposes to use subcontractors or resellers/ distributors in the execution of the agreement this section should include details of the quality assurance mechanisms used by the Supplier to monitor the activities of its subcontractors or resellers/ distributors. Suppliers should note that commitment to quality, as evidenced by the existence of such quality control procedures, will be used as a Qualification Criteria  |  |
| 6 | Any other relevant information |  |

## References

At least 2 (two) relevant references where you company has delivered the similar activities who are contactable. These references may not be Muslim Aid personnel or related to a Muslim Aid contract. Respondents should supply this information for each of the references in the following format:

|  |  |  |
| --- | --- | --- |
| 1 | Name |  |
| Organisation |  |
| Address |  |
| Phone |  |
| Fax |  |
| Email |  |
| Nature of supply |  |
| Approximate value of contract |  |
| 2 | Name |  |
| Organisation |  |
| Address |  |
| Phone |  |
| Fax |  |
| Email |  |
| Nature of supply |  |
| Approximate value of contract |  |
| 3 | Name |  |
| Organisation |  |
| Address |  |
| Phone |  |
| Fax |  |
| Email |  |
| Nature of supply |  |
| Approximate value of contract |  |
| 4 | Name |  |
| Organisation |  |
| Address |  |
| Phone |  |
| Fax |  |
| Email |  |
| Nature of supply |  |
| Approximate value of contract |  |

##

# DECLARATION, Personal and Legal circumstances

|  |  |  |
| --- | --- | --- |
| THIS FORM MUST BE COMPLETED AND SIGNED BY A DULY AUTHORISED OFFICER OF THE TENDERERS’ ORGANISATION. Please tick Yes or No as appropriate to the following statements relating to the status of your organisation | Yes | No |
| 1 | The Tenderer is bankrupt or is being wound up or its affairs are being administered by the court or has entered an arrangement with creditors or has suspended business activities or is in any analogous situation arising from a similar procedure under national laws and regulations |  |  |
| 2 | The Tenderer is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or for an arrangement with creditors or of any other similar proceedings under national laws and regulations |  |  |
| 3 | The Tenderer, a director or Partner, has been convicted of an offence concerning his professional conduct by a judgement which has the force of res judicata or been guilty of grave professional misconduct during their business |  |  |
| 4 | The Tenderer has not fulfilled its obligations relating to the payment of taxes or social security contributions in Ireland or any other State in which the tenderer is located |  |  |
| 5 | The Tenderer, a director or Partner has been found guilty of fraud |  |  |
| 6 | The Tenderer, a director or Partner has been found guilty of money laundering |  |  |
| 7 | The Tenderer, a director or Partner has been found guilty of corruption |  |  |
| 8 | The Tenderer, a director or Partner has been convicted of being a member of a criminal organisation |  |  |
| 9 | The Tenderer has been guilty of serious misrepresentation in providing information to a public buying agency |  |  |
| 10 | The Tenderer has contrived to misrepresent its Health & Safety information, Quality Assurance information, or any other information relevant to this application |  |  |
| 11 | The Tenderer has colluded between themselves and other bidders (a bidding ring), and/or the Tenderer has had improper contact or discussions with any member of Muslim Aid staff and/or members of their family |  |  |
| 12 | The Tenderer is fully compliant with the minimum terms and conditions of the Employment Law and with all other relevant employment legislation, as well as all relevant Health & Safety Regulations in the countries of registration and operations  |  |  |
| 13 | The Tenderer has procedures in place to ensure that subcontractors, if any are used for this contract, apply the same standards. |  |  |
| 14 | Consistent with numerous United Nations Security Council resolutions including S/RES/1269 (1999), S/RES/1368 (2001) and S/RES/1373 (2001), Muslim Aid is firmly committed to the international fight against terrorism, and against the financing of terrorism. It is the policy of Muslim Aid to seek to ensure that none of its funds are used, directly or indirectly, to provide support to individuals or entities associated with terrorism. In accordance with this policy, **the Tenderer undertakes to use all reasonable efforts to ensure that it does not provide support to individuals or entities associated with terrorism.** |  |  |
| I certify that the information provided above is accurate and complete to the best of my knowledge and belief. I understand that the provision of inaccurate or misleading information in this declaration may lead to my organisation being excluded from participation in future tenders. |
| Date |  |
| Name |  |
| Position |  |
| Telephone number  |  |
| Signature and full name |  |

# self-declaration of finance and tax

|  |
| --- |
| Turnover history |
| Turnover figures entered the table must be the total sales value before any deductions‘Turnover of related products’ is for companies that provide items or services in multiple sectors. Please enter information on turnover of items or services that are similar in nature to the items or services requested under this tender.  |
| Trading year | **Total turnover** | **Turnover of related products** |
| 2022 |  |  |
| 2023 |  |  |
| 2024 |  |  |
| Include a short narrative below to explain any trends year to year |
|  |
| 1. Muslim Aid operates within the law of the country of operation and within international legal requirements. Muslim Aid expects all companies to fulfil their legal obligations, including meeting their tax liabilities and duties in accordance with the relevant tax legislation. Please comment below if you feel there are any matters you need to bring to Muslim Aid attention.
 |
| *Please continue a separate sheet if necessary.*  |

I certify that the information provided above is accurate and complete to the best of my knowledge and belief. I understand that the provision of inaccurate or misleading information in this declaration may lead to my organisation being excluded from participation in future tenders.

Signed: (Director) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Appendix 2: Financial offer**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Activities**  | **Frequency (months)** | **Cost Price per item** | **Total cost** |
| 1. | Paid Social and Search campaigns - 60 days Pre-Ramadan and Ramadan campaign | 2 |  |  |
| 2. | Paid Social and Search Campaign - 30 days Qurbani / Dhul Hijjah Campaign | 1 |  |  |
| 3. | Paid Social and Search Campaigns - Remaining nine months of the year | 9 |  |  |
|  | **Total Cost before Tax** |  |  |  |
|  | Tax  |  |  |  |
|  | **Total Cost after Tax**  |  |  |  |

**Appendix 2 – Technical Offer**

Demonstrate your technical understanding indicating all the challenges and how you intend to mitigate them including timelines in form or Gant Chart. Please address the essentials and desirables to be selected.

**Appendix 3 – Muslim Aid terms and conditions**

Attached are the Muslim Aid terms and conditions that you need to read and understand and sign as proof of your adherence to the terms and conditions



I have read and agree with the Muslim Aid terms and conditions

Signed: (Director) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Appendix 1 - Financial Offer

# Appendix 2 - Technical Offer

# Appendix 3 - Muslim Aid terms and conditions

1. [↑](#footnote-ref-2)
2. [↑](#footnote-ref-3)