

Request for Proposals

Planning and Execution Services for Commodity Monetization – Asia and Africa

Organization: Shelter For Life International (SFL)
Project: Monetization Services for USDA Food For Progress (FFPr) proposal
Location: Asia and Africa
Date of RFP: May 14, 2025
Due date: June 13, 2025

1 Introduction and Background

Shelter For Life (SFL) is an international faith-based organization with over 35 years of experience around the world, enabling people affected by conflict and disaster to rebuild their communities and restore their lives through appropriate shelter and community development programs. Based in Minneapolis, MN, SFL enables people affected by conflict and disaster to become part of the solution. SFL seeks to apply for, and implement, Food For Progress (FFPr) projects, funded by the United States Department of Agriculture (USDA).

SFL is issuing this **Request for Proposals (RFP)** to monetize a selected set of commodities for proposed USDA-funded projects in countries to be specified in Asia and Africa. The commodity specifications will be determined based on market analysis. The sale of the commodity will be conducted in multiple tranches over several years.

2 Purpose and Scope of Work

The role of the monetization agent is to (a) develop the contents of the project proposal's commodity section, and (b) oversee the planning and execution of the monetization process on behalf of, and in close consultation with SFL.

2.1 Deliverables

The following deliverables are expected as part of the Scope of Work:

- **Market Analysis and Development of a Monetization Plan** – The selected monetization agent will conduct a basic market analysis of the target Asian and/or African country/countries and develop the commodity and monetization portion of the proposal in collaboration with SFL. This may include commodity selection, sales methodology, logistics and delivery plans, identification of potential buyers, country-absorption capacity, port of entry capacity and requirements, identification of any risks, contingency plans, and other pertinent elements.
- For each projected sale, the selected agent will:
 - **Prepare public tender in the target country/countries for the sale of commodity** – The process will include preparation of tender documentation, bid evaluation and recommendation, negotiation, preparation and purchase-contract signing.

- **Buyer Selection** – Agent agrees to vet all qualified buyers with the United States Government’s list of disqualified businesses. USDA may provide necessary instructions for vetting of the final buyer. Prior to completion of buyer selection and call-forward, the agent will be responsible to secure any necessary approvals from USDA, on behalf of SFL.
- **Determination of Qualified Buyer** – Agent agrees to develop a list of buyer qualifications, which may include the buyer’s ability to establish an irrevocable letter of credit. This qualification process is beyond cursory background checks in compliance with United States Government’s requirements, outlined under the Buyer Selection section.
- **Complete sale and transfer of funds** – Agent ensures funds are deposited to the SFL bank account as specified in the contract. Final buyer needs to be able to open an irrevocable letter of credit for payment.
- **Progress and final reports** – The monetization agent shall submit to SFL a brief summary report following the completed sale of each tranche of commodity. The agent shall also submit a summary final report following the completion of all commodity sales.

2.2 Timetable

The timetable will be determined when the selected agent signs a contract with SFL, should SFL be selected as USDA’s implementing partner.

2.3 Conditions of the Contract

The following conditions will apply to this contract:

- Sale of commodities must comply with USDA regulations 7 CFR 1499
- Compensation for the monetization agent will be a percentage of the sale, which will cover all the agent’s expenses. SFL will not pay additional expenses or costs. The proposed rate will be valid for the entire contract.
- The contract will be subject to SFL’s internal procurement policy and controls.
- Proposals must be submitted by the due date indicated (to be decided). Proposals received after that date will be rejected.
- SFL reserves the right to negotiate a contract with any or none of the agents that submit a proposal. SFL reserves the right to cancel the RFP at any time and will not be liable to any firm or individual for canceling the process or rejecting any proposal.

3 Selection Criteria

SFL will carefully evaluate all submitted proposals and select a monetization agent based on the following criteria. All proposals should provide information on these criteria.

- Quality of technical proposal – 40%
 - Approach/methodology for developing the monetization plan, including identifying and selecting buyers
 - Timetable which is suitable for SFL’s needs
 - Recommendations to maximize proceeds
 - Identification of risks and recommended contingencies
- Past performance – 30%

- Experience and familiarity with USDA’s monetization regulations
- Knowledge and experience of the target country/countries or regional market(s)
- Previous success, particularly in challenging circumstances
- Cost competitiveness and value for money – 30%

4 Submission Guidelines

Interested applicants should submit a proposal for the work described above to info@shelter.org with the subject “Asia – Africa Monetization”. The proposal must be in English and should include the following:

- Detailed technical proposal which includes the following:
 - Description of the applicant, including legal registration and structure
 - Proposed approach to monetization of commodity in the target country/countries
 - Suggested timetable for completion of all commodity sales
 - Identification of risks and recommended contingencies
 - Past performance in monetization, and within the target country/countries or regional market(s)
 - Contact information to facilitate communication
- Financial proposal – should include the fee for service, in US dollars. It should also detail the requested terms and conditions of payment.
- References from applicable organizations or companies (at least two references preferred)

Proposals must be submitted by the deadline of 5:00 p.m. Central Time on June 13, 2025; proposal agents will be informed of the date as soon as it is determined by SFL. SFL will notify the selected agent in writing. Other applicants will be informed of the decision by email.

If you have any questions about this RFP, you may send them to the email address listed above.