



Kenya Diaspora Alliance (KDA)

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Our Ref: KDA/KWA/25/015

P.O Box 2805
Washington, DC, 20005, USA
Email: info@kenyadiasporaalliance.org
25th February, 2025

Chief Executive Officer (CEO)/General Manager (GM) Insurance Firm/Insurance Brokerage/Insurance Consultancy NAIROBI

Dear Sir/Madam,

RE: Request for Proposal – Diaspora Group Medical Cover/Life Insurance

Nearly two and a half years ago, we sent out a **Call for Proposals** for the **Diaspora Group Last Expense (GLE) Insurance**. I am pleased to report that we have since identified four (4) leading firms, out of the outstanding twenty-five (25) that responded to the Call, which we shall consider **KDA/Diaspora Last Expense Providers of Choice** for the next two (2) years. One of those competitively sourced firms is already providing this service to diasporas – as well as their kith and kin at home, with great satisfaction – since 2023.

We wish to thank all the esteemed firms that responded to and participated in the Call. We hope for continued engagement in the future.

We are now shifting gears to the next class of insurance cover – **Medical Cover/Life Insurance/Accident**, mainly targeting Kenyan/African diasporas globally, but open to individuals and groups at home as well.

You are now invited to submit a proposal for **Medical Cover/Life Insurance** as the KDA/Diaspora Welfare Association (KWA) evaluates its need for a firm (underwriter, broker or consultant) for its Medical Insurance Program.

Parties interested in submitting a proposal must respond to the attached Request for Proposal (RFP) to be received by us no later than **Tuesday, 11th March, 5pm East Africa time**. Proposals must be signed by an official authorized to bind the proposal to its provisions, and submitted to insurance@kda.global with a copy to info@kenyadiasporaalliance.org.

Firms that already submitted proposals for this class of Cover are encouraged to write to confirm to us if the initial bid is still valid, and/or submit an updated one, or indicate any material adjustments that have since occurred. We shall assume the initial submission remains valid, unless indicated otherwise. This Call is open both to firms that already submitted as well as new ones, both to local companies as well as global firms (and regional

ones too). Please ensure that the terms and conditions in your Proposal remain valid for at least six (6) months from the time of closing of submissions, unless otherwise changed materially by unexpected national/public policies.

The Kenya Diaspora Alliance (KDA) is a federation of 67 registered diaspora associations with a combined nominal membership of over 350,000 Kenyans across the globe. The KDA/Diaspora Welfare Association (KWA) is KDA's arm and affiliate that deals with social welfare matters of its members and their beneficiaries. KWA presently has over two hundred (200) registered individual members, and thousands more unregistered, looking for good social and impact investment products. We plan to grow registered membership to at least 1,000 in course of next year. KDA is making this call on behalf of KWA and its registered members.

Whereas the primary concern at the moment is **Medical Cover/Life Insurance/Accident**, some members have also expressed interest in other insurance services, including but not limited to Education, Property/Asset, Investment/Business, Motor Vehicle, etc. We encourage you to submit group offers for all the diverse categories that you are licensed to offer, and might be of interest to diasporas.

Full Terms of Reference (TORs) for Group Medical Cover, including selection criteria are attached. Any **clarifications** you may need should reach us preferably via email, but also via letter **no later than Monday, 3rd March, 2025.**

Yours Sincerely,
Kenya Diaspora Alliance (KDA)



Dr Shem J. Ochuodho
Global Chairperson/Trustee

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