



FUNDACIÓN  
Real Madrid

# Annual Report

## 2020-2021







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Real Madrid

**Annual Report**  
2020-2021


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Julio González Ronco

# LETTER FROM THE PRESIDENT

## DEAR FRIENDS,

I want my opening words to be a tribute to all those loved ones who have left us during this difficult time. Our thoughts and prayers go out to the families who have suffered a loss during this period, which we all want to overcome as soon as possible.

We are still living with the consequences of a pandemic that has transformed almost everything and remains particularly cruel to the most vulnerable people in our society. Science is now giving us hope that we will gradually return to the normality we have longed for.

The pages of this Annual Report of the Real Madrid Foundation relate the immense work that thousands of people have carried out in every corner of the world to improve the quality of life of those who need it most. All of them deserve our recognition and thanks today.

Solidarity is an unwavering value for Real Madrid and is the flag of our Foundation. In solidarity, we commit all our

forces to serve a society that needs us today more than ever.

This stage has probably been the hardest since we started the Real Madrid Foundation, but it has also been a time to test our own capacity to overcome. It has been a time of innovations, effort, teamwork, relying on the support of our patrons, sponsors and collaborators who helped ensure that all the projects, ones that came to life in extremely complicated circumstances, could become sustainable.

Today we can proudly say that all that effort has paid off. We strived to ensure that no one was left behind in the more than 80 countries where the Real Madrid crest appears through its Foundation. This is especially true for communities where the situation was very vulnerable even before the pandemic.

Our aim was to stand by the children who are suffering the effects of this health crisis in precarious conditions. They are the ones who need us

most. If they were previously at risk of social exclusion, this new reality makes them even more defenceless.

The Foundation has therefore adapted all our activities, in record time, to all the constraints imposed by COVID-19. We implemented all our projects with the necessary health protocols and with the absolute dedication of all the people who have continued to give the best of themselves so that the activities would achieve their objectives.

We managed to provide all the necessary human and financial resources while implementing a process of technological and digital innovation so we can simply do our work.

I would like to underline our gratitude to everyone who joined the Real Madrid Foundation through partnerships formalised precisely in these difficult times. And also to those who have continued with us, strengthening a union that is one of commitment and loyalty.

We are once again faced with a huge challenge. We must be able to build illusions and dreams among the weakest in our world. To provide an opportunity for those who have less and to share our values through education and sport.

It is the time for solidarity and hope.



Florentino Pérez



# NATIONAL



MORE THAN **8,500** BENEFICIARIES OF THE SOCIAL-SPORTS PROGRAMMES AND PROJECTS IN SPAIN

**138** NATIONAL PROJECTS

MORE THAN **300** PARTICIPANTS IN ADAPTED AND INCLUSIVE SCHOOLS

**2,000** INMATES LEARN VALUES THROUGH SPORT



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Coach with a pupil at the inclusive social-sports football school at the Luis Aragonés municipal sports centre, Madrid.

## TABLE OF ACTIVITIES

PROJECT	No.	Beneficiaries
SOCIAL-SPORTS FOOTBALL SCHOOLS	34	2,501
SOCIAL-SPORTS BASKETBALL SCHOOLS	9	468
ADAPTED SOCIAL-SPORTS FOOTBALL SCHOOLS	2	9
INCLUSIVE SOCIAL-SPORTS FOOTBALL SCHOOLS	4	72
ADAPTED SOCIAL-SPORTS BASKETBALL SCHOOLS	12	208
INCLUSIVE SOCIAL-SPORTS BASKETBALL SCHOOLS	1	17
WHEELCHAIR SOCIAL-SPORTS BASKETBALL SCHOOLS	3	22
SHELTERS AND JUVENILE DETENTION CENTRES	26	1,044
PRISONS	30	1,812
HOSPITALS AND HEALTH	12	2,299
PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY	1	162
PROGRAMMES FOR THE HOMELESS	2	48
EMPRENDEPORTE PROGRAMMES	2	62
<b>TOTAL</b>	<b>138</b>	<b>8,724</b>

# IN SPAIN

## TOTAL: 138 SCHOOLS

Total of direct beneficiaries: **8,724**

### **34** FOOTBALL SOCIAL-SPORTS SCHOOLS

Madrid, Albacete, Ceuta, Córdoba, Guadalajara, Jaén, Jerez – Cádiz, Mazarrón y Puerto Lumbreras – Murcia, Mérida, Segovia, Sevilla, Tarancón – Cuenca, Toledo and Uceda - Guadalajara.

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

Madrid, Alicante, Ciudad Real, Córdoba, Melilla, Murcia, Santander, Sevilla and Valencia.

### **15** FOOTBALL SCHOOLS IN PRISONS

León, Madrid, Murcia, Oviedo – Asturias, Palencia, Segovia, Toledo, and Valladolid.

### **15** BASKETBALL SCHOOLS IN PRISONS

León, Madrid, Murcia, Palencia, Segovia, Toledo and Valencia.

### **12** PROGRAMMES IN HOSPITALS

Madrid.

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

Madrid.

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

Madrid.

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

Madrid and Zaragoza.

### **1** 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.

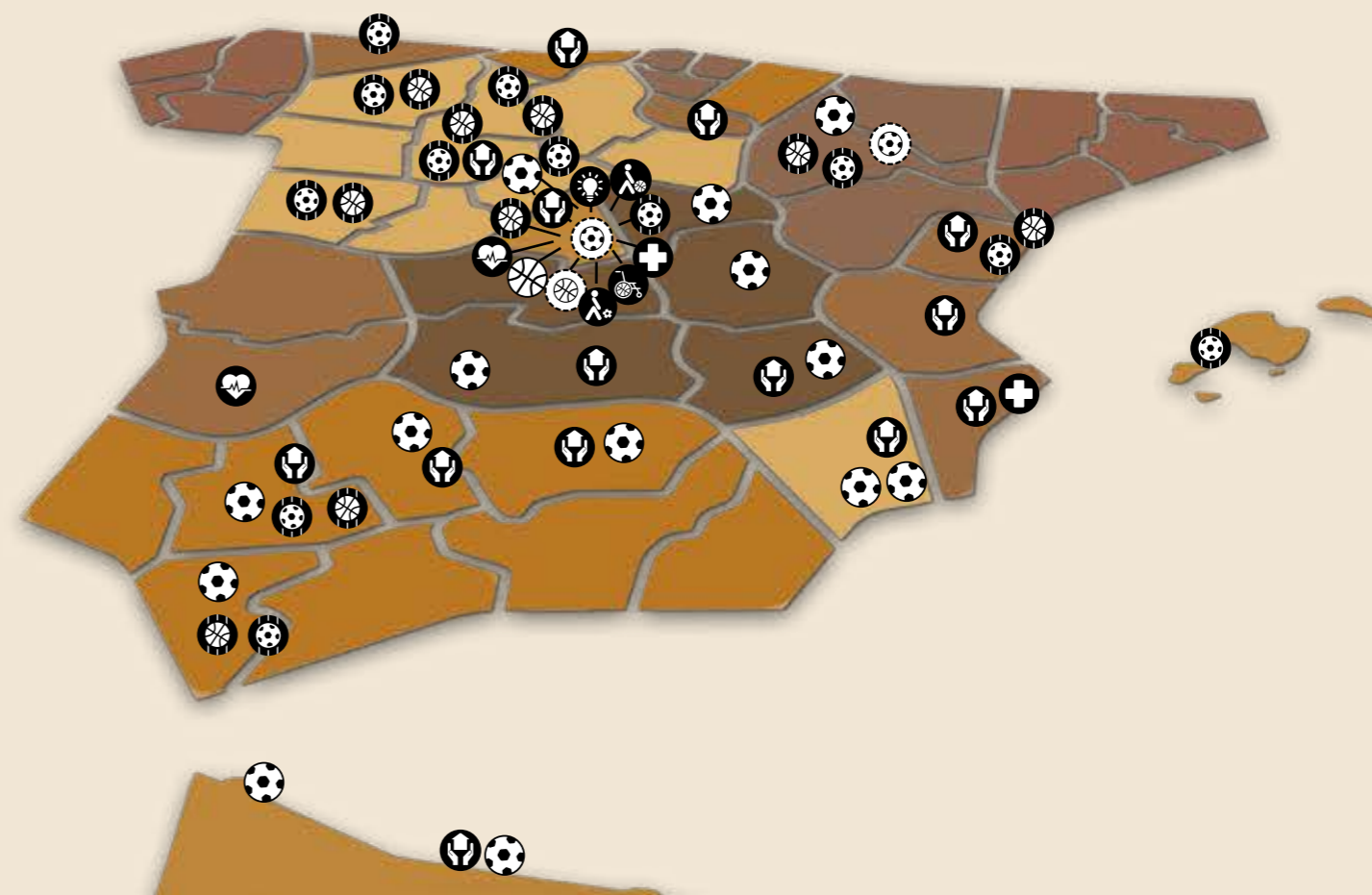
### **2** PROGRAMMES FOR THE HOMELESS

Madrid.

### **2** ADAPTED SOCIAL-SPORTS FOOTBALL SCHOOLS

Madrid.

- FOOTBALL SOCIAL-SPORTS SCHOOLS
- SCHOOLS IN SHELTERS AND DETENTION CENTRES
- FOOTBALL SCHOOLS IN PRISONS
- BASKETBALL SCHOOLS IN PRISONS
- PROGRAMMES IN HOSPITALS
- BASKETBALL SOCIAL-SPORTS SCHOOLS
- ADAPTED SOCIAL-SPORTS BASKETBALL SCHOOLS
- INCLUSIVE FOOTBALL SOCIAL-SPORTS SCHOOLS
- PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY
- WHEELCHAIR BASKETBALL SOCIAL-SPORTS SCHOOLS
- “EMPRENDEPORTE” PROGRAMMES
- INCLUSIVE BASKETBALL SOCIAL-SPORTS SCHOOL
- PROGRAMMES FOR THE HOMELESS
- ADAPTED SOCIAL-SPORTS FOOTBALL SCHOOLS
- PHYSIOTHERAPY PROGRAMMES FOR NEUROLOGICAL DISEASES







## NATIONAL AREA

This season, the social sports programmes and projects in Spain helped nearly 9,000 people from various groups, some at risk of social exclusion.

Thanks to a huge effort, the Real Madrid Foundation was able to launch all its lines of activity in Spain. This did not include all the ongoing projects from the previous season, although both in social-sports schools and in juvenile centres, prisons, centres for the homeless and municipal centres for the elderly and unemployed, we were able to activate the social-sports projects serving different groups, both those at risk and those not at risk of social exclusion, after months without any face-to-face activity during the previous year.

*Iker Casillas visits the social-sports school for football in Fuenlabrada, Madrid.*

*We engaged with 138 schools and social sports projects in Spain to adapt to pandemic restrictions.*

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



Students from the social-sports school in Segovia.



Iker Casillas visited the Segovia social-sports school together with the mayor, Clara Luquero, and the president of Ecopilas, José Pérez.



*Felipe Reyes was present at the renewal ceremony with Endesa in the auditorium of the Real Madrid City.*

The season was marked by the strict adherence to health safety protocols across all projects, including hand and shoe disinfection, temperature taking, disinfection of materials between sessions, class bubbles, and regular testing of sports coaches. Despite pandemic

restrictions in Spain, during the 2020/21 season, 138 social-sports schools and projects were run with the attendance of almost 9,000 beneficiaries. In Spain, which was subject to some of the toughest health measures in Europe, the

percentage of active projects run by the Foundation was over 82%, although with serious difficulties in continuity, due to partial lockdowns of basic health regions and class bubbles. It was a season which was undeniably marked by the health protocols adopted across all projects

and by the efforts of coaches, managers and coordinators to maintain the activity every week and to ensure that all participating groups could be attended to.



## SOCIAL-SPORTS SCHOOLS IN SPAIN

The school season kicked off in the first week of October with a visit by the deputy mayor of Madrid, Begoña Villacís, accompanied by Emilio Butragueño, to the Faustina Valladolid municipal sports centre in the Vicálvaro neighbourhood of Madrid, which hosts the Real Madrid Foundation's social-sports schools for football and basketball with values. During their visit they were joined by Sofía Miranda, Delegated Councillor for Sport, and Martín Casariego, Councillor of Vicálvaro.

