



## External Fundraising Agency

### Church's Auxiliary for Social Action (CASA)

#### Scope of Work

##### External Fundraising Agency

**About Church's Auxiliary for Social Action (CASA):** CASA is a humanitarian and development organisation established in 1947 to serve the needs of the victims of violence and displacement during Indo-Pak partition. Since then, the organisation has been continuously serving **people** of all faiths or no faith, geographies and ethnicities in India by responding to their humanitarian and development needs. Unconditional love, care and compassion is the basic premise to serve the vulnerable people so that they may have life in all its fullness and in peace and harmony with nature

We have successfully completed 75 years of journey, and we will continue to walk extra-mile for the poorest of the poor in our country.

CASA has been constantly re-defining its approach in the ever-changing context to serve people better.

**Our projects on skill training, livelihood, education, health, climate change, humanitarian aid and Long Term Development** caters to the needs of the socially and economically marginalised sections in the development process.

##### Purpose of Association

- Increase individual donations (One-time and Monthly) for CASA.
- Expand CASA donor base for continued growth

##### Term of Association

One year (12 Months); may be further extended based on mutual agreement and performance.

##### Responsibility of the Agency

- Setup Tele-calling Channel to reach-out potential regular donors;
- Face to face meetings with prospective donors to create awareness and raise funds for the organization;
- MIS Report generation on daily basis to track the performance of both monthly and one time channel.
- Agency may use CASA brand and material as per agreed signed agreement.



- Agency to provide documents and data for Periodic review/audit/inspection of record, files and documents as and when required by the management;
- Agency should not receive cash and not perform any act detrimental to the organisation, not to receive any commissions, brokerage, etc.

### **Values and Ethics:**

The Agency should have a high level of integrity, accountability, and punctuality and should also demonstrate and be exemplary in portraying CASA values and ethics.

### **How to apply**

Eligible and interested Agencies are requested to apply. The last date of receipt of the proposals is **25<sup>th</sup> February 2022** through the following email – [ekta@casa-india.org](mailto:ekta@casa-india.org), [gaurav@casa-india.org](mailto:gaurav@casa-india.org).

### **Note –**

- 1. Detailed Proposal with above requirement.**
- 2. Detailed Budget with Income Projection for 1 Year.**
- 3. Preference will be given to agency who works on variable cost basis.**