



FUNDACIÓN  
**Realmadrid**

# Annual Report

## 2017-2018




*Social Sports School in cooperation with  
Karuna Battambang NGO, Cambodia.*



FUNDACIÓN  
**Real Madrid**

**Annual Report**  
2017-2018

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# BOARD

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# LETTER FROM THE PRESIDENT

## DEAR FRIENDS,

Real Madrid is a sentiment that unites millions of people all over the world and is one that has become stronger over our 116 years of history. We all form part of a club that is universal, that knows no borders and is able to make us feel the same passion beyond our country of origin, our language, religion or culture.

This is because our team badge and our strip represent values that have served to forge the greatest legend in the history of sport. Values that are passed on from generation to generation and with which all Real Madrid fans identify.

To arrive at what we are today and what we represent, we have existed and grown with an absolute faith in hard work, in the team spirit, in striving for excellence, in sacrifice, humility, respect and solidarity.

These are the pillars on which our legendary status is built and today we are proud of what we have accomplished. We are the club with 23 European Cups, 13 in football and 10 in basketball. The Thirteenth in Kiev (third European Cup in a row and the fourth in five years) and the Tenth basketball cup, that we carried off in Belgrade, represent a new

milestone in international sport. No other team has achieved the feat of becoming European champion in both football and basketball in the same season.

Real Madrid has once again shown that, for our club, the word impossible does not exist. Much of our strength we derive from our millions of followers who enthusiastically work together, continuing to further our dream and to make our club the most admired and loved in the world.

This admiration requires of us a firm commitment. We are aware of what our badge symbolises and for this reason we have been working for over 20 years on a very powerful vehicle; this vehicle is called solidarity. The Real Madrid Foundation has been constructing a bridge of hope and cooperation in order to improve the quality of life of people who are most in need, especially the most vulnerable members of society – children who are at risk of social exclusion.


Over these 20 years, our Foundation has grown into the largest non-profit organisation in the world in teaching values through sport, through its social-sporting projects and schools that have benefitted more than 900,000 people.

This report offers an overview of the work we are undertaking in 80 countries, through nearly a thousand programmes and activities, which makes us feel proud to be part of Real Madrid.

Just now, Real Madrid is living one of the most significant and most successful periods in its history. It is a leader in sport, a leader financially and a leader in the social field. But our challenge is to continue to be leaders in solidarity. Nothing will prevent us from accompanying society's most vulnerable members.

This club will never fail to stand alongside the boys and girls from all over the world, to assist the elderly, the unemployed, prisoners, the homeless, people with disabilities and with everyone who needs our support. Real Madrid will be with all of them.

As I always say, the Foundation is the soul of our club, and it will always be so. It is a commitment to life in pursuit of a reward that is eternal: the reward of solidarity.



Florentino Pérez



# NATIONAL



# IN SPAIN TOTAL: 162 SCHOOLS

Total of direct beneficiaries: **13,204**

## **37** FOOTBALL SOCIAL SPORTS SCHOOLS

Madrid, Albacete, Granada, Sevilla, Ceuta, Córdoba, Jaén, Jerez – Cádiz, Guadalajara, Mazarrón and Puerto Lumbreras – Murcia, Melilla, Segovia, Tarancón – Cuenca, Tenerife, Toledo, Zaragoza.

## **34** SCHOOLS IN SHELTERS AND DETENTION CENTRES

Madrid, Albacete, Santander, Castellón, Ciudad Real, Alicante, Murcia, Cordoba, Jaén, Logroño, Melilla, Seville, Valencia and Valladolid.

## **22** FOOTBALL SCHOOLS IN PENITENTIARY CENTRES

Madrid, Segovia, León, Palencia, Castellón, Algeciras – Cádiz, Zuera – Zaragoza, Morón – Sevilla, Ibiza, Topas – Salamanca, Teixeiro – A Coruña, Oviedo – Asturias, Valladolid.

## **22** BASKETBALL SCHOOLS IN PRISONS

Madrid, Segovia, Ávila, León, Palencia, Castellón, Algeciras - Cadiz, Zuera - Zaragoza, Morón - Seville, Topas - Salamanca and Telxelo - A Coruña.

## **12** PROGRAMMES IN HOSPITALS

Madrid and Alicante.

## **10** BASKETBALL SOCIAL SPORTS SCHOOLS

Madrid.

## **9** ADAPTED BASKETBALL SOCIAL-SPORTS SCHOOLS

Madrid.

## **5** INCLUSIVE FOOTBALL SOCIAL-SPORTS SCHOOLS

Madrid and Zaragoza.

## **2** PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

Madrid.

## **3** WHEELCHAIR BASKETBALL SOCIAL-SPORTS SCHOOLS

Madrid.

## **2** “EMPRENDEPORTE” PROGRAMMES

Madrid.

## **1** INCLUSIVE BASKETBALL SOCIAL SPORTS SCHOOL

Madrid.

## **3** HOMELESS PERSONS PROGRAMME

Madrid.

FOOTBALL SOCIAL SPORTS SCHOOLS

SCHOOLS IN SHELTERS AND DETENTION CENTRES

FOOTBALL SCHOOLS IN PENITENTIARY CENTRES

BASKETBALL SCHOOLS IN PRISONS

PROGRAMMES IN HOSPITALS

BASKETBALL SOCIAL SPORTS SCHOOLS

ADAPTED BASKETBALL SOCIAL-SPORTS SCHOOLS

INCLUSIVE FOOTBALL SOCIAL SPORTS SCHOOLS

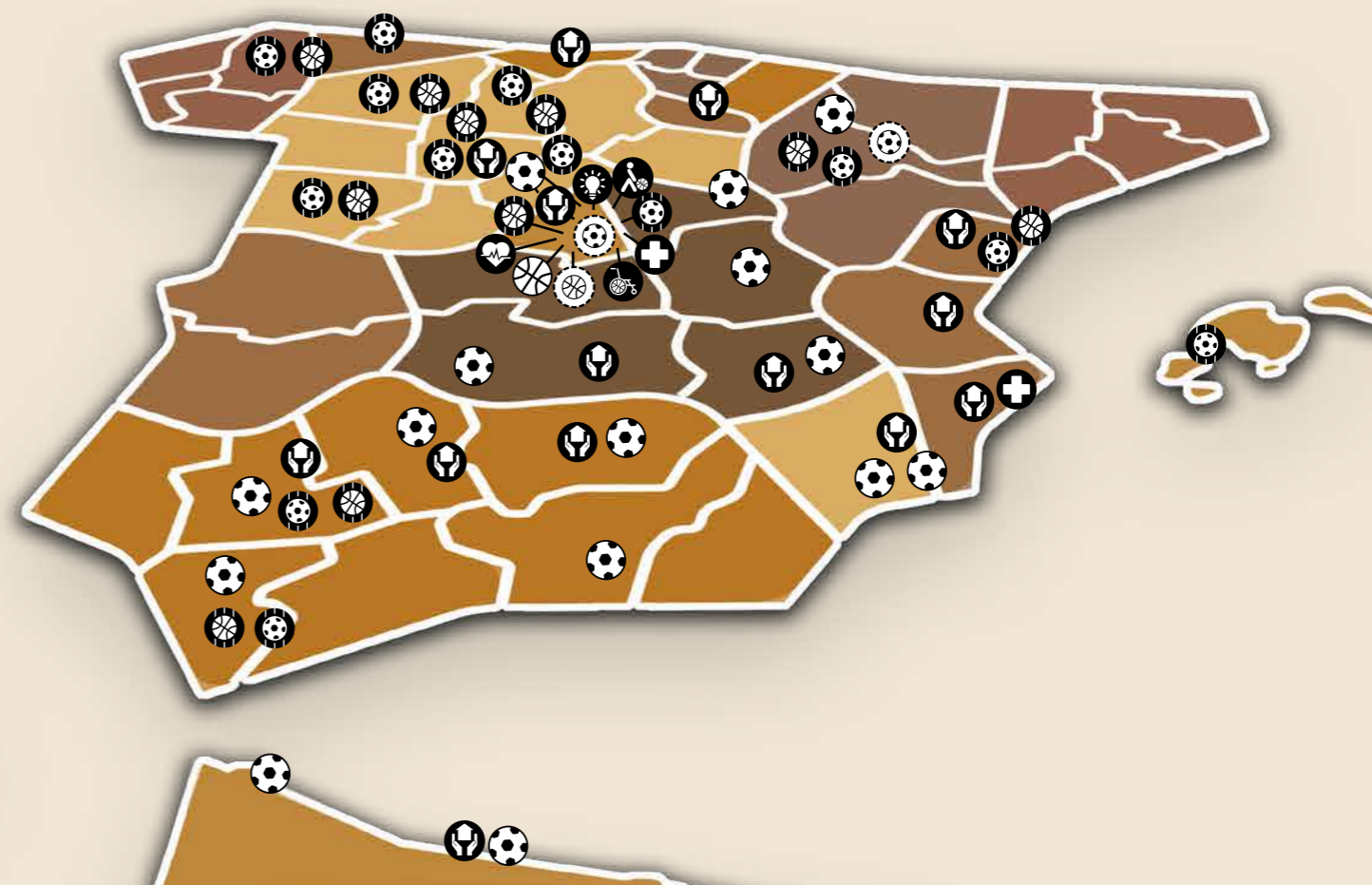
PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

WHEELCHAIR BASKETBALL SOCIAL-SPORTS SCHOOLS

“EMPRENDEPORTE” PROGRAMMES

INCLUSIVE BASKETBALL SOCIAL SPORTS SCHOOL

HOMELESS PERSONS PROGRAMMES





## NATIONAL

The social sports programmes and projects in Spain helped more than 13,500 people during the 2017-18 season.

The football (37) and basketball (11) social-sports schools are becoming firmly established and are now present in eight Autonomous Communities and Cities, in which around 70% of students attend with a scholarship or half-scholarship, thanks to the collaboration of patrons who support the Real Madrid Foundation's projects. A new social-sports football school has also been set up in Granada, with more than 200 children, and a further two schools have been created in Seville and Madrid, mainly serving the immigrant population.

The Real Madrid Foundation now has 162 programmes and projects running continuously in Spain helping over 13,500 people during the season. These programmes include 66 adapted and inclusive social sports schools; 44 projects in prisons, 35 in children's homes and juvenile centres, twelve in hospitals, two programmes for the elderly, two for the unemployed and the three new programmes for homeless people.

*Emilio Butragueño visited the social-sports school in Jerez, run in partnership with the municipal social services and with the support of Obra Social "La Caixa".*

*The football and basketball social-sports schools cater for more than 5,000 girls and boys.*



The 18 diversity programmes, which include adapted, inclusive and wheelchair schools, continue to evolve, with the introduction of new activities each year. These and the numerous tournaments held each weekend at the Real Madrid City throughout the season bring great satisfaction to both the users and their families.

The programmes to assist the adult population also continue to expand and to consolidate their presence. This year they have reached more than 3,000 people through activities in remand centres, the Empredepote project, physical exercise for the elderly, as well as activities for people with multiple sclerosis and rare diseases.

As part of these schemes for adults, this season saw the launch of a new physical activity programme for homeless people. It has been a great success due to its innovative format and because of the positive impact it is having on its participants.



*The 18 diversity related programmes continue to evolve with new activities, bringing great satisfaction to users and their families.*

*Students at the wheelchair basketball school at the social-sports tournament in Real Madrid City.*



## FOOTBALL SOCIAL SPORTS SCHOOLS

During the 2017-2018 season, football has been taught in a total of 22 social-sports schools in the Region of Madrid, and in 15 in the rest of Spain. This means that over 4,000 boys and girls have enjoyed this activity through which they can learn football based on our methodology which conveys the Real Madrid Foundation values. The Foundation's social sports schools welcome all children who want to take part, without discrimination or distinction, thanks to a system of scholarships and part-scholarships. About 70% of the students attend the activities with reduced or no fees.

The schools from Madrid, Guadalajara and Segovia took part in 13 days of social-educational tournaments at the Real Madrid City in Valdebebas. The score-based classification system whereby each school must score a certain number of points to win prizes (through good behaviour, healthy habits, behaviour of the public, etc.) has been to the benefit of the tournament with the inclusion of educational sports practice and the assimilation of values.

Students from these social-sports schools also had the opportunity to attend first-team matches or training sessions. Specifically, they watched two Copa del Rey matches, one Champions League match and an open doors training session. The Jaén social-sports school students enjoyed watching the Champions League finals match at the Santiago Bernabéu stadium.

Students from the social-sports schools during the 3rd Social Cooperation event in Granada.

*A new social-sports football school in Granada has benefitted more than 200 children.*



Álvaro Arbeloa visited the students at the social sports school in Ceuta.

# PROYECTO SOCIODEPORTIVO “EL GALLINERO”



The “El Gallinero” comprehensive support social project, for which the Foundation has received numerous prizes and recognition, has completed five successful years of activities with Romanian children from a shanty town.

Students from the social-sports schools have also taken part in inclusive sports days where they played matches and enjoyed recreational activities with the adapted and inclusive schools. These activities promote diversity awareness and reinforce values such as respect and team work.

The recently opened school in Granada hosted the sports day for the schools in Andalusia and surrounding areas. This season the record for the number of participants was broken, with more than 450 girls and boys taking part and nearly a thousand people in attendance, including their companions. The event was well organised with a wide variety of activities for the children to take part in, and the occasion generated an overall positive atmosphere.

As the climax to the season in mid-June, a meeting for all the schools outside Madrid was organised in Valdebebas, with schools visiting

from Jaén, Toledo, Granada, Motril, Mazarrón, Puerto Lumbreras, Tenerife, Córdoba and Zaragoza.

Once again this year the Real Madrid Foundation has been supported by some excellent strategic partners without whom it would not be able to offer the activities at its football social-sports schools. Some of these partners include the Obra Social La Caixa, from its offices in Madrid, Castilla la Mancha and Western Andalusia, all of which support our work in these Autonomous Regions. Banco Santander, which assists with our activities in Fuenlabrada, Pozuelo de Alarcón and Canal de Isabel II in Madrid. Ecopilas, whose collaboration enables us to operate the schools in Segovia and Seville. CLH, which contributes to the running of the San Fernando de Henares school; Cofares Foundation at the Orcasitas school and Aqualia, which supports the management of the social-sports school in Mazarrón, Murcia.

This season, the social-sports football tournament benefitted from the support of the company Fiesta, which sponsored this event.

With regard to the inclusive football social-sports schools, five such schools have been organised this season with more than 100 children with diverse abilities taking part. Four of these schools are in Madrid and one is in Zaragoza.

During this past season, four inclusive days were held at the Real Madrid City, where participants from the social-sports schools competed in an extremely productive inclusive experience. In addition to these inclusive experiences, an Inclusive Day pilot scheme was organised at the Plata y Castañar facilities involving the school for children on the Autistic Spectrum and children from the social-sports school. The participants shared a joint training session based on essential values such as

companionship and self-reliance. The TEA Fundaland and the A La Par schools were selected for the pilot scheme for the launch of a Road Safety Education through sport project, with very satisfactory results.

Lastly, we wish to mention that this year, we have achieved the permanent inclusion of four disabled children in social-sports schools, in both the training sessions and the tournaments. In relation to the inclusive social-sports schools, the Real Madrid Foundation has been supported by El Corte Inglés, which has sponsored the activities at the schools for children on the Autism Spectrum.

This season, more than 5,000 places were offered for the football social-sports projects, which once again included visits from icons such as Álvaro Arbeloa in Ceuta, Emilio Butragueño in Toledo and Jerez, and Marcelo in Madrid.

## BASKETBALL SOCIAL SPORTS SCHOOLS

We have seen the consolidation of the 11 social-sports schools in the Autonomous Community of Madrid, attended by more than 650 girls and boys. The first team basketball players collaborated with the Foundation by taking part in the 2nd Adapted Schools Day, together with the EuroLeague ONE Team project. The veteran player Arlauckas also paid a visit to the social-sports schools. There are now 13 adapted, inclusive and wheelchair basketball projects in which 200 children and people of varying disabilities take part, with team exhibition games at the WiZink Center and the inclusive sports days taking place during the Social-Sports Tournament at the Real Madrid City pavilion.

Education in values through sport continues to be the main instrument of social action employed to achieve the integration of groups at risk of exclusion and of those not at risk. The football and basketball social sports schools are our key activities and their aim is to promote healthy lifestyle habits, sport as one of the best ways for children to spend leisure time and to assist families in providing an all-round education for their children.