During the season, despite the inevitable interruptions due to the pandemic affecting the established class bubbles, 43 Real Madrid Foundation football and basketball social-sports schools were run throughout Spain which, together with the 22 adapted and inclusive schools for people with different abilities, attended by more than 3,300 boys and girls each week.

*Visit by Begoña Villacís and Emilio Butragueño to the Faustina Valladolid municipal sports centre school in Madrid.*

The basketball area, with 715 boys and girls, participating in basketball, adapted basketball and inclusive basketball projects, stood out this season in particular due to the responsibility shown by the families and children themselves in terms of health protocols. It remains the discipline with the highest female participation percentage and, inclusive basketball is the line with the most projects aimed at the integration of people with different abilities through sport.

For their part, the football schools were once again the most numerous and geographically widespread projects, with 2,582 participants in adapted, inclusive and social-sports football schools.

Educating children, in particular, socially disadvantaged or vulnerable children, in the values of sport, is the most important mission of the Real Madrid Foundation both inside and outside of Spain. As a result, every week, for

at least 3 hours, the beneficiaries attend the Foundation's social-sports schools, where they practice their favourite sport following the organization's specific methodology, in small training groups and with professional coaches specially trained in an educational approach to sport. They are boys and girls who, whatever their circumstances or abilities, want to play value-based football and basketball while wearing the badge of the club of their dreams.

Most of the Foundation's coaches-educators are graduates in Physical Activity and Sports Science and are specifically trained by the Real Madrid Foundation Training Division to implement the unique and pioneering training methodology: *For a REAL education: Values and Sport*", which is further explained in the football manual "Coaching football, teaching values" and the basketball manual "Introduction to Basketball with Values", as well as the manual "Inclusive Football and Basketball with



*Santiago Solari and representatives of the 'La Caixa' Foundation at the school in Torrejón de Ardoz, Madrid.*



*Iker Casillas visited the Fuenlabrada football social-sports school, Madrid, with representatives of Banco Santander.*

Values", for the different disciplines. Based on this methodology, the coaches design training sessions that teach the values of Real Madrid and team sport (respect, camaraderie, teamwork, motivation, effort, responsible independence, committed self-esteem, equality, solidarity and the promotion of healthy lifestyle habits – hygiene, nutrition and exercise–), progressively

during each week of the season, and plan the sessions based on the characteristics and needs of each training group.

The programmes are adapted to the social reality of each of the school's environment, with at least 15% and up to 100% of the spots reserved for socially disadvantaged young people or at risk

of social exclusion, thanks to the Foundation's scholarship system established in collaboration with different entities.

In all cases, the schools and projects aim to develop the skills of the participants, to train them comprehensively as people, improving coexistence and fostering values and leaving

aside competition, in a way that promotes the practice of quality sports and values for all children, regardless of their gender, ethnicity, culture, ideology or abilities.

The schools have the support of various entities such as the "La Caixa" Foundation, which collaborates in the running of football social-

sports schools promoting social inclusion in Andalusia, Madrid and Castilla La Mancha; the support of Endesa in basketball social-sports schools for integration and inclusion in Madrid; the sponsorship of UPS for wheelchair basketball social-sports projects; the collaboration of GSK in sports projects for children with special respiratory conditions; the backing of Banco Santander in schools in municipalities such as Pozuelo de Alarcón and Fuenlabrada, very similar to that of Ecopilas in the football schools of Segovia and Seville; the

collaboration of Exolum in San Fernando de Henares, Liberbank in the Quinta de Asturias; the Victims of Terrorism Foundation with whom the collaboration agreement has been renewed; and a long list that ensures the scholarship system covers all the schools and projects. New partnerships were signed in the 2020/21 season to ensure the sustainability of the scholarship system to guarantee equal opportunities in access to quality sports education, in the best public or private sports facilities and with the best professionals in educational sport. The

Community of Madrid is still the region with the highest number of projects and beneficiaries, in collaboration with different entities and NGOs.

The social-sports school programme has been carried out each week for almost 20 years, teaching boys and girls between the ages of 5 and 17 in its different sports categories, from Under-10s to Under-16s, in mixed groups. The training sessions in tactics, strategy and values run for 90 minutes twice a week on average and this season they have taken place

in “class bubbles” following a strict health and safety protocol and have been significantly affected by the restrictions of basic health regions and partial lockdowns in different cities or neighbourhoods.

Comprehensive education according to the Foundation's methodology includes physical exercise, the teaching of rules and values. As a complement to the weekly training sessions, the schools have held value seminars which have replaced the social tournament at Real



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



*Santiago Solari visited the football social-sports school in San Fernando de Henares, Madrid, with representatives of Exolum.*

Madrid City, so as not to mix class bubbles. The objective of these is to promote the appropriate use of free time, as well as complete the overall personal development of the beneficiaries and put into practice what they have learned during the weekly training sessions.

During the 2020/21 season, the number of visits to projects has been restricted, although some visits have been carried out with *partners* and collaborators in each case. Iker Casillas, since his incorporation as deputy to the general manager of the Foundation, has visited all the lines of activity in Spain, including the

students of the Fuenlabrada football social-sports school, where he was accompanied by the vice president of Banco Santander, the project's patron. The beneficiaries of the Segovia football social-sports school were also very excited to welcome him during his visit, where he was greeted by the city's mayor and the project's patron, Ecopilas.

Meanwhile, Santiago Solari, as Real Madrid ambassador until the end of December, visited the social-sports school in San Fernando de Henares with Exolum, and in Torrejón de Ardoz, with the "La Caixa" Foundation.

The visits by Real Madrid icons to the projects represent a morale boost for the beneficiaries and their families who, in this way, feel that their club is closer to the Foundation's social projects and to their children.

Our face-to-face activity has been complemented throughout the season with the online delivery of content to the groups that have been in lockdown at some point. Numerous health awareness and prevention campaigns have also been carried out among the beneficiaries and their families, in particular to promote the use of vaccines, the prevention

of smoking, awareness of recycling and to celebrate World Book Day and the International Day of Persons with Disabilities





*Iker Casillas took part in a training session at the wheelchair basketball school in the Felipe Reyes pavilion in Getafe, Madrid.*



*Maite Oroz, with a student from the social-sports school of inclusive football at the Ideo school (Madrid).*

### ADAPTED AND INCLUSIVE SCHOOLS IN SPAIN

For more than 15 years, the inclusion of people with different abilities through sport has been a permanent priority of the Real Madrid Foundation, which grows every season. Currently, according to the National Statistics Institute (INE), 75% of people with

disabilities suffer from a sedentary lifestyle and the Federation of People with Disabilities, FEAPS, points out that only 1% practice federated sports and less than 10% engage in recreational sports. The Real Madrid Foundation, for more than a decade, has

been setting up schools and projects aimed at people with different motor, sensory or intellectual abilities, as a pioneer in football for children with Autism Spectrum Disorders, or in recreational and non-competitive wheelchair basketball.

In terms of attention to diversity, the inclusive and adapted football and basketball social-sports schools are developed in collaboration with disability organizations, both in Madrid and Aragon, including: ConecTEA Foundation, Down Madrid, ALAPAR Foundation and

ATADES Zaragoza. These social-sports schools aim to promote the playing of sport from childhood among people with different abilities so they can enjoy all the advantages and benefits this entails. The objective is also the comprehensive and overall education of all the beneficiaries of the Real Madrid Foundation, ensuring the integration and inclusion of all becomes a reality through educational and recreational team sports. The schools benefit children with Down's syndrome, pervasive developmental disorder (PDD), intellectual disabilities and autism spectrum disorders (ASD), as well as groups of adults with cognitive disabilities who are unable to practice sport outside the Foundation's activities, and children with physical and motor disabilities, beneficiaries of the wheelchair basketball schools. Their purpose is to provide the beneficiaries with both technical and tactical skills, as well as social skills so they can integrate themselves into a social-sports school with colleagues without disabilities, or take part in inclusive wheelchair basketball tournaments and campuses together. Once again, this year, El Corte Inglés has collaborated by supporting the football social-sports schools for children with autism spectrum disorders that the Foundation runs in Madrid.



*Inclusive race on the International Day of Persons with Disabilities, in partnership with Endesa.*



*Training at the adapted football social-sports school at the Ideo school, Madrid.*

Along with the adapted social-sports schools and wheelchair basketball schools, this rounds off the Real Madrid Foundation's line of attention to diversity, serving people with motor, intellectual and sensory disabilities.

In this regard, during the 2020/21 season, the first adapted football and basketball school was consolidated, through a partnership with the Ana Carolina Díez-Mahou Foundation and thanks to the constant support of GSK. A project which promoted sport among children aged between 7 and 14 who suffer from respiratory problems due to the particular conditions, which

also affect their physical-motor development. The second adapted football school was also consolidated in Fuenlabrada so that students with different abilities, who reach the age of 20, can continue their comprehensive sports training with the Real Madrid Foundation.

Inclusive and adapted sports projects require a greater dedication of human and financial resources, so the number of collaborators employed to serve the almost 400 beneficiaries with different abilities, which the Foundation has in schools throughout Spain, is over 10% of the total of school beneficiaries.

This past season, wheelchair basketball schools continued to operate with the aim of improving the quality of life of the participants and promoting education in values to increase their personal development and encourage their autonomy, motivation and self-esteem; these projects are supported by Endesa, UPS and Signus. These three organizations have complemented their financial support for the projects with visits and activities in the schools. Signus organized a day of music and recycling, while Endesa supported the International Day of Disabled Persons and UPS, World Book Day, with an activity involving

basketball schools and juvenile centres in the Community of Madrid.

A total of 16 inclusive and adapted basketball schools and 6 inclusive or adapted football schools were run, benefiting 329 children and young people, somewhat fewer than in previous seasons, since they are groups who, due to their conditions or pathologies, are particularly vulnerable to contagion and respiratory illnesses. The beneficiaries of the Fernando Martín adapted basketball school also received a visit from Iker Casillas, deputy to the general manager of the Foundation, who

went together with Endesa's General Manager of Communications to visit the beneficiaries of the project being run in collaboration with the Oxiria Foundation.

Likewise, the beneficiaries of the wheelchair basketball school in Getafe, which has the support of Signus, also received an inspiring

visit from Santiago Solari at the beginning of the season. And, in terms of this support from the Real Madrid icons, it is worth highlighting the surprise visit by the Real Madrid player, Maite Oroz, to the beneficiaries of the Foundation's inclusive football school at the Ideo school, in order to encourage its participants to continue playing sport.

In addition to the implementation of the projects, the Foundation's commitment to inclusive sport was reflected this year in the celebration of the International Day of Persons with Disabilities, with the organization, in collaboration with Endesa, of an inclusive race as a reminder of the importance of sport for everyone and its role in social inclusion.

Students and beneficiaries of other Foundation project lines, such as Emrendeporte, also participated in this initiative.



*Training at the adapted basketball social-sports school in Barajas, Madrid.*



The trainers-educators are specifically trained to develop the foundation's *For a REAL Education: Values and Sport* methodology in the different disciplines.

The schools are supported by entities such as "La Caixa" Foundation, Endesa, HSBC, GSK, Banco Santander, Ecopilas, Exolum and Liberbank.

The inclusive and adapted football and basketball schools are run in collaboration with organisations specialising in the field of disability such as Fundación ConecTEA, Down Madrid, Fundación A la Par and Atades Zaragoza.

## PROGRAMMES IN JUVENILE CENTRES

One of the most neglected groups of children is that of minors in the foster system, under the care of the public authorities for different reasons. In Spain it is estimated that this group numbers more than 50,000 children, 55% of them in centres. The migratory crisis and the stigmatization of the figure of the Unaccompanied Minor means it is more necessary than ever that these boys and girls

be provided with sports-educational activities that foster in them positive values of citizenship and peace, increase their self-esteem and their motivation to try hard and improve.

For this reason, during this season, the Foundation has continued to run these programmes or social-sports schools in 13 juvenile detention centres that care for juvenile

offenders, which this season, were attended by more than five thousand participants in football and basketball programmes offered by the Foundation. This group, especially sensitive and who are held in detention centres with the aim of socially rehabilitating them, benefits enormously from playing sports that promote the values of personal and social development. This provides them with authority figures that

act as role models on their path to recovery. In addition, sport improves coexistence between inmates and the centres' staff: promoting a healthy use of free time and greater concern for their personal well-being.



