Request for Proposals (RFP):
Fundraising for a student-driven nonprofit that aims to change biomedical innovation.

PROJECT SUMMARY
Universities Allied for Essential Medicines, North America (UAEM) seeks to create a base of consistent individual donors to support and sustain our organizational mission. We are seeking proposals from fundraising consultants with experience in email fundraising, cultivating new donors at the small ($10-$200), medium ($200-500), and high dollar ($500+) donor levels.

ABOUT OUR ORGANIZATION
Universities Allied for Essential Medicines is an international network of students in medicine, law, and related fields working to ensure that the life-saving medicines discovered at our universities are accessible and affordable to patients in developing countries. Through student chapters on more than 100 research universities on 6 continents in more than 20 countries, and a membership which includes students of medicine, science, public health, economics, and many other areas, we advocate for

(1) promote access to medicines and medical innovations where barriers exist primarily by changing norms and practices around academic patenting and licensing, supported by our own independent research,

(2) ensure that university medical research meets the needs of people worldwide and actively supports the creation of new needs-based approaches to R&D and

(3) empower students to respond to the biomedical access and innovation crisis by advocating for the most promising global biomedical R&D system that works for all.

UAEM is a 501(c)(3) nonprofit founded in 2005. We have a small paid staff that provides organizing, logistical support and long-term leadership for the students in our network. The website developer would primarily be coordinating staff while periodically receiving input from student leaders.

Throughout this project UAEM aims to raise at a minimum $75,000 from individual donors. UAEM's funds will go into a student innovation fund to grow the number of research projects focused on the world's most neglected diseases, and to student campaign efforts to push for responsible university policy.

UAEM seeks proposals from fundraising and finance experts with pre-existing experience with nonprofit organizations, political campaigns, or other fundraising and crowd-sourced drives.

PROPOSAL SUBMISSION & CONTACT INFO:
Please submit proposals via email to Executive Director Justin Mendoza at justin@uaem.org. You are welcome to contract Justin with questions about the proposal at that email address.
PROPOSED TIMELINE:
The fundraising consultant should be prepared to develop goals, contact lists, and co-develop fundraising pitches for donors, as well as drafting fundraising email series, letters, and other materials as needed.

This work would start as soon as possible in May 2023 and last until December 31, 2023. UAEM will review proposals

5/5/2023 – Proposed contract terms due to UAEM
5/10/2023 – UAEM due to send contract back to contractor, with any amendments, and pay retainer to selected contractor.
5/15/2023 – UAEM and contractor to meet and discuss more detailed timeline and goals.
6/1/2023 – UAEM to pay first full invoice for services rendered.

BUDGET & COST ESTIMATES
As a small student-driven nonprofit, our budget is limited. Ideally, this contract will pay $1,500 per month, with an expectation of around 10-15 hours per week of deliverables, to be invoiced by the consultant.

Those deliverables to include:
- Broken down fundraising goals
- Draft fundraising email series
- Creation of other fundraising materials, such as contact lists for prospects.
- Creation of fundraising event toolkits for use by UAEM board of directors and/or student leaders.
- Potential planning for a large fundraising event (Gala or other).

Given these budget constraints, you are welcome to include in your proposal tiered cost estimates (i.e. for “bare-bones,” “standard” and “Cadillac” versions of the work) or itemize the cost of your services.

STAFF RESOURCES

Project Manager/Point of Contact: Justin Mendoza, UAEM Executive Director (justinn@uaem.org).

Other Students and Staff Providing Input: UAEM North America Fundraising and partnerships committee, and UAEM North America fundraising Chair.

TERMS AND CONDITIONS
UAEM must own or have full access and rights to all donor lists cultivated via this project, and UAEM owns all rights. Contract will be based on a month-to-month commitment, with the ability of either party to end the terms with 10 days notice.