



FUNDACIÓN
Real Madrid

Summary of the Annual Report 2018-2019








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**Summary of the
Annual Report**
2018-2019


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*Ángel Luis Heras Aguado died on 21 December 2018.

LETTER FROM THE PRESIDENT

DEAR FRIENDS,

The Real Madrid feeling that connects us to millions of people around the world is built on the values that have made Real Madrid the most admired and loved club in the world.

Real Madrid has no borders and belongs to peoples' hearts, regardless of their country of origin, culture, language or religion.

Our badge and our shirt are such a powerful force that every day we feel the need to give back to society a part of what it has given us throughout our 117 years of history.

The Real Madrid Foundation has been the soul of our club for many years. It brings us closer to those who are most vulnerable, those who suffer most and those who need us most, especially children who are at serious risk of social exclusion.

Every year we continue to grow and we are already present, through the Real Madrid Foundation, in more than 100 countries on all continents. More than 1,000,000 people

have seen their lives improved by the work of our Foundation since its start.

Currently, we help more than 100,000 people every year. More than 50,000 children receive training and education in values and attend the nearly 500 social sports schools and the more than 1,000 projects and activities that the Real Madrid Foundation carries out on all continents.

We, the Real Madrid family, who share and experience together the great triumphs and achievements of our football and basketball teams, are very proud of what our club's commitment to solidarity represents.

The Real Madrid Foundation continues to be the largest non-profit organisation in the world, educating through sport. And, yet, we feel that we can do even more with this charitable force that emanates from Real Madrid and that grows every day.

We have supported low-income families, migrants, refugees, people with different abilities, the seriously ill, inmates, homeless people, the

unemployed and the elderly for more than 20 years...

The Real Madrid Foundation is our flag of solidarity and a driver of hope and motivation that also allows us to extend the values of an institution that today is a leader in sporting, economic and social matters.

A Real Madrid that is experiencing one of the most stable moments in its history and that represents the best of sport. Our club remains a unique benchmark. And we are convinced that the best way to remain so is to further strengthen our connection with people through these values that comprise the best of the human condition.

The Real Madrid Foundation also symbolises the search for new challenges and the overcoming of the great challenges of life. It is our commitment to the most vulnerable. Our commitment to solidarity.



Florentino Pérez



FUNDACIÓN
Real Madrid



NATIONAL



13,000 BENEFICIARIES OF THE SOCIAL SPORTS PROGRAMMES AND PROJECTS IN SPAIN

168 PERMANENT PROJECTS IN SPAIN

MORE THAN **350** PARTICIPANTS IN ADAPTED AND INCLUSIVE SCHOOLS

MORE THAN **1,200** HOSPITALISED BOYS AND GIRLS LEARNING BASKETBALL AND VALUES

TABLE OF ACTIVITIES

PROJECT	No.	Beneficiaries
SOCIO-SPORTING FOOTBALL SCHOOLS	37	4,180
SOCIO-SPORTING BASKETBALL SCHOOLS	11	644
ADAPTED SOCIO-SPORTING FOOTBALL SCHOOLS	1	10
INCLUSIVE SOCIO-SPORTING FOOTBALL SCHOOLS	5	111
ADAPTED SOCIO-SPORTING BASKETBALL SCHOOLS	12	212
INCLUSIVE SOCIO-SPORTING BASKETBALL SCHOOLS	1	18
WHEELCHAIR SOCIO-SPORTING BASKETBALL SCHOOLS	3	30
SHELTERS AND DETENTION CENTRES	36	1,593
PRISONS	43	2,250
HOSPITALS AND HEALTH	12	3,390
PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY	2	325
PROGRAMMES FOR THE HOMELESS	3	55
EMPRENDEPORTE	2	120
TOTAL	168	12,938



NATIONAL

SOCIAL SPORTS SCHOOLS IN SPAIN

The Community of Madrid accommodates the largest number of social sports projects run by the Foundation in Spain, although activities are offered in 14 other autonomous communities as well as Ceuta and Melilla. In total, during the 2018/19 season, 168 permanent projects were carried out in Spain between October and June, with 13,000 beneficiaries across the various lines of activity. Most of them are football and basketball schools with values, in their various social sports modalities, adapted or inclusive.



Sergio Llull during a training session with the students of the inclusive basketball school of La Masó (Madrid).

The social sports programmes and projects in Spain helped 13,000 people belonging to different groups.

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



Students from the social-sports football schools during the Foundation's tournament in Real Madrid City.



Students of the socio-sporting basketball schools during the tournaments in Real Madrid City.

The Foundation runs 37 social sports schools in Spain, educating pupils in sporting values through football, which serve children between 5 and 17 years old. During the 2018/2019 season the socio-sporting football school in Valdelatas-San Roque was opened, which replaces the “El Gallinero” comprehensive support project, in collaboration with HSBC, the Madrid City Council, Voluntarios por Madrid, Colgate-Palmolive and El Corte Inglés. This is a comprehensive project that offers both sports disciplines, football and basketball, to contribute to the education of children who find themselves in vulnerable situations for various causes and who are under the care of municipal social services.

Similarly, a new socio-sporting football school was opened, in collaboration with the air force, in the Colegio menor Nuestra Señora de Loreto in Madrid, and a pilot programme was started in Mérida which marks the return of the Real Madrid Foundation to Extremadura, in collaboration with “la Caixa” Banking Foundation.

This season, more than 5,000 places have been offered in football projects, which were visited by, among others, Marcelo who went to the Fuenlabrada social sports school; Arbeloa to the school in Granada, which is run in collaboration with Inacua; and Emilio Butragueño who visited the Jerez City Council, where we, the Foundation have, one of its largest social

sports schools in the country, with more than 400 participants, in collaboration with the “la Caixa” Banking Foundation. Around 80% of the beneficiaries of the schools in Spain took part in the weekly extracurricular activities thanks to a system of grants and semi-grants in which several organisations collaborate, including organisations such as CLH, the “la Caixa” Banking Foundation and Ecopilas.