*Álvaro Arbeloa watched a training session for the beneficiaries of the Isabel de Castilla children's home.*



Football training at the Isabel de Castilla Children's Home.



Arbeloa with representatives of the Community of Madrid at the presentation of the Christmas campaign at the Isabel de Castilla Children's Home, Madrid.



The benefits of sport, both in improving social skills and the acceptance of rules, as well as in improving health and creating healthy habits, are the main objective of these schools. In its third season of collaboration, the Mutualidad de la Abogacía Foundation, which has supported different lines of social-sports projects with the aim of making its lawyer members aware of the importance of inclusion, has focused its work on this programme.

In the case of children in foster care, due to abandonment, unaccompanied minors or minors whose families cannot care for them, the programme continued to operate in 13 shelters and children's homes to ensure that the beneficiaries were able to continue enjoying their weekly football or basketball

school. This involved almost 550 participants for whom the activity improves not only their physical performance, but also their academic performance and emotional state by enhancing the feeling of belonging, the value of camaraderie and teamwork, the motivation to improve, responsible independence, equality and committed self-esteem. Values that change lives, especially for minors who find themselves in especially difficult personal circumstances.

Along these lines, this year, five hundred children in particular need of support were the beneficiaries of the "At Christmas, no child without a gift" campaign, which, as every season, is organized in collaboration with the Community of Madrid. This year the symbolic delivery of gifts was at the hands of Álvaro

Arbeloa at the Isabel de Castilla Children's Home, with the Minister of Family and Social Affairs of the Community of Madrid, Javier Luengo.

This year, the programme of social-sports schools in juvenile centres has had the support of the UEFA Foundation for Children, and the incorporation of HSBC as a collaborating entity, for the creation of new football and basketball social-sports schools at the Casa de Campo shelter in Madrid, which was set up to cover the growing need for activities for these children in care due to family abandonment.

In this regard, it is worth highlighting that the president of Real Madrid and its Foundation, Florentino Pérez, received the Secretary of

State for Sport on the occasion of the signing of the agreement between the Real Madrid Foundation and the Youth Sports Foundation, under the auspices of the National Sports Council, to guarantee the sustainability of the programmes in juvenile centres.

**MORE THAN A THOUSAND MINORS  
PRACTICE FOOTBALL AND BASKETBALL WITH THE REAL  
MADRID FOUNDATION IN THE CENTERS FOR MINORS**



*Basketball training session at the Casa de Campo Reception Center, Madrid.*



## THE BASKETBALL AND VALUES PROGRAMME IN HOSPITALS

As expected given the health crisis and the situation in hospitals, the launch of the children's basketball programme in hospitals was especially difficult this season due to the increased restrictions imposed on the entry of anyone who wasn't a patient or healthcare professional, to avoid contagion and unnecessary risks. This situation meant that hospitalized children with all sorts of illnesses were not able to leave their rooms. However, through the use of online applications, we were able to support them, to a certain extent, remotely, thanks to the programmes, courses

and activities designed by the Foundation's training division during lockdown, which we were able to continue to impart through the online platform and emails that could also be downloaded from the corporate website.

It is worth emphasizing that we were able to attend to practically all the beneficiaries in one way or another, in person and online. Moreover, not only were we able to renew all the sponsorship and patronage agreements, we even managed to establish new partnerships.

As was to be expected due to the pandemic and the consequent restrictions on hospital activities, the hospital programme was reduced considerably, with 279 participants. It was, however, activated in a dozen centres where it was authorized. For this programme, the Real Madrid Foundation continues to count on the support of the AMA Foundation and Medical Service Care, with whose help sport is used as a tool to inspire and bring hope to children admitted for long periods of time. We have also been involved in specific recovery programmes in oncology, with the Aladina

Foundation at the Niño Jesús Hospital, and in child psychiatry in the same centre, as well as in promoting moderate exercise and sociability among adults on dialysis or in the final stages of palliative care, while wearing the club badge.

The positive and universal values of sport have a very positive psychological impact on people who find themselves in adverse circumstances. Not only as an example of overcoming adversity, typical of sport, but also by conveying a sense of belonging, sociability and camaraderie.



*Girls playing basketball at the Niño Jesús Hospital in Madrid*



*Basketball session at the Niño Jesús Hospital in Madrid*

## PROJECTS FOR HOMELESS PEOPLE

Around 3,000 people live in the city of Madrid with no roof above their heads and no financial resources. The number of homeless has increased due to the crisis derived from the pandemic and the shelters provided by Madrid City Council are at bursting point. Beyond their basic "material" needs, the Real Madrid Foundation focuses its efforts on their mental recovery.

For the fifth consecutive season, in collaboration with the Red Cross and Madrid City Council,

the Foundation has run a physical exercise programme for the homeless. The objective of the programme is to increase the general well-being of homeless people and promote their integration into the workplace and society through physical exercise. The Foundation runs two projects in this line with the Red Cross and Madrid City Council, involving nearly fifty participants. In addition to weekly physical exercise and sports activities, the Foundation promotes their participation in races and

Foundation events with the aim of helping them set goals and achieve them to improve their self-esteem, self-confidence and safety.

The sustainability of this programme relies on the profits obtained from the sale of the Real Madrid Foundation's solidarity masks and part of the resources generated by the Red Cross Gold Draw. For yet, another year, the beneficiaries of the project received a visit from Álvaro Arbeloa, who has accompanied

and encouraged them in previous seasons, to motivate the participants not to give up their efforts to lead independent lives once more. The homeless people in the programme are mostly men, a typical characteristic of this group that is made up of more than 75% men and 60% foreigners. These come to Spain in search of a job and a better life, but when there is no work, they have no family or own network to rely on.



*Arbeloa paid a visit to the programme for homeless people at the Red Cross's Temporary Welfare Centre of San Blas in Madrid.*



Real Madrid players supported the Red Cross Gold Draw.



Talk about health as part of the Empredepote programme.

## PROGRAMME OF SCHOOLS IN PRISONS

Following the instructions of each prison and the Secretariat General of Penitentiary Institutions of the Ministry of the Interior, with whom the Foundation has been carrying out this line of projects for more than 15 years, this 2020/21 season, despite the pandemic, we were able to carry out weekly sports activities in 15 prisons around Spain (seven prisons less than in the previous season) both in basketball and values, in which 1,241 inmates participated, and in football and values, in which 571 participated (a figure notably lower than the participation in previous years, due to the partial lockdowns and circumstances of the pandemic).

In total, nearly 2,000 prison inmates were able to continue enjoying these weekly activities that contribute to their re-education in values through sporting activities. Sport in prisons is a beneficial activity for the rehabilitation of inmates, contributing to a better future social reintegration for them. The participants, men and women depending on the prison, are selected by the sports coordinators of each prison from among those interested who are in the final stretch of their sentence. It is important to point out that there are many inmates who choose the Real Madrid Foundation's value-based sports programmes instead of work

activities within the prison. Likewise, it is worth noting the existence of waiting lists for activities in many of the prisons in which the Real Madrid Foundation teaches football or basketball with values.

Weekly sport in the prison population is a particularly important line of work for the Real Madrid Foundation. With a profile of inmates mostly under 30 years of age and of foreign origin, educational sport is a form of intervention that has a major impact on their behaviour, their relationships with each other and their relationships with officials, turning balls and pitches into bridges for their future reintegration by contributing to changes in their behaviour and the assimilation of the positive and universal values of team sport, and both personal and social values.

The assimilation of universal principles such as following rules or respect for authority and peers and opponents, which they learn on the football pitch and on the basketball court, help their future reintegration together with the values of personal development which are so important in this population group, such as motivation, effort, self-esteem, self-improvement, equality or responsible independence.

## “EMPREDEPORTE” PROGRAMME FOR THE UNEMPLOYED

Structural unemployment in Spain is another area that has been tremendously affected by the crisis deriving from the pandemic. The increase in the number of unemployed and the failure to find work by the long-term unemployed, along with the high rates of youth unemployment, are pressing social problems, and the Real Madrid Foundation contributing by using sport and physical exercise to alleviate the devastating effects on people who have been searching unsuccessfully for a job for more than 5 years.

The objective of this line of projects is to improve the mental well-being of the participants and increase their psychological skills and abilities while improving their physical condition. During the 20/21 season, the Empredepote programme for the long-term unemployed therefore continued in partnership with the capital's City Council, though participation was lower than in previous seasons. This season, in addition to physical exercise and sessions on values, which seek to develop skills such as camaraderie, motivation to improve, committed self-esteem or responsible independence, the members also participated in job search training. Throughout the year, they were also given opportunities to participate in other activities and initiatives or challenges such as the International Day of Persons with

Disabilities fun run. The programme was also complemented with talks on health awareness and prevention and healthy lifestyle habits, with the support of GSK.

This programme is run in conjunction with the Delegated Area for Sport of the Madrid City Council and aims to promote the employability of men and women aged between 25 and 60, who register through the municipal Employment Agency. It should be noted that, in previous seasons, up to 17% of the participants managed to find a job during the course of the season.



### PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

The people most affected by the pandemic have undoubtedly been those over 65 years of age. A social group that, moreover, is the least tech savvy, which makes it difficult to find alternatives to face-to-face activity. However, the programme, although smaller than in previous seasons, was able to take place at the Canal de Isabel II facilities. Despite not being able to run in nursing homes as in previous years, for obvious reasons to minimize the risk of contagion, we ensured that this group was not neglected.

Education in values using sport as a vehicle for transmission improves the lives of all those who practice it, especially, their sociability and motivation, in addition to the obvious advantages it offers in terms of maintaining the physical health; for this reason, it was considered especially important to resume the physical activity programme for the over 65s in Madrid.

At the Canal de Isabel II facilities, 162 participants took part permanently from Monday to Friday in the programme, which included informative talks on health prevention with the Ipsen and Janssen laboratories. These were highly appreciated by the participants who asked for more of these talks to be offered covering even more themes.

*The elderly, who have suffered so much during the pandemic, have resumed physical activity with more enthusiasm than ever.*

*Physical exercises session for the elderly in Madrid.*

# REAL MADRID FOUNDATION AROUND THE WORLD



**61,202** BENEFICIARIES IN **82** COUNTRIES

**638** PROJECTS AND ACTIVITIES

**449**

SOCIAL-SPORTS PROJECTS

**73** COUNTRIES

**50,478** BENEFICIARIES

**189**

CAMPS, CLINICS AND AFP\*

**16** COUNTRIES

**10,724** BENEFICIARIES

**AMERICA**  
**166**  
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           |

**22,091**  
BENEFICIARIES

**AFRICA**  
**51**  
SCHOOLS

- |                   |                       |                       |
|-------------------|-----------------------|-----------------------|
| ANGOLA            | GABON                 | RWANDA                |
| BENIN             | IVORY COAST           | SAO TOME AND PRINCIPE |
| BURUNDI           | KENYA                 | SENEGAL               |
| CAMEROON          | MADAGASCAR            | SIERRA LEONE          |
| CHAD              | MAURITANIA            | TANZANIA              |
| CAPE VERDE        | MOROCCO               | TOGO                  |
| D.R. OF CONGO     | MOZAMBIQUE            | UGANDA                |
| EGYPT             | NIGERIA               |                       |
| EQUATORIAL GUINEA | REPUBLIC OF THE CONGO |                       |

**10,197**  
BENEFICIARIES

**SPAIN**  
**138**  
PROJECTS

**8,724**  
BENEFICIARIES

**EUROPE**  
**20**  
SCHOOLS

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

**1,686**  
BENEFICIARIES

**THE MIDDLE EAST**  
**50**  
SCHOOLS

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

**4,208**  
BENEFICIARIES

**ASIA-PACIFIC**  
**24**  
SCHOOLS

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

**3,572**  
BENEFICIARIES



# INTERNATIONAL



**311** FOOTBALL AND BASKETBALL SCHOOLS

**72** COUNTRIES ON FIVE CONTINENTS

**41,754** CHILDREN

EDUCATION, DEVELOPMENT COOPERATION AND INTEGRATION PROJECTS

**32,391** CHILDREN RECEIVE HEALTH AND NUTRITION RELATED ACTIVITIES

**36,160** CHILDREN RECEIVE ACADEMIC SUPPORT

**11,550** CHILDREN TAKE PART IN INCLUSION AND SOCIAL-FAMILY SUPPORT ACTIVITIES

**5,725** CHILDREN TAKE PART IN SOCIAL-PSYCHOLOGICAL SUPPORT ACTIVITIES

## INTERNATIONAL AREA

During the 2020-2021 season, the model of intervention in schools and projects of the Foundation's International Area has contributed significantly to the UN Sustainable Development Goals, especially, those identified by the organization as strategic: quality education (SDG4), health and healthy habits (SDG3) and gender equality (SDG5).

