OFFICIAL PROGRAMME BRIEF

GAZA EMERGENCY APPEAL

Help children get through the winter

A **Roger Milla Program** campaign in partnership with **DIGNITÉ Internationale**, a nonprofit organisation working in Palestine.

A tent for shelter, a blanket for warmth, a hot meal, safe drinking water and hygiene supplies: the campaign aims to help children and their families in Gaza access these essentials during the winter.

Campaign priorities

PRIORITY	PLANNED ASSISTANCE
Temporary shelter	Provide tents to families without adequate shelter, depending on identified needs and delivery conditions.
Protection from the cold	Provide blankets to families identified as priorities for assistance.
Food and drinking water	Support the provision of hot meals and safe drinking water according to identified needs.
Hygiene for young children	Provide hygiene kits and nappies suited to families' needs.

Area of operation: the Gaza Strip. Distribution locations, quantities and dates will be determined with the partner based on assessed needs, availability of supplies and access conditions.

02 / DELIVERY

How aid will be organised

The two organisations have complementary roles: mobilising support and adapting aid to what families can receive.

ORGANISATION	ROLE IN THE CAMPAIGN
Roger Milla Program	Leads the fundraising appeal, coordinates communications and works with the partner to track contributions and report results.
DIGNITÉ Internationale	Helps assess needs, identify priority households, organise assistance on the ground where access allows and document distributions.

How the response will work

STEP	PLANNED ACTION
1. Assess needs	Identify priority needs with the partner, determine which supplies are required, and estimate quantities and costs.
2. Prepare assistance	Approve purchases or sourcing arrangements, including for tents, and identify possible distribution sites and times.
3. Distribute and document	Deliver supplies to priority households, record quantities distributed and note any changes or difficulties.
4. Adjust the response	Adapt future distributions based on families' feedback, changes in needs and access conditions.

Respecting children and families

The needs of children and their families come first. Reporting will prioritise aggregated data. Receiving aid will never depend on agreeing to be photographed or giving a testimonial.

How to help and track aid

Donate or share the appeal

Individuals can contribute through the official fundraising page once it is available, or share the appeal. Businesses, foundations and nonprofit organisations can offer funding, supplies or logistical support in coordination with the campaign team.

Use and tracking of funds

The fundraising page should state who receives the funds, what they will be used for and how results will be reported. Planned spending includes tents, other essential supplies, transport and distribution. Costs will be estimated with the partner based on planned quantities and local conditions.

Reporting will distinguish pledges from donations received, costs committed from payments made, and planned assistance from aid delivered. Spending and distributions will be checked against available records.

What we will track

INDICATOR	INFORMATION TO RECORD
Aid delivered	Number of tents, blankets, meals, hygiene kits and packs of nappies provided, and volume of safe drinking water distributed.
Households supported	Number of households supported. Where records allow, count each household once and track repeat deliveries separately.
Financial tracking	Amounts received and spending by category, with supporting records where available.
Changes and difficulties	Activities postponed, changes to quantities and reasons for differences from the plan.

Campaign information
www.rogermilla-program.org