In basketball, new initiatives have launched in parallel to the social sports schools, with which there are already 11 permanent projects with basketball as the focal point, and in which 650 children participate: 30% of them through grants and 17% of whom are girls

as part of the Foundation’s drive to promote equal opportunities and joint involvement of boys and girls in team sports. These new projects include the social sports school in collaboration with Cesal, aimed at serving and integrating children from overseas in the Tetuán neighbourhood of Madrid; the Rosa de Luxembourg social sports school, in Aravaca; and the CEIP Cortes school in Cadiz. These projects are aimed at promoting the integration of all children, boys and girls, whatever their circumstances.



Emilio Butragueño, at the inclusive socio-sporting football school of Las Tablas (Madrid).



Exhibition involving the students of the socio-sporting basketball schools in the WiZink Center.



More than 200 professionals trained by the Foundation in its educational methodology lead the 155 training groups.

Around 80% of the beneficiaries of the schools in Spain took part in the weekly extracurricular activities thanks to a system of grants and semi-grants in which several organisations collaborate, including organisations such as CLH, the “la Caixa” Banking Foundation and Ecopilas.

In basketball, new initiatives were launched, 30% of participants partaking through grants and 17% being girls, as part of the Foundation’s drive to promote equal opportunities and joint involvement of boys and girls.

ADAPTED AND INCLUSIVE SPORTS

In basketball, one of the fastest growing lines of activity are adapted schools, aimed at people with different cognitive abilities. During the 2018/19 season, the San Gabriel and Rosa adapted schools in Luxembourg were opened, as well as the special project for adults with different abilities of the Hogar Don Orione centre, with the support of the Fundación de la Mutualidad de la Abogacía and the permanent support of Endesa throughout the area.

Along similar lines of diversity-related projects, a special mention should go to the football and basketball adapted school, created in

collaboration with the Ana Carolina Díez Mahou Foundation, which cares for children with serious conditions of different types who, thanks to the collaboration of both entities and the support of GSK, can now practice sports adapted to their circumstances. In addition, the work of the five inclusive football schools for children with autism spectrum disorder, Down syndrome or general developmental disorder continued. There are already more than 350 participants in adapted and inclusive schools of the Real Madrid Foundation, which continues to operate wheelchair basketball schools, as well as adapted and inclusive basketball campuses every summer, in collaboration with the Sanitas Foundation.

There are already more than 350 participants in adapted and inclusive schools.



Exhibition involving the wheelchair basketball social sports schools in the WiZink Centre.



Students of the new social- sports school in collaboration with the Ana Carolina Díez Mahou Foundation.



Special project for adults with different abilities from the Hogar Don Orione centre in the Pozuelo de Alarcón sports centre.

The projects that support diversity through team sport also have the support of UPS, El Corte Inglés and GSK, among others. The beneficiaries were visited by Sergio Llull and attended EuroLeague basketball matches at the hands of the One Team programme and ACB league matches thanks to Sanitas.

The football and basketball schools help to provide complete training to more than 5,200 boys and girls, aged between 5 and 17 years, with different circumstances, abilities, origin or situation, and are a key tool for the integration of all children. The beneficiaries of the schools in Madrid and the surrounding provinces can put into practice everything they have learned in the

social-sports tournament, which was held from November 2018 to June 2019 in Real Madrid City. This season the inclusive sports days were held once again, with children from the Foundation's Care and Correctional Centres Programme and, for the first time, a joint training session was held for children from inclusive football schools with a team from the Real Madrid academy. For another year, the company Fiesta collaborated in the tournament.

The schools of Andalusia and the Region of Murcia once again, this year, enjoyed a day of coexistence, held at the Chapín ground in Jerez de la Frontera, attended by a large number of children from participating schools.

For the first time, a joint training session was held for children from inclusive football schools with a team from the Real Madrid academy.



Inclusive training with the academy provided by the Real Madrid Foundation.



Players from the first team visit the students of the Campus Experience.

The summer campuses took place in July and August. In basketball, the 11th Inclusive Campus for boys and girls with and without a wheelchair, the 10th Basketball Campus in Madrid, the 2nd Football and Basketball Campus in Toledo, in collaboration with the San Patricio school, and the 4th Adapted Basketball Campus for young people with a severe mental disability, in collaboration with the Sanitas Foundation, all took place. In football, the Campus Experience was held in five venues abroad and twelve in Spain, in four modalities: social sports, goalkeepers, high performance and bilingual. The Campus Experiences brought together more than 4,000 participants of 100 nationalities. For the first time, they incorporated responsible gaming sessions to introduce the practice of eSports from the educational perspective of responsible use and cybersecurity, with the collaboration of Pantallas Amigas.

The Foundation's social sports schools and projects in Spain are run through more than 155 training groups led by more than 200 professionals trained by the organisation in its educational methodology. In the sphere of educational sport, intensive football improvement clinics were organised at Real Madrid City for 145 groups from 25 different countries, where more than 4,100 girls and boys, aged between 8 and 17, took part.

CAMPUS

- 11TH INCLUSIVE CAMPUS FOR BOYS AND GIRLS WITH AND WITHOUT A WHEELCHAIR.
- 10TH BASKETBALL CAMPUS IN MADRID.
- 2ND FOOTBALL AND BASKETBALL CAMPUS IN TOLEDO, IN COLLABORATION WITH THE SAN PATRICIO SCHOOL.
- 5TH ADAPTED BASKETBALL CAMPUS FOR YOUNG PEOPLE WITH SEVERE MENTAL DISABILITIES.

CAMPUS EXPERIENCE

LOCATIONS

12
IN SPAIN

5
OVERSEAS

4 DIFFERENT MODALITIES

(SOCIAL-SPORTS, GOALKEEPERS,
HIGH PERFORMANCE AND BILINGUAL)

MORE THAN **4,000**
PARTICIPANTS
FROM **100** NATIONALITIES

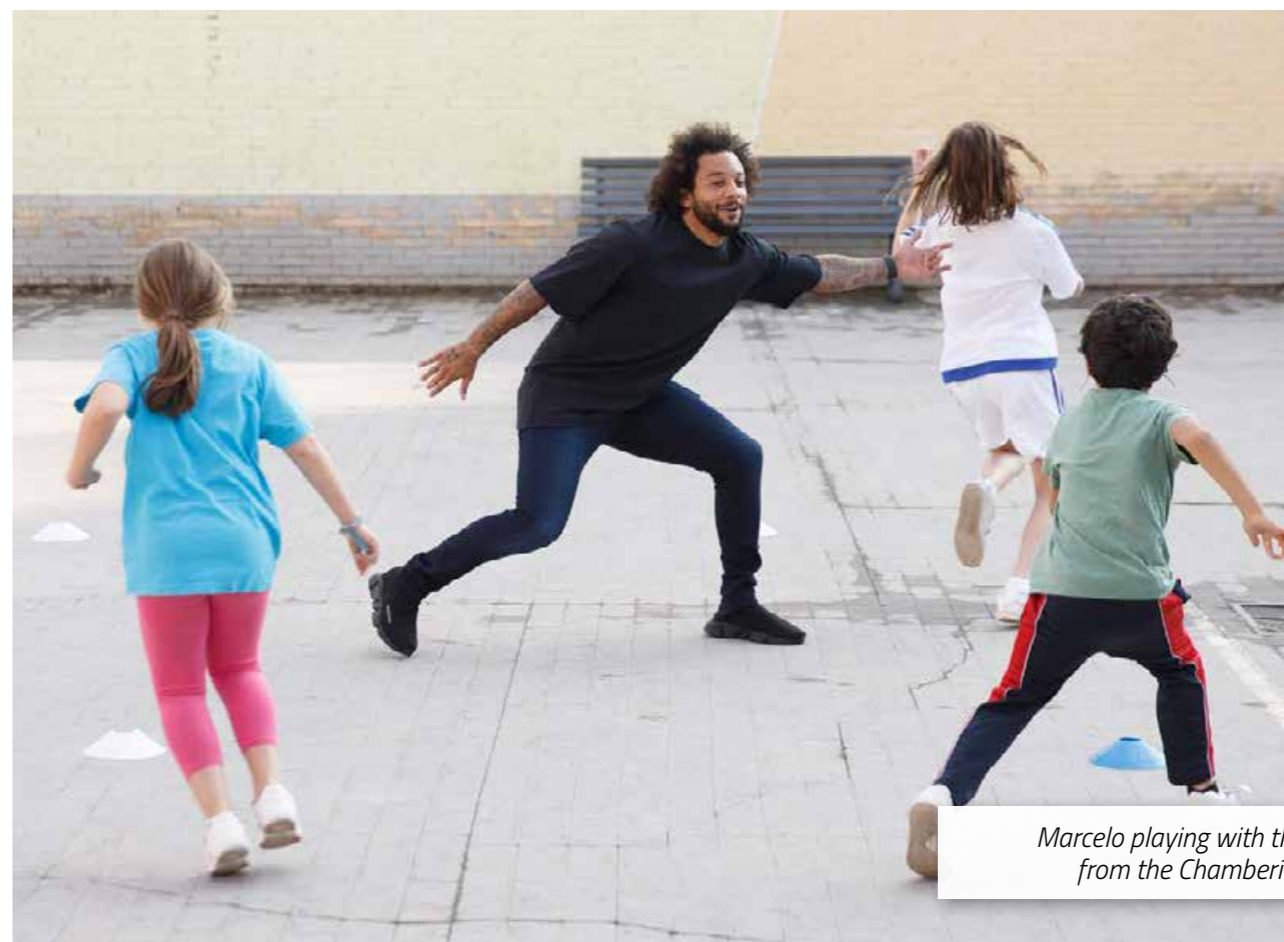


INTENSIVE FOOTBALL IMPROVEMENT CLINICS WERE ORGANISED AT REAL MADRID CITY FOR 145 GROUPS FROM 25 DIFFERENT COUNTRIES, WHERE MORE THAN 4,100 GIRLS AND BOYS, AGED BETWEEN 8 AND 17, TOOK PART.

FOOTBALL AND BASKETBALL SCHOOLS IN JUVENILE FACILITIES

The Real Madrid Foundation already has social sports schools in 36 juvenile protection and detention centres. The incorporation of the centre in Las Palmas de Gran Canaria, managed by the Diagrama Foundation, means that the total number of young people in care that benefit from team sports with the Real Madrid Foundation exceeds 1,500, 50% of whom play football and 50% basketball, with education in values as the basis of the activity.

Once again, the children in the care centres in the Community of Madrid benefitted from the *'En Navidad, ningún niño sin regalo'* (At Christmas, no child without a gift) campaign and were able to take part in tournaments in Real Madrid City as well as in their own centres, as was the case in the 2nd Children's Shelter Basketball Tournament organised by the Basketball Area.



Marcelo playing with the students from the Chamberí shelter.



Presentation of the *'En Navidad, ningún niño sin regalo'* (At Christmas, no child without a gift) campaign at the Santiago Bernabéu stadium.

1,500 CHILDREN
PLAY FOOTBALL AND BASKETBALL
WITH THE REAL MADRID FOUNDATION IN
SHELTERS

THE CARE CENTRES IN THE
COMMUNITY OF MADRID TOOK PART IN:

THE CAMPAIGN
**'AT CHRISTMAS, NO
CHILD WITHOUT A GIFT'**

THE **TOURNAMENTS** IN
REAL MADRID CITY
AND THEIR OWN CENTRES

THE **2ND CHILDREN'S** SHELTER
BASKETBALL TOURNAMENT, ORGANISED BY
THE BASKETBALL AREA



Students from the Barajas school participating in the basketball programme at La Paz hospital.

CHILDREN'S BASKETBALL PROGRAMME IN HOSPITALS

This is carried out in collaboration with the 11 hospitals of the Community of Madrid, public and private, and thanks to the support of entities such as Fundación AMA and Medical Service Care.

More than 1,200 children with long-term illnesses (mostly cancer or transplants) who have to spend many weeks in hospital are able to enjoy a few moments of relaxation with basketball, sharing the positive values team sport provides as a motivating force each week.

The sports physiotherapy programme for rare diseases and neurological disorders such as

multiple sclerosis continues its work, treating more than 50 patients on low incomes in Madrid through a project developed in conjunction with the UEM, Sanitas, COFM and the Madrid Multiple Sclerosis Foundation.

This collaboration also extends to other projects with NGOs that care for sick children, such as the Aladina Foundation at the Niño Jesús hospital, with whom it carries out a special programme for children with cancer, the Make a Wish and Pequeño Deseo organisations, planning weekly visits to seriously ill or terminally ill children from first team players: their biggest dreams.

More than 150 seriously ill children fulfilled their dream of meeting the players in Real Madrid City during the 2018/2019 season.

More than 1,200 children with long-term illnesses are able to enjoy a few moments of relaxation with basketball.

WEEKLY SPORTS PROGRAMME FOR THE HOMELESS

This is carried out in collaboration with the Spanish Red Cross, the Madrid City Council and the Padre Garralda-Horizontes Abiertos Foundation.

Recovering the mental wellbeing of the homeless is the main objective of the sports programme that the Foundation started in 2017.

Motivational activities such as participation in the Foundation's 3rd Charity Fun Run or the Spartan Race in Los Angeles de San Rafael have been added to the programme of weekly sports activity, as well as visits to the Bernabéu Tour, all aimed at recovering the mental well being of people in situations of neglect.



Participants from the programme for the homeless taking part in the Spartan Race in Los Angeles de San Rafael (Segovia).



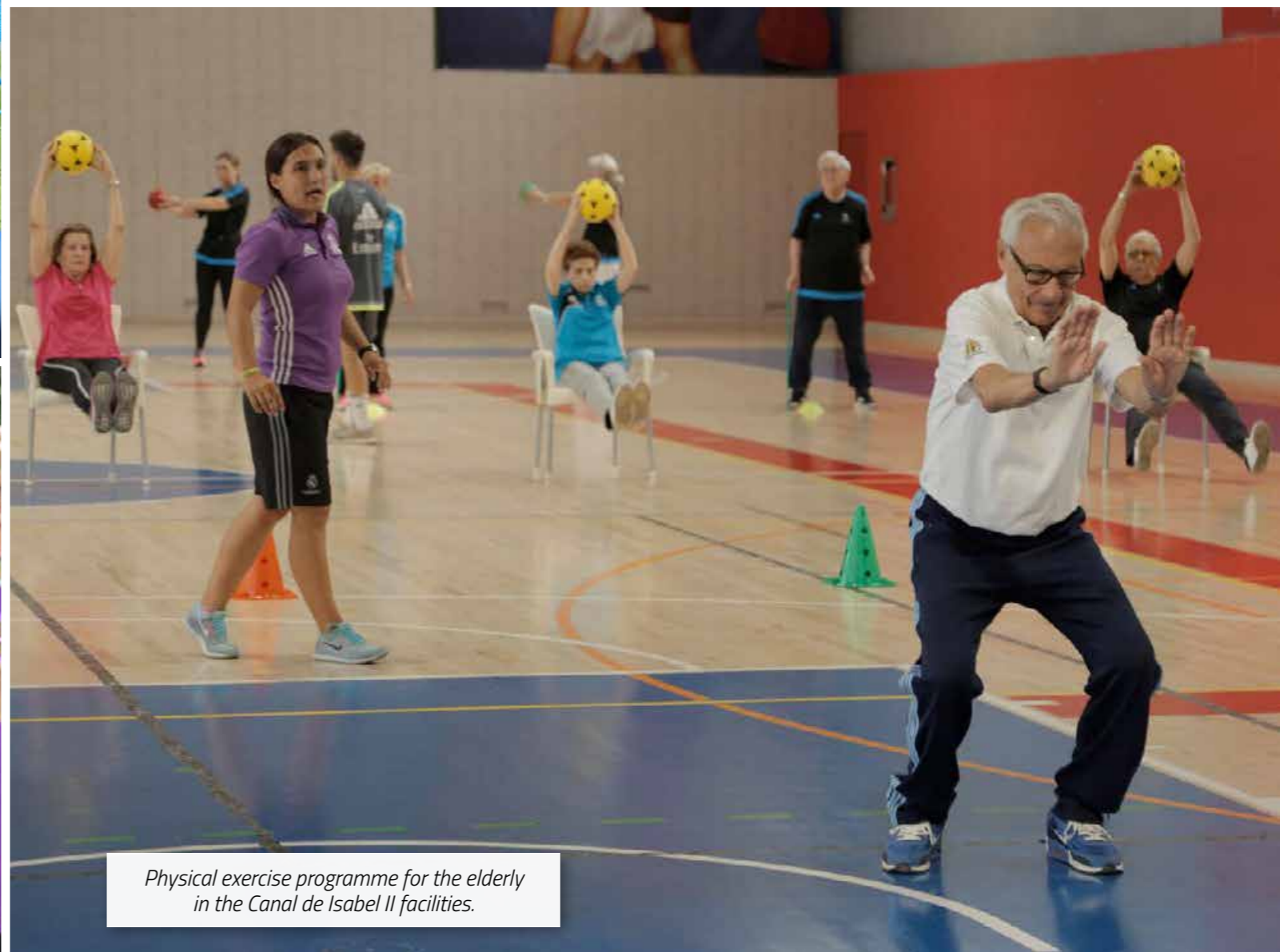
Arbeloa during a training session with the participants of the programme for homeless people.



Visit by the inmates of the Segovia prison to the Bernabéu Tour.



Participants of the Empredepote programme during an activity in the park of Berlin (Madrid).



Physical exercise programme for the elderly in the Canal de Isabel II facilities.

DETENTION CENTRE PROGRAMME

The Real Madrid Foundation's activities in detention centres have continued this year with more than 2,300 inmates taking part, aimed at contributing to their re-education for their future reintegration in society after release. The Foundation has developed 22 football and 21 basketball projects, in collaboration with the P. Garralda Foundation and the General Secretariat of Penitentiary Institutions of the Interior Ministry. The project has been the subject of academic study and specific articles in specialised education media have been published on these activities by the Real Madrid Foundation.

EMPRENDEPORTE

The programme continued with 120 people benefitting during the 2018/2019 season thanks to our partnership with the KPMG Foundation and the Municipal Employment Agency. The programme, which has enabled 15% of its participants to find work each season, continues to promote hard-work, foster companionship, teamwork, and teaches independence and self-esteem using sport as a tool for activation and personal improvement.

PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

This year, more than 325 people have taken part in the weekly training sessions, both in homes for the elderly and in the open programme at the Canal de Isabel II facilities. This season, the programme has been supported by Genesis Care and DomusVi. The programme aims to expand the number of locations to continue promoting active ageing and maintaining the physical capabilities of those over 65.

REAL MADRID FOUNDATION AROUND THE WORLD



MORE THAN **100,000** BENEFICIARIES IN MORE THAN **100** COUNTRIES
TOTAL OF **1,062** PROJECTS AND ACTIVITIES

479
SOCIAL-SPORTS PROJECTS
78 COUNTRIES
57,537 BENEFICIARIES

23
CAMPUS
6 COUNTRIES
4,371 BENEFICIARIES

560
CLINICS
47 COUNTRIES
38,169 BENEFICIARIES

AMERICA
167
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 |

24,416
BENEFICIARIES

AFRICA
53
SCHOOLS

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

8,149
BENEFICIARIES

SPAIN
168
PROJECTS

12,938
BENEFICIARIES

EUROPE
13
SCHOOLS

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

1,028
BENEFICIARIES

THE MIDDLE EAST
44
SCHOOLS

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

4,055
BENEFICIARIES

ASIA-PACIFIC
34
SCHOOLS

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

6,951
BENEFICIARIES



INTERNATIONAL

311 FOOTBALL AND BASKETBALL SCHOOLS

43,300 CHILDREN
(28% GIRLS)

77 COUNTRIES
ON FIVE CONTINENTS

EDUCATION, DEVELOPMENT
COOPERATION AND INTEGRATION PROJECTS

25,000
CHILDREN
RECEIVE NUTRITIONAL
SUPPLEMENTS

24,000
CHILDREN RECEIVE
MEDICAL
CARE

21,000
CHILDREN
RECEIVE ACADEMIC
SUPPORT

AFRICA

The network of Foundation social-sports schools in Africa has been consolidated, with greater emphasis on the sustainability of activities and the management and quality control of the programmes in order to align them with the UN Sustainable Development Goals. There has been an increase of nearly 10% in the number of beneficiaries of these projects which are specifically aimed at fighting malnutrition, the consequences of climate change and, above all, a comprehensive education through sport.

The support of the Nigerian government of the state of Rivers guarantees the sustainability of all projects in Africa and the new school in Port Harcourt, Nigeria, which opened this year.

In Mozambique, a joint initiative was presented with Crusade for the Children in the Gorongosa National Park, which was hit by cyclone Idai and was affected by floods and the transmission of tropical diseases. There, the Foundation has carried out an emergency humanitarian aid project in the reconstruction of schools for 680 girls.

The Foundation's humanitarian aid through sport approach now extends to eight African countries, where it has supported projects promoted by the NGOs Holystic ProAfrica,

Missionaries of Africa (White Fathers), Salesian Missions—with whom projects are being carried out in 11 countries of the continent—and Remar, to whom the Real Madrid Foundation donates sports and teaching material.



Beneficiaries of the Mozambique humanitarian aid programme.



Nearly 8,000 boys and girls from 29 African countries are educated in the values of sport through 53 projects.

Students from the social sports school in Thies (Senegal).

AMERICA

Major partnerships have continued with local partners as well as with the patrons of projects, such as the Inter-American Development Bank, the CAF (Development Bank of Latin America), Globalvia, AT&T, Microsoft and the Mapfre Foundation.

The Foundation trained more than 200 educators and technicians in its methodology in Argentina, Bolivia, Brazil, Colombia, United States, Mexico, Honduras, El Salvador and Guatemala.



Jaycee Carroll sent a welcome message to the students of the new basketball school in the United States.



Students from the first socio-sporting basketball school in Massachusetts, United States.

The Real Madrid Foundation consolidates its presence in the Americas with 167 schools in 22 countries, with 24,500 beneficiaries.



Florentino Pérez and the president of AT&T, Randall Stephenson, signed the agreement at the Santiago Bernabéu stadium.

New schools in **El Salvador**, thanks to the support of the Mapfre Foundation; in the **United States**, the Foundation's first basketball school was opened in Massachusetts; and in **Guatemala**, in partnership with the Carlos F. Novella Foundation, it opened the first social-sports basketball school in Guatemala City. In **Honduras**, Emilio Butragueño inaugurated the Real Madrid Foundation's new project with the Diunsa Foundation in La Ceiba. The projects in this country have been the subject

of the 2nd Training Exchange for Coaches. The Real Madrid Foundation was recognised by the State of Washington, where it works with Central Washington University and Microsoft in the care of migrant children.

During this past season, the presence of the Foundation in **México**, with 38 social sports schools serving more than 4,700 vulnerable children, intensified with three new projects in partnership with the Bafar Group Foundation.



Training course for coaches of the school in Haiti.



Butragueño visited the students at the social sports school in San Pedro Sula (Honduras).

ASIA-PACIFIC

Education, the promotion of female equality, the improvement of health and the fight against hunger are fundamental objectives of the 34 schools and comprehensive projects in which the Real Madrid Foundation participates in India, the Philippines, Indonesia and Cambodia, with more than 6,700 children in 7 countries.

This season, the Foundation visited projects in **Australia** and **India** and gave training courses on its methodology in both countries as well as in the Philippines, China and Japan. Likewise, the impact of social sports schools on the lives of children was measured and the six schools in Trichy (India) were audited. **The Alma Cup**, which the Foundation hosted in the Philippines and India, was a success and was hugely supported.



Enrique Figaredo S. J., Apostolic Prefect of Battambang Prefecture, poses with students from the Battambang social sports school, Cambodia, and with the students from the football school in Japan.

More than 6,500 beneficiaries at 34 social sports schools are given an education in values through sport.

Students from the social sports school in New South Wales (Australia).



Students from the social sports school in Trichy (India) having a snack during the Alma Cup.

In **Japan**, the Foundation's presence increased with the opening of the first social sports school in Tamano, in collaboration with Inter Dream Partners (IDP) and Council of Sports Public Relations (CSPR). Participants in Japan clinics visited the schools in **Cambodia**, which are run in collaboration with the NGOs Sauce and Agua de Coco. An important sustainability initiative was launched by the Roxas Foundation, a local *partner* in the **Philippines**, which set up a textile company to ensure the sustainability of schools. In **China**, we work for the insertion of educational football in the school curriculum, with the Foundation For Next Generation in Jinzhai. And the strategic partnership with the Evergrande Football School in Qingyuan (Guangzhou) is still ongoing, which this year was boosted with the incorporation of Ricardo Gallego as sports director of more than 2,700 students.



Students from the new social sports school in Tamano (Japan).



Socio-sporting football school in Jinzhai (China).



HUGE SUPPORT FOR THE ALMA CUP IN THE PHILIPPINES AND INDIA



Snack time during the Alma Cup held in Calcutta (India).



Students of the two social sports schools in Battambang, Cambodia, with students from the football school in Japan.

EUROPE

The Foundation opened its first social sports project in **Ukraine**. In the city of Ternopil, in collaboration with Epicentre K, the school was opened by Álvaro Arbeloa and serves 120 children at risk of exclusion. The Foundation now has 13 schools in 9 European countries with more than a thousand beneficiaries.

Students from the social sports school in Rostov (Russia)



Thirteen social sports schools in more than nine countries support more than a thousand students across Europe.



Students from the social sports schools in the Alma Cup.



Arbeloa at the opening of the social-sports school in Ternopil (Ukraine).



Students from the social sports schools playing a match in the Alma Cup in Felcsút (Hungary).



6th edition Alma Cup Europe, which took place on the pitches of the Puskas Akademia Foundation in Felcsút (Hungary).

It notes this past season's search for sustainability with local partnerships with organisations such as Laureus in **Romania** and the celebration of the charity gala in Guimarães **Portugal**, attended by Álvaro Arbeloa. In this regard, the Foundation has renewed its partnerships with Endesa, El Corte Inglés and Banco Santander for its schools in Portugal, where it carried out follow-up and training visits, as well as in **Russia, Hungary and Ukraine**.

Real Madrid City hosted visits from beneficiaries of the school in Vidin (**Bulgaria**), which is run in collaboration with the Friends for Sports

Foundation; and the students of the school in Manique (Portugal). All these and another nine delegations participated in the 6th Alma Cup Europe, which took place on the pitches of the Puskas Akademia Foundation in Felcsút (Hungary), with whom the Foundation carries out a football and basketball social sports project. The Hungarian beneficiaries had the opportunity to meet the Real Madrid Under-18 team during the Szekesfehervar Szent Istvan Cup and those from the Croydon-London (**United Kingdom**) social-sports school met several Real Madrid legends, who played a charity match against the Arsenal Legends.



Real Madrid City welcomed students from the Manique school (Portugal).



The beneficiaries of the school in Vidin (Bulgaria), which is run in collaboration with the Friends for Sports Foundation, visited Madrid.

THE MIDDLE EAST

In the Middle East, the Real Madrid Foundation, in line with the 2030 Agenda, continued to foster a culture of citizenship and peace, offering education in values through sport, healthy lifestyle habits and the constructive use of free time in 44 social sports projects in 9 countries. In total, 4,000 young people benefited, 700 more than last season, although the expansion in the region was severely affected by the conflict in Syria.

Taking advantage of the **Club World Cup** in Abu Dhabi, the students of the project in the **United Arab Emirates**, in collaboration with Baniyas

Sports, were given the opportunity to watch Real Madrid's training session and the two matches the team played in this competition.

Also, the Foundation's social sports schools in **Lebanon** were audited in collaboration with the Social Promotion Foundation. The Foundation renewed its collaboration with the United Nations Relief and Works Agency for **Palestine** Refugees in the Near East (**UNRWA**), which serves more than 1,000 boys and girls in Gaza and the West Bank, introducing a basketball programme last year. It also continues its work with the **Latin Patriarchy of Jerusalem** at five educational institutions in the West Bank, two in Gaza, Israel and Jordan.

The 44 social sports projects in the Middle East foster a culture of citizenship and peace among more than 4,000 participants.



Students from the social sports school in Palestine.



Social sports school in Saudi Arabia.



Signing of the renewal of the agreement with UNRWA at the Santiago Bernabéu stadium.

CLINICS AND CAMPUSES OUTSIDE SPAIN

More than 34,000 children participated in the more than 400 clinics and campuses that were held in 47 countries this season. For the first time a clinic was held in Jerusalem and it was the largest to date of the Real Madrid Foundation, with more than 2,000 participants. Clinics were also run in Jordan, Poland, Latvia, Ukraine, Pakistan, United Arab Emirates, Greece, Uruguay, Jamaica, Angola, Cyprus, Palestine and Georgia.

The Annual Educational Football Programme was launched, presented by Álvaro Arbeloa in collaboration with Sports Capital Fortunes Pvt Ltd., at the Schola Maria in Hyderabad (India), which in the coming seasons will be extended to schools in other countries.

In this way, more than 78,600 foreign children are served by the Real Madrid Foundation's various lines of activity, either in the educational area, with humanitarian aid or in comprehensive projects in 100 countries.

More than 34,000 participants in more than 400 clinics and campuses in 47 countries.



Students from the clinic held in Hong Kong.



First clinic held in Uruguay.



Vinicius Jr. takes part in one of the Foundation's clinics in Japan.

TRAINING



THIS SEASON, MORE THAN **2,400 COACHES** ATTENDED SPECIFIC CONFERENCES, COURSES, SEMINARS OR WORKSHOPS OF THE TRAINING DIVISION OF THE REAL MADRID FOUNDATION AROUND THE WORLD

595 TRAINING SESSIONS WERE HELD, 376 OF THEM IN SPAIN, FOR THE PROJECT COACHES TO START LEARNING, CONSOLIDATE THEIR SKILLS OR SPECIALISE.

114 FOOTBALL AND BASKETBALL TRAINING SESSIONS TOOK PLACE IN INTERNATIONAL SCHOOLS

71 BENEFICIARIES OF COACHING COURSES AND 31 PARTICIPANTS IN THE ADAPTED ROAD SAFETY PROJECT CARRIED OUR WITH GONVARRI IN INCLUSIVE SCHOOLS

2 SPECIFIC TRAINING COURSES ON VALUES FOR CLINIC COACHES

RESIDENTIAL COURSES AND TRAINING EXCHANGES FOR SPANISH AND FOREIGN COACHES

ALMOST **2,700 HOURS** OF CONTINUOUS TRAINING

1ST INTERNATIONAL COACHING CONVENTION



Practical basketball class during the 1st Conference on Values and Sport.

NEW MATERIALS

Implementation of the new Valorcesto and inclusive football manual, which are used to train the Foundation's coaches assigned to disability projects.

Adapted Road Safety Programme in schools for people with disabilities.

Specific training materials for sports improvement clinics and programmes.

Several academic articles published on the activity in prisons and social interaction in the social sports basketball schools.

PARTICIPATION IN CONGRESSES

- 15th AEISAD Congress.
- 2nd Transnational Meeting Display.
- Iberian Basketball Congress.
- 13th FEADDEF International Congress.
- 2nd UEM Basketball Symposium.
- 1st Methodological Sports Training Seminar.
- 3rd Salamanca Training Week.
- Cubamotricidad Congress.
- Forum on Philanthropy in the 21st Century.
- 2nd ASD seminar of the UEM.
- Women and Sports Course.
- 12th Football is More conference in London
- International Football Forum for the development of Panama.



Group of coaches participating in the International Football Training Course in Real Madrid City.

EVENTS



CORAZÓN CLASSIC MATCH CELEBRATION

23 JUNE

THE SANTIAGO BERNABEU STADIUM
REAL MADRID AND CHELSEA LEGENDS (5-4)

WITH THE SPECIAL COLLABORATION OF:
THE PARATROOPER BRIGADE AND THE
BAND TABURETE

TENTH EDITION OF THE
MOST SUCCESSFUL VETERANS
MATCH IN EUROPE

MORE THAN 55,000 SPECTATORS



More than **7,000** runners in the Foundation's 3rd Charity Fun Run, with Arbeloa and Raúl taking part.



Plácido en el Alma concert in Mexico and Real Family Fest in Valdebebas.



This season there were four editions of the Luis de Carlos Forum.



More than **50** presentations at the Santiago Bernabéu stadium.



There were 17 days of social sports school tournaments held in Real Madrid City.



Presentation at the Bernabéu of 'At Christmas, no child without a gift' campaign.



Presentation of the Corazón Classic Match 2019 'Latidos con Alma' charity match.



THE REAL MADRID FOUNDATION
IS THE LARGEST NON-PROFIT
ORGANISATION IN THE WORLD TEACHING
VALUES THROUGH SPORT

RECOGNITION

- Recognition from the Brotherhood of San Juan de Dios for the Foundation's work at the San Rafael Hospital
- Solidarity Award of the Ramón Grosso Foundation
- Tourism Excellence Award at Fitur.
- Honorary member of the NGO Atades
- Award from the Royal Academy of Diplomacy for its charity work throughout the world.

CENTRE OF HISTORICAL HERITAGE

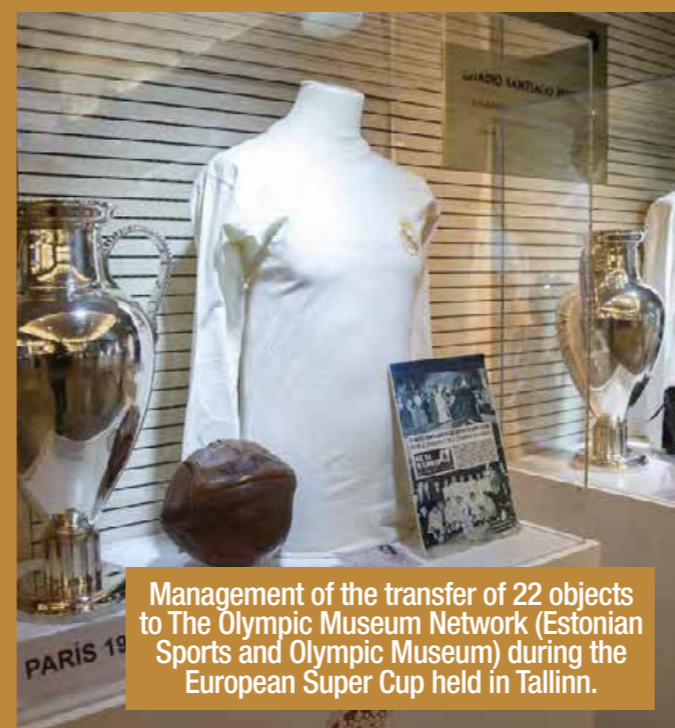


Real Madrid's Historical Heritage Centre receives, sorts, records, catalogues and digitalises all the objects and documents relating to the sports administration and management of the club, as well as those donated or on loan from historians, writers and journalists and also Real Madrid supporters.

MORE THAN 257,000 ITEMS HAVE BEEN CATALOGUED SO FAR



Presentation of the book "La Decimotercera. Una historia interminable".



Management of the transfer of 22 objects to The Olympic Museum Network (Estonian Sports and Olympic Museum) during the European Super Cup held in Tallinn.



The Luis de Carlos Forum exhibited historical pieces during these editions: 'Campeones de baloncesto', 'Deporte y diplomacia'; 'Deporte sin límites'; and 'Luis de Carlos, una vida de madridismo'.

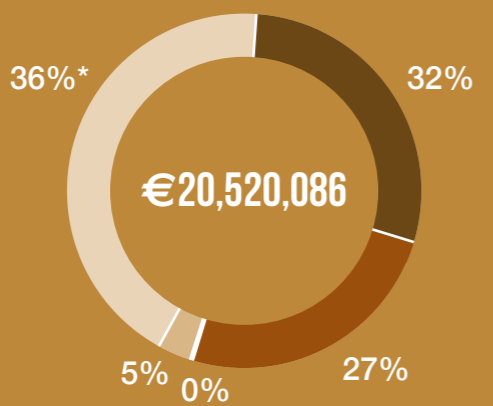


Presentation of the book "Real Madrid C.F. El mejor del mundo".

REAL MADRID FOUNDATION FINANCIAL DATA



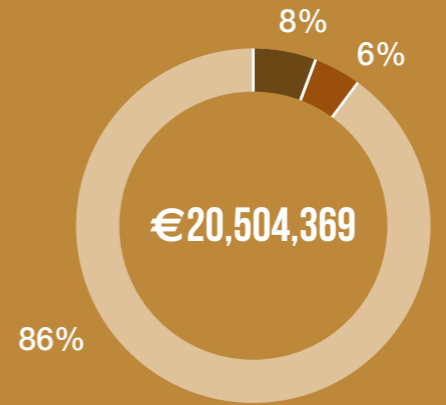
FINANCIAL MANAGEMENT FOR THE 2018-2019 FINANCIAL YEAR



- RMF Equity **32%**
- RMF Private funds **27%**
- RMF Public funds **0%**
- RMF Events and others **5%**
- Local members' funds **36%***

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

ALLOCATION OF FUNDS IN THE 2018-2019 FINANCIAL YEAR



- Management **8%**
- Fund raising **6%**
- Mission (Projects in compliance with foundational purposes) **86%**

TRANSPARENCY AND GOOD PRACTICES

- Financial audit of annual accounts by Ernst & Young, S.L.
- Financial and quality audits in international projects by Ernst & Young, S.L.
- EFQM- 300+ European 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.
- The Real Madrid Foundation is considered a transparent foundation according to the transparency and good governance report on the website of Spanish foundations 2018, drafted by the Commitment and Transparency Foundation.



PATRONS AND SPONSORS





COLLABORATING COMPANIES



COLLABORATING INSTITUTIONS AND ORGANISATIONS



OTHER COLLABORATING INSTITUTIONS

- | | | | |
|--------------------------------------|---|--------------------------------------|---|
| Alcobendas City Council | San Sebastián de los Reyes City Council | Alcobendas City Council | Toledo City Council |
| Cerceda City Council | Seville City Council | Cerceda City Council | Torrejón de Ardoz City Council |
| Guadalajara City Council | Orcasitas Sports Association | Guadalajara City Council | Puerto Lumbreras City Council |
| Leganes City Council | SEK - Ciudadcampo | Jerez City Council | San Sebastián de los Reyes City Council |
| Majadahonda City Council | CEIP Josep Tarradellas - Las Tablas | Las Rozas City Council | CEIP Colegio Rosa de Luxemburgo |
| Mazarrón City Council | Colegio de Fomento Las Tablas Valverde | Leganes City Council | CEIP Cortes de Cádiz |
| Motril City Council | Asturian Centre of Madrid | Madrid City Council | CEIP Josep Tarradellas |
| Pozuelo de Alarcón City Council | El Pozo Sports Association | Majadahonda City Council | Asturian Centre of Madrid |
| Puerto Lumbreras City Council | Rivera & Larrea Sports and Cultural Association | Mazarrón City Council | La Juventud Sports Club of Jaen |
| San Fernando de Henares City Council | La Juventud Sports Club of Jaén | Motril City Council | San Pablo Pino Montano Sports Club |
| Segovia City Council | Orcasitas Sports Association | Pozuelo de Alarcón City Council | Colegio Fomento Las Tablas |
| Torrejón de Ardoz City Council | Rivera-Larrea Sports and Cultural Association | San Fernando de Henares City Council | Colegio Menor Nuestra Señora de Loreto |
| Jerez de la Frontera City Council | El Pozo Sports Association | Segovia City Council | Ceuta Football Federation |
| | Albacete City Council | Tarancón City Council | Fedefcam |



INTERNATIONAL COOPERATION AND DEVELOPMENT LOCAL PARTNERS

 MISIONES SALESIANAS	 cesal	 Africa	 America	 The Middle East	 Philippines	 Guatemala	 Haiti	 Haiti	 Honduras	 Hungary	
 Manos Unidas CAMPAÑA CONTRA EL HAMBRE	 PROYDE	 AGUA DE COCO FUNDACIÓN	 World Vision	 Saudi Arabia	 Algeria	 India	 India	 Indonesia	 Israel	 Italy	 The Spanish-Jamaican Foundation
 OBRA DEL PADRE MARIO PANTALEO	 VALORES Y DEPORTE ASOCIACIÓN CIVIL	 UNCUYO UNIVERSIDAD NACIONAL DE CUYO	 WH CONQUERORS	 Azerbaijan	 REPUBLIC OF AZERBAIJAN MINISTRY OF YOUTH AND SPORT	 IDPO	 Jordan	 anidan Ayuda a niños de África ONID	 Kuwait	 Fundación Promoción Social	 Madagascar
 Bahrain	 ALALAY	 hechos	 Botswana	 FUNDACIÓN FRIENDS OF SPORTS	 REMAR	 SEPA	 Asociación Para La Integración del Niño Paideia	 Asociación Universitaria de Acción Cultural y Social (AUCAS)	 مؤسسة فائضة Fundation Fotema	 جمعية هنان Asociación Hanan	 FUNDACIÓN GRUPO BAFAR
 S.A.U.C.E.	 PSE POUR UN SOLITAIRE D'AMANI	 CHAD GOSHO	 恒大足球学校 EVERGRANDE FOOTBALL SCHOOL	 People's Republic of China	 People's Republic of China	 Mozambique	 Nicaragua	 الانوار Camaq Fapayal	 Peru	 VILAREALSTANTONIO	 ALMA BRANCA
 REVEL FUNDACIÓN	 FUNDACIÓN CONCÍVICA	 sed	 Universidad LATINA LAUREATE INTERNATIONAL UNIVERSITIES*	 UNIVERSIDAD INTERNACIONAL SEK	 NÚÑEZ	 THE CEDARS SCHOOL	 PACT PARENTS, CHILDREN & TEACHERS IN PARTNERSHIP	 FJP Fundatia Dezvoltarea Poporului Arad - Bucuresti - Cluj - Sibiu	 RUSSIA	 imFunda	 Atlantic
 wla UNIVERSIDAD DE LAS AMÉRICAS	 CCCA COOPERATIVA DE AHORRO Y CREDITO CAMARA DE COMERCIO DE AMBATO	 Ecuador	 International Studies FOUNDATION	 CWU	 COLORADO UNITED FOOTBALL FEDERATION	 Ecuador	 Romania	 EPICENTR for children!	 COLEGIO ESPAÑOL CERVANTES	 Ukraine	 Uruguay
 USA	 USA	 United Arab Emirates	 holystic proafr!.ca	 ANAKK - Sta. Cruz	 RFI	 Chile	 El Salvador	 Panama	 Chile	 El Salvador	 Panama

FRIENDS OF REAL MADRID FOUNDATION



FUNDACIÓN
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