*The Adapted Schools Sports Day organised in partnership the EuroLeague One Team was an exciting, fun-packed day for students and the first team basketball players alike.*

*Sergio Llull greeting students from the adapted and inclusive basketball schools.*

The beneficiaries of the schools in Madrid and the surrounding areas had the chance to put everything they have learned into practice at the social-sports tournaments held over 15 weekends from November through June at the Real Madrid City basketball pavilion. Special mention should be given to the fact that Inclusive Days were held for the first time for young people from the Foundation's programme in Shelters and Remand Centres.

The inclusive days were organised at the tournaments, in which students could take part, irrespective of whether or not they had a disability. During the closing ceremony of the tournament, various activities were organised for all the categories of basketball schools. Held as the final celebration of the ordinary competition, it allowed the children to take part in a variety of recreational activities with their parents.



*Coach with students during the Tournament held in Real Madrid City.*

*Social-sports basketball tournament at Real Madrid City.*



Rafael Rullán, Pablo Laso and Felipe Reyes at the presentation of the agreement with Ecovidrio.

This year, the Real Madrid Foundation wishes to highlight the invaluable assistance it has received from its partner Endesa, which sponsors the running of the adapted basketball social-sports schools and helps to support the basketball schools. For its part, the Sanitas Foundation contributed to the setting up of the Real Madrid Foundation's inclusive schools, as well as the inclusive and adapted campuses that are organised each summer in the town of Las Rozas.

Many thanks to Parquesur for helping to establish the basketball social-sports school in Leganés.

This season, Ecovidrio has accompanied the Foundation in the organisation of the sports days held over 15 weekends as part of the social-sports basketball tournament at the Real Madrid City pavilion.



Social-sports basketball tournament at Real Madrid City.



*Final of the penitentiary inter-centre tournament in León.*



*Closing ceremony of the penitentiary inter-centre tournament in León.*

## SOCIAL SPORTS PROGRAMME IN DETENTION CENTRES

With more than 2,500 prisoners taking part, this year the Real Madrid Foundation has expanded its activities in Detention Centres, (despite the transfer of the Ávila Penitentiary Centre facilities to Valladolid), and has been warmly welcomed by both inmates and the wardens. In all, 22 football projects and 21 basketball projects have been implemented with the aim of contributing to the re-education of the inmates to aid their

future reintegration into society after they have completed their sentence. In addition to weekly sporting activities, this year, cultural activities have been organised in partnership with the Café Quijano Group, as well as visits to the Bernabéu Tour and volunteer matches at the weekends. Its actions in detention centres has been one of the Foundation's most long-standing initiatives, which it has undertaken since the outset in partnership with the P. Garralda Foundation and the Interior Ministry's General Secretariat for Penitentiary Institutions.

The inter-centre tournament was held, as it is each season. Despite the level of rivalry present at each match, the good behaviour of the inmates and fair play were the most notable elements of most of the matches. This tournament is the event most in demand among the prisoners and which has the greatest positive impact on their motivation. They put into practice the use of the white card, whereby, the inmates, together with the trainer, choose the colleague who has stood out for respecting the values that are promoted

during their training. Finally, the inmates from most of the detention centres in Madrid and in the surrounding area had the chance to enjoy friendly matches against teams of volunteers from the Real Madrid Foundation, an activity that is much appreciated by the students.



*A visit by Real Madrid Castilla to a children's residence was an unforgettable day for the children living under the care of the local authority.*

## **SOCIAL SPORTS PROJECTS AT CHILDREN'S SHELTERS**

In the 2017-18 season, more than one thousand children living in 35 shelters and detention centres in Spain have once again enjoyed a year of football and basketball thanks to the Real Madrid Foundation programme which is run in Alicante, Andalusia, Cantabria, Castilla-La Mancha, Castilla y León, Madrid, Melilla, Murcia, La Rioja and Valencia.

This programme, which represents a great effort for the Foundation, is key to being able to help children in situations of neglect or those with especially difficult family environments, with the object of contributing to the normalisation of their lives in promoting the positive values of sport. This serves as a tool for facing up to the difficulties of their daily circumstances, where they live under administrative guardianship and with an uncertain future. The weekly sessions are delivered using the same recreational-educational methodology employed in the social sports schools, with special emphasis on the values of respect, self-esteem, companionship and the motivation to try hard.



*Real Madrid Castilla visits a children's residence in Chamberí.*





Sergio Ramos, Marcelo and Ayón participated in the "At Christmas, no child without a gift" campaign at the stadium.



Training at the Vallehermoso children's residence in Madrid.

This 2017/2018 season, the 1st Children's Shelter Basketball Tournament and the 2nd Inclusive Day were held in the Real Madrid City. Real Madrid Castilla, led by their coach, Santiago Solari, paid a visit to the Chamberí children's residence to show their support for the children. These boys and girls also

benefit from the 'En Navidad, ningún niño sin regalo' (At Christmas, no child without a gift) campaign along with children in hospital. These projects have earned the Foundation the 2017 Childhood award from the Madrid Regional Government on the occasion of its 20th anniversary.

In this case, the Real Madrid Foundation works in partnership with Microsoft to maintain the sustainability of this activity in young peoples' shelters, which are operated in conjunction with the General Directorate for the Protection of Children of the Madrid Regional Government.

*These projects have earned the Foundation the 2017 Childhood award from the Madrid Regional Government on the occasion of its 20th anniversary.*

## CHILDREN'S BASKETBALL PROGRAMME IN HOSPITALS

The basketball in hospitals programme is an initiative that Real Madrid Foundation implements in partnership with 11 hospitals to enable children recovering from illnesses or undergoing treatment in hospital to enjoy playing basketball. Weekly, two-hour basketball sessions are played at the hospitals, either in areas specifically provided for this activity or in the children's rooms, where the aim is to offer an entertaining and healthy alternative to their hospital life, an activity which resembles as far as possible their normal everyday life, and which distracts them from their hospitalisation while they are involved in the activity. Its purpose is to promote positive values through this activity, as well as self-esteem and self-development during their time in hospital and also when they return to their everyday lives. It also offers them an opportunity to forget about their worries and also indirectly about those of their families.

This year the Real Madrid Foundation has focused its activities on 11 hospitals in the Region of Madrid and on the General Hospital in Alicante. It is also present in the dialysis centre of the Íñigo Álvarez Foundation in Toledo. Overall, more than 1,200 people have enjoyed the benefit of this programme in hospitals over the 2017-2018 period.

With the aim for introducing new, entertaining and appealing activities into the programme, the Foundation launched the 1st Living in Harmony Day in hospitals together with a group of Under-16 players from the social-sports schools. It took place at the Niño Jesús Hospital and was attended by 16 children from several of the hospital's departments along with nine players from the Barajas social-sports school. They formed two teams with the same number of players in each group and enjoyed a session of basketball games throughout the day.



*Social-sports activities at Hospital de la Paz (Madrid).*



*Student during a recreation session at Hospital de la Paz (Madrid).*



*Once again, the campaign was spearheaded by Felipe Reyes, Sergio Ramos, Sergio Llull and Marcelo, who visited 11 hospitals in Madrid.*



Social-sports basketball activities at Niño Jesús Hospital (Madrid).



Meeting between Ronaldo and Juan Alberto, beneficiary of Make a Wish, 15 years later.

After the session, each player actively participated in choosing the players who had earned the bracelet with the highest value reflecting the value of companionship, acknowledging any exemplary behaviour during the day of living in harmony.

Likewise, as occurs each year, these health related activities are completed with the Physiotherapy programme for neurological diseases, in which fifty patients with limited resources benefit from free physiotherapy treatments thanks to our collaboration with the European University of Madrid, Sanitas, the Official Association of Pharmacists of Madrid and the Real Madrid Foundation. The programme, created to provide an active response from the sports world to patients with rare diseases, has now been running for five seasons.

However, the seriously ill children are not always in hospital. Sometimes, they travel from anywhere in the world to meet the players because that is their one wish. Each week six seriously ill children or severely disabled children fulfil their dream of meeting the first team players thanks to the Real Madrid Foundation. In the 2017-18 season, 146 children had this opportunity through this initiative.

*Fifty patients with limited resources benefit from free physiotherapy treatments thanks to the Real Madrid Foundation's collaboration with the European University of Madrid, Sanitas and the Official Association of Pharmacists of Madrid.*

The National Section of the Foundation handles and processes any requests received and also works with the NGO “Pequeño Deseo” and Make a Wish Spain, among others, to achieve, in coordination with the club, the following goal: to bring joy to children who are worse off, a task that is part of the social commitment of Real Madrid with those who suffer and that would be impossible without the involvement of many different departments of the club and the Foundation. In addition to these young patients, more than a thousand other children benefitted from the ‘No Child Without a Gift’ Campaign organised by the Foundation and

supported by numerous organisations, through which the first team football and basketball players will visit the main children’s hospitals in December 2018.

The Real Madrid Foundation is able to continue its activities in hospitals thanks to the support of two organisations; the AMA Foundation and Medical Service Care. With their invaluable assistance, both children and adults at the Palliative Care Hospital of the Vianorte-Laguna Foundation are able to enjoy this physical activity programme which brings them relief during their long stays in hospital.



Nacho sends a message on World Diabetes Day.



Participants cheering during the activities at Niño Jesús Hospital in Madrid.



Felipe Reyes took part in the ‘Breaking down barriers together for autism’ campaign.



Physical activity for the elderly at the DomusVi residence in Madrid.



Participants in the Empreendeporte activity at the Pradillo sports centre in Madrid.

## PHYSICAL EXERCISE PROGRAMME FOR THE ELDERLY

During the 2017-2018 season, the Real Madrid Foundation offered this activity in two DomusVi retirement homes and at the Canal Isabel II sports facilities, which were attended by more than 300 people. This physical exercise programme is offered once a week. The participants also enjoy educational discussions about maintaining healthy lifestyle habits.

This year, other complementary activities have been organised with the participants, including the 'Check Mate to Alzheimer Tournament', a visit to watch a match between Real Madrid C.F. and C.D. Numancia from the front row with one of the workers from the residence, and a visit to the Bernabéu Tour. This season, the DomusVi residence also received a visit from Realmadrid TV, which came to broadcast the work that Real Madrid Foundation undertakes with the residents.

In the first quarter, the leading multinational firm in the hearing aid sector, GAES, collaborated with the Real Madrid Foundation by giving talks about preventing hearing loss and aural health. The company performed an audiometry test to measure the sensibility of the ears' organs at different sound frequencies.

## EMPRENDEPORTE

Although the economic crisis has abated in recent years, the Empreendeporte programme continues each year with more people benefitting from it, thanks to the collaboration of the KPMG Foundation and the Local Employment Agency, and operates in two different venues. The people benefitting from this initiative, who number more than 80, including the long-term unemployed from several parts of the capital, have taken part this season in a variety of complementary activities organised by the Foundation, such as charity runs, workshops and job fairs, combining physical exercise with sports psychology and job search techniques.

Once every quarter, a joint event is organised with all the groups from both venues: North and South. As part of these joint activities, which are now in their second year, the groups meet students from one of the adapted basketball schools. If the participants fulfil the requirements laid down in the Goal Achievement System, they may supplement the work in the physical activity group sessions and coaching by requesting personalised psychological and personal growth monitoring, as well as physical training routines to help them achieve their personal goal. Any interested beneficiaries who have been fully engaged with the programme also had the opportunity to take part in mock individual and group interviews with volunteers from our patron for this programme, KPMG.

Lastly, to promote new experiences, they participated in the 2nd Charity Race and in the first Real Madrid Foundation Virtual Race.



Foundation staff at premises of the Padre Garralda Foundation in Madrid to play a match against the residents.

Additionally, to help them expand their professional networks, they visited the 4th Employment Activation Forum where they attended training sessions in how to be successful in finding a job.

## PHYSICAL EXERCISE PROGRAMME FOR HOMELESS PEOPLE

The 2017-2018 season was the first in which the Real Madrid Foundation has implemented projects specifically for homeless people. The aim of these projects is to motivate homeless people through weekly sports practice to help to raise their spirits and improve the mood of people reduced to a state of abandonment by society and in many cases by themselves.

Three of these projects have been launched. Another project, initiated in the 2016-17 season as a voluntary scheme in collaboration with the Padre Garralda Foundation to assist drug dependent people, has now firmly taken root. The people on the scheme have the opportunity of a one-hour football training session each week.

Another project implemented this season is the Juan Luis Vives project, a temporary shelter belonging to the Madrid City Council that runs from October to June. In this case, the beneficiaries are proposed a group target at the start of each term, and if they accomplish it, their prize is that they offer it to other people. Therefore, at Christmas, they dressed up as the Wise Men from the East and gave out gifts to children at a refugee centre. This group, who are used to receiving help, had the chance to give to others, which brought them a great feeling of joy and a shot of motivation.

The third project of this kind began in February and finalised in June. It took place in a temporary shelter set up by the Red Cross. The key goal of the season was to be able to finish the Spartan Race, a challenging obstacle race around the Region of Madrid. They also took part in the 1st Real Madrid Foundation Virtual Race.



*Volunteers from the Real Madrid Foundation during a match at the Santiago Bernabéu stadium.*

## REAL MADRID VOLUNTEER

After six years in existence, the Real Madrid Volunteer Office has become firmly established as a channel for fans in the stadium and outside it to cooperate with each other. This season, the Real Madrid Volunteer Office has been involved in a number of initiatives, including providing assistance to disabled people at the official matches, additional activities in the social-sports tournaments, the popular races, weekend matches in detention centres and assisting with the Corazón Classic Match.



*The volunteers' work makes a big contribution to enhancing our teamwork.*

*Marcelo met with the Foundation's coaches at the new Real Madrid City offices.*

**INTERNATIONAL**







# REAL MADRID FOUNDATION AROUND THE WORLD

MORE THAN **58,000** BENEFICIARIES IN **80** COUNTRIES  
TOTAL OF **514** PROJECTS AND ACTIVITIES

**468**  
SOCIAL-SPORTS PROJECTS  
**77** COUNTRIES  
**53,074** BENEFICIARIES

**46**  
CAMPUS  
**10** COUNTRIES  
**5,092** BENEFICIARIES

AMERICA  
**164**  
SCHOOLS

- |                    |                     |
|--------------------|---------------------|
| ARGENTINA          | HONDURAS            |
| BOLIVIA            | JAMAICA             |
| BRAZIL             | MEXICO              |
| CHILE              | NICARAGUA           |
| COLOMBIA           | PANAMA              |
| COSTA RICA         | PARAGUAY            |
| DOMINICAN REPUBLIC | PERU                |
| ECUADOR            | TRINIDAD AND TOBAGO |
| EL SALVADOR        | URUGUAY             |
| GUATEMALA          | USA                 |
| HAITI              | VENEZUELA           |

**22,650**  
BENEFICIARIES

AFRICA  
**57**  
SCHOOLS

- |                          |                                  |                       |
|--------------------------|----------------------------------|-----------------------|
| ANGOLA                   | DEMOCRATIC REPUBLIC OF THE CONGO | MOZAMBIQUE            |
| ALGERIA                  | ETHIOPIA                         | NIGERIA               |
| BENIN                    | EQUATORIAL GUINEA                | REPUBLIC OF THE CONGO |
| BOTSWANA                 | GABON                            | RWANDA                |
| BURKINA FASO             | GHANA                            | SENEGAL               |
| BURUNDI                  | IVORY COAST                      | SIERRA LEONE          |
| CENTRAL AFRICAN REPUBLIC | KENYA                            | SOUTH AFRICA          |
| CAMEROON                 | MADAGASCAR                       | SUDAN                 |
| CAPE VERDE               | MALAWI                           | TANZANIA              |
| CHAD                     | MOROCCO                          | TOGO                  |
|                          |                                  | UGANDA                |

**7,742**  
BENEFICIARIES

EUROPE  
**12**  
SCHOOLS

- |            |                |
|------------|----------------|
| AZERBAIJAN | PORTUGAL       |
| BULGARIA   | ROMANIA        |
| HUNGARY    | RUSSIA         |
| ITALY      | UNITED KINGDOM |

**806**  
BENEFICIARIES

THE MIDDLE EAST  
**47**  
SCHOOLS

- |         |                      |
|---------|----------------------|
| BAHRAIN | LEBANON              |
| IRAN    | PALESTINE            |
| ISRAEL  | SAUDI ARABIA         |
| JORDAN  | UNITED ARAB EMIRATES |
| KUWAIT  |                      |

**3,038**  
BENEFICIARIES

ASIA-PACIFIC  
**26**  
SCHOOLS

- |           |             |
|-----------|-------------|
| AUSTRALIA | INDIA       |
| CAMBODIA  | INDONESIA   |
| CHINA     | PHILIPPINES |

**5,634**  
BENEFICIARIES



## AFRICA

Angola, Algeria, Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Cameroon, Chad, Ivory Coast, Ethiopia, Gabon, Ghana, Equatorial Guinea, Kenya, Madagascar, Malawi, Morocco, Mozambique, Nigeria, Central African Republic, Republic of Congo, Democratic Republic of Congo, Rwanda, Senegal, Sierra Leone, South Africa, Sudan, Tanzania, Togo and Uganda.

