



Request for Proposal (RFP) for Snakebite Beyond 2026 Sustainable Impact

1. RFP Background & Objectives

Background

Wellcome is a global charitable foundation. We want everyone to benefit from science's potential to improve health and save lives by funding research, leading policy, and advocacy campaigns, and building global partnerships. We're spending £16 billion over the next ten years to advance scientific discovery and take on the world's most pressing health issues.

Our [Snakebite programme](#), launched in 2019, is a pioneering initiative dedicated to revolutionising the research, development, and delivery of snakebite treatments. Rooted in the vision of ensuring that these treatments are safe, effective, and accessible to everyone, our programme has been committed to making a lasting impact on the landscape of snakebite envenoming and neglected tropical diseases. As we approach the conclusion of our program in 2026, our overarching goal is to not only transform the current state of snakebite treatments but also to sustain this impact beyond the life of the programme.

By 2026, the Snakebite programme aims to have forged a legacy characterised by a substantial positive influence on the field. This legacy will serve as a beacon, guiding future efforts and initiatives in the realm of snakebite and neglected tropical diseases. The groundwork laid during the seven years of the programme will constitute a robust foundation for ongoing progress, fostering an environment where the transformation of treatments is an ongoing and dynamic process.

Our aspiration is to leave behind more than just a completed programme; we aim to achieve sustainability of momentum and innovation that inspires continued advancements in snakebite research, treatment, and accessibility.

Objective

Wellcome is seeking proposals from suppliers, whether individual or teams, possessing dual expertise in resource mobilisation and partnership building, and in communications and public relations (PR). This collaborative effort aims to co-develop our legacy-building portfolio for the Snakebite programme over the next two years, focusing on strategic partnerships and effective communication strategies.

First, we are looking to strategically sustain the impact of the Snakebite programme beyond its conclusion in 2026. Our primary focus involves identifying and building connections with potential partners who are not only interested in co-supporting ongoing projects before 2026 but are also capable of independently undertaking specific aspects of the programme post-2026.

Second, we are seeking for communications and PR expertise to join us in disseminating the key achievements of our programme. Our objective is to elevate the profiling efforts of snakebite as a global health priority, ensuring that its human impact and significance is widely recognised and embraced.

This integrated approach seeks suppliers who can comprehensively contribute to both partnership development and strategic communication efforts, with a specific emphasis on resource



mobilisation. This aligns seamlessly with the overarching aim of leaving a lasting and impactful legacy for the Snakebite programme.

2. RFP Specification

Scope of work

The selected supplier, whether individual or teams, possessing expertise in both resource mobilisation and communications/public relations (PR), will play a pivotal role in shaping the sustainable impact of the Wellcome Trust Snakebite programme.

The scope of work encompasses the following tasks:

1. Legacy Planning:

- Provide guidance as the Snakebite programme charts its legacy, including the development of a roadmap for sustained impact, identification of potential partners and funders, and the formulation of a clear messaging framework.

2. Resource Mobilisation Strategy:

- Develop a focused resource mobilisation strategy to actively engage potential partners and secure funding for the Snakebite programme beyond 2026. This strategy should involve identifying individual philanthropists and organisations globally interested in co-funding projects before 2026 or independently undertaking components of the program after 2026.

3. Communications Strategy:

- Collaborate with the Snakebite programme to develop and execute a robust communications strategy. The objective of this strategy is to garner support for the lasting legacy of our programme by raising awareness of its work, showcasing its achievements, and highlighting human impact. Activities should include crafting compelling narratives and diverse content formats, such as case-studies, video and social media content, articles, and other communications.

4. Advocacy and Stakeholder Engagement:

- Develop and implement a stakeholder engagement plan to engage funders and potential advocacy partners supporting the ongoing work of the Snakebite programme post-closure. This plan should involve tactics for effective engagement with governments, policymakers, donors (including philanthropy and the private sector), NGOs, and the media.

5. Metrics and Evaluation:

- Develop and implement a robust metrics and evaluation plan to measure the success of the Snakebite programme's impact, leveraging existing plans or initiatives within the portfolio. This includes identifying opportunities for further impact and improvement, drawing insights from sources such as Wellcome funding data, Dimensions, G-Finder, and others.

An integrated scope of work should ensure a seamless collaboration between the two focus areas, leveraging the expertise of the selected supplier to holistically contribute to the overarching legacy-building objectives of the Snakebite programme.



The Wellcome team will actively participate in co-developing and co-implementing strategies alongside the supplier to ensure alignment with programme goals and sustainability. Wellcome will contribute its strengths, including the full weight of its reputation as a credible global health research funder, to ensure the success and enduring impact of this initiative.

Selection criteria

The selection process for the combined scope of work will consider suppliers with the following criteria:

1. Expertise:

- Proven expertise in resource mobilisation and partnership building, specifically within the healthcare or life sciences sector.
- Demonstrated expertise in communications and public relations, specifically within the healthcare or life sciences sector.

2. Track Record:

- A track record of successfully identifying and securing funding from governments, philanthropy, private sector, and other diverse donors, for large public-facing initiatives.
- A proven track record of developing and implementing successful communications strategies for global health initiatives.

3. Networking Skills:

- Strong networking skills with a demonstrated ability to build relationships with a diverse range of key stakeholders, including government officials, philanthropies, NGOs, and private sector, in different geographic contexts.

4. Communication Proficiency:

- Excellent communication and interpersonal skills, showcasing the ability to convey complex scientific and technical concepts to a non-expert audience effectively.
- Experience in successfully developing and executing storytelling campaigns that effectively highlight the human impact of global health initiatives.

5. Adaptability and Proactivity:

- A flexible and proactive approach to problem-solving, demonstrating the ability to work independently and collaboratively as part of a team.

The selected supplier should possess a comprehensive skill set, experience, and capabilities, blending expertise in both resource mobilisation/partnerships and communications/PR. This alignment is crucial to the integrated nature of the Snakebite programme's legacy-building efforts. Depending on the proposals received, the Wellcome team may collaborate with Procurement to explore diverse scenarios for selecting the supplier(s), aiming to establish the most suitable partnership.

3. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers AND RFP issued on Contract Opportunities webpage	Wellcome	2 April 2024
2	Submission of Expression of Interest and Supplier Q&A via RFP@wellcome.org (optional)	Supplier	15 April 2024



3	Return of Supplier Q&A to Suppliers and added to external website	Wellcome	24 April 2024
4	Submission of RFP Response	Supplier	13 May 2024
5	RFP Evaluation Period (successful suppliers notified)	Wellcome	Late May 2024
6	Supplier Presentations	Supplier	Early June 2024
7	Notification of Contract Award	Wellcome	July 2024
8	Contract Negotiation	Wellcome & Supplier	August 2024
9	Contract Start Date	Wellcome & Supplier	Early September 2024

4. Response Format

The following headers support the timetable by providing further detail of the key steps.

Expression of Interest and Supplier Q&A

Suppliers are asked to submit a short expression of interest by e-mail to the Wellcome contact in accordance with the RFP timetable, which should contain the following information.

- Confirming whether you are an organisation or individual
- If an organisation please provide registered name, address, and registration number.
- A non-binding cost estimate as a single figure in GBP
- Any questions you have about the exercise and activity

Prior to the submission of your full proposal to the RFP, Suppliers are provided the opportunity to submit any questions they have about the exercise and the activity. All questions will be collated, anonymised, answered and returned to all Suppliers who have submitted an expression of interest in the RFP process. Please make sure you ask all questions at this stage. Once Wellcome have responded to all questions if you have any additional questions after this deadline these will not be answered to ensure that this is a fair and equitable process.

Submitting an expression of interest and/or Q&A is not a binding commitment to submit a full proposal should your organisational priorities change, you will not then be penalised for future opportunities.

Please note, if we have an overwhelming response, we may choose to use this expression of interest stage as a selective phase, this is at Wellcome's discretion.

RFP Response

Suppliers submitting a full proposal should cover the following areas in their response, in no more than **10 pages** (excludes images and tables):



#	Question
1	Provide an overview of your organisation, including confirming whether you are a company or individual, if company please provide full company name, address and company registration number.
2	Describe what makes you best placed to fulfil the requirements outlined in this RFP.
3	Provide 3 case-studies of where you have successfully provided services relevant to those outlined in this RFP, including any previous engagements which you may have had with Wellcome.
4	Provide a proposed approach with a detailed breakdown of costs and justification of your proposed costs for delivering the work. Please make us aware if you envisage using any third parties for the delivery of any aspect of the requirements outlined in this RFP.
5	Outline the approach to diversity, equity and inclusion within your organisation.
6	Outline any major risks and challenges you foresee with meeting the requirements outlined in this RFP, including GDPR. Please include your mitigation strategies for these risks.

Evaluation Criteria

Your proposal will be scored out of 100% and it will be assessed against the following criteria:

Criteria	Detail	%
Methodology	Coverage: How well are the desired focus areas (as outlined in the specification) covered in the proposed methodology address? Quality: Is the proposed methodology aligned with our needs? Utility: Will the proposed methodology deliver the desired, credible, and useful results?	40%
Team & Experience	Skills and Experience: Does the supplier have the relevant skills, experience, networks, and contextual understanding to deliver this work?	30%
Delivery & Outputs	Delivery Plan: Is the proposed delivery plan appropriate and achievable? Feasibility: How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated? Communication: Is there a good plan for communicating with the Wellcome team?	15%
Budget	Value for Money: Does the proposal reflect good value for money to deliver our desired outputs?	10%
EDI	<i>Does the organisation have EDI policies and are these being put into practice in the proposal?</i>	5%
Total:		100%



Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. Wellcome will not consider any requests that are raised after this point. Please ensure you engage with a relevant professional to support your feedback if required. Include your contract feedback in your proposal as an annex in the following format;

Clause #	Issue	Proposed Solution/Comment

Suppliers submitting proposals as a registered company should review Wellcome's Standard terms and Conditions [document](#). Individuals submitting proposals as a sole trader (not registered) should review this [document](#).

Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately (see point 6 below).

Information Governance

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome-Privacy-Statement-2023.pdf](#) explains how, and on what legal basis, we collect, store, and use personal information about you. This includes any information you provide in relation to this proposal.

Under [GDPR/Data Protection law](#), Wellcome must keep a record of all personal information it is processing (i.e., collecting, using, and sharing). This record will be made available to the Information Commissioner's Office upon request.

This is Wellcome's record of data processing activities which meets GDPR article 30 requirements.

Suppliers will be asked to complete the [TPSRA2](#) assessment before presentation stage to assess how you handle data.

Supplier Presentations

Following a submission of the proposal, successful proposals will be invited to a meeting which will last 50 minutes in total and will be a PowerPoint presentation followed by questions and answers session.

5. About Wellcome

Wellcome improves health for everyone by funding research, leading policy and advocacy campaigns, and building global partnerships. Collaborative research that involves a diverse range of people from different fields of interest is key to progress in health science – and to achieving our aim of fostering a healthier, happier, world. We're taking on the biggest health challenges facing humanity – climate and health, infectious disease, and mental health – to find urgent solutions and accelerate preventions. Find out more about Wellcome and our work at: [wellcome.org](#).



6. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.

- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

7. Equity Diversity and Inclusion

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. We want to cultivate an inclusive and diverse culture, and as we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.

8. Disability Confident

The Wellcome Trust is proud to be a Disability Confident Employer (DC Level 2) and we encourage all our partners and suppliers to do the same. More information about this can be found on the government website [Disability Confident employer scheme and guidance - GOV.UK \(www.gov.uk\)](#). Disability Confident is creating a movement of change, encouraging employers to think differently about disability and take action to improve how they recruit, retain and develop disabled people.

9. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g., submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

All our content should be WCAG 2.2. AAA compliant. Any documents being provided to Wellcome must pass accessibility requirements. If you are unable to produce accessible documents, budget must be set aside to employ a suitable agency to do this work.



10. Independent Proposal

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

11. Funding

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

12. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal.

13. Sustainability

Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.

14. Wellcome Contact Details

The single point of contact within this RFP exercise for all communications is as indicated below;

Name: Rebecca Giles
Pronouns: She/Her
Role: Procurement Officer
Email: RFP@wellcome.org