The Real Madrid Foundation has operated more than 300 schools and permanent social-sports projects in 72 countries, successfully meeting the challenge of adapting its intervention model to the new needs of local *partners*, beneficiaries and families as a result of the pandemic; promoting the exchange of experiences and best practices, as well as the correct implementation of activities, in accordance with the regulations of each country. Each of the 308 projects has experienced a different reality during these months, in which more than 40,000 beneficiaries have been attended to. Although face-to-face training was temporarily suspended in some projects, the socio-educational work has been reinforced in all of them and the management of online projects has enabled the International Area to maintain a continuous and fluid relationship with local *partners* on the ground.

In terms of quality and the organization's pursuit of excellence, it is worth highlighting the improvement in the socio-educational monitoring reports and impact assessments, as well as the support given by international funders, to guarantee the sustainability (SDG17) of the social-sports projects across five continents.

*This season, more than 300 schools and projects have been implemented in 72 countries, serving 40,000 beneficiaries.*



*Florentino Pérez met at Real Madrid City with Mauricio Claver-Carone, the new president of the Inter-American Development Bank.*

## 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 situation in the Americas, specifically in Latin America and the Caribbean, varied considerably during the 2020-2021 season depending on the measures adopted in each country to combat the pandemic, especially considering this is one of the regions in the world which experiences the greatest inequality. This inequity has had a greater impact on the development and evolution of the region and it is estimated that Latin America will suffer a setback of more than 10 years in its income levels as a result of the pandemic, increasing poverty and delaying the delivery of care to the population most in need. Latin America and the Caribbean, have suffered a contraction of Regional GDP contracted of 8.1%, an increase in the population living in poverty of 6%, an increase in the population living in extreme poverty of 4% and a general increase in debt and lack of liquidity, making the programmes aimed at the most vulnerable population more necessary than ever.

*The Real Madrid Foundation's presence in the Americas continues to grow with 166 social-sports schools and 26 clinics in 22 countries, with 23,654 beneficiaries.*

*Students from the social-sports school of Miami, United States.*







*Our range of partners expanded as we reached a new agreement with Kontiki Expeditions.*



*Meeting between Florentino Pérez and Mauricio Claver-Carone, president of the Inter-American Development Bank (IADB).*

The Real Madrid Foundation's projects in the Americas during the season have been consolidated as the backbone of actions that have contributed to the well-being of the beneficiaries, their families and the community in general, through the playing of value-based sports which are the fundamental basis of the interventions.

These projects were consolidated thanks to the commendable work and response of our local *partners* and collaborating patrons in each country and municipality, who responded to the Foundation's call. In-depth reviews of the needs of the population benefitting from the projects were carried out and the activities offered were adapted to those needs that were a priority. Due to the restriction of movement and the impossibility of travel to follow up on the activities implemented in each of the projects, a system of close virtual support was implemented, ensuring the correct identification of the needs of the beneficiaries and their families, the exchange of experiences and best practices, in addition to the correct implementation of activities, in accordance with the regulations in each country.

We also reinforced our commitment to the transfer of knowledge and training in our

educational-sports methodology for football and basketball, and we adopted virtual communication platforms to train coaches and staff of the Real Madrid Foundation projects in Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Honduras, El Salvador, USA, Guatemala, Mexico, Nicaragua, Paraguay, Peru, Dominican Republic and Uruguay. Permanent training is essential to strengthen the skills of the local *partners* that implement the projects, and has enabled us to carry out operational restructuring processes in certain projects.

In this regard, we have strengthened our association with collaborating entities such as the Mapfre Foundation for the benefit of projects in Brazil, USA, El Salvador, Mexico, Panama, Paraguay, Peru and the Dominican Republic; with AT&T for the benefit of projects in Argentina, Brazil and Peru; and with Globalvia for the benefit of the projects in Chile and Costa Rica. During the season, the commitment of these entities to the projects has been especially noteworthy, maintaining their support and even expanding it to the extent necessary.

This digital transformation also enabled the Real Madrid Foundation to participate in different events and expert forums. These include the

European Chair of the Universidad del Norte de Barranquilla, the speech by Santiago Solari in a series of conferences on childhood and Sports organized by Valores y Deporte AC, and also, a virtual meeting organized by the Obra del Padre Mario, both *partners* of the Foundation in Argentina. Likewise, the Foundation participated in the Football, Social Innovation and Technology Forum organized by the Fútbol con Corazón foundation and the Inter-American Development Bank.

In addition, the Foundation has maintained a high-level institutional agenda with the Inter-American Development Bank and its new president, Mauricio Claver-Carone, which culminated in a meeting, in May 2021, with the president of Real Madrid and the Foundation, Florentino Pérez. These meetings enabled detailed discussions on the work agenda between both organizations for supporting the migrant population in Colombia and the possibility of initiating new joint projects to attend to these groups in different countries in Latin America and the Caribbean, as the Foundation is a member of the *Private Sector Coalition for the recovery of Latin America and the Caribbean* and of the *21st Century Skills Coalition*.

The Foundation's activity in America has also achieved new milestones this 2020/21 season. Agreements have been signed with different entities, including a partnership with Kontiki Expeditions to finance the project run by the Foundation and CAF Núñez in Manta, Ecuador; an agreement to start a new project in Barranquilla, Colombia, with the Ministers to the Sick - Camillians, with the collaboration of the Inter-American Development Bank, aimed at caring for the migrant population of Venezuelan origin who have settled in Villa Caracas. Collaboration with the International Studies Foundation has been extended to initiate a new project in the city of Miami, with the support and collaboration of the Mayor of Miami, Francis Suarez. Finally, in terms of new *partners* and sponsors or patrons, it is worth highlighting the major agreement reached by the Real Madrid Foundation with Millicom-Tigo; a strategic alliance that will be implemented in the 2021-2022 season and will last until the 2026-2027 season. This agreement will benefit the Foundation's projects in Bolivia, Colombia, Costa Rica, El Salvador, USA, Guatemala, Honduras, Nicaragua, Panama and Paraguay.



*Training at the social-sports school  
in La Paz, Bolivia.*

By country, among the Foundation's social-sports schools in **Argentina**, of note is the partnership established more than 19 years ago with the Presbítero José Mario Pantaleón-Obra del Padre Mario (OPM) foundation for the sustainability of the "Alfredo Di Stéfano". located in the González Catán community, which supports more than 300 boys and girls who play football and basketball, following the methodology of training in values, together with school reinforcement activities, talks on nutrition, health and the prevention of violence, IT classes and career guidance. This school has the significant support of AT&T and is one of the four that the Foundation carries out in the country. Due to the restrictions resulting from the pandemic, the resumption of face-to-face activities was only possible from the first quarter of 2021, always taking into account the set quotas and the security measures established by the authorities. Nevertheless,

permanent contact with the beneficiaries was maintained through online and direct assistance to families, with online social-sports activities and with conferences in which the mental well-being of the beneficiaries was monitored in order to provide individual support where necessary. New events included a webinar on April 12, held by the Obra del Padre Mario foundation to celebrate the International Day of Sport for Development and Peace, in which Julio González Ronco, managing director of the Real Madrid Foundation, took part.

The second project implemented in the province of Buenos Aires is located in the town of Máximo Paz, in partnership with the Spanish NGO CESAL and the Nuestra Señora de Luján Cultural and Educational Foundation, which increased the number of beneficiaries served this season and expanded its social activity through close work with families.

In the city of Buenos Aires, in partnership with Valores y Deporte Asociación Civil (Values and Sport Civil Association) - an organization promoted by Claudio Marangoni - an important socio-educational boost was given to the project with new activities, in addition to football and basketball sessions, including individualized psychosocial support for children and the reinforcement of ties with families, through workshops and talks on relevant social issues, child development and prevention.

Meanwhile, the project that the Foundation runs in Mendoza with the National University of Cuyo was audited to assess its continuity as a result of the difficulties faced by the social-sports school to remain sustainable.

The situation of the ten social-sports schools in **Bolivia** was very different. In collaboration

with the Alalay Foundation, and located in the departments of La Paz, Santa Cruz de la Sierra and Cochabamba, they have continued to gradually consolidate themselves; although the season began with the implementation of online social sports activities in the different schools, thanks to the reduction in the number of infections, at the beginning of 2021 face-to-face sessions were resumed in the schools of La Paz and Santa Cruz de la Sierra, with different preventive health measures undertaken in each case. The social-sports schools are part of the Alalay Foundation's prevention programme. This foundation also runs a Protection programme which helps children and young people living on the street, thanks to the essential support of Banco Mercantil Santa Cruz as a funder and main collaborator of the five schools located in the departments of La Paz and Santa Cruz de la Sierra.

The commitment of the NGOs and educational entities that are *partners* of the Foundation in each country, as well as the support of funders, are key to implementing the Real Madrid Foundation's social intervention model to help those most in need. The Foundation, in partnership with Salesian Missions in **Brazil**, runs three projects which offer support to children from favelas in Sao Paulo, Niterói and Rio de Janeiro. The three schools contribute to the overall development of children and adolescents, using sport as an educational and social transformation tool. These projects, in addition to implementing sports-educational activities in the disciplines of football and basketball with values, carry out important social work, with extra academic tutoring, medical check-ups, educational talks, psychological care, IT classes, career guidance and workplace integration and supplying basic goods to especially vulnerable families, thanks to the collaboration of patrons such as the Mapfre foundation and AT&T.

To deal with the impact of the pandemic, the Salesian Congregation in the social-sports school of Rio de Janeiro located in the Jacarezinho favela, which benefits about 190 boys and girls, implemented a social care action plan, in which social workers and educators provided emotional support to the beneficiaries and their families, and carried out an exhaustive analysis on the socioeconomic status of each of the families, in order to support them through the provision of basic food baskets and hygiene and food products. Extra academic tutoring and football social-sports continued, with alternating periods in which these were offered face-to-face or online, depending on the evolution of the pandemic in the country.

In the case of the school in Sao Paulo, which serves more than 250 boys and girls in two locations, it is worth noting that in addition

to the value-based football and basketball sessions, support continued to be offered to families. This season the fundraising plan was resumed in order to reinforce and expand its social-sports activity.

The “Sport for Peace” school that is run in Niteroi, attended by 200 children from the favelas, offers, as well as football and values, extra academic tutoring workshops, cultural and recreational activities and IT classes; due to the pandemic, the intervention has been completed with the provision of basic baskets and masks to families.



*Girl from the social-sports school in Brazil.*



*Extra academic tutoring with beneficiaries of the school in Sao Paulo, Brazil.*

For its part, the Friends of Real Madrid Foundation in **Chile**, a local *partner* since 2009, continues to implement two social sports schools in the country's capital, which are operated with the support of the SEK College and University, the Spanish Union, the municipalities of Estación Central, the municipality of Renca and Globalvia, patrons that apart from guaranteeing the sustainability of schools in social-sports matters, support a comprehensive intervention which ensures children are offered health services, nutritional supplements, psychosocial support and other cultural and recreational activities.

Promoting the overall development of children and the defence of Children's Rights are the objectives of each and every one of the Foundation's schools and social-sports projects in which sport is used as a tool for education, development cooperation and social integration. In the case of the Real Madrid Foundation in **Colombia**, since 2008, 35 social-sports schools have been set up with the Concívica Foundation and the Revel Foundation. These *partners* manage 8 and 27 projects respectively, and serve more than 4,000 beneficiaries each, with Colombia as the country outside of Spain with the largest number of beneficiaries of the Foundation's work. The schools, in partnership with the Concívica Foundation and the Revel Foundation, are located in 12 departments of Colombia, where there are armed gangs and drug cartels, with high rates of violence and insecurity. These projects provide support to children and young people who have suffered violence, help prevent child labour and the recruitment of minors by gangs, and contribute to the integration of groups with disabilities and migrants. These schools offer the beneficiaries a safe place where they can play an educational sport, receive an education in values, psycho-social support and extra academic tutoring.

