



SOCIAL HOUSING FINANCE CORPORATION
a subsidiary of National Home Mortgage Finance Corporation

REQUEST FOR EXPRESSION OF INTEREST FOR THE
PROCUREMENT OF STRATEGIC COMMUNICATIONS PLAN CONSULTANT

TERMS OF REFERENCE
SHFC STRATEGIC COMMUNICATION PLAN

OVERVIEW

The Social Housing Finance Corporation or SHFC was mandated under E.O. No. 272 in 2004 to continue the functions of implementing the socialized housing programs of the government, i.e. the Community Mortgage Program (CMP), the Localized CMP (LCMP), the Abot-Kaya Pabahay Fund Program (AKPFP) and other socialized housing powers and functions.

Since its inception, SHFC witnessed the rapidly increasing number of informal settler families (ISFs) in the country, and therefore has instituted policy reforms and strengthened institutional linkages with the local government units, the non-government organizations, the academe and the national government agencies to meet its demands. Pro-active stance in servicing the ISFs is also being adopted by the corporation to increase its target performance which is to service 30% of the total urban poor/informal settler families. These have been agreed upon in the Strategic Planning Seminar of the officers of SHFC in April 2011.

The SHFC Management Team headed by its President, Ms. Ma. Ana R. Oliveros, has resolved to proactively promote the SHFC programs for the next five (5) years. With this end in view, the Corporation will engage a consultant to help formulate a Strategic Corporate Communications Plan.

OBJECTIVES

The engagement shall have the following objectives:

1) To come up with a Strategic Communication Plan that will –

- create a high level of awareness on CMP and other programs being implemented by SHFC
- aid the corporation in achieving its performance target for the next 5 years, which is to be able to provide shelter for the 30% of the informal settler families in key urban areas in the country

2) To capacitate SHFC staff to implement the corporate communication plan through appropriate tools and methodologies

EXPECTED RESULTS

- 1) Formulation of promotion/marketing strategies that will make CMP/LCMP be known as a housing program for the poor – the homeless-underprivileged; SHFC's contributions, as a housing institution for the poor, in the government's poverty alleviation program; and effective information dissemination (for the stakeholder, other advocates of the SHFC programs & policy makers)
- 2) Building of capacities of SHFC to implement its communication plans effectively

RESOURCE PERSON/S

The expected results will be achieved through the assistance of Consultant/s who will be hired for the development of the corporate communications plan and the building of capacities of the SHFC in implementing the same.

BUDGETARY ALLOCATION AND MANNER OF PAYMENT

The funding for this project shall be sourced from approved budget of the Corporation. The consultant may be paid a mobilization fee of 15% before the actual engagement, subject to the requirements of R.A. 9184 (Procurement Act of 2009).

The total cost for hiring of the consultant shall cover the following activities:

1. Pre-Communications Plan Development Preparations
2. Formulation of the Corporate Communications Plan
3. Actual Training of SHFC Staff to Implement the Corporate Communication Plan

PERIOD OF ENGAGEMENT

The engagement of the Consultant shall be for a period of 2.5 months.

Other requirements to be submitted and received by SHFC:

Submission of Articles of Incorporation, Mayor's Permit and Curriculum Vitae of the Consultants

Deadline for submission of proposals is on August 31, 2011; 1:00pm

Email: procurementunitshfc@yahoo.com

6 Flr. Procurement Unit- Admin. Group

8737 Banco De Oro Plaza, Paseo De Roxas Makati City

Tel. 817-3168; Fax. 894-4921

All entries must be typewritten:

- Offers should be submitted in sealed envelope, or email (original to follow) bearing the reference no.
- Delivery period- 7 cd upon receipt of P.O.
- Warranty Period- 6 mos. for supplies; 1 year for equipment fr. date of acceptance
- Bidders should submit original brochures showing cert. of product being offered
- If exclusive distributor/manufacturer, pls. state
- Payment terms- 15 working days after delivery
- Pls. attached DTI/SEC & PhilGeps accreditation
- All erasures must be signed to avoid disqualification.

Delivery Point:

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The Social Housing Finance Corporation (SHFC) reserves the right to accept or reject any bid or all quotations found to be disadvantageous to the Government.