In Africa, the Real Madrid Foundation's objective has been to assist with the well-rounded development of the children and adolescents, to facilitate their schooling and professional training, to reduce repetition and abandonment rates and to promote education in values such as peace and citizenship through sport.

The number of social-sports schools continues to grow, thus allowing us to achieve this objective. This season, we have focused on supporting and reinforcing the quality control and management of the social-sports schools. To achieve this, an audit of the Ghana school was conducted in collaboration with the Salesian Missions and its NGO, Young People and Development.

*57 social-sports projects in 31 African countries providing assistance to more than 7,700 children.*

The results of the 2017-2018 season have been excellent. There are **57 projects in 31 countries**, of which 46 are social-sports schools and 11 are programmes offering Humanitarian Aid through sport, with a total of 7,094 young people playing. A notable achievement this season in Africa was that the number of people benefitting from our programmes increased by 1000 compared with the previous year. The Real Madrid Foundation continues to encourage the inclusion of girls in sport. To achieve this we continue to promote basketball in the social-sports schools, as this sport encourages more girls to get involved.

The Foundation has been working with the Government of Rivers State in **Nigeria** throughout the 2017-2018 season, culminating in the signing of a three-year framework collaboration agreement to launch the first social-sports project in this country. This collaboration agreement includes a substantial donation, which will ensure the sustainability of the projects in Africa over the next three years.



*Our partnership with Rivers State will enable us to launch our social-sports activities in Nigeria.*

*Ricardo Gallego attended the official presentation of the agreement with the Government of Rivers State in Nigeria.*



Humanitarian Aid project with albino children in Kabanga, Tanzania.



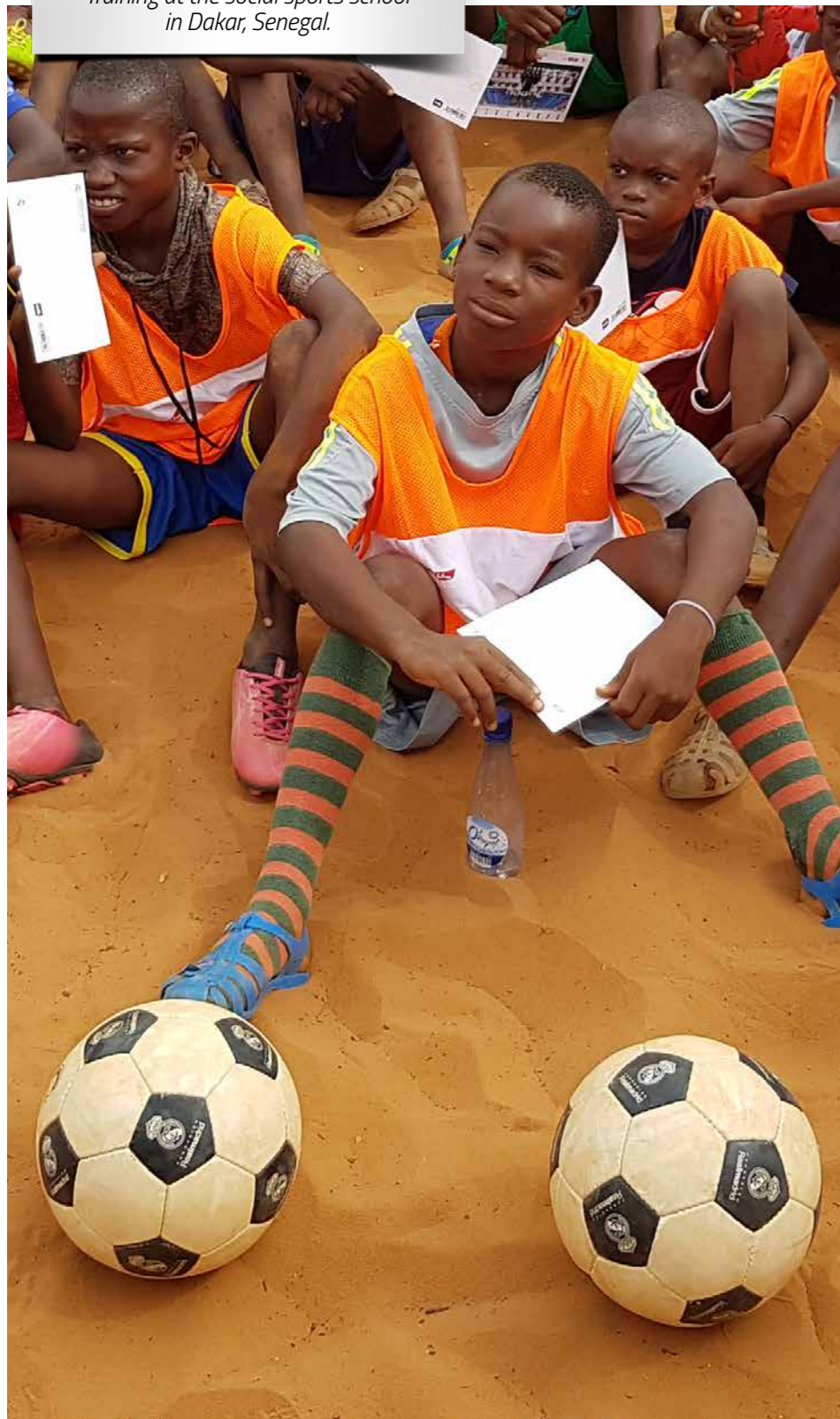
Coaches and students from the Benin social sports school.

During the 2017-2018 season, we have moved forward with our activities in the existing programmes of Humanitarian Aid through sport in **Burkina Faso, Burundi, Chad, Ethiopia, Malawi, Namibia, Central African Republic, Democratic Republic of the Congo, Rwanda, Sudan and Uganda** and they have been extended to two more countries, **Gabon and Tanzania**. In these countries we have supported projects implemented by the NGO Caraguapa, the Company of Jesus, Holystic ProAfrica, Missionaries of Africa (White Fathers), Piarist Missions, the NGO Remar and Salesian Missions, to which the Real Madrid Foundation contributes, largely through donations of sports and educational materials.



Social-sports school in Tulear, Madagascar.

Training at the social sports school in Dakar, Senegal.



Students from the social-sports school in Ghana.



Students from the Tangiers and Mohammedia social-sports schools participating in the Copa Alma in Portugal.

We have renewed our collaboration agreement with the Salesian Missions, adding **Mozambique** to the nine already existing ones in Africa. **Benin, Cape Verde, Cameroon, Ghana, Equatorial Guinea, Republic of Congo, Senegal, Sierra Leone and Togo.** This season, the school in Sierra Leone has returned to our social-sports programme after it had to be suspended during the Ebola crisis. This means that we ended the season with 12 social-sports schools in Africa through our cooperation with the Salesian Missions.

We have added a new school to our programme, in the district of Benyekhlef in Mohammedia (**Morocco**) in partnership with the Fatema Foundation, a local organisation with whom we have been working successfully over the last four years.

We have also opened another new school in **Ivory Coast**, in Bouaké, in partnership with the NGO Solidaridad, Educación y Desarrollo (SED).

In **Benin**, a new social-sports school has begun operation in Akassato, in collaboration with the Brothers of the Salle and their NGO Proyde, to complete the children's academic education with sports training and education in values.

A new project has been launched in **Mozambique** with Cruzada por los Niños, in the natural reserve of Gorongosa, with the primary goal of educating the girls from the various communities living in the park in values through sport, of promoting their schooling beyond infant education and also to prevent early marriage and pregnancy. This is an important project in a forgotten part of the country, which suffered greatly during the civil war and took a long time to recover from its impact.

The social-sports schools in **Angola, Kenya, Madagascar, Morocco, Mozambique, South Africa and Uganda** all had a successful 2017-2018 season.



*Students from the Lamu social-sports school in Kenya.*



*Football training in Gorongosa, Mozambique.*

*These Real Madrid Foundation social-sports projects in Africa are run in partnership with not-for-profit organisations.*

These Real Madrid Foundation projects in Africa are run in partnership with non-profit organisations such as Esclavas del Divino Corazón de Luena, Anidan Kenya, Coconut Water, Sport and Education for a Better Future, the Paideia Association, Manos Unidas, Hanan Association and Cesal, as well as others.

From 8 to 13 April, the **4th Course in Values and Basketball** took place in Madrid in partnership with Anidan, in which three coaches from the Kenya social sports school participated for the first time.

In the sphere of **inclusive and adapted sports**, we wish to mention the great progress made at the Tetuan social-sports school, with the Hanan Foundation and the Manos Unidas NGO in **Morocco** which has become the first Real Madrid Foundation project in Africa providing assistance to people with disabilities.

Lastly, two groups of boys and girls from the social-sports schools in Tangier and Mohammedia in Morocco took part in the **Copa Alma** held in the first week of the new 2018-2019 season in Villa Real de Santo Antonio, Portugal.



*Training at the social-sports school in Bouaké, Ivory Coast.*



*Adapted sports school in Tetuan, Morocco.*

## ASIA-PACIFIC

Australia, Cambodia, China,  
Philippines, India and Indonesia.

The 2017-2018 season in the Asia-Pacific region concluded with the opening of a new social-sports school in **India**, the St. Mary school in Kerala, which joins the other six existing schools in Tiruchirapally in the state of Tamil Nadu, in partnership with the Hope and Joy Foundation and the Social Services of the Trichy Diocese. These, together with the school managed by the Indian Institute of Mothers and Children of Calcutta (IIMC) make a total of eight projects in which more than 800 beneficiaries participate. This new project and the school run by the Indian Institute of Mothers and Children have the backing of the company Roadis, thus ensuring their financial sustainability. In November, the management of Roadis was welcomed to the Santiago Bernabéu stadium when they travelled from Canada to Madrid to renew their partnership agreement with the Real Madrid Foundation.



Students from the social-sports school  
in Trichy, India.

*More than 5,500 beneficiaries at 26 social-sports schools enjoy healthy activities in a safe space.*



A delegation from the Foundation's International Department travelled to Trichy and Kerala to pay a follow-up visit, accompanied by the FEyA president, María Moreno and members of their board of trustees. It was an exciting visit where they were able to see the great work that both organisations are undertaking together to make improvements to health and nutrition, to support the studies and enhance the self-esteem of hundreds of girls and boys in this part of India.

As every year, the IIMC and the FEyA launched fundraising initiatives in Spain to fulfil their pledge to co-finance these projects. The IIMC held the 5th edition of the Charity Football Tournament in collaboration with the Churriana Sports Club, which was visited this year by former Real Madrid C. F players, Ricardo Gallego and Pepe Salguero. It was a pleasure for the Foundation to take part in the annual charity dinner organised by FEyA at the Madrid Club de Campo, to which their partner companies were invited.



*Students from the Battambang social sports school, Cambodia.*



*Group photo of the participants in the Charity Football Tournament in Churriana, Málaga.*

*The IIMC held the 5th edition of the Charity Football Tournament in collaboration with the Churriana Sports Club, which this year was visited by former Real Madrid C. F players, Ricardo Gallego and Pepe Salguero.*



*Student helping a colleague at the Copa Alma, Philippines.*

This season, the first edition of the Copa Alma was held in Asia, in the **Philippines**. An inter-school tournament was held in Nagsubu, Batangas (island of Luzon) where the Roxas Foundation, as the host, welcomed six other social-sports schools from the country for a weekend of football, fun and education in sporting values. As well as being an unforgettable occasion for the girls and boys taking part in the tournament, it also provided an opportunity for the Foundation's partners, the Roxas Foundation, NGO Anakk and Foundation Santiago to build closer ties and strengthen their cooperation. Representatives from the Mapfre Foundation paid a visit to the event. This foundation supports the four schools that the local association, Anakk, runs in Davao del Sur (Santa Cruz, Digos, Hagonoy and Padada).

The tournament also contributed significantly to the coaches' training as they were able to see how, through the adapted competition in their discipline, the social-sports schools were also able to put into practice everything they had learnt during their weekly training sessions over the season. It is the best way to experience live how the Real Madrid Foundation views the competition.



In **Cambodia**, the social-sports schools in Battambang, in collaboration with Coconut Water, have also backed the organisation of tournaments based on the Real Madrid Foundation model, as did the NGO Por la Sonrisa de un Niño, making use of the new sports facilities it established in the capital city thanks to the support of Smart, the mobile phone company.

The opening event of the new sports field took place in September, attended by the Minister of Education and Sport and other official figures. We wish to mention the excellent work being undertaken by Coconut Water in its first season in operation. The social-sports school forms part of its initiatives which aim to improve teaching conditions in state schools. To achieve this, it offers training to teachers and headmasters and headmistresses and also provides educational activities to the pupils. In the communities where the students at the social-sports school live, the

irregular and insufficient incomes of the families and the low education levels of the parents mean that education is not a priority for these communities, resulting in high levels of truancy from school.

The training sessions take place at two public primary education institutions, which make their facilities available for the activities. The children also receive extracurricular support classes in IT, painting and drama, as well as participating in workshops on good hygiene habits. The project coordinator follows up on each child each month by visiting their families and their homes, and if necessary, helps them to renovate their homes so that they provide decent living conditions.



*Students from the Battambang social-sports school, Cambodia.*



*Training with the girls at the school in Kerala (India).*



Student from the Battambang school in Cambodia, with Coconut Water.



Inauguration of the new football pitch in Phnom Penh, Cambodia.

Using the school as the venue, workshops and talks are organised for the parents to raise their awareness of the importance of education, the children's rights and gender equality.

The season ended with a visit to Battambang from the Japanese clinics partner, Mr. Masuda, to assess the support his companies located there are giving to these two emblematic social projects.

In **Australia**, in New South Wales, both the social-sports schools located at the Wellington High School and at Holroyd High School have fulfilled the activities they provide under the programmes for the schooling and integration of

immigrant and indigenous pupils in Australia. In the case of Holroyd HS, this was accomplished despite the difficult context in Sidney, where football culture is still quite recent and where there is a wide range of other sports available to the students.

*The Australian social-sports school expands the range of sports available at state schools with the introduction of educational football.*



Coaches and students from the Banjarbaru social sports school, Indonesia.

We'd like to congratulate our partner in Corporate Social Responsibility for their great work in exploring the market to find new projects and the contacts made with the local business community in Australia. Thanks to this work, the Real Madrid Foundation now has more options to sustainably expand its presence on the other side of the world.

The Real Madrid Foundation now has four social-sports schools in **Indonesia** thanks to its partnership with the International Social Sports Development Foundation (ISSDF). The ISSDF's support for our local partners have made the activities at the schools possible. These local partners include the Barito Putera Foundation in Banjarbaru, the Yogyakarta University, the regional government of Samarinda and the Yayasan Ubudiyah Foundation in Banda Aceh. The Ministry of Youth and Sport also lends its support. The beneficiaries are selected in conjunction with the local education, social services, youth and sports departments to ensure that all children come from vulnerable social environments.

The school at Banjarbaru made a considerable investment in upgrading its sports field thanks to the support from the Hasnur Group. This news was shared in Madrid during the institutional visit by a joint delegation from that company and from the ISSDF in November.

The school in Jinzhai, in the **People's Republic of China**, continues its educational work, working in partnership with the Foundation for the Wellbeing of Young People, by including football on the school curriculum. It has allowed all the students at the school to further their knowledge about this discipline and to put into practice the intrinsic values of team sports. With the help of representatives from Real Madrid C. F. in Beijing, we are exploring opportunities to expand the Foundation's presence in the "Asian Giant".

We continue to support the Evergrande Football School educational project in Qingyuan (Guangzhou) with annual training sessions for Chinese teachers, with 120 coaches attending the course held there in March this year.

In May the beneficiaries of one of its groups, aged 11 and 12 years old, visited Madrid where they enjoyed two weeks of educational football in the unbeatable surroundings of the Real Madrid City. They also watched the final League match at the Santiago Bernabéu stadium and visited the capital and sampled its cuisine.

To ensure that the activities at all the **26 social-sports schools** are being implemented correctly, monitoring visits have been made this season to the projects in Cambodia, India, China and the Philippines, and training courses have been provided for the coaches in Cambodia, China and the Philippines.

To sum up, the 2017-2018 season concluded with **more than 5,000 children** enjoying a healthy activity in a safe space, away from the danger on the streets. It is a space where they can find friendship and fun while being educated in sporting values under the protection of the badge of the Best Club of the 20th Century. The additional assistance with nutrition and schooling is also a crucial factor in changing the lives of these girls and boys.



*Students from the social-sports school in Jinzhai, China.*

## AMERICA

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, United States, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Trinidad & Tobago, Uruguay and Venezuela.

The Real Madrid Foundation's presence on the American continent proceeds along its path of continuous growth. During the 2017-2018 season the number of social sports schools reached 164, directly benefitting more than 22,650 children in the 22 countries where we have permanent social projects.

All the projects are managed in partnership with local educational and social bodies, and are supported by sponsors who endorse integration, cooperation and education in values through the vehicle of sport. This year, they have continued to support the Real Madrid Foundation and its local partners, and have maintained their firm commitment, which has made the growth in the number of projects in America possible. Microsoft continues to provide support to the social-sports schools in Brazil, Colombia, Mexico, Peru and Argentina. AT&T contributes to the projects in Argentina, Mexico and Colombia, while Globalvia continues with its commitment to collaborate with the projects in Costa Rica and Chile. The Mapfre Foundation continues as one of our strong partners contributing to the sustainability of social-sports projects in eight countries. Brazil, Peru, Paraguay, Panama, El Salvador, Mexico, the Dominican Republic and the United States. Lastly, the support from the CAF Development Bank of Latin America ensures the continuity of three of the social-sports schools in Brazil.



*Florentino Pérez greets beneficiaries of the projects in the United States.*

*Students participating in the Copa Alma America, held in Panama.*

This season, we would particularly like to mention the launch of new social-sports schools in Costa Rica, Peru and Argentina, thanks to the support of BID. In Costa Rica, a new project was started in San Pedro Montes de Oca, benefitting over 100 children in an informal settlement called Tirrases. In Peru, the new project will help the most underprivileged children from El Agustino. Lastly, in March 2018, a new social-sports school was set up in the city of Mendoza, Argentina that will benefit more than 160 girls and boys from the neighbourhoods of La Favorita, Flores Oeste and Olivares, in partnership with the National University of Cuyo.

The children taking part in the 1st Copa Alma America saw their dream come true. This was an important milestone that will shape the course of the Foundation's expansion on the continent over the coming years, bringing the international social-sports schools and their students further in line with the Spanish projects with an improved implementation and performance of the shared values methodology among all the beneficiaries of the Foundation across the globe. Because of its geo-strategic location, the match was held in Panama City on 21 to 25 February 2018. Children from the football and basketball social-sports schools in Panama, Colombia, Costa Rica, El Salvador, Spain, Guatemala, Ecuador, Honduras and Mexico all took part.

*The Copa Alma America was held for the first time, in Panama.*





Álvaro Arbeloa at the presentation of the school opening in Mendoza, Argentina.



In **Argentina** the programme is implemented through four social-sports schools. The 2017-2018 season began with a new school opening thanks to a partnership agreement the Real Madrid Foundation has signed with the Interamerican Development Bank. Managed by the National University of Cuyo, the school benefits more than 150 children and young people from three disadvantaged communities. It aims to integrate them into society and reinforce citizenship values to prevent violence and to help achieve their integrated development. On 21 March, Álvaro Arbeloa, Real Madrid C. F. ambassador, and Luis Alberto Moreno, president of the Interamerican Development Bank, opened the school.

The other three schools, located in the province of Buenos Aires, continue with their consolidation process. The Alfredo Di Stéfano school, which began operation in 2004 in partnership with the

José María Pantaleo Presbyterian Foundation and Obra del Padre Mario (OPM), serves 437 boys and girls, aged between 3 and 17 from low-income families and it provides them with education in football and basketball.

The social sports school Claudio Marangoni in collaboration with Valores y Deporte Asociación Civil, was set up in the 2016 season, offering football and basketball to 205 children. The beneficiaries are from families in highly vulnerable family and social conditions. Lastly, in partnership with the Cesal Association and the Nuestra Señora de Luján Cultura and Educational Foundation, a social-sports school is run for more than 50 children in the town of Max Paredes. In addition to playing sport, the children are offered learning support, classes in nutrition and workshops for families.



Students from the social-sports school in Panama.



Students from the social-sports school in Jacarezinho, Brazil.



Students from the Niterói school, Brazil.



Students from the Bolivian school at Real Madrid City.

The Foundation, in alliance with Salesian Missions and the Salesian Congregation in Brazil, runs three social sports schools with children from favelas in Sao Paulo, Niterói and Jacarezinho (considered the second largest favela of Rio de Janeiro). To ensure its sustainability, it has the support of the Mapfre Foundation, CAF Bank of Development of Latin America and Microsoft. The Salesian Congregation focuses its work on promoting healthier habits, inter-family

and community relations, educational and professional guidance and raising awareness about children's rights, gender equality, and respect for cultural diversity. This season, the project is being evaluated by a local organisation within the context of the SOMOS network.

**Bolivia** continues to be a country requiring substantial assistance. There, the Foundation offers educational football at the ten existing

social-sports schools, together with the Alalay Children's Homes located in the departments of Cochabamba, La Paz and Santa Cruz de la Sierra. Through the schools, children and teenagers are cared for in a comprehensive manner, promoting their social integration and developing their personal, social and productive skills to ensure they will be able to lead a dignified and independent life. The Foundation works with the Commercial Bank of Santa Cruz on this project.

*The schools provide children and adolescents with comprehensive support, promoting their social integration and contributing to the development of personal, social and productive skills.*



Students from the Costa Rica school.



Students from the Bucarmanga school, Colombia.

In **Chile** the Friends of Real Madrid Foundation run social-sports schools in the districts of Estación Central and Independencia. The activities, now in their 15th season, are now supported by the Sek International Group and Globalvia, thus ensuring their sustainability. In October, around 20 children from both schools fulfilled their dream of travelling to Madrid after they were chosen for the trip because of their exemplary behaviour. Chile has also seen the launch of a new Real Madrid Foundation social-sports project in Castillo de la Pintana (Santiago de Chile) in partnership with the NGO World Vision and thanks to the collaboration of the Necedal school. This has meant that more than 300 girls and boys from disadvantaged social

backgrounds now benefit from social-sports activities and the Foundation's methodology of education in values through sport.

**Colombia**, where the Foundation has been present since 2008, is the country outside Spain where it operates the largest number of social-sports schools. In partnership with the Revel Foundation and the Concívica Foundation, 8,700 children in vulnerable situations are receiving support. The schools are located in 12 departments: Bogotá, Quindío, Casanare, Caldas, Risaralda, Valle del Cauca, Antioquia, Santander, Nariño, Meta, Tolima and Bolívar. These projects offer the students a safe place where they receive values based education, psycho-social assistance

and technological training in collaboration with Microsoft. The schools offer them an alternative for healthy development, making good use of their free time, away from gangs and drugs, thus preventing school drop-out and child labour.

In **Costa Rica**, the Latina University, belonging to the Laureate group, is working with the Real Madrid Foundation, where the season concluded with two social, educational projects. The first, in Heredia, where children from low-income families from the Guaraní neighbourhood are assisted. The children who stood out for their good behaviour were rewarded with a visit to the Real Madrid City in April 2018. As a result of the success of this school and the support from the

Interamerican Development Bank, a school was opened in San Pedro Montes de Oca, based on the model already established at the Heredia project. It also includes medical check-ups, mathematics and robotics classes and other workshops to promote the children's all-round development.



Coaches and students at the Haiti school.



Enrique Sánchez collected the official proclamation awarded by the state of Washington from its vice-governor.

In **Ecuador**, the Real Madrid Foundation continues to operate six social-sports schools in four provinces, Pichincha, Guayas, Tungurahua and Manabí. These projects are managed in collaboration with the SEK University and the UDLA University in Quito, province of Pichincha; with the SEK International School and the Cecilia Rivadeneira Foundation in Guayaquil, province of Guayas; with the Cooperative of the Ambato Chamber of Commerce in the city of Ambato, province of Tungurahua; and with CAF Núñez in Manta, province of Manabí. With nearly a thousand beneficiaries in total receiving assistance, from poor and vulnerable backgrounds or at risk of social exclusion, these schools offer children an opportunity to learn values while practicing sport, with academic tutoring, computer classes, educational materials and lunches included in the comprehensive support they receive. Also in Ecuador, of particular note is the project with UDLA and the Cecilia Rivadeneira Foundation who work with siblings and relatives of children undergoing oncological treatments, providing activities to motivate and distract the children from their illness.

**United States** has also seen the launch of new social-sports projects thanks to the consolidation of the agreement between the Foundation and the Central Washington University. Through this agreement, two new social-sports schools have been set up in Washington State, joining the "Game On!" programme, which assists children from state schools in low-income areas. They are also taught classes in computing with Microsoft and receive academic support to enhance their motivation and interest in secondary education.

Two new schools have also been opened in the area of Arlington, Virginia, with the Arlington Soccer Association as our partner. We have worked with this association since 2012, in Miami, Florida in the areas of Little Habana and Hialeah. The social sports schools in Miami Dade county operate through collaboration agreements with "Miami Dade County Public Schools" and the International Studies Foundation. In Denver, Colorado, the Foundation works with Colorado United. The beneficiaries in the US are mainly first and second generation immigrant children, for whom sport serves as a vehicle to enhance their social inclusion.



Students from the social sports school in Oaxaca, Mexico.

The schools in **El Salvador** are supported by one of our oldest partners, the El Salvador Real Madrid Supporters Foundation (Fundamadrid), with whom we have worked since 2003. Today, they continue to run and manage nine social-sports schools in seven municipalities: Antiguo Cuscatlán, Soyapango, Mejicanos, Apopa, Suchitoto, Santa Ana and San Isidro, areas with a lot of violence and insecurity due to the presence of gangs. In this context, the social-sports schools provide a protected space, which are respected by the gangs, and are supported by the Mapfre Foundation. During the 2017-2018 season, the children on these projects were rewarded with a trip to Madrid where they enjoyed a once-in-a-lifetime sporting, social and cultural experience.

In **Guatemala**, the Foundation is continuing with the work it began in 2013, in partnership with the Carlos F. Novella Foundation, on five projects, social-sports schools for children from poor backgrounds with high rates of drop-out from school and child labour. During the season, two new social-sports schools were opened in San Marcos, in partnership with World Vision, for girls, boys and youngsters who have suffered abuse, abandonment and other kinds of risks.

Comprehensive assistance is also the aim of the Foundation's two social-sports schools in **Honduras**, where it is working with the Diunsa Foundation to assist children from violent areas who are at risk of being recruited by gangs. Located in Tegucigalpa and San Pedro Sula, there is a significant participation by girls in both sports, thus highlighting the great work being undertaken in promoting gender equality: in football, 51% of the students are girls, and in basketball 48% of them are girls. The children also receive education in values, training in technology, English classes, medical and nutritional check-ups and they take part in violence prevention workshops. All this forms part of the integrated project in which the Real Madrid Foundation activities are included.



*Students from the El Salvador school training at Real Madrid City.*



*Students from the social-sports school of Guatemala.*



*All the delegations participating in the Copa Alma America, held in Panama.*

In the case of **Haiti**, where the Foundation is present through its collaboration with the NGO Ayitimoun-yo, it continues to provide assistance through the social-sports school, opened in 2015 and located in the town of Anse-à-Pitre, just over the border from the Municipality of Pedernales in the Dominican Republic. Here, educational football helps to motivate the children and is supplemented with the provision of food, health care and education.

The establishment of comprehensive, integrated projects in which sport plays a key role in educating children at risk of exclusion or who are socially disadvantaged, is a goal the Spain-Jamaica Foundation also strives to achieve. This foundation is the Real Madrid Foundation's partner in **Jamaica**, and with which it has been running the social-sports project in Montego Bay since 2010.

In **Mexico**, the Real Madrid Foundation's presence has become more firmly established

in recent years with the creation of social-sports schools in the states of Chihuahua, Oaxaca, Michoacán, Campeche and Chiapas, helping more than 4,713 girls, boys, teenagers and young people in situations of vulnerability. The "Plácido en el Alma" concert, held at the Santiago Bernabéu Stadium in 2017, provided a huge boost to the growth and consolidation of the social-sports projects in Mexico, where the Foundation also works with the support of the Bafar Group Foundation, in partnership with Cesal and Action Aid.

It is also with this NGO; Action Aid, that the Foundation runs the social-sports schools in **Nicaragua**, in Río Blanco, and with the Sor María Romero Association in **Grenada**, which has been teaching values through sport since 2015, teaching the children to work as a team, as well as the positive values of team sport, such as respect, motivation, equality and companionship.

Our methodology: "For a REAL education: Values and Sport", the flag of the Real Madrid Foundation's schools, continues to fly in **Paraguay** in collaboration with the Spanish NGDO, Cesal and its counterpart in Paraguay, Casa Virgen de Caacupé, thanks to the support of the Mapfre Foundation. The "Real Itaugua" school is run there on the outskirts of Asunción for children who have had problems with the law. The school provides sports, recreational and educational workshops as well as classes in human development and nutritional assistance for children and young people who are in a situation of social risk.

In **Panama**, the host nation of the Copa Alma America, the Real Madrid Foundation has been present since 2006, in partnership with the Friends of Real Madrid Foundation registered with the office of the country's First Lady, where it operates three social-sports schools located in Panama City, Chitré and Tolé. The project has been supported by the Mapfre Foundation since

2010. At the schools, the beneficiaries –families at risk of social exclusion– have the chance to participate in an educational and sporting experience in an atmosphere of respect, order and cooperation, accompanied by a variety of social-educational activities such as nutrition and values workshops, museum visits and a range of recreational activities.

The Foundation also continues to work in **Peru**, where a new social-sports project has launched this season in the region of El Agustino. Lima. The Real Madrid Foundation was already working in this area in partnership with the Company of Jesus, and this year it has been able to help more children in areas with fewer resources, who have joined the social-sports activities at the "Martin Luther King" school, also in Lima. In these schools, children also receive a comprehensive educational support programme which includes computer and programming activities that are vital for their future, thanks to the support of Microsoft.



Activities provided in the Dominican Republic.



Students from the school in Lima, Peru.

Similarly, in the Pampa Cangallo region, Ayacucho, an area which has suffered years of violence from the guerrilla group Sendero Luminoso, the social-sports school has improved the lives of the children there, who also receive academic and psychological support as well as medical care and nutritional support.

Lastly, the school at Huachipa, Lima, managed by Cesal, offers both football and basketball, and is supported mainly by the Mapfre Foundation. This school has benefitted from the first exchange of coaches with the Real Madrid Foundation Training Department with a month-long exchange between the international school and a Spanish school.

In the **Dominican Republic**, activities are provided in two educational institutions belonging to the Antilles Salesian Society and/or the St.

Juan Bosco Antilles Salesian Inspectorate. The programme began in this country in 2011 thanks to our cooperation agreement with the Salesian Missions, and the project has been supported by the Mapfre Foundation since 2013. These schools have an important impact in neighbourhoods that have seen a rise the levels of poverty, which has a direct effect on the most vulnerable period in the life of these young people, who are likely to enter the labour market at a very early age.

In **Trinidad & Tobago**, since 2012, the Real Madrid Foundation has been working with Atlantic LNG, an organisation that has shown its great commitment and dedication. The schools are located on the island of Trinidad, in Belmont and in Petit Valley, both in Port of Spain. Through its CSR Department, Atlantic LNG organises numerous social activities that enable the beneficiaries to participate in other activities that

promote values and a comprehensive education. In both schools, students find a place of inclusion and protection, away from violence, where the healthy use of their free time is promoted.

The Real Madrid Foundation's presence in **Uruguay** is being sustained and consolidated thanks to the efforts of the Cervantes School at the José Emilio Santamaría social-sports school in the centre's facilities at the end of the school day. Both sports disciplines, football and basketball, are offered to socially disadvantaged boys and girls, who also receive psychological support and medical check-ups. Parents also participate in different workshops and cultural activities to enhance their family life with their children. Of note, was the trip 16 children and youngsters from the school made in December to Madrid. The children were chosen for the trip based on their exemplary behaviour.

We should also mention that the Foundation's work in **Venezuela** in the 2017/2018 season was restricted due to the situation in the country. At the present time, the coaches of the Friends of Deportivo Petare Foundation of the "One Goal for Caracas" programme within the framework of the cooperation agreement signed with the Andean Development Corporation, are implementing the "For a Real Education, Values and Sport" methodology, thanks to the workshops they attended in Spain.

*The presence of the Real Madrid Foundation around the world continues and has consolidated during the 2017/18 season.*

## EUROPE

Azerbaijan, Bulgaria, Hungary,  
Italy, Portugal, United Kingdom,  
Romania, Russia, Ukraine

During the 2017-2018 season, the work of the twelve social-sports schools in Europe has been consolidated through the follow-up visits to the schools in Funchal, Bucharest, Manique, Guimarães and the football training sessions at the social-sports schools in Manique, London, Vidin (Bulgaria), Baku (Azerbaijan) and Rostov on Don (Russia), as well as basketball training for the coaches at the social-sports school in Felcsut (Hungary). The agreements have been renewed with the social-sports schools in Azerbaijan and Guimarães, and we have participated in the football sports days at the Romanian social-sports school and in the basketball day at the Vila Real de Santo Antonio school in Portugal.

Our communication with our partners has been strengthened through the visits of the beneficiaries of the Guimarães (Portugal), Bucharest (Romania) and Felcsut (Hungary) schools to Madrid.



Students from the social-sports school in Baku,  
Azerbaijan.

*Twelve social-sports schools support more than 800 students across Europe.*





Ricardo Gallego at the event for the renewal of the agreement in Baku, Azerbaijan.



Training course at the Manique school, Portugal.

A management and quality control audit has been conducted by E&Y at the Manique social-sports school, with excellent results. An evaluation of the results of the two social-sports schools in **Bucharest** has once again been initiated, which will help us to gain an appropriate assessment of the impact of the Real Madrid Foundation's work.

The school in Baku, in **Azerbaijan**, managed together with the State Secretariat for Youth and Sport, has renewed its cooperation agreement after four years in operation, at a high profile event with the presence of several public figures and the Real Madrid C. F ambassador, Ricardo Gallego.

The fifth edition of the Copa Alma took place in Vila Real de Santo Antonio (**Portugal**) with 10 social-sports schools taking part. It provided their beneficiaries with the opportunity to put into practice what they have learnt over the season and to share experiences with other international delegations over the three-day duration of the social tournament.

The social-sports school has continued with its work, incorporating a further 24 beneficiaries into the project and fulfilling one of the goals set following the audit conducted the previous season.



Students from the Bucharest school in Romania, visit Real Madrid City.



*Coach and students training at the Vidin school in Bulgaria.*

The Vidin school in **Bulgaria**, in association with the Friends for Sports Foundation, continues with its activities thanks to the sponsorship of the mining infrastructure company Minstroy, and the support of the Sofia Real Madrid Supporters Club. The football training sessions and the sports equipment donated by the Real Madrid Foundation have been an incentive that has motivated the activities at the school this season.

In **Hungary**, the social-sports school in Felcsut, in collaboration with the Foundation of the Ferenc Puskas Academy, continues with its basketball and football activities, providing the latter through the UEFA Boszik programme. Among the new developments has been a new coach from the gypsy community joining as a football coach to encourage participation from the Roma community.

The children from the basketball social-sports school had the opportunity to travel to Madrid to take part in the sports, educational and recreational activities included as part of such visits.

In contrast, in **Italy**, Soccerland has been providing its sports activities intermittently owing to the difficulty in finding suitable sports facilities and has had to postpone training until next season.

Other alternatives for social-sports schools are being investigated in the same city of Milan with other associations.



*Training course at the Manique school, Portugal.*

In **Portugal**, the Salesian schools in Funchal and Manique have continued with their social-educational work with financial assistance from Endesa and El Corte Inglés. The football and basketball social-sports school in Vila Real de Santo Antonio (Algarve) continues with its activities and was the host for the fifth edition of the Copa Alma. Lastly, the Guimarães school continues in its quest to find private backers with help from the Real Madrid Foundation. The children from the school had the opportunity to travel to Madrid to take part in the sports, educational and recreational activities included as part of such visits. They concluded the season by renewing the collaboration agreement for the coming seasons.



*Students during the Copa Alma in Portugal.*

*The social-sports school in Vila Real de Santo Antonio (Algarve) was the host for the fifth edition of the Copa Alma.*

The south London social-sports school in the **United Kingdom**, run at the Cedars school in Croydon, continues to operate. It held its second football training session which aims to train new coaches in the methodology. The local partner has constantly been seeking out new local funders, with the support of the Real Madrid Foundation. It welcomed the local partner to Madrid to agree on areas for improvement to be implemented in the future.



*Training course in the school in London, United Kingdom.*



*Visit from the students from the basketball social-sports school in Hungary to the Leganés school in Madrid.*

In **Romania**, the social-sports school has expanded its activities, in collaboration with the FDP Foundation, with a new school in sector 6, a deprived area of Bucharest. A visit by the beneficiaries has been organised for the first time, to allow them to enjoy a week of sporting, educational and recreational activities. The coaches took part in the second Football Training Days in Madrid, where they shared their experiences with the coaches from other schools in America and the Middle East.

The season concluded by expanding our presence in Romania through the setting up of a new social-sports school in Sector 6 in Bucharest.

The social-sports school in **Russia**, run in collaboration with the Technical University of Rostov (DSTU) has continued with its football activities. During the season, a football training session was given to introduce new ideas to the coaches and to incentivise the activities at the school. To coincide with the football World Cup in 2018, the local partner took the opportunity to find new sponsors and to promote the school's activities.

Also, coinciding with the football first team conquering its Thirteenth Champions League trophy, another social-sports school project has been identified in Ternopli (**Ukraine**), which will be supported by the governor of the Ternopli region, Stepan Barna. This new project has also brought the possibility of collaborating with the Poroshenko Foundation, following a meeting held with the First Lady, Maryna Poroshenko.



*Visit to the school with the First Lady of Ukraine.*



*Coach and student at the Rostov school in Russia.*

## THE MIDDLE EAST

Saudi Arabia, Bahrain, United Arab Emirates, Iran, Israel, Jordan, Kuwait, Lebanon and Palestine.

In the Middle East our goal is to continue to foster a culture of citizenship and peace, offering education in values through sport, healthy lifestyle habits and the constructive use of free time.

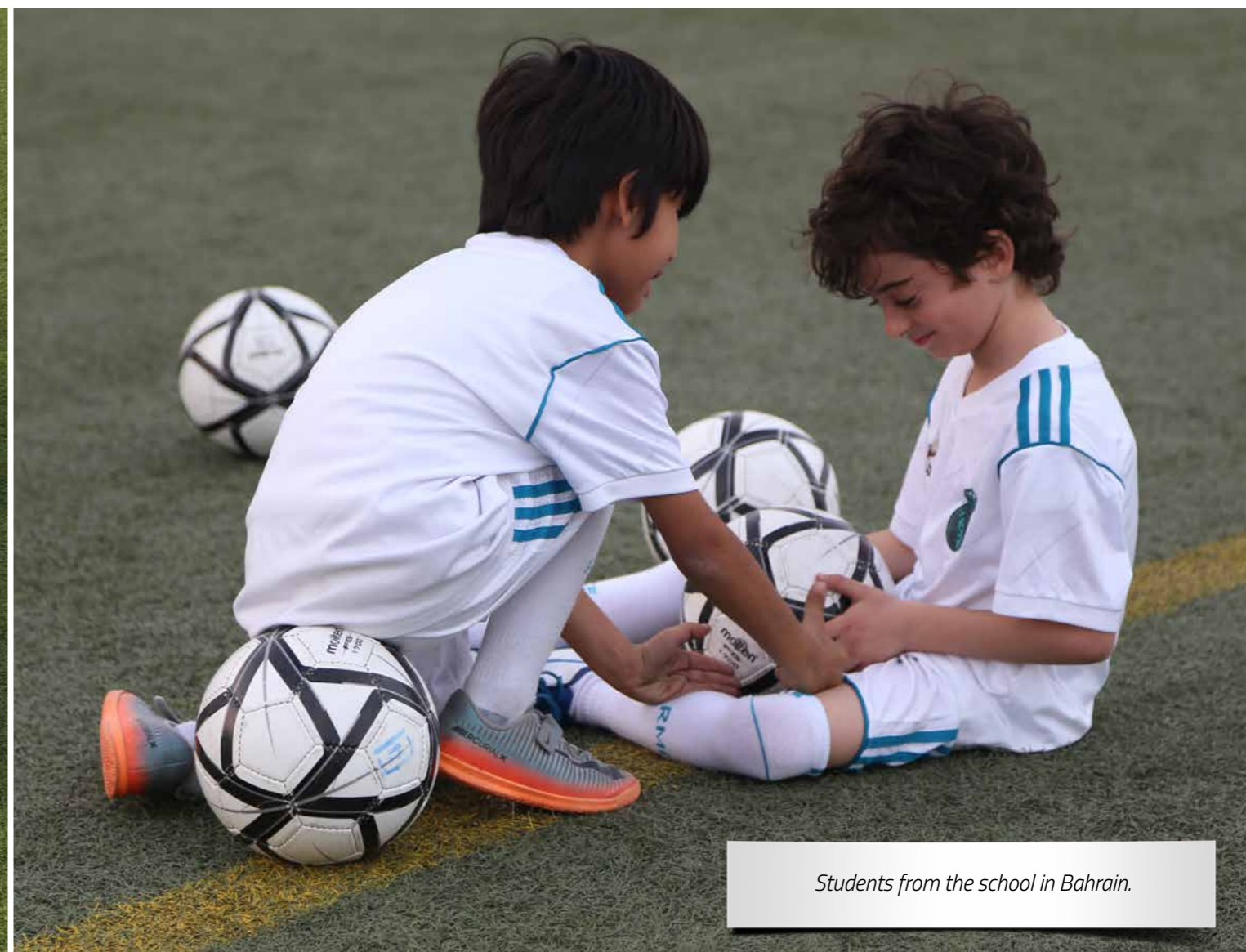
To accomplish this goal we have continued to work on strengthening and consolidating our relationship with the local partners, some of which fund the schools and some even support other social-sports schools in the Middle East. This season we have focused on supporting and reinforcing the quality and management of the social-sports schools. With this aim in mind, an audit has been conducted of the two schools in the United Arab Emirates, Abu Dhabi and Dubai, which are run in partnership with Baniyas Sports and its Ahmed bin Zayed Charitable Foundation and Humanitarian Organisation.

*The Foundation is present in the Middle East with the aim of promoting a culture of citizenship and peace through education in values through sport.*

*Raúl visited students at the Abu Dhabi schools during the Club World Cup.*



*Coach giving a talk to students at the school in Saudi Arabia.*



*Students from the school in Bahrain.*

The results of the 2017-2018 season have been excellent: **47 social sports schools in nine countries, with a total of 3,410 young beneficiaries.** One of the great achievements this season in the Middle East was that the number of people benefitting from our programmes increased by 1,000 compared with the previous year. And a positive step forward was achieved with the negotiation and pledge by several social-sports schools to introduce girls' football and to reintroduce basketball.

The Real Madrid Foundation runs a social-sports school in the capital of **Saudi Arabia**, in collaboration with Riyadh Schools for Boys and Girls, an educational organisation linked to the 'Prince Mohammed bin Salman bin Abdulaziz

Foundation' (MiSK) which promotes state of the art training for boys and girls with special emphasis on sports-related values. This season they have worked on reinforcing the sports curriculum for girls at the school and some of the teachers have taken part in the training provided in order to begin the girl's football sessions next season. Authorised and supported by the Saudi Arabian Ministry of Education, the **first social-sports girl's football school in the country** is to be set up at the Riyadh Schools, representing a giant step forward.

The social sports school of **Bahrain**, which operates in collaboration with the Royal Charity Organisation, continues to support orphaned children with scholarships, extra-academic

tutoring, medical check-ups, talks on healthy habits, psychological treatment and leisure activities. The visit made by some members of the board of the Royal Charity Organisation provided the opportunity to sign the ratification protocol of the collaboration agreement renewed at the start of the season, thus sealing several years of fruitful cooperation, and also agreeing to reintroduce basketball next season. Basketball is the sport that encourages the participation of more girls on the project, one of the Real Madrid Foundation's key goals in the region. Through this initiative, the Bahrain social-sports school will become the first basketball school in the Middle East.

The social sports project in **United Arab Emirates** run in partnership with Baniyas Sports and in association with the Interior Ministry, has a very positive impact on the social integration of young people from Arab immigrant communities. In addition to the practice of football, the beneficiaries participate in workshops on healthy lifestyle habits. This season, on the occasion of the Club World Cup in Abu Dhabi, students at the Abu Dhabi and Dubai social-sports schools had the opportunity to watch the first team training for their semi-finals and finals matches. They were also given the opportunity to welcome the Real Madrid ambassadors, Raúl and Roberto Carlos to their school, which filled the children aged between 5 and 12 with excitement.



*Training at the Kuwait school.*

The first Real Madrid Foundation social-sports project in **Iran**, in collaboration with the Bandar Mahshahr Mayor's Office, completed its successful first season, offering the beneficiaries sports activities as well as other initiatives that put them in touch with the realities of their region and encouraging them to collaborate in charity schemes.

The social-sports school of **Kuwait**, which was launched in April 2012 with the Al-Yousifi Charity Institution, provides its students with three days of training per week and several initiatives which aim to promote healthy lifestyle habits.

The Real Madrid Foundation's social-sports schools in **Lebanon**, run in collaboration with the Social Promotion Foundation, with two schools, in Junieh and Mezyara, uses football training as a vehicle for achieving social integration and aims to reinforce values that enhance the coexistence between Lebanese children and Syrian refugees.

The persistent situation of exclusion of young people in **Palestine** has meant that the priority continues to be the promotion of a culture of Peace and Citizenship through sports. In collaboration with the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), more

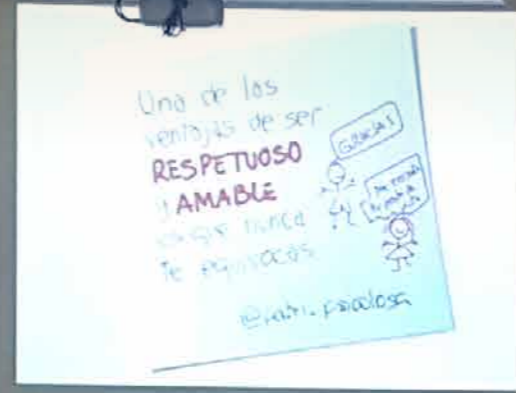
than 1,000 children and young people attend the educational centres that the international organisation runs in Gaza and the West Bank. The children attending the school are strongly affected by the conflict and sport provides them with an effective vehicle to channel their anxiety, stress and aggression in a positive way and to improve their self-esteem. This season, particularly, the social-sports project and the crucial work being undertaken by UNRWA has been beneficial for these young people, since, despite all the setbacks generated by the political instability caused by recent events, they have continued their work in all 30 schools. They are continuing their work with the Latin

Patriarchy of Jerusalem at five educational institutions in **the West Bank**, two in **Gaza**, one in **Israel** and another in **Jordan**. The nine social-sports schools form part of the provision of after-school activities at the institutions, and they have been conceived as an instrument to facilitate social integration aimed at promoting the coexistence between students of Arab communities and other religions.

The **2nd Football Training Days** took place in Madrid between 23 and 27 November in collaboration with the Latin Patriarch of Jerusalem and UNRWA, in which coaches from the social-sports schools took part.



# TRAINING

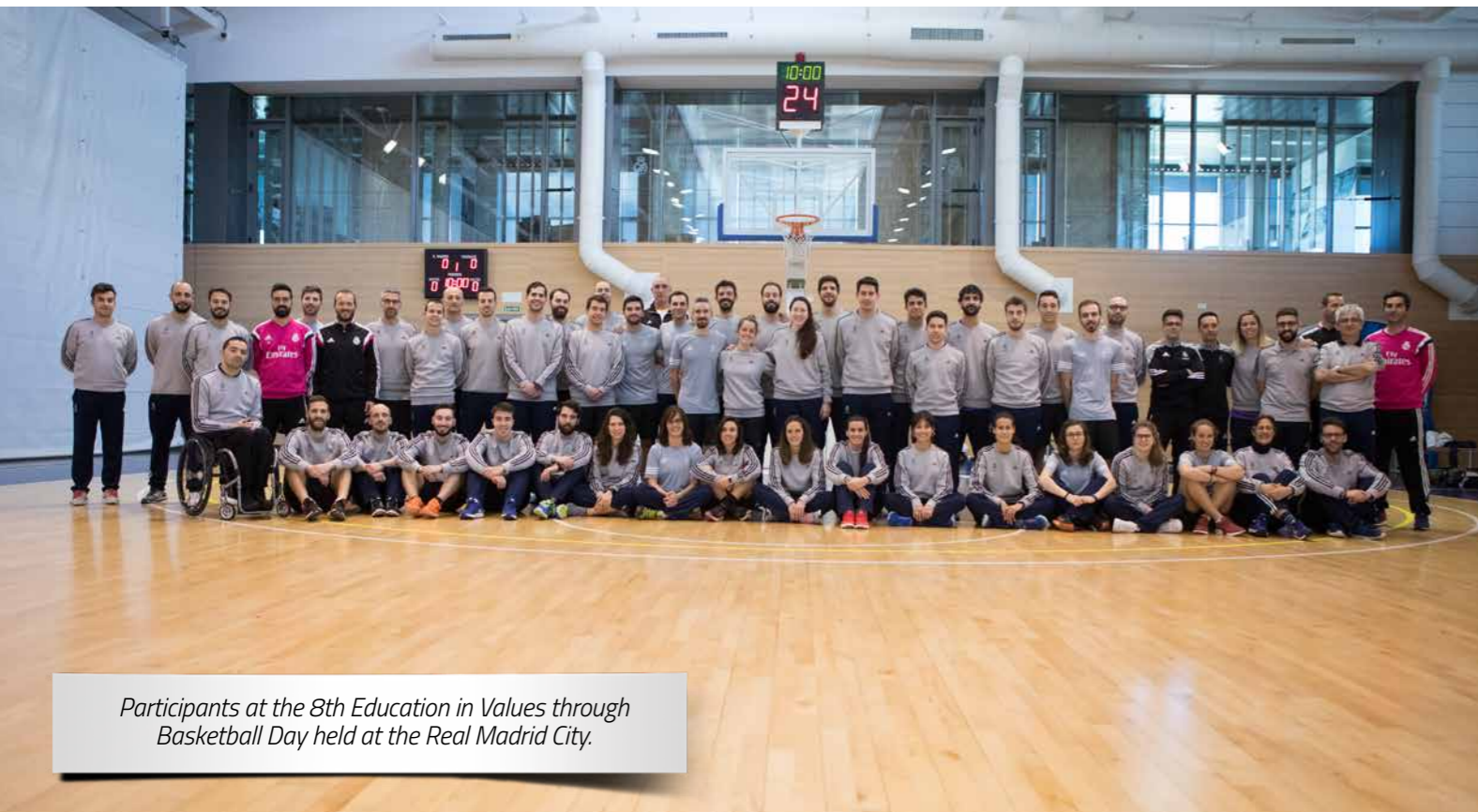


## TRAINING

Each season, the Foundation's Training Division acquires greater influence as the number of projects grows along with the number of sports coaches and educators who are responsible for teaching the organisation's methodology. The coaches also help to expand on, refresh and update knowledge about the complementary contents on the educational values of sport and their practical application during the training sessions. Additionally, the diversification in the types of programmes and social groups served has required the Training Department to create new specific manuals for each type of programme.

During the 2017-18 season, the Division has also increased its presence on academic and institutional forums to publicise the educational-sporting philosophy of the Real Madrid Foundation. It is also disseminating the unique methodology it has developed, which it applies to all its projects and social-sports schools, with the aid of the relevant handbooks and through monitoring and evaluating of its implementation.

*More than 800 coaches-educators have been trained by the Real Madrid Foundation in numerous countries.*



*Participants at the 8th Education in Values through Basketball Day held at the Real Madrid City.*



*Training course taught in La Pintana, Chile.*

Nevertheless, the Foundation, as a pioneer in the field of education in values through sport, keeps abreast of advances made by other institutions and academic bodies in this sphere, therefore forging partnerships with specialised organisations another of its key approaches this season. These include its collaboration with the iCoachKids educational platform and with the European University, as well as with scientific publications, alongside its seminars and training sessions it organises in Spain and in the countries where there are established permanent projects. The Foundation's activity outside Spain is concentrated primarily on training coaches around the world, since this training and the subsequent monitoring of its implementation is the Foundation's major component of added value in the social-sports projects. These combine the provision of education and meeting basic needs, in which the teachers and coaches themselves are also beneficiaries of the Foundation thanks to their training. More than 800 coaches-educators have been trained by the Foundation this year on courses, workshops and seminars outside Spain. Some 46 football training sessions were held in 35 countries and 15 online training sessions were provided for another 10 countries, training 209 coaches in 22 countries in addition to 13 online training sessions in 6 countries.

This season the bi-annual training was delivered to the European projects in United Kingdom, Azerbaijan, Bulgaria, Russia and Portugal, while the other projects received online training. In Africa and the Middle East, in-person training was delivered to the football social-sports schools in Kuwait, Bahrain, Saudi Arabia and the United Arab Emirates, and the first training took place at the Gorongosa

school in Mozambique. In Asia, where five training sessions were held in the social-sports schools in the Philippines and China, a special training programme was provided in Cambodia to adapt to the needs of the participants. As this is an inclusive school, a specific handbook created by the Foundation is used for these projects.

Regarding training the trainers, America was once again the continent with the second highest number of coach training sessions, with 21 actions in 15 countries to bring the overall number of coaches responsible for running the Foundation's social-sports schools to over 300. The first training sessions are especially important, as they were in Asia, because they are the first step for the social-sports projects towards ensuring the best introduction of the social-educational methodology. The five new schools in Argentina, Bolivia (with football and basketball training) and Chile have benefitted from this first training session. The social-sports projects in Colombia (both football and basketball and adapted schools), Costa Rica, Dominican Republic (in football and basketball), Ecuador, US, Guatemala, Haiti, Honduras, Mexico (training in both disciplines), Panama, Paraguay and Uruguay also received training visits to perfect the implementation of the Real Madrid Foundation methodology "For a REAL education: Values and sport" In Africa, the first training visit was made to the Hanan adapted school in Morocco, including the specific aspects of the Foundation's Adapted Sports Course, and training was delivered to the rest of the basketball schools in this country. Training sessions in basketball and values were held in the project in Ghana and in the Ivory Coast.

The Training Division adapts the contents of the Foundation's handbook in "For a REAL education: Values and Sport", and the specific publications to the level of knowledge of the coaches in each project. The online and remote continuous training complete the in-person sessions, and last season, the coaches from international projects also took part in workshops and training sessions with the National division.

The Training Division in Spain manages almost 300 sports coaches whose prior expertise, qualifications and training is more specific than those of other countries. The team of coaches for the Spanish projects have also attended training courses, with 289 coaches taking part. The ongoing work on training and monitoring the application of the methodology by the educators-trainers constitutes the main task of this Division, although content creation and presenting the organisation's philosophy has been gaining importance. Training the staff is one of the key added values of the organisation in making sport a vehicle for educating and integrating a wide variety of social groups.



*Coach from Peru taking part in the 1st Basketball Values Training.*



*Coaches taking part in the International Football Day at the Luis Aragonés sports facilities.*



*Our aim is to implement the Real Madrid Foundation methodology "For a REAL education: Values and Sport"*

*Participants at the 3rd Football Teaching Values Training Days, at the Real Madrid City.*



Real Madrid Foundation educational material.

In Spain, the 1st combined football and basketball in values initiation course was held in both sports together for the first time before the start of the school year, taking place over three sessions. In the 3rd Football Training and Teaching Values Days, and the 8th Education in Values through Basketball Days, which brings together all the Spanish coaches, 160 in football and 60 in basketball, as well as 4 from the Vila Real de Santo Antonio (Portugal) school, innovative topics were taught by top level speakers. These focused on developing self-esteem during the learning years, neuro-didactics and its application to training tasks and interrogative feedback as a methodological

*The Real Madrid Foundation is at the forefront of values education in social-sports.*

Yammer, where 751 coaches were taught with scientific articles and videos with contents such as methodology, values, functional diversity, communication and controlling emotions.

All the Foundation's activities adhere to the educational philosophy developed by the organisation: For a REAL education: Values and Sport) and follow the specific methodology the body has designed for each area of action. With this aim, this season, we have been working on the "For a REAL education: football and basketball with inclusive values" manual, to be given to the trainers-educators working on the social-sports projects for people with

diverse cognitive function and physical abilities (adapted and inclusive football and basketball schools and wheelchair basketball schools), which is to be published shortly. We have also been working on "Learning with Valorgol" material, an adaptation of the "Valorcito" educational tool aimed at children in the under-8 category and adapted schools. Along a similar line, weekly training sessions have been introduced in the social-sports schools, to include the educational and entertaining Poster on values, and a version for the parents of the handbook on Preventing Violence through the Real Madrid Foundation methodology. "The role of the family", a publication that once again places the Real Madrid Foundation at the forefront of values education in social-sports, deals with extremely topical and socially important issues.

Another new development is the ongoing training for Spanish football and basketball coaches introduced this year following the application of



Spanish and international trainer in an activity with students from the El Gallinero school in Madrid.



Theory class with coaches from the Ivory Coast school.



Emilio Butragueño collects the 2017 Executives Prize for the best corporate social responsibility.



Ricardo Gallego collecting the Olavidia Heart Prize.



Enrique Sánchez collecting the 2017 Childhood Prize from the Madrid Regional Government.

## RECOGNITION

Also during the 2017/2018 season, we have achieved the goal of making our methodology more widely known through a range of industry forums linked to the sports business such as the World Football Summit, the Football Is More Congress and conferences organised by the European University on team sports and autism at the University of the Basque Country, as well through the Polytechnic University of Madrid on values and equality, and also through participation in the United Soccer Convention.

Along a similar line, the Foundation participated in the EFDM More than Football Congress, the 4th FIFA Congress on social actions and presented the Real Madrid Foundation's work at Harvard. In addition to this involvement, scientific articles have been published in specialist publications, including Cuadernos de Psicología del Deporte, which published the work about the satisfaction of the inmates that took part in the Penitentiary Centre programme, which was also reported by the Apunts. Educación física y deporte magazine due to its exemplary nature.

As part of the Foundation's efforts to disseminate its work, it is important to underline its involvement in prize giving actions, which although not training-related, they do help to publicise its methodology and projects. To mark the Foundation's 20th anniversary this season, it has been awarded a number of prizes such as the 2017 Childhood Recognition award from the Madrid Regional Government, the Montevideo Cervantes School award, the Nine Values Cup, the Olavidia Heart prize, the YPO Latam Best Business Foundation award, the Ramón y Cajal

Health Science Academy Medal of Humanitarian Merit and the 2017 Executives Prize for the best corporate social responsibility.

*To mark its 20th anniversary, the Real Madrid Foundation has been awarded important prizes and awards.*

# CAMPUS AND CLINICS



## SPORTS AND VALUES EDUCATION AS A UNIQUE EXPERIENCE

In the field of education, with the aim of reaching all children without exception, the Real Madrid Foundation has been running summer campuses for more than 15 years, and five years ago, it created its improvement clinics. These activities differ from the social-sports projects basically in their duration and contents, which are specific for each programme. They also differ in the profile of the participants.

The improvement clinics are generally aimed at football and basketball teams that are already formed and have prior basic training at an elementary level, whereas the holiday campuses are offered for children and young people, who, for various reasons, do not take part in the Foundation's social-sports school, nor do they require scholarships or semi-scholarships. They are usually young boys and girls who play in school teams and practice other sport during the school year but who wish to learn about values under the badge of their dream team and enjoy the recreational-educational experience the Real Madrid Foundation offers as an option during their summer holidays.

These two strands of the Foundation's actions complete the organisation's offer which aim to reach everyone without exception through its programme of campuses and clinics in Spain and abroad. They are also a channel for generating resources that sustain and develop the Foundation's social-sports projects which strive to integrate disadvantaged children across the world.

Once again, the Real Madrid Foundation's campuses and clinics have demonstrated their high standard, as witnessed by those who take part in them and through the partners, collaborators and promoters who organise them. According to the satisfaction surveys the Foundation conducts as part of its striving for excellence, satisfaction levels are over 97%.



*Carvajal visited the students at the Campus Experience in Madrid.*



## IMPROVEMENT CLINICS

During the 2017-2018 season, improvement clinics were set up in 44 countries in collaboration with our international partners. With a duration of approximately 3 to 5 days, they provided more than 42,000 participants the experience of training with the Foundation's coaches endorsed by the Real Madrid C. F academy who teach the organisation's educational methodology in values and football.

New this season has been the expansion in the number of improvement clinics for sports coaches and clinics have been organised for the first time in countries such as **Iceland** (with over 300 youngsters taking part), **Nigeria**, **New Zealand**, **South Africa**, **Turkey**, and **Uzbekistan**. In these countries there are already permanent social-sports projects, but there are also groups and teams with previous knowledge and training who have shown an interest in football and Real Madrid.



Participants at the clinic held in Manila, the Philippines.



Julio César, new ambassador for the Foundation's clinics programme in Brazil.



Participants in the first clinic in New Zealand.



*Iván Helguera with the participants in the Armid Foundation's activities in the Dominican Republic.*

The first basketball clinic was held in **Japan**, to accompany the one already in existence in **Hong Kong**. We are making an effort to expand the number of clinics in strategic countries such as **US** (clinics in 13 states), **Australia** (in all the country's major cities), in addition to the 7 clinics held in **Mexico** and the first 7 clinics organised in the province of Guangdong, **China**. A number of clinics have also been held consecutively in **Brazil**, in several cities.

In Europe, there has been a sustained growth in **Germany, France, Italy, United Kingdom** and **Sweden**, and they are becoming consolidated in Africa with more clinics in **Morocco** (3 with nearly 500 participants) and in **Namibia**, with 200 participants.

We have also seen an increase in the number of clinics for children from disadvantaged backgrounds and the inclusion of scholarships, thus leading to a format similar to that of the permanent social-sports projects (schools), providing occasional training activities thanks to the support of local corporations and foundations in countries such as **Brazil**, where InterSport and the Champalimaud Foundation provide assistance, and **Indonesia, India** and the **Philippines** with the YKK Asia Group, **Hong Kong**, with Dreams Foundation and **Namibia** with Swakopmund Indoor Sports Trust.

The clinics held at the Real Madrid City have attended to 4,770 participants from 176 teams (mainly from clubs and schools) of 33 nationalities who enjoyed a unique Real Madrid experience as they were completely immersed in the Club's culture and history, in both football and basketball. As part of this programme, the first team welcomed to the clinic boys and girls who had travelled from Amman **Jordan**.



*The Inclusive Basketball Campus "Together without Differences" at the Football Federation headquarters in Madrid.*

## REAL MADRID FOUNDATION CAMPUS

The football and basketball campuses are Real Madrid Foundation projects aimed at children from 7 to 17 years of age, so that they can experience a positive recreational and educational alternative during school holidays. An intense and enriching educational-sporting activity through playing football and basketball as part of a programme associated with the positive values of team sports and sharing of experiences with fellow students.

## CAMPUS EXPERIENCE IN MADRID: CHILDREN ENJOYING THE BEST SPORTS FACILITIES

The Madrid Campus Experience programme brought together 3,500 participants from 100 different countries over the three months of the summer. They benefited from a programme that combines training sessions, sports coaching and "Experience activities" in coexistence and values designed to promote both the personal and football development of each participant. The Real Madrid City campuses have increased the number of participants each season since their creation and have already celebrated their 17th birthday.

Once again this year, specialist Campus Experiences were organised at the European University in Villaviciosa de Odón and Aranjuez. More Campus Experiences were held in another three regions in Spain: Andalusia, Asturias and Castilla y León.



*Participants in the Campus Experience at Real Madrid City.*

*More than 3,500 participants of 100 nationalities enjoyed the Campus Experience.*

## BASKETBALL CAMPUS

Participants in the summer basketball campuses in the three categories continue to grow and include more boys and girls each year, following the unforgettable season of the Real Madrid Basketball team.

The Real Madrid Foundation **9th Social-Sports Basketball Campus** was held at the European University facilities in which a hundred students took part. The coaches organised competitions and objectives for the players, who also enjoyed complementary sports and leisure activities in which they learned about cooperation and new skills which are designed to promote the

children's all-round development. There was an increased participation in the **4th Real Madrid Foundation Adapted Basketball Campus**, in collaboration with the Sanitas Foundation, as a member of the "Alliance for Inclusive Sport". This alliance also benefitted participants in the Foundation's **10th Inclusive Basketball Campus - "Together without Differences"**, which once again brought together children with and without physical disabilities, in the Football City of Las Rozas.

In the Basketball campuses, the Campus at Toledo, in collaboration with the San Patricio school, was one of the key new developments this season.

## INTERNATIONAL CAMPUS EXPERIENCE

During the 2017-18 season, campuses were organised in eight countries at which more than 1,000 people took part.

This means that this season we achieved the goal of making the campus programme a benchmark in the promotion of social harmony in sport for educational and recreational purposes, furthering individual and social development, and offering children and teenagers a positive leisure alternative which combines the teaching of values, sports practice and comprehensive educational programs.

*During the 2017-18 season, campuses were organised in eight countries at which more than 1,000 people took part.*



*Activities as the Basketball Campus held at the facilities of European University of Madrid.*



*Students at the Campus Experience in Santo Domingo, Dominican Republic.*

# COMMUNICATION



# COMMUNICATION

The celebration of the Foundation's 20th anniversary and the exponential growth in its projects and activities has generated a significant media impact in the 2017-2018 season. The importance of communicating its social initiatives as part of the Real Madrid C. F corporate social responsibility, means it is crucial that all our supporters are made aware that their Club not only wins sporting trophies, but it also leads the field in showing solidarity with those that most need it.

As digitalisation has become the norm in society, social media is now one of the most effective channels for connecting with the public, so its use has become a key component, particularly since our fanbase is a global one and so are our beneficiaries. In this digitalised world, the Foundation has become the largest non-profit educational-sports organisation online, with over 4.5 million followers on its **Facebook** page, more

than 400,000 on **Twitter** (with live coverage of events organised by the Foundation) and with more than 35,000 followers on Instagram in its first six months of activity.

The result is that it has increased the number and volume of its impacts in traditional media by 30%, without counting the boost of the OT concert at the Bernabéu: Caminando Juntos, after which the value of this impact and the audience grew by 40%. More and more people are hearing about the Foundation and are taking an interest in its work. The evidence for this is that the section on the Foundation on the corporate website is where readers spend more time, compared with the rest of the sections on the website. Beyond the growth in its presence in the media and other channels, whether internal or external, there has been a significant impact of one-off reports in the mainstream media, which offer a positive reflection of the Foundation's work.

Similarly, with the aim of making the Foundation's social activities more visible and bringing it to the attention of the fans, **Realmadrid TV** has covered all the Foundation's events in its news items, and it has also produced two institutional information videos, one which can be watched every day by the thousands of visitors to the Bernabéu Tour. Video production, whether for airing at one-off events or on other channels and media, is one of the best formats for publicising the vast range of social-educational work that the Foundation does. Adapting it to mobile formats allows us to broadcast this content more widely, which enables us to accomplish our pledge to sponsors, patrons and partners of making the organisations' social initiatives more widely known.

In this respect, the more widespread use of social media and the internet in general means that it has been essential to launch online tools and apps that enable our supporters to cooperate directly with the Foundation and its projects. With this goal in mind, last season, we set up a partnership with the online leisure platform **Be Helpie**, which allows users to donate to the Foundation's projects and to enter prize draws to win unique experiences. We have also been working intensely on the launch of the Worldcoo app to enable card payments through different channels to the Club and Foundation. In the future, this digital approach will be expanded through agreements with Google and Facebook, which provide channels for this kind of cooperation especially for fans who are far away geographically who do not have the opportunity to take part in the events that generate funds for the Foundation.

*The Foundation is the leading non-profit educational-sports organisation online.*



*Real Madrid Foundation magazines.*



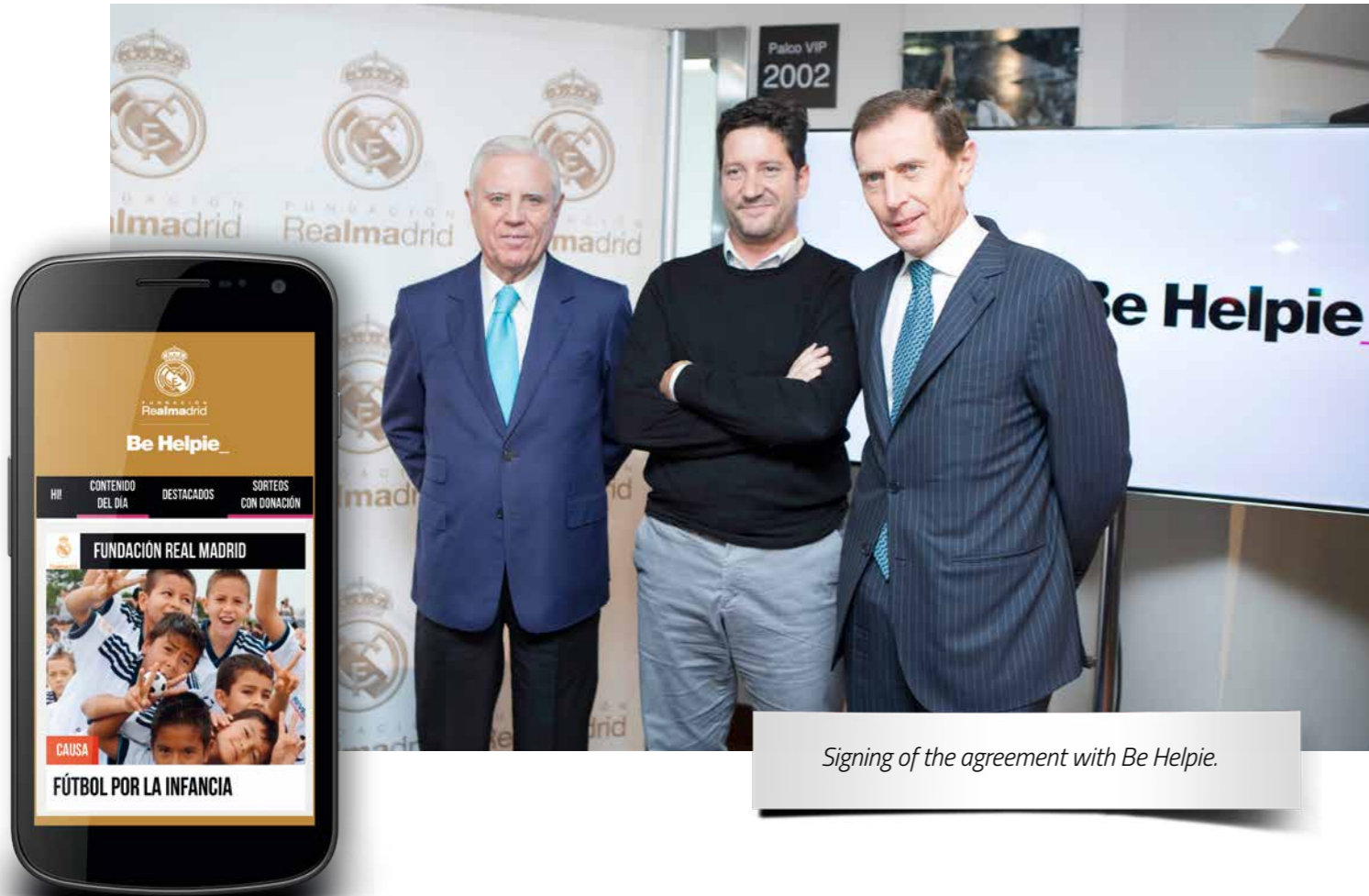
*Historias con alma in Jamaica.*



*Historias con alma in Santo Domingo.*



*Historias con alma in Haiti.*



Signing of the agreement with Be Helpie.



Signing of the agreement with Oiko Travel.

**FUNDRAISING**

Among the new patrons, sponsors and partners of the Foundation in the 2017-2018 season is GSK, which has committed its support with a specific project linking breathing problems and the practice of sport. Another organisation lending its support is Fiesta-Colombina with its educational message about limiting the consumption of sweets, always in association with practicing sport, as it cooperates with the Foundation in its social-educational work. In relation to collaboration in training and educational activities, the UEM supports the social-sport basketball schools, while the Gonvarri Industrial Group has pledged to support adapted and inclusive sport and to increase the road-safety knowledge and skills of the beneficiaries. In addition, Ecovidrio has joined Ecopilas to support educational social-sports projects to raise awareness about ecology, while Genesis Care is to become our

new partner in our physical exercise programme for the elderly. These companies have joined the group of sponsors such as Obra Social La Caixa, Mapfre Foundation, Endesa, CAF, BID, Globalvia and Roadis, all of which make it possible for the Foundation to continue expanding its social-sports projects each year so that it can reach more girls and boys that need them.

*The Foundation's patrons, sponsors and partners enable it to continue expanding its social-sports projects making it possible to reach more children that need them each year.*



Articles about the Real Madrid Foundation in the press.

# EVENTS

REAL MADRID LEYENDAS VS ARSENAL LEGENDS

CORAZÓN 2018



**CORAZÓN** 2018  
**CLASSIC MATCH**  
ESTADIO SANTIAGO BERNABÉU • 3 DE JUNIO



Real Madrid  
Leyendas



LEGENDS

**FÚTBOL POR LA INFANCIA**

#CCM2018 #FútbolPorLaInfancia

PATROCINA:





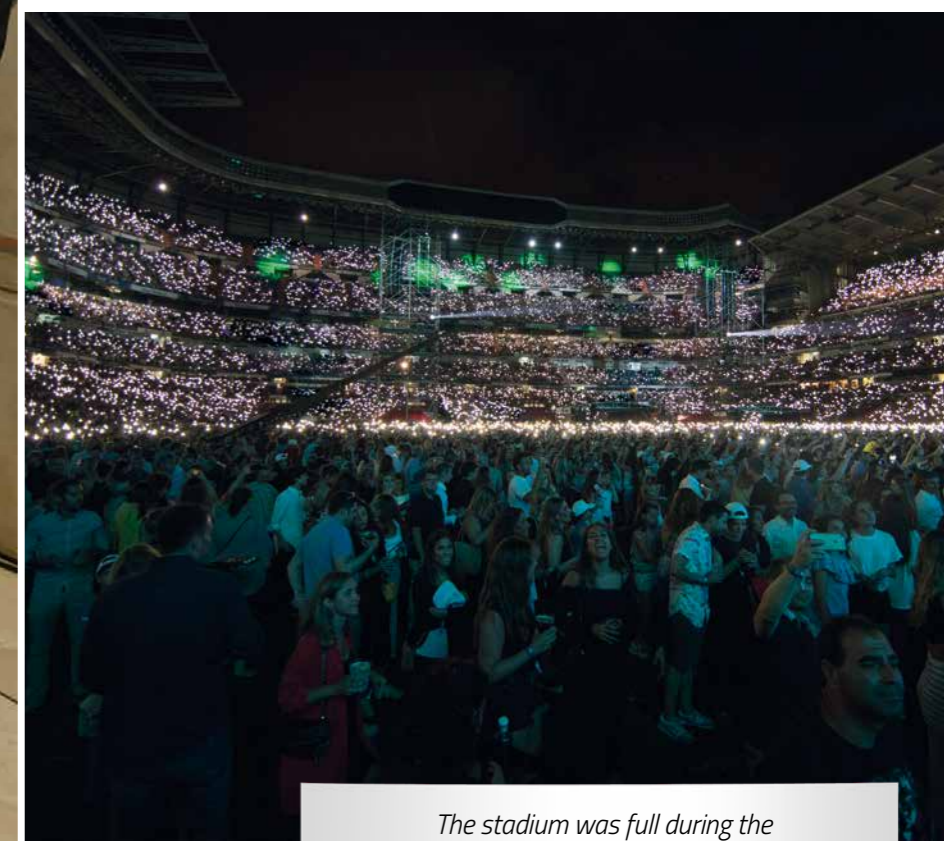
Florentino Pérez with artists from Real, the concert.



## EVENTS

To mark the 20th anniversary of the Foundation, the 2017-2018 season has been packed with extraordinary events and activities, which began in September with the presentation of the **'Una exposición con alma'** exhibition by the neo-cubist artist Juan López.

The exhibition displayed a collection of 22 works created exclusively for the anniversary, with part of the profits from their sale to be donated to social-sports projects. The works were sold online and at the premises of the Herráiz gallery after their display in the Presidential Box at the Santiago Bernabéu stadium.



The stadium was full during the OT Bernabéu concert.

## CONCERTS

An exceptional event was the magnificent **Real, The Concert** which was held in February to commemorate the Foundation's 20th Anniversary, with charity performances by big name artists, including Plácido Domingo, Ara Malikian and Sara Baras at Madrid's Teatro Real. Also taking part in the concert were famous acts such as Los Secretos, Niña Pastori, Pablo Sáinz-Villegas, Bertín Osborne and the Santa Cecilia Classical Orchestra. The profits generated from the full house audience were donated to the Foundation's programme in young people's residences and internment centres.

In June the stadium hosted the '**OT Bernabéu concert. Caminando Juntos**', a charity event lead by Florentino Pérez to raise funds for integration, educational and cooperation projects around the world.

The throngs of fans packed into the Real Madrid stadium for the biggest concert of the tour, enjoyed an unforgettable performance of the programme's biggest hits. On a magical evening, filled with surprises, the young artists were accompanied by other singers: Raphael, Luis Fonsi, Rosa López, Pastora Soler, David Bustamante and Zahara, who didn't hesitate to join in with this charity event.



*Two charity concerts for history: 'REAL, The Concert' at Madrid's Teatro Real and 'OT Bernabéu: Caminando Juntos' in the stadium.*

## CHARITY RUNS

The charity run circuit has been expanded this year with the 1st Children's Popular Race held at Real Madrid City. Over 500 children aged between 4 and 14 joined in with their families on a day that kicked off with complementary sporting activities on the football pitches, where they could warm up and get to know their companions with whom they were going to run in the race.

The 2nd Circuit of Charity Runs began in Alhaurín de la Torre, which was a great success with more people taking part. The New Year got off to a strong start with the Foundation's 2nd Popular Race in Madrid, with 6,000 runners taking part,

including Álvaro Arbeloa and Raúl González as well as a group from the Foundation's projects for homeless people and Emrendeporte.

Lastly, the first Real Madrid Foundation Virtual Race was held, with nearly a thousand participants joining in on the app. The profits will be donated to the social-sports projects for people with various abilities such as the inclusive and adapted schools and wheelchair basketball.



*Participants in the 1st Children's Popular Race held at Real Madrid City.*

## LUIS DE CARLOS FORUM

The presidential box at the Santiago Bernabéu stadium hosted the Luis de Carlos Forum, 'Kings of Europe' a tribute to the 12 European Cups won by Real Madrid. The event was attended by the honorary president of the club, Francisco Gento, and the champions Antonio Ruiz, Roberto Carlos and Álvaro Arbeloa. A discussion table was chaired by Enrique Sánchez, executive vice-president of the Real Madrid Foundation, and moderated by the journalist Enrique Ortego.

The 20th Anniversary also marked a change in the topic of the Luis de Carlos Forums, which this year brought together a group of distinguished lawyers for a debate on the topic of "Sport as a fundamental right". Hotel Villa Magna was the venue for the meeting, held in collaboration with the Mario Villaruel Chair in Humanitarian International Law and Human Rights of the Gregorio Peces-Barba Foundation. The forum was opened by Enrique Sánchez and Jesús Eduardo Troconis Heredia, director of the Mario Villaruel Chair, and two discussion tables were set up on: Sport and Fundamental Rights and the Positive Right of Sport, moderated by Juan Antonio Orgaz, partner in the League of Lawyers.

Discussions were held on the need to guarantee access to sport and whether it should be considered as a fundamental right, in which lawyers and experts in Philosophy of Law took part, such as Rafael de Asís Roig, professor in Philosophy of Law; Miguel García Caba, head of Real Madrid legal services; Carlos Ramón Fernández Liesa, professor in International Law and vice-president of the Gregorio Peces-Barba Foundation; Alberto Palomar, doctor in Law; José Manuel Rodríguez-Uribes, vice-president of the Gregorio Peces-Barba Foundation; Carlota Castrejana, lawyer and corporate director of the Spanish Royal Athletics Federation; Gonzalo Gallardo, lawyer and partner of Garrigues; Rafael de Lorenzo, general secretary of ONCE; Nicolás de la Plata, head lecturer in Sports Law at the Faculty of Physical Activity and Sports Science at the European University of Madrid and Miguel Ángel Villaruel Sierraalta, vice-president of the International Federation of Societies of the Red Cross and the Red Crescent. The event was closed by Emilio Butragueño.



*Luis de Carlos Forum "Kings of Europe" held at the Santiago Bernabéu stadium.*

## CORAZÓN CLASSIC MATCH

The end of season featured an exceptional number of events in the wake of the UEFA Champions League final, including the 9th edition of the charity Corazón Classic Match. This year, under the slogan 'Football for Childhood', the Real Madrid Legends, with assistance from the Veterans Association, faced the Arsenal Legends. In an exciting match our veterans won 2-1. This year was the first year that Xabi Alonso and Álvaro Arbeloa took part.

Players, including Raúl González Blanco, Julio Baptista, Roberto Carlos, Emilio Butragueño and many others all got involved in promoting the charity match. The match was a success and the stadium was filled with supporters showing their solidarity with what has now become a traditional event.



Xabi Alonso and Solari took part in the Corazón Classic Charity Match.



Many Real Madrid legends played in the match including Raúl González Blanco, Julio Baptista, Roberto Carlos, Guti, Emilio Butragueño, Xabi Alonso, Álvaro Arbeloa and Solari.



Raúl took part in the annual charity match, the Corazón Classic Match.

## FAIR PLAY CHARITY GOLF TOURNAMENT

In spring, the Final of the Real Madrid Foundation's Charity Fair Play Golf tournament was held under a new format in Dubai. The success of this

first edition will ensure the continuity of this new format over future seasons. The Fair Play allows all the member clubs' tournaments to score points towards this final.



Final of the charity tournament played by the winners in Dubai.

**PRESENTATION OF THE BOOK:  
'THE LEGEND CONTINUES'**

The Real Madrid Foundation presented the book: 'The Legend Continues. The Twelfth, Kings of Europe' in the presidential box at the Santiago Bernabéu. The presentation event for the book, written by Enrique Ortego, was attended by President Florentino Pérez; José Creuheras, President of Grupo Planeta and Atresmedia; Ana Rosa Semprún, General Director of Espasa; Enrique Sánchez, executive vice-president of the Real Madrid Foundation; Paco Gento, Real Madrid Honorary President; Amancio, Zidane, Sergio Ramos, Isco, Casemiro, Keylor Navas and Asensio.

"This new book is part of a collection that will make all of us who feel and love Real Madrid feel proud" said Florentino Pérez.



*Florentino Pérez during the presentation of the book: 'The Legend Continues The Twelfth, Kings of Europe.'*



*Some of the protagonists of the Twelfth were at the book presentation.*

*The protagonists of the Twelfth during the book presentation at the Santiago Bernabéu stadium.*



Over 500 participants filled the Real Madrid City basketball pavilion.

## CHECKMATE TO ALZHEIMER CHARITY CHESS TOURNAMENT

The season was wrapped up with the Checkmate to Alzheimer Tournament, organised by the Foundation in collaboration with the Centre of Applied Medical Research of the University of Navarre (CIMA). More than 500 participants aged from 5 to 96 gathered for the biggest international open tournament in Spain. They travelled from every corner of the country to fill the Real Madrid City basketball pavilion in support of research and the Real Madrid Foundation's Physical Activity Programme for the Elderly.

*500 participants aged from 5 to 95 took part to support Alzheimer research and the Physical Activity Programme for the Elderly run by the Real Madrid Foundation*



# HISTORIC HERITAGE CENTRE



JUGADOR  
PLAYER

*De jugador a Director  
Directing for a Player*

*De jugador a Director  
Directing for a Player*  
DE ENTRENADOR A DIRECTOR  
FROM COACH TO MANAGER

BERNABÉU

## HISTORIC HERITAGE CENTRE

More than 5,000 objects and 6,000 images catalogued in the 2017-18 season.

Real Madrid's 116 years of history are defined through its trophies, are reflected on posters and are written by the number of tickets sold. They were depicted in photographs, reports, video images, audio, sporting objects and a variety of items belonging to its activities in each stage of its history. The creation of the Centre of Historical Heritage has enabled the Club to set up an excellent museum in the Bernabéu Tour thanks to the expert cataloguing and the huge volume of substantiated information and documentation.

Having these objects representing the Club's history allows us to study its social and cultural influences as well as its undisputed sporting impact and leadership.

*Pre-premiere of the documentary film 'Bernabéu' at the stadium.*



*More than 253,000 items have been catalogued.*



One of the functions of the Real Madrid Foundation is to manage the club's Historic Heritage Centre. Located at Real Madrid City, the Centre receives, sorts, records, catalogues and digitalises all the objects and documents relating to the sports administration and management of the club, as well as those donated or on loan by Real Madrid supporters who generously contribute to promoting the history of our club.

Today, more than **253,000 objects** have been catalogued. During the season **more than 2,000 objects** and more than **11,000 images** have been received. In the 2017-2018 season, more than 5,300 items have been donated, largely images, on 190 occasions, and 14 temporary exhibitions have been held during which 793 Real Madrid historical objects have been on display. The Historic Heritage Centre accompanies every event and presentation of the Real Madrid Foundation.



*Champions League Final.*

### ONGOING EXHIBITIONS

During this season, temporary exhibitions on some of the Real Madrid legends have been shown on the Bernabéu Tour that around 1,500,000 people have had the opportunity to visit. One such display was the **Francisco Gento** exhibition on sporting heritage, a selection of the 139 most significant items from the collection, accompanied by an interactive audio-guide. Another was on **Pedro Ferrándiz**, famous Real Madrid basketball coach in the 60s and 70s, and finally, the Juan Gómez **Juanito** exhibition marking the 25th anniversary of his death.



*Exhibition dedicated to the solidary Corazón Classic Match.*

## ONE-OFF EXHIBITIONS

### SANTIAGO BERNABÉU TROPHY "60 YEARS OF THE SECOND EUROPEAN CUP"

Real Madrid won the 38th edition of the Santiago Bernabéu Trophy after beating Fiorentina in a match commemorating the 60th anniversary of winning its second European Cup in this very same stadium. The anteroom to the Santiago Bernabéu stadium hosted a display of 30 items, exhibited to mark this important date, items such as the Real Madrid shirt and the Fiorentina flag, Alfredo Di Stéfano's boots, the champion's medal, match ticket, official magazines from the period, photographs, the match ball and federation cards of the Real Madrid players who won that second European Cup.

### LUIS DE CARLOS FORUM "KINGS OF EUROPE"

During the Luis de Carlos Forum, 49 items were showcased in the cabinets, each one a souvenir of all the matches in which Real Madrid C. F. was proclaimed European Champions. They included match tickets, the players' federation cards and, of course, the European champion trophies themselves. Also on display were the shirts of some of the stars of the matches, such as Miguel Muñoz, Alfredo Di Stéfano, Lesmes, Marquitos, Puskas, Gento, Savio, Roberto Carlos, Hierro and Benzema.

### CHECKMATE TO ALZHEIMER CHARITY CHESS TOURNAMENT

The Centre of Historical Heritage organised an exhibition with material from the former Real Madrid Chess Section, showing the personalities of this section and their achievements through 33 selected pieces. This exhibition could be visited during the presentation of the Tournament in the Santiago Bernabéu presidential box, and also while it was being played at the Real Madrid City basketball pavilion.

On display, were trophies won by Real Madrid, which had been the Spanish champion and Regional Champion on several occasions, as well as photographs of Real Madrid chess players such as Arturo Pomar and others, and also chess boards.

### THE PUBLICATION OF THE BOOK "LA LEYENDA CONTINÚA. THE TWELFTH, KINGS OF EUROPE"

The Historical Heritage Centre contributed content to the latest instalment of this collection published by the Real Madrid Foundation and Espasa and written by Enrique Ortego about the winning of the twelfth European Cup, the European Super Cup and the Club World Cup.

During the presentation, an exhibition of 65 objects related to the 12 European Cups the team has won so far were on display, which those attending the event had a chance to see.



The shirt and the European Cup accompanied book: 'La Leyenda Continúa. The Twelfth, Kings of Europe.'



Items from the exhibition held during the charity Chess Tournament held in Real Madrid City.

### PRE-PREMIERE OF THE DOCUMENTARY FILM 'BERNABÉU'.

The Santiago Bernabéu presidential box hosted the pre-premiere of the documentary film on the life of Santiago Bernabéu. The Centre of Historical Heritage cooperated with this project from the outset, by contributing documentary material such as images and documents.

It also organised an exhibition on the former president, that was held during the pre-premiere, with a selection of 50 items on display for the guests, including the 12 European Cups won during his time as president (1943-1978), six for football and six for basketball. There were also eight showcases with images and publications and large panels designed especially for "Santiago Bernabéu, a president who will go down in history".

This display immersed visitors in the life and times of a president who changed the course of Real Madrid C. F and of Spanish football, making watching the film even more lifelike and faithful to the history of the Best Club of the 20th Century.

### 40TH ANNIVERSARY OF SANTIAGO BERNABÉU

To commemorate the 40th anniversary of the death of Santiago Bernabéu, his home town of Almansa held numerous events in his honour. One was the traditional offering of flowers, at which representatives from the Club were present, including Emilio Butragueño, Manuel Cerezo, member of the Board of Directors, and Amancio Amaro. Prior to this, the travelling exhibition organised by the centre for historical heritage opened at the Almansa Real Madrid Supporters club.

Visitors to the exhibition could see numerous photographs, personal and professional items belonging to Santiago Bernabéu and the commemorative trophy presented in the inaugural match played at the New Chamartín stadium.

### 2018 CHAMPIONS LEAGUE FINAL

During the final of the Thirteenth, the Bernabéu box was decorated with an exhibition of the 12 European Cups won by the club to coincide with the broadcast of the match at the Santiago Bernabéu stadium. This display was accompanied by the most significant commemorative items from past finals it had won, such as shirts, balls, medals, match tickets and players' cards.

### CORAZÓN CLASSIC MATCH 2018: TOGETHER FOR CHILDHOOD

The Historical Heritage Centre collaborated in the presentation and the match itself, organizing exhibitions in the presidential box of the Santiago Bernabéu which included 40 souvenirs from all of the nine previous editions of this match.

The Bernabéu Tour also hosted this exhibition from 20 March until 3 June, which was visited by 262,700 people and was highly praised by the public as, for the first time, shirts from other international teams were also on display.

### REAL MADRID WORLD OF FOOTBALL EXPERIENCE

The Real Madrid World of Football Experience exhibition, which opened for the first time on 9 June in Melbourne, Australia, travelled around the world bringing Real Madrid to its fans all over the globe. Arbeloa represented the Club at the presentation of the exhibition at the Melbourne Museum Plaza that ran until 5 August.

Fans had a chance to see the 13 European Cups, the FIFA Trophy for the Best Club of the 20th Century, and the Golden Ball together for the first time outside Madrid. The Centre of Historical Heritage was involved in the project, contributing 19 items and donating numerous images which were included in this exhibition.



*Butragueño and Ronaldo at the Real Madrid World of Football Experience exhibition in Melbourne, Australia.*



*Exhibition held during the broadcast of the Champions League Final.*



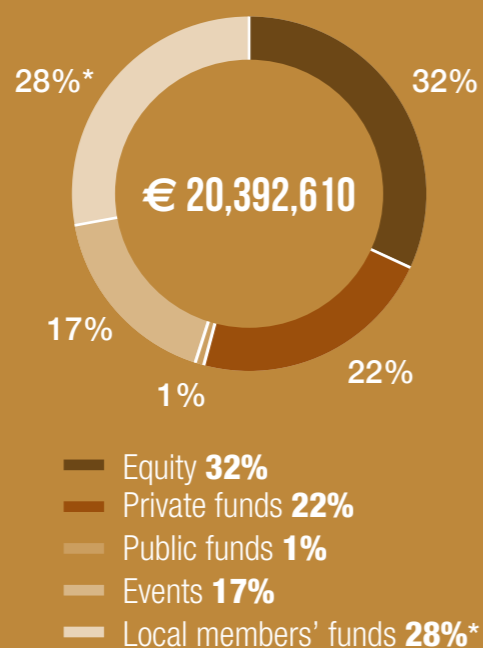
*Items from the Real Madrid World of Football Experience exhibition in Melbourne, Australia.*



Real Madrid's 23 European Cups.

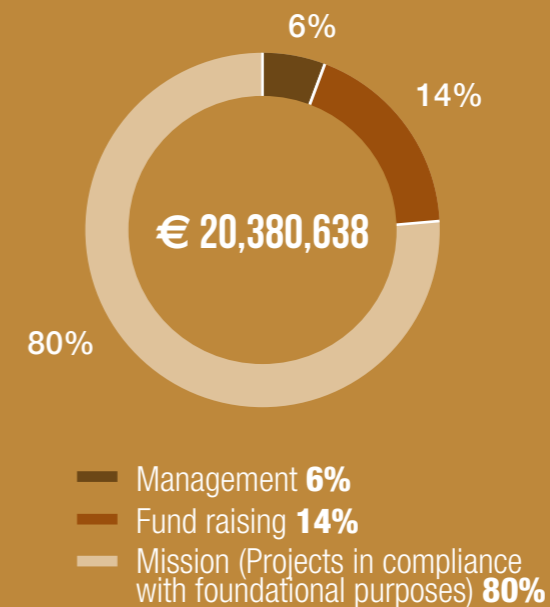
## REAL MADRID FOUNDATION FINANCIAL FIGURES

### FINANCIAL MANAGEMENT FOR THE 2017-2018 FINANCIAL YEAR



\* Local members' funds allocated to projects with the Real Madrid Foundation

### ALLOCATION OF FUNDS IN THE 2017-2018 FINANCIAL YEAR



# TRANSPARENCY AND BEST PRACTICES

- Financial and quality audits in international projects by Ernst & Young, S.L.
- Financial and quality audits in international projects by Ernst & Young, S.L.
- Certificate of Quality Management System AENOR UNE-EN ISO 9001.
- EFQM- European Committed to Excellence Certificate awarded by Club Excelencia en Gestión.
- The Foundation is registered in the Foundation Register of the Ministry of Education, Culture and Sports No. 366.



# PATRONS AND SPONSORS



# COLLABORATING COMPANIES



# COLLABORATING INSTITUTIONS AND ORGANISATIONS



# OTHER COLLABORATING INSTITUTIONS

- |                                      |  |   |
|--------------------------------------|--|---|
| Alcobendas Municipal Council         | Puerto Lumbreras Municipal Council           | CEIP Josep Tarradellas - Las Tablas             |
| Cerceda Municipal Council            | San Fernando de Henares Municipal Council    | Colegio de Fomento Las Tablas Valverde          |
| Ceuta Regional Government            | Segovia City Council                         | Asturian Centre of Madrid                       |
| Guadalajara City Council             | Torrejón de Ardoz Municipal Council          | El Pozo Sports Association                      |
| Leganés Municipal Council            | Jerez de la Frontera City Council            | Rivera & Larrea Sports and Cultural Association |
| Majadahonda Municipal Council        | San Sebastián de los Reyes Municipal Council | La Juventud Sports Club of Jaén                 |
| Mazarrón City Council                | Seville City Council                         | Barranco Hondo Sports Centre                    |
| Motril City Council                  | Orcasitas Sports Association                 |   |
| Pozuelo de Alarcón Municipal Council | SEK - Ciudadcampo                            |   |



# INTERNATIONAL COOPERATION AND DEVELOPMENT LOCAL PARTNERS

											
			Africa	America	The Middle East	Italy	Ivory Coast	Jamaica	Jordan	Kenya	Kuwait
											
Angola and Morocco	Benin and Togo	Cambodia and Madagascar	Guatemala and Chile	Algeria	Argentina	Lebanon	Madagascar	Madagascar	Madagascar	Mexico	Mexico
											
Argentina	Argentina	Australia	Australia	Azerbaijan	Azerbaijan	Morocco	Morocco	Morocco	Morocco	Mozambique	Nicaragua
											
Bahrain	Bolivia	Bolivia	Botswana	Bulgaria	Burkina Faso	Pakistan	Palestine	Peru	Peru	Philippines	Philippines
											
Cambodia	Cambodia	Cape Verde	China	China	Colombia	Philippines	Portugal	Portugal	Russia	Romania	Saudi Arabia
											
Colombia	Costa Rica	Ecuador	Ecuador	Ecuador	Ecuador	South Africa	Tanzania	Trinidad and Tobago	United Arab Emirates	United kingdom	United kingdom
											
Ecuador	Ethiopia	Ethiopia	Guatemala	Haiti	Haiti	Uruguay	USA	USA	USA	USA	USA
											
Honduras	Hungary	India	India	Indonesia	Israel	Chile	El Salvador			Panama	

## FRIENDS OF REAL MADRID FOUNDATION



FUNDACIÓN  
**Real Madrid**

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