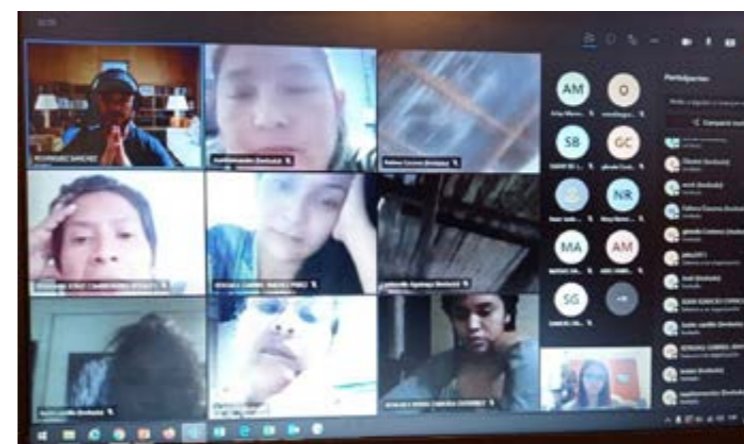
In addition, during the 2020-2021 season, the Concívica Foundation continued to collaborate with the humanitarian aid programme for those affected by the pandemic and continued with the food security programme and the offer of online socio-educational workshops for the beneficiaries of the 8 projects, hand in hand with the Mayor's Office of Itagüí and Armenia. Meanwhile, the Revel Foundation continued to provide humanitarian aid to 2,000 beneficiaries and their families in the city of Bucaramanga and developed a virtual content platform to offer beneficiaries access to online sports, educational and social workshops; the initiative had a high uptake in the city of Cartagena, with more than 200 children benefitting from it.

The necessary digital transformation and adaptation of training programmes to an online format was a constant feature of the season, with the added difficulty that the people served by the Foundation's projects are often on the other side of the digital and technological divide. In **Costa Rica**, the Universidad Latina de Costa Rica (Ulatina), a local *partner*, runs a social-sports school with the support of Globalvia, and this season it reinforced its support for beneficiaries by implementing virtual training sessions across 6 groups managed by sports coaches. The activities of this school take place on the university campus, where 125 girls, boys and young people in situations of vulnerability and risk receive training in sport and values, and participate in countless socio-educational activities that contribute to their overall development. In addition to the online sessions, the Ulatina delivered school kits, and three times a week provided school support in mathematics to those beneficiaries who needed it. With regard to social activities, once a week workshops in psychology and medicine were held for the beneficiaries and their families. At the end

of the season, the University selected three of the beneficiaries who stood out for their commitment, responsibility, dedication and attitude to award them a full scholarship to study at the university.

Back in 2017 the Foundation opened a second social-sports school in this

Caribbean country, in San Pedro de Montes de Oca, with the collaboration of the Inter-American Development Bank, IDB. This project gives support to 100 children in vulnerable situations from the Tirrases, Sinaí and Saltrillos settlements, and starting next season, it will receive a huge boost thanks to the collaboration of Millicom-Tigo.



*Video call with parents and school kit for beneficiaries of the school in Heredia, Costa Rica.*



The Foundation maintained its presence in four provinces of **Ecuador** during this 2020/2021 season, with six projects that benefit more than 900 children and young people in situations of vulnerability and risk. These schools are operated in conjunction with different implementing *partners* such as the University of the Americas (UDLA) and the SEK International University (UISEK) in the city of Quito; the Cecilia Rivadeneira Foundation and the SEK International School in the city of Guayaquil; the Cooperative of the Ambato Chamber of Commerce in the city of Ambato; and the Núñez Learning and Training Centre (CAF Núñez) in the city of Manta. The beneficiaries come from poor backgrounds and complex social environments (violence, alcoholism and drug addiction, with high, early school dropout rates). In the case of the Cecilia Rivadeneira Foundation and the UDLA, support is given to the brothers and relatives of girls and boys undergoing cancer treatment. During this season, training sessions were held virtually, under the instructions of the health authorities. Close contact was maintained with the beneficiaries through a virtual platform in which they had access to academic support, psychological care, recreational arts and workshops on family dynamics, with an important offer of educational, social and cultural activities to complement sport, for the beneficiaries and their families. The new support offered by Kontiki Expeditions to CAF Núñez, for the sustainability of the project, is one of the most notable aspects of the season.

One of the first countries in which the Real Madrid Foundation established itself in the Americas was **El Salvador**, opening its first social-sports schools in 2003, in alliance with Fundamadrid. Since then, 10 social-sports schools have changed the lives of hundreds of children and young people in danger of being recruited by maras (gangs) in an environment of violence and crime. During the 2020-2021 season, seven of the projects resumed face-to-face activity, with

all the corresponding biosecurity measures; the remaining three will do so in the coming season. Virtual training sessions ensured the beneficiaries remained in close contact with the project, the values of sport and the Real Madrid Foundation.

In addition to Fundamadrid, since 2019, the Foundation has also counted on CESAL as a local *partner* in the municipality of Ateos, Department of La Libertad, in a project that serves 130 beneficiaries and is carried out at the "Ícaro" Youth Development Centre, which prioritizes the prevention of violence against young people, together with sports sessions on values and extra academic tutoring, and close work with the families.



*Students from the Ícaro social-sports school in Sacacoyo, El Salvador*



*Beneficiaries from the Masahuat school in El Salvador.*

One of the main milestones in this complex season was the expansion of Real Madrid Foundation projects in the **USA**. The 13 existing schools have been consolidated and are distributed around the states of Colorado, New Jersey, Massachusetts and Virginia, and, in addition, work has been done on the opening of two new schools in Miami, Florida and in Webster, Massachusetts. The projects are intended to benefit first and second generation immigrant children and young people, for whom sport is an instrument of social inclusion, helping them with conflict resolution, inspiring them to study and improving language skills.

In collaboration with the International Studies Foundation, with whom the Real Madrid Foundation has been working for more than 10 years, a football social-sports school programme has been started in Miami's public parks to reach children, young people and families who do not have the resources to pay for extracurricular activities; "Soccer at the Parks" began with 40 students, following the methodology of the Real Madrid Foundation. The start of the activities was presented in a hybrid event (face-to-face and online) between the International Studies Foundation, the mayor of Miami, Francis Suárez, and the Real Madrid Foundation.

Also, hand in hand with the network of public schools in Webster and with the support of the Mapfre foundation, football and basketball activities have begun at Bartlett High School, located in the city of Webster, in Massachusetts. In this programme, beneficiaries participate in basketball and football activities, along with English language reinforcement activities, for a better transition in school. Partnerships with school networks work as a tool that

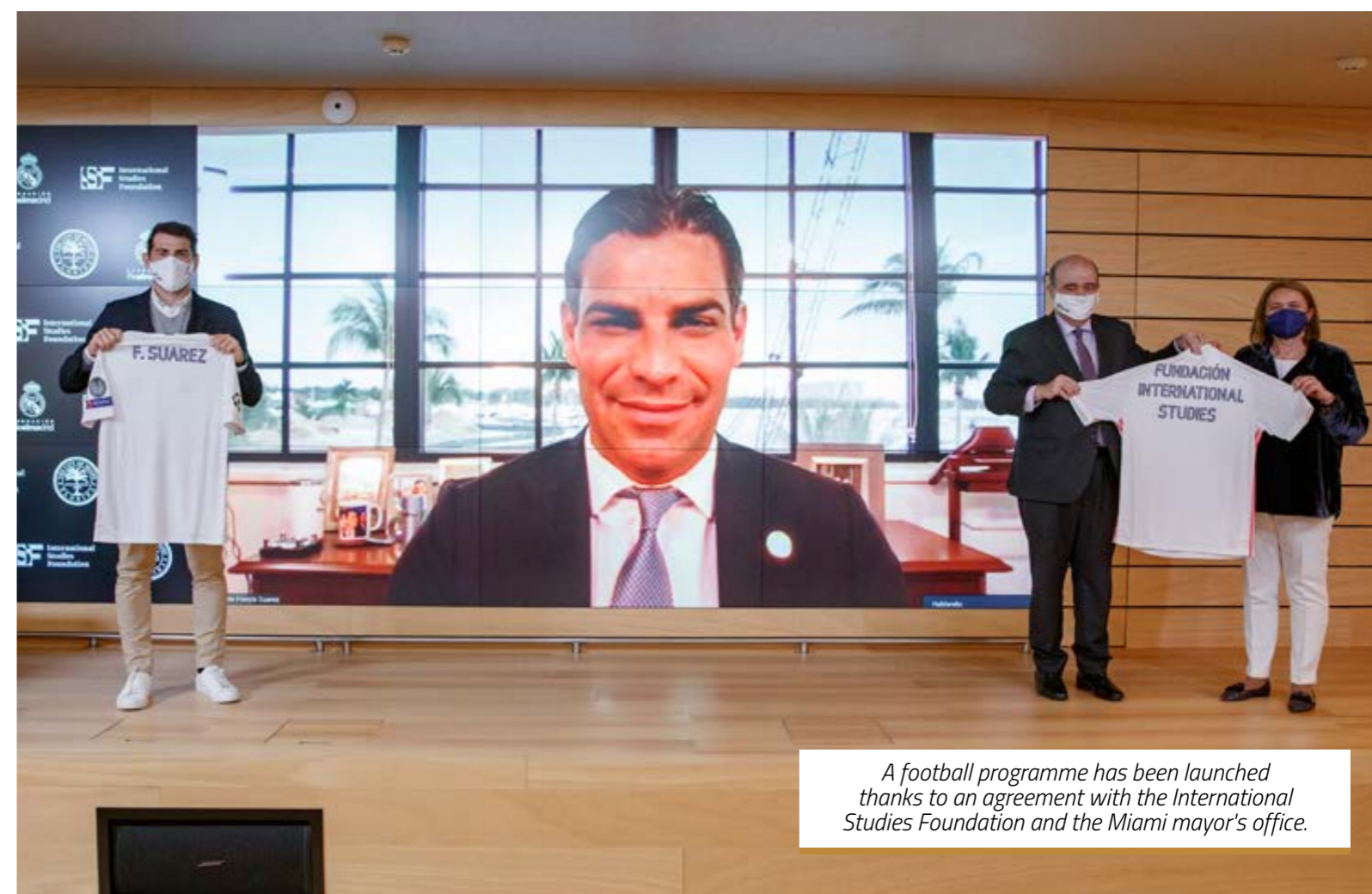
facilitates the expansion of the Real Madrid Foundation to reach the greatest number of children who are able to benefit from sport and its values. Therefore, the relationship with the network of public schools in the city of Lawrence, also in Massachusetts, has also been consolidated, and with the collaboration of the Mapfre foundation; it is the only social-sports school in the country that exclusively offers basketball activities at Lawrence High School. This centre houses the ENLACE academy, *Engaging Newcomers in Language and Content Education*, aimed at helping students between the ages of 14-17 who have just arrived in the US and whose main language is not English: a barrier that prevents them from progressing in their studies and interacting with their peers.

The nine football social-sports schools that are run in Arlington, Virginia, with the Arlington Soccer Association, ASA, have continued to operate, participating in competitions, while supporting children and young people from public schools in the south of the city of Arlington, where 90% of the beneficiaries are immigrants and come from disadvantaged social and economic backgrounds, thanks to the Real Madrid Foundation's specific methodology for comprehensive education in values through football.

Lastly, it is worth highlighting the football social-sports school in the city of Elizabeth, New Jersey, whose implementing partner is the Ducatus Foundation. The programme offers value-based football activities that are complemented by English language support classes. In the Elizabeth district, more than 72% of the community is of Hispanic origin and more than 78% of the students are eligible for food aid from the state.



*Beneficiary at the new school in Miami, USA*



*A football programme has been launched thanks to an agreement with the International Studies Foundation and the Miami mayor's office.*

Boys at the school in Guatemala City.



Social inclusion through sport is one of the main advantages provided by the Foundation's intervention model in all the countries in which it operates. In **Guatemala**, after eight years of partnership with the Carlos F. Novella Foundation, and thanks to the collaboration of Cementos Progreso, the six social-sports schools in operation have been reinforced this season, contributing to the social and economic inclusion of more than 1,300 girls, boys and young people who come from poor backgrounds characterized by chronic malnutrition, insecurity, high rates of drop-out from school and child labour.

