

OFFICIAL DOSSIER

IT'S THE GESTURE THAT COUNTS

INTERNATIONAL CAMPAIGN

A global solidarity movement initiated by Roger Milla

Fighting noma · Access to clean water · Hospital project

Roger Milla Program — October 2026

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1. Campaign overview

“IT’S THE GESTURE THAT COUNTS” is an international solidarity campaign led by the Roger Milla Program, initiated by world football legend Roger Milla.

It invites individuals, associations, sports clubs, businesses, foundations and institutions to contribute to the health, dignity and future of vulnerable children in Africa.

The campaign rests on a simple conviction: everyone can participate according to their means. A donation, a signature, a shared message, professional expertise or a partnership can contribute to a collective effort and help practical projects move forward.

Its unifying message is:

Every gesture counts. Together, let’s act for Africa’s children.

2. Vision and mission

Our vision

A future in which children can access clean water, prevention and essential healthcare, without poverty depriving them of their health, dignity or opportunities.

Our mission

Mobilise international solidarity around three complementary priorities:

- fight noma and support affected children;
- sustainably improve access to clean water;
- advance the Roger Milla Centre of Excellence hospital project in Cameroon.

The campaign aims to bring together the resources, expertise and partnerships needed to turn this mobilisation into actions suited to local needs.

3. First priority: fighting noma

The campaign seeks to raise awareness of noma and support prevention, early detection, access to care and assistance for affected children.

Areas of action

Activities to be developed with health partners include:

- providing information to families and communities;
- training healthcare professionals and community health workers;
- referring children to appropriate healthcare services;
- supporting care pathways and reconstructive surgery;
- accompanying survivors and their families;
- promoting dignity and social inclusion.

The global petition

The petition “Save Children from Noma — Together, Let’s Sign the Global Petition” is a tool for awareness and advocacy.

With the ambition of gathering **one billion signatures**, it calls on governments, health institutions and international partners to strengthen prevention, free access to care, research and support for affected children.

This target represents an ambition for public mobilisation. The signatures collected should support specific demands and sustained advocacy with decision-makers.

Sign the petition:

<https://www.rogermilla-program.org/fr/signez-la-petition/>

4. Second priority: improving access to clean water

The Roger Milla Program seeks to develop partnerships to improve access to clean water in schools and communities that lack it.

The approach must combine the installation of facilities with maintenance, management and water quality monitoring.

Implementation principles

Each intervention should include:

- an assessment of needs with beneficiaries;
- a technical study suited to the location;
- the necessary approvals;
- arrangements for management and maintenance;
- monitoring of facility operations;
- information for users on hygiene and protection of the water facility.

Depending on the studies undertaken, solutions may include wells, boreholes or water storage and distribution systems.

Support access to clean water:

https://www.rogermilla-program.org/fr/soutenir_acces_a_eau_potable/

5. Third priority: advancing the hospital project

The **Roger Milla Centre of Excellence** is a proposed hospital project in the **Yaoundé-Nsimalen area of Cameroon**.

It aims to strengthen access to specialist healthcare for children and adults, with particular attention to maxillofacial and reconstructive surgery.

An ambition for solidarity across Africa

One of the project's ambitions is to provide **free care for children from across Africa affected by the consequences of noma and facial or congenital conditions**.

Achieving this ambition requires a sustainable funding model covering treatment and the support needs included in patients' care pathways.

Proposed functions

Subject to the necessary studies and approvals, the centre could bring together:

- consultations and diagnostic services;
- surgical and inpatient facilities;
- rehabilitation and follow-up services;
- training for healthcare professionals;
- cooperation with existing healthcare institutions.

Project status

The clinical programme, capacity, final location, approvals, timetable and operating model remain to be defined or confirmed with the relevant authorities and partners.

The **€200 million** estimate mentioned at this stage is a **working assumption**, rather than an approved budget or secured funding.

The next step is to prepare the medical, technical, land, environmental and financial studies needed to assess feasibility.

Discover the hospital project:

https://www.rogermilla-program.org/fr/projet_hospitalier/

6. Campaign objectives

The campaign pursues five objectives:

- **1. Raise awareness of its causes** among the public and decision-makers.
- **2. Encourage participation** through donations, signatures, sharing and volunteering.
- **3. Bring partners together** to contribute expertise, resources and outreach.
- **4. Fund clearly identified stages**, with objectives and budgets specific to each activity.
- **5. Report on progress**, the use of funds and challenges encountered.

Operational and financial targets should be established for each project following an assessment of needs and implementation capacity.

7. Participation open to everyone

Individuals and the African diaspora

Donate according to your means, sign the petition, share the campaign and organise solidarity initiatives.

Athletes, clubs and supporters

Promote campaign messages, organise awareness activities and mobilise your communities.

Businesses and foundations

Provide financial support, equipment, services or expertise through clearly defined partnerships.

Healthcare professionals and institutions

Contribute to studies, training, the preparation of care pathways and medical cooperation.

Institutions and development organisations

Participate in project planning, coordination and the search for sustainable funding.

Media and content creators

Raise awareness of the causes, explain the projects and present opportunities to participate.

8. Organisation and coordination

The campaign is led by the **Roger Milla Program**, initiated by **Roger Milla**.

General coordination and partner relations are managed by **Jean-Baptiste D. Tany, Director General of the Roger Milla Program**.

For each project, the proposed approach includes:

- identifying needs and local partners;
- defining responsibilities;
- establishing a budget and timetable;
- formalising commitments;
- monitoring implementation and presenting results.

Medical, technical and financial specialists should be involved in decisions within their respective areas of expertise.

9. Funding and transparency

Fundraising may draw on individual donations, corporate philanthropy, foundation contributions, institutional partnerships and charity events.

Each fundraising appeal should specify:

- the activity being funded and its stage of development;
- the financial target and planned expenditure;
- the organisation receiving the funds;
- monitoring and reporting arrangements;
- the rules applicable if the project changes.

The campaign should distinguish between funds received, announced commitments and expenditure actually incurred.

Budgets for prevention, clean water access and hospital development should be presented separately to enable clear monitoring.

10. Proposed rollout

Stage 1 — Prepare mobilisation

Finalise campaign materials, organise ways to participate and identify initial partners.

Stage 2 — Broaden participation

Develop community, sporting, association and media networks; promote the petition and opportunities to donate.

Stage 3 — Prepare activities

Assess needs, undertake the necessary studies and define projects with local stakeholders.

Stage 4 — Implement and report

Carry out activities once the technical, regulatory and financial requirements are met, then communicate the results.

The timetable will depend on available resources and the approvals required for each project.

11. Monitoring results

Monitoring may include:

- signatures actually collected;
- donations received and their allocation;
- formalised partnerships;
- awareness activities delivered;
- water facilities commissioned and their continued operation;
- study and approval milestones for the hospital project;
- care supported once healthcare programmes become operational.

Information concerning children and patients must be handled with respect for their confidentiality and dignity.

12. Join the campaign

DONATE — SIGN — SHARE — BECOME A PARTNER

Everyone can choose how to contribute. The strength of the campaign lies in bringing everyday gestures together with partners' lasting commitments.

Together, let's advance the health, dignity and future of Africa's children.

Donate:

https://www.rogermilla-program.org/fr/faire_un_don/

General information:

<https://www.rogermilla-program.org>

Contact

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IT'S THE GESTURE THAT COUNTS

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#ItsTheGestureThatCounts · #SaveChildrenFromNoma · #EndNomaNow

The action links provided above lead to the French-language pages of the website.