Support for children is the Foundation's priority, especially those most in need. In **Haiti**, in the town of Anse-à-Pitre and in collaboration with the Aymy Foundation, the Real Madrid Foundation has been protecting children from the most disadvantaged neighbourhoods over the past 6 seasons; children who are on the street, orphaned or abandoned, offering them a home, food, health, education and psychological care, as well as security, as part of a social-sports project of comprehensive care for 135 minors. During the 2020/21 season a programme was set up, subsidized by European funds and carried out in conjunction with the NGO CESAL.

In a similar way, in **Honduras**, 3 social-sports schools offer support to more than 400 children in a partnership between the Real Madrid Foundation and the Diunsa Foundation. These children live in a context of urban violence, low income and risk of social exclusion. The "Forming Champions" schools are located in the cities of San Pedro Sula, Tegucigalpa and La Ceiba, where the beneficiaries also participate in socio-educational workshops

for academic reinforcement and computer science. During this season they partially resumed face-to-face training and the sessions were held at the facilities of the different social organizations that care for children, with the aim of minimizing the risk of contagion. Only one group of beneficiaries received training in an online format.

The support of companies and corporate foundations such as Diunsa acts as a lever for the development and sustainability of the Foundation's projects. Since 2010, **Jamaica** has been working in partnership with the Spanish-Jamaican Foundation, created by different Spanish companies with a presence in Jamaica, operating a school where students benefit every week from extra-academic tutoring and Spanish language lessons, nutritional support and training sessions in football and values. Through sport they acquire healthier lifestyle habits and become role models in their communities and families, which motivates them to continue their studies.



Girls at the school in San Pedro Sula, Honduras.



Basketball training at the San Pedro Sula school in Honduras.

The physical and mental benefits of playing sport have different dimensions when applied to different groups depending on their circumstances. Therefore, in countries like **Mexico**, with diverse social realities, efforts have been made to consolidate the schools that are distributed around the states of Campeche, Chihuahua, Chiapas, Michoacán, Oaxaca and Yucatán, and are implemented hand in hand with local *partners* of the Real Madrid Foundation: Ayuda en Acción, Grupo Bafar foundation and CESAL. In this case, the need for humanitarian aid has been combined with face-to-face activity in some areas, always maintaining the security and health measures established by each state. The Grupo Bafar Foundation, with whom the Real Madrid Foundation runs 25 football social-sports schools in the states of Chihuahua, Michoacán and Yucatán, worked mainly on the provision of food baskets for beneficiary

families, severely affected by the pandemic, donating more than 250 tonnes of food.

Meanwhile, in the community of Guaquitepec, in Chiapas, with Ayuda en Acción, face-to-face football and basketball activities were resumed so that the youngest members of the community could continue to receive an education in values. In the state of Oaxaca, the Foundation works with CESAL and the Crecemos-Dijo organization on two social-sports projects: one for football and basketball in Oaxaca, and another for football in Unión Hidalgo. Also in partnership with CESAL and the YES Edimar organization, another football social-sports school is implemented in Campeche. These three schools have shown great dedication to their communities, helping families by organizing social-sports activities, providing baskets with food or basic hygiene products, and providing educational

or recreational activities. The school in Oaxaca once again benefited this season from the collaboration of Mapfre foundation and AT&T, while the school in Unión Hidalgo was supported through a collaboration with DEMEX and Bimbo.

The social fabric is different in each community in which the Foundation runs its projects, but partnerships with local *partners* and financial patrons is the key to sustainability. In **Nicaragua**, the Foundation continued to support the Sor María Romero Association, a social *partner* in the city of Granada, to internally reinforce the work team, preparing it for the reopening of the social-sports school and its digital transformation. The project supports more than 60 girls and boys who come from difficult social backgrounds, from cases of intrafamily violence and alcoholism in the family. Its beneficiaries receive, thanks to

this comprehensive project, academic support, nutritional guidance, English and computer classes and awareness activities for parents.

Support for *partner* NGOs in the transition to the digital world, as well as the implementation of improvements in project management and evaluation systems, was one of the constant features of the 2020/21 season. In **Panama**, where the local social *partner* is the Friends of Real Madrid Foundation in Panama (FARMEP), an institution attached to the office of the First Lady of the Nation, three projects are being developed in Panama City, Chitré and Tolé, which serve more than 250 children in vulnerable situations. During the year, an internal evaluation and consolidation process was carried out to reinforce the work team and offer the best support for the beneficiaries. Towards the end of the season, face-to-face activity was resumed at the school in Panama City.



*Basketball training at the social-sports school in Unión Hidalgo, Mexico.*



In collaboration with CESAL and its partner in **Paraguay**, Casa Virgen de Caacupé supports children who have been in trouble with the law in the Real Itauguá social-sports school on the outskirts of the capital, Asunción. In a comprehensive intervention, the beneficiaries enjoy sports activities, academic reinforcement, nutritional support and family workshops, thanks to the support of the Mapfre Foundation which guarantees the future sustainability of these activities. During periods of lockdown, the project team sent videos to families with sports, cultural and recreational activities, alternating face-to-face classes with online activities, depending on the evolution of the pandemic in the country.

Support for the most disadvantaged families with food baskets and basic hygiene products was also a recurring need in **Peru**. Since 2012 the Society of Jesus has maintained activities in the two football social-sports schools located in Lima, with classes being taught online until April, when face-to-face activity was resumed at the "MLK En Tu Barrio" school, located in El Agustino. The Society of Jesus, in collaboration with the Kusi Ayllú organization and the Real Madrid Foundation, has also worked to maintain the football social-sports school located in the rural area of Pampa Cangallo, Ayacucho, where the operation has focused on providing humanitarian aid and social assistance to families most in need, with the financial help of AT&T. Also in Lima, in the town of Huachipa, the social-sports activities of the Warma Yachay school have continued, in collaboration with CESAL, mainly in an online format and very much focusing on providing humanitarian aid, academic and psychological support to the most vulnerable beneficiaries and their families.

This season marked the 10th anniversary of the partnership between the Real Madrid Foundation and Salesian Missions, working

on different continents. One of the countries in which this partnership operates is the **Dominican Republic**, running schools in educational spaces belonging to the Salesian Society of the Antilles and the Saint Juan Bosco Antilles Salesian Inspectorate. More than 430 boys and girls benefit from receiving a comprehensive education and social promotion through these projects, with the support of Mapfre Foundation.

The objective is to improve the quality of life of the beneficiaries through value-based sport, academic reinforcement, as well as psychological guidance and support for the families, to reduce rates of child labour and delinquency. Educational sport, football and basketball, is the offer that attracts beneficiaries and their families to participate in a process of comprehensive training, encouraging the return to school, social empowerment and family integration, while they receive training in values and improve their quality of life. The sports and social team of both projects has played a key role during the pandemic, identifying families that are in a particularly vulnerable socioeconomic situation and supporting them, by supplying food, while alternating face-to-face and online training activities depending on the state of the pandemic in the country.

In many particularly complex countries, the Real Madrid Foundation's social-sports schools have become almost the only safe places, where beneficiaries find acceptance and protection. In **Trinidad and Tobago**, the Real Madrid Foundation has worked this season to maintain and deepen the relationship with Atlantic LNG, the main partner and collaborator of the two schools in the country, located in Port of Spain.

The social component of the social-sports projects is adapted to the needs of each socially



*Coaches from the social-sports school in Montevideo, Uruguay.*

disadvantaged group, covering education, health services, food or family workshops, depending on the circumstances. In **Uruguay**, the social-sports school in Montevideo, which bears the name of Jose Emilio Santamaría, a legendary Real Madrid player, is run thanks to the collaboration with the Cervantes School, supporting 165 boys and girls, from 5 to 17 years old, with football and basketball activities. In addition to these educational sports, the beneficiaries participate in internal tournaments and events with other sports schools and colleges; and, in addition to playing sport, they receive talks given by psychologists and nutritionists, related to bullying, nutrition and health. Young people are offered workshops on innovation and entrepreneurship. The school has alternated imparting face-to-face and online sessions, depending on the pandemic situation at the time.

In some countries in the Americas, the pandemic has added to already complex

social, economic and political situations, as is the case in **Venezuela**, where the Real Madrid Foundation collaborates with the Amigos del Deportivo Petare Foundation within the framework of the Cooperation Agreement with the Andean Development Corporation, through which sports coaches teach the methodology, "For a REAL Education: Values and Sport" at the school thanks to the training provided by the Real Madrid Foundation. Meanwhile, the Foundation is exploring the possibility of implementing a continuity programme in partnership with the Revel Foundation, one of the main social partners of the Foundation in neighbouring Colombia.

In alliance with local social partners and thanks to the fundamental support of collaborating companies, and despite the outbreak of COVID-19, the Foundation provided support to 22,091 boys and girls during the 2020/21 season in 166 Real Madrid Foundation social-sports schools spread across 22 countries.

## AFRICA

Angola, Benin, Burundi, Cape Verde, Cameroon, Ivory Coast, Chad, Egypt, Gabon, Equatorial Guinea, Kenya, Madagascar, Morocco, Mauritania, Mozambique, Nigeria, Republic of Congo, Democratic Republic of Congo, Rwanda, São Tomé and Prince, Senegal, Sierra Leone, Tanzania, Togo and Uganda.

In the 2020-2021 season, the Real Madrid Foundation in Africa, despite the situation caused by COVID-19, has maintained the general objective of promoting the integral development of children and teenagers, promoting their schooling and professional training, reducing repetition and drop-out rates, and providing education in values of peace and citizenship, through sport, thereby contributing to the achievement of SDGs 4, 5, 8 and 16, in particular.

The impact of the pandemic has affected countries very differently; in those of sub-Saharan Africa, the contagion rate appears to have been lower with some exceptions and the Foundation's schools or projects have remained in operation with some adaptations and specific actions to raise awareness in the fight against the pandemic.

*A total of 10,497 children from 25 countries are trained in values through 53 schools and clinics.*

*Training at the social sports school in Tulear, Madagascar.*



In North Africa, however, countries such as Morocco or Egypt have been more severely affected with temporary suspensions of activities due to health restrictions or later starts, although they managed to carry out their activities almost as normal once the course started. Therefore, the Foundation continued to operate its network of social-sports schools, with greater emphasis on the sustainability, management and quality control of the programmes.

The projects in Africa continue to promote the rights of children, bringing more and more girls into sport activities, as a necessary tool for their education and to transform their communities, through the playing of football and of basketball. These projects continued

to promote the presence of girls in schools, with educational activities focused on the sexual and reproductive health of girls and adolescents, and professional training to ensure the full development of their potential. Although football seems to appeal to them, basketball is the sport that really guarantees the participation of girls and adolescents in this geographical region, which is why the Foundation trains professionals, men and women, as coaches-educators who work in this task.

The results of the 2020/21 season were exceptional, given the circumstances, with 50 projects effectively present in 25 countries providing support to 10,053 young people in the Real Madrid Foundation's social-sports programmes across the continent.

In terms of each country, it is worth highlighting the continuing support for the Foundation's actions in Africa offered by the Government of Rivers State, in **Nigeria**, which has finally completed the works on the sports and educational infrastructure for the project that will open its doors in the 2021-2022 season.

The schools in **Senegal** continue to progress well, with five social-sports schools currently in operation. Three of these, which have been run successfully for 10 years in conjunction with the Salesian Missions, are renowned in their area of action (Dakar, Thiès and Tambacounda). In the capital, Dakar, there is another social-sports school (next to the Piarist School), which in its second year of operation has been reinforced thanks to the high degree of dedication of our

collaborators there. Similarly, the Diourbel school, run in collaboration with the Xaley Foundation, continues to promote basketball, as a firmly established sport among girls and adolescents. In all cases, the local *partners* on the ground have done a remarkable job of raising awareness and providing direct help to the families of the beneficiaries, and have adapted to the health measures taken by the local authorities.

In **Egypt**, social-sports schools continue to operate in Alexandria, in collaboration with the Salesian Missions, and in Cairo, together with Manos Unidas and the Coptic Patriarchate. Both projects had to postpone the start of their activity due to the health situation in the country but with effort and dedication, they successfully carried out the planned activities, adapting the schedule as necessary.





Children from the social-sports school project in the capital Nouakchott, Mauritania.

Also together with Manos Unidas and our partner on the ground SOS Pairs Educateurs, we consolidated the social-sports school project in the capital of **Mauritania**, Nouakchott, where the Foundation collaborates with three public schools in one of the city's poorest neighbourhoods. The project is complemented with health care actions for the prevention of infectious diseases, an activity that will be reinforced in seasons to come.

of expected beneficiaries has increased thanks to the effort and high degree of dedication and commitment of the Filhos de Sao Tomé Foundation. A commitment that has been demonstrated with the celebration of the first International Solidarity Marathon on 4 July 2021, whose presentation was attended by Álvaro Arbeloa. The proceeds will go entirely to the activities of the social-sports schools.

Especially significant this season was the activity of the schools in **São Tomé and Príncipe**, in collaboration with the Filhos de São Tomé Foundation. The two projects in Neves and the Caué district continue to have the support of important local companies, such as Agripalma. During their second active season, the number

This season marked the 10th anniversary of our partnership with the Salesian Missions, which was celebrated with a charity drawing contest in which young people from Salesian schools were asked to draw what the values of sport mean to them. There were 8 participating candidatures, from 3 different schools and prizes were awarded.



Training course with coaches from Nouakchott, Mauritania.



Participants in the first international solidarity marathon in São Tomé and Príncipe.

The projects in Luena, **Angola**, and the adapted school in Tetouan, Morocco, which is run in conjunction with the Hanan Association, continued to operate for yet another year. Both projects are carried out hand in hand with Manos Unidas. The project in Angola has been one of the pioneers in online training, despite the difficulties of internet access in the country and the training sessions with coaches has been a resounding success. The Hanan adapted school project in Tetouan, the only one in the world, offered online training during this past season, with very positive results, carrying out important awareness-raising work throughout **Morocco**.

In **Cameroon**, sports activities were offered once again at the Salesian school, which adapted to the imposed health restrictions and managed to continue carrying out its activities successfully.

Along these lines, there was continued support for the Gorongosa National Park project in **Mozambique**, with a very marked gender and environmental component. The beneficiaries of this project are being trained as community leaders, in an area where the majority of the population live below the poverty line and with very high rates of HIV and other sexually transmitted infections. After the destruction caused by Cyclone Idai in March 2019, work continues to improve infrastructure and communications. This project focuses on the development of more than 800 girls and adolescents and for this reason, this season special emphasis was placed on the training of the project's technical sports team, training that will continue to be carried out next season.

Still in Mozambique, the Foundation continued its projects with a great social impact in different neighbourhoods of Maputo, together with the NGO Cesal and the Salesian Missions. These projects are run together with neighbourhood associations that focus on protecting the rights of children, in a country with high rates of child labour.



*Training at the social sports school in Luena, Angola.*



*Children at the MBRGI-supported school in Marrakesh, Morocco.*

In **Kenya**, support continued for the ANIDAN project on Lamu Island, which, despite the COVID-19 pandemic, was able to count on its local partner to assist the most vulnerable once again.

The Kapsabet project which is run in partnership with the Sananda Association was able to resume thanks to the intense work of all the parties involved.

The expansion of basketball programmes in existing social-sports schools continued. In the scope of our work in Africa, basketball offers a very useful tool for the empowerment and participation of girls. The presence in projects of female coaches who act as role models for future generations was also reinforced.

**Humanitarian Aid programmes** in Africa continued, through our partnership with the Missionaries of Africa (White Fathers), bringing aid and hope to the poorest, mainly in **Burundi**, **Rwanda** and the **Democratic Republic of the Congo**. Donations of sports equipment were made to allow the beneficiaries to play football and basketball in more suitable conditions.

The worldwide health emergency meant that projects continued to be monitored remotely, prompting the Foundation to work on minimizing the digital divide that separates us from Africa. Most of our partners adapted to videoconference meetings and reported information from each of the different health authorities and governments regarding sports training and school classes. Likewise, important work has been carried out to continue training coaches from schools throughout the continent, through specific training and continuous training actions, all of them online, with the aim of further developing their skills and knowledge to enable them to teach sport and values to the children and adolescents in our projects. It was a complicated task, but the results were very satisfactory.

Other online training initiatives were implemented including the "Foundation Match", an exchange between coaches from different schools and countries in which the Real Madrid Foundation is present.

The Foundation continues its strong support for the Annual Football Programme in Africa in collaboration with the Campus and Clinics Area, to guarantee the sustainability of the projects in the coming seasons.



*Girls and boys from the Lamu social-sports school in Kenya.*



*Girls from the basketball social-sports school in Tuléar, Madagascar.*

## ASIA-PACIFIC

Australia, Cambodia, India, Indonesia, Japan, the Philippines and P.R. China.

In the Asia-Pacific region, the Real Madrid Foundation spent the 2020-2021 season continuing its work in the region and adapting the social-sports school intervention model to the reality of each country.

In the People's Republic of China, Cambodia and Australia it was able to carry out its activities face-to-face and under almost normal conditions. However the spread of the pandemic in India hindered the development of projects there and the strict control over mobility in Japan, due to the celebration of the Olympic Games, also hindered the continuity of the social-sports sessions.

Several training activities were held for coaches, including the first Foundation Match digital meeting, in which coaches, trainers and educators participated from the schools of Banjarbaru and Yogyakarta (Indonesia), Nasugbu and La Carlota (Philippines) and Battambang (Cambodia), who were able to share together a forum for debate and learning.

There are 22 social-sports schools in the Asia-Pacific region, benefiting more than 2,000 students in 7 countries, who receive education, health care, nutrition and sport in values from the Real Madrid Foundation. On top of this the Foundation also hosts 7 clinics, a campus and three education programmes, totalling 33 projects and activities in 8 countries, 4,158 direct beneficiaries directly benefitting from these activities.

*There are 33 projects in 8 countries involving 4,158 beneficiaries.*

*Training at the school in Trichy, India.*





*Beneficiaries of the school in Battambang, Cambodia.*

In **Australia**, Wellington High School kicked off the season after the autumn break with a return to school under normal conditions. After months in which the school functioned as a day centre, offering students socio-educational activities, the evolution of the pandemic made it possible to resume classes

with zero infections registered in the country. In addition, work has begun on a new project with the New South Wales State Department of Education for the integration of young refugees, with the future goal of implementing the social-sports project model in the State's public schools.

In **Cambodia**, the Battambang social-sports school, which is run in collaboration with SAUCE and with the support of Global Football Management (GFM), a partner of the Foundation's Campus and Clinics Area in Japan, continued to offer activities this year with more than 100 beneficiaries. Activities

that take place in two locations of the Apostolic Prefecture: in the La Paloma student residence and educational centre, which offers training sessions to boys and girls with disabilities who live in care in the Arrupe Centre and young people from the Casa Lidy shelter, with which the Prefecture collaborates; and in



*Kike Figaredo, Apostolic Prefect of Battambang Prefecture, during the online training course for teachers in Cambodia.*



the public secondary school of the parish of Taken, which offers training sessions to young people from the community and boys and girls from remote villages who during the school year live in the Parish of Taken children's home, where Monsignor Enrique Figaredo is the parish priest. The company Global Football Management (GFM) has launched an awareness and fundraising campaign at its new headquarters in Tokyo so that students and their families can contribute to the economic sustainability of this school.

For its part, PSE For the Smile of a Child, a partner in Phnom Penh, continues to run its

social-sports activity with the support once again of Smart, the largest mobile telephone operator in the country. Despite not being able to carry out their sports and socio-educational activities in person because restrictions in the country were stricter than in rural areas, online classes and training sessions were offered to students, and a special campaign was launched to support families with food and essential materials. In October, the coaches received online training to expand their knowledge and practices, under the Foundation's methodology. The first basketball social-sports school in the region is expected to open in the coming season.





Face-to-face activities at the social-sports schools in the **Philippines** were not able to take place due to the restrictions established by the country's authorities, and at the end of the season classes had still not resumed in schools. However, the staff of the schools adapted their work to the new needs of the beneficiaries. The coaching team the educators of the Santiago foundation have developed an educational and sports programme so that the beneficiaries of the San Carlos school can train from home. Materials that promote the development of local cultural identity and encourage the emergence of young leaders to act as protectors of the traditional values of their community, which

have been shared with the Roxas Foundation and the NGO Anakk, also partners of the Real Madrid Foundation in the country.

Meanwhile, the coaches from the Nasugbú and La Carlota schools distributed food among the families of the beneficiaries and helped paint the school where most of the beneficiaries of the Roxas Foundation attend and where the training sessions take place. They even planted different crops within the facilities to be donated subsequently to the most vulnerable families. In addition, they carried out volunteer work throughout the region, caring for those evacuated after the eruption of the Taal volcano and distributing food and medical supplies.



The NGO Anakk distributed school supplies and COVID-19 hygiene and protection kits to the beneficiaries of the schools of Santa Cruz, Digos, Hagonoy and Padada, where it works with children and young people at risk of social exclusion, supporting their reintegration in the school system and access to their first job. The family development programme has been reinforced, which includes psychosocial care and education on livelihoods with the aim of helping low-income families to diversify their income. An intervention that has been carried out thanks to the support of the Mapfre Foundation for more than a decade, which has understood the need to be flexible in the current context. This season the first steps were taken in the launch of the Mapfre Foundation volunteer programme, with workshops on topics ranging from health to education and art, with the aim of further strengthening the links between the collaborating entities.

*Social actions in the social-sports schools in the Philippines.*

Training at the social-sports school in Kolkata, India.



**India**, a country in the grips of a humanitarian crisis triggered by severe economic problems in addition to the pandemic, has seen exemplary care for the beneficiaries and their families by the local *partners* of the Real Madrid Foundation: the Mothers and Children Institute of Kolkata, with the reinforced collaboration of Roadis, and the Fundación Esperanza y Alegría (Hope and Joy Foundation).

The seven social-sports schools, in collaboration with the Hope and Joy Foundation (FEYA), with whom the agreement has been renewed for

four more years, have continued to support and work with more than 700 beneficiaries and their families, in the states of Tamil Nadu and Kerala. The coaches received online training to update their knowledge of the Foundation's methodology.

The Hope and Joy Foundation has maintained a close online relationship with partners in the field in both states (TMSSS and We Care Centre) to learn first-hand about their needs and adapt the school model to the circumstances. Despite not holding all of its fundraising events, there was a traditional Christmas market and a campaign was launched to donate medical supplies to the hospitals with which it collaborates.

With the aim of raising funds for the Schools of India, the traditional Charity Football Tournament was held in Churriana (Málaga), attended by Arbeloa.



The Kolkata social-sports school, which is run in collaboration with the Institute for Indian Mother and Child (IIMC Spain) and the support of Roadis, is the Foundation's first project in Asia. It celebrates ten years of commitment and excellence in its work, bringing sport and an education in values to the most disadvantaged families in rural India, and renewing the collaboration agreement with the Foundation for the next three years. Despite the fact that the health situation has worsened in the country and the state of West Bengal was hit by Cyclone Yaas, leaving in its wake isolated villages and destroyed infrastructure, the IIMC continued to adapt its activity to the situation in order to support the families of community.

With the aim of raising funds for the Schools of India, the IIMC Spain once again organized its traditional Charity Football Tournament in Churriana (Málaga). In this seventh edition, the town of Malaga once again showed its support for the most disadvantaged in India with a sporting event that brought together more than 800 children and in which for the first time there was a female category. It was attended by Álvaro Arbeloa as ambassador of Real Madrid; Pepe Salguero, a former Real Madrid player; and José Antonio Labarra, CEO of ROADIS.



*Training football and values at Jinzhai School, China.*

The Real Madrid Foundation now has four social-sports schools in **Indonesia** thanks to its partnership with the International Social Sports Development Foundation (ISSDF), with whom it has renewed the agreement for the next four years. The ISSDF works with several local partners: the Barito Putera Foundation in Banjarbaru, the University of Yogyakarta in Yogyakarta. Due to the COVID-19 pandemic, students were not able to start training until mid-March.

The social-sports school in **Japón**, in Tamano (Okayama), in collaboration with IDP and CSPR, aims to use sport to combat the social

isolation experienced by children during their parents' long working hours. It has been a very difficult year for this small coastal town, which has suffered from the financial difficulties and staff layoffs of the local shipyards where many of its residents work, including parents of the beneficiaries. The hosting of the Olympic Games in Japan will enable this project to re-establish training sessions and its complete programme of extracurricular activities, from which fifty minors benefit.

The social-sports school in Jinzhai, in **the People's Republic of China**, in partnership with the Foundation for the Wellbeing of

Young People, was able to resume its activity after several intermittent stoppages due to the health emergency. The school, located in the town's primary and secondary school, is a pioneering project with its inclusion of educational football, which is enjoyed by more than 100 students from the school as part of their Physical Education course on the academic curriculum. In addition, 60 students from the 2nd, 3rd and 7th grades participated in the school as an extracurricular activity. The Real Madrid Foundation supported the six coaches of the social-sports school in carrying out their educational work and organized their first online training course.

With the aim of expanding the Foundation's presence in this country, two new projects were earmarked last season that will be launched in two schools in the Province of Inner Mongolia and in Tibet.

During the season, steps were taken to identify a potential social-sports school in **Nepal**, hand in hand with the organization Creative Nepal, in order to launch its activities next season in what would be the first social-sports school in the country.

## EUROPE

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

During the 2020-21 season, the Real Madrid Foundation's social-sports schools in Europe have had to make significant changes to adapt to the new context in order to offer a response to the most pressing needs arising in each project, and at the same time to continue contributing to the Sustainable Development Goals (SDGs).

The number of projects in Europe has increased to a total of 20 in the 9 countries in which the Foundation operates. The crisis caused by COVID-19 has transformed the day-to-day activity of the European schools, which have been compelled from the outset to provide humanitarian aid and support to the most disadvantaged families.



*There are already 8,652 participants in 156 schools and activities in 14 countries.*

*Coach and student at the social sports school in Felcsút, Hungary.*



*A student engaged in academic activities at school in Milan, Italy.*



*Beneficiaries of the football social-sports school in Milan, Italy.*



*Extra academic tutoring with boys and girls from Milan, Italy.*

The economic sustainability of the European social-sports schools is guaranteed thanks to the new contributions received by the different patrons supporting our European projects such as the UEFA Foundation for Children, which collaborates with schools in Bucharest (Romania), Milan (Italy), London (United Kingdom) and Guimarães and Funchal (Portugal). The existing support of patrons such as Endesa for the Manique school in Portugal and El Corte Inglés in Funchal has also been reinforced. Our partners have been given support to apply for calls for private grants at the national and international level and a global collaboration agreement has been signed between the Mapfre Fundación and the Portofranco association, a partner of the Real Madrid Foundation in Italy.

Strategic partnerships in the area of Europe (SDG 17) have enabled the launch of two new schools in Ukraine in collaboration with the local partner Epicentr for Children, and the patron Epicentr K.

Online training has continued for coaches of the social-sports schools allowing them to develop new technological skills and acquire new

knowledge of the Foundation's methodology. In addition, they have been offered participation in the Foundation Match training meetings to exchange knowledge and experiences with coaches from different countries.

The Portofranco and Fatima Traccia Associations, *partners in Italia*, have faced several periods of lockdown, requiring them to organize the activities of the Milan social-sports school by electronic means. Nevertheless, with the aim of motivating the beneficiaries, it organized new socio-educational activities such as meetings on nutritional education and sports, and on music and sports, as well as Italian classes for young people from migrant backgrounds and, of course, individual extra academic tutoring. The Christmas greeting sent by the former Real Madrid player, Santiago Solari, to the beneficiaries of the social-sports school was received with great enthusiasm. In addition, continuous support sessions were held with the trainers of the Real Madrid Foundation so they could organize the different social activities, and regular meetings were held with the project management team to provide guidance on the future of the social-sports school.



Football training at the social-sports school in London, United Kingdom.



Beneficiaries training at the football social-sports school in London, United Kingdom.



Training in the facilities of the social-sports school in Rostov, Russia.

The social-sports school in London, in the **United Kingdom**, had to reformulate its activities due to the worsening of the pandemic because of the new Indian variant. At the beginning of the season Kinetic Foundation, a local *partner*, held the training sessions at one of the school's venues since it was limited to the school environment. However, during total lockdown, an online training programme was offered to the beneficiaries and a Foundation Match training meeting was organized by the Real Madrid Foundation to enable an exchange of experiences with other coaches. The support of the UEFA Foundation for Children was essential in resuming face-to-face training in spring and other educational and social activities such as talks on career guidance.

In **Russia**, the social-sports school in collaboration with Rostov Technical University (DSTU), has been able to resume normal

activity and social and educational activities have been minimally adapted. The Copa Alma tournament that the university was organizing as part of its 90th anniversary celebrations had been postponed until an improvement in the pandemic situation allows for unrestricted travel. The agreement was renewed for the next four seasons through an online event in which the Rector of the University of Rostov, Besarion Meshki, and the vice-rector, Andrey Guskov, participated, and which was attended on behalf of the Foundation, by the executive vice-president, Enrique Sánchez, and the Director of Institutional Relations, Emilio Butragueño.

For its part, the North Ossetian State University (NOSU) signed a collaboration agreement as a precursor to the launch of a new social-sports school in Vladikavkaz next season.

The social-sports schools in **Ukraine**, like other European schools, experienced intermittent periods of online and face-to-face activity. It is worth noting the efforts carried out by the coordinators, trainers, educators and psychologists of the Ternopil, Irpin and Khmelnytsky schools which enabled the beneficiaries to continue to carry out the activities from their homes. In addition, this season Epicentr For Children, in its efforts to reach more children, has launched two new schools in Kiev. Basketball has been given a boost, with its inclusion in the new schools of the capital and its consolidation in some of the oldest schools. These schools have been offered

the opportunity to take part in a Foundation Match for the exchange of training experiences together with other international social-sports schools.

The Baku school in **Azerbaijan**, in collaboration with the Secretariat of State for Youth and Sports, with whom the agreement has been renewed for four more years, has continued to carry out social and sports activities. Due to COVID-19 and the conflict with Armenia over the Nagorno-Karabakh area, the country has been involved in several periods of lockdown and restrictions, and the school has had to adapt to the situation with online training and activities.



Students from the school in Irpin, Ukraine.



Students from the social-sports school in Ternopil, Ukraine



Training at the football social-sports school in Baku, Azerbaijan.



In the city of Vidin, **Bulgaria**, the local *partner*, the Friends for Sports Foundation, which has renewed its agreement for next season, was affected by the restrictive measures imposed by the government that suspended activity at the school. However, it has continued to search for funds and with the support of the Real Madrid Foundation, it plans to resume its sports and social activities as soon as the situation allows.

The social-sports school of Felcsút in, **Hungary**, which the Foundation runs in collaboration with the Ferenc Puskas Academy Foundation, continued to offer its basketball and football activities. There were periods where face-to-face activity was not possible, but whenever the restrictions allowed it, the school resumed it in-person training with all the necessary measures

in place. In December the football coaches from the social-sports school were given a training course.

The two social-sports schools in Bucharest, in **Romania**, in conjunction with the FDP-Protagonists in Education foundation, continued to work both in the social and sports area. Thanks to the financial support of the UEFA Foundation for Children, they were able to work during the season with a hybrid model combining face-to-face and online sessions. In addition, coaches from Bucharest schools received training and participated in a Foundation Match. The local *partner* held different meetings with those responsible for a new school in sector 2 of Bucharest with the aim of opening a school for next season.



Girls from the social-sports school in Felcsút, Hungary.



Girls at the school in Bucharest, Romania.



Schoolchildren in Bucharest, Romania.

In the first quarter of 2021, **Portugal** entered a period of stay-at-home lockdown, so the initial face-to-face activities of the social-sports schools were held online. The participation of the three Portuguese social-sports schools together with the three Brazilian schools in a Foundation

Match training meeting offered a great deal of inspiration after a period of lockdown.

At the Salesian social-sports school in Manique, located in the district of Lisbon, which has the financial support of Endesa, the local partner

started with face-to-face activities, offering football, basketball, academic tutoring and psychological support sessions to the 60 boys and girls. During the period of lockdown, the school provided computers to the beneficiaries who, due to lack of means, were not able to

attend formal classes, a form of support which was greatly appreciated by the families. The Foundation has also initiated a process for presenting bids to public and private calls at a national level.

The Guimarães social-sports school, managed by the local partner, the Alma Branca Association, restarted its social-sports (football) and socio-educational activities (academic support, medical check-ups and parental education) for the 184 beneficiary boys and girls. After a stop to face-to-face activities in the first quarter of 2021, it resumed its activities in person at the end of March. In April, the sports staff of the social-sports school received a training course in football coaching.

At the Salesian social-sports school in Funchal, a readjustment process was carried out together with the management team so activities could be resumed in September 2021 after this season's break, with the financial help of El Corte Inglés and the UEFA Foundation for Children.

The football and basketball social-sports school in Vila Real de Santo Antonio resumed its face-to-face activities at the end of 2020. The activities interrupted in the first quarter of the year were resumed at the beginning of May, in accordance with the protocols and security measures of the country's health authorities. In April, the sports staff of the social-sports school received a training course in football coaching, given by the Real Madrid Foundation training team.



*Beneficiaries from the social-sports school in Guimarães, Portugal.*

## THE MIDDLE EAST

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

In the Middle East, during the 2020-21 season the Real Madrid Foundation reinforced its objective of promoting education in the values of citizenship, peace and reducing fundamentalism (SDG16), the active participation of girls and coaches in equal conditions (SDG5) and the promotion of healthy lifestyle habits (SDG3).

Moreover, the line of action with migrants and refugees in **Palestine**, **Lebanon** and **Jordan** continued (SDG10), where humanitarian aid projects are promoted through sport, providing support to Syrian, Palestinian and Iraqi refugees. For girls, boys and young people uprooted from their countries of origin, sport is much more than a recreational activity. It offers them a chance to be included and protected, and to develop and grow with the full protection of their rights.



*The Foundation runs 50 social-sports projects in 8 countries, with 4,208 beneficiaries.*

*Girls at the school in Palestine.*



*Students from the school in Tangier, Morocco, which is run with the support of MBRGI.*



*Iker Casillas visited the MBRGI headquarters in Dubai.*

In the 2020-21 season the Foundation operated 50 social-sports projects in 8 countries, with a total of 4,208 children and young people participating in the programmes in the area.

The Foundation continues its strong support for the Annual Football Programme in the Middle East to guarantee the sustainability of the projects in the coming seasons.

In the **United Arab Emirates**, this season marked the second year of the framework agreement with Mohamed Bin Rashid Al Maktoum Global Initiatives (MBRGI). This consolidates our relationship with one of the Foundation's strategic partners in the MENA area (Middle East and North Africa), with a shared philosophy and support for the Sustainable Development Goals, with actions in **Morocco, Egypt, Jordan and Uzbekistan**.

On 25 May 2021, Iker Casillas visited the MBRGI headquarters in Dubai, where he was received by Sara Al Nuaimi and her team, and was able to witness first-hand the close collaboration with the Foundation. The collaboration framework agreement will be in force for the next three years, and will have a huge impact on the lives and development of children.

The Foundation continued its collaboration with Baniyas Sport, one of the Foundation's oldest partners in the Middle East, a partnership that is now 10 years old. This season it has reduced its activity to schools in Abu Dhabi, which have been affected by strong health restrictions.



Students from the school in Jordan.



Girls at the school in Lebanon.

Due to the continued plight of migrants and refugees in the area, work has focused on inclusion and the promotion of a culture of Peace and the reduction of fundamentalism. Through the social-sports schools, the Real Madrid Foundation's methodology is complemented with health and nutrition programmes, medical check-ups and psychological support that. These, along with the teaching of values through sport, generate a safe space in which children and young are able to overcome challenges they face and make the right decisions that will in future enable them to integrate into the society in which they live and to help integrate others.

In this area, the work carried out with the United Nations Agency for Palestine Refugees (UNRWA) was severely affected, with reduced activity in the **West Bank** in which operations only ran for a month and in the Baqaa and Irbid refugee camps, in **Jordan**.

Another programme that works with refugees is the Fratelli project, in **Lebanon**, which arose from the collaboration between Lasallian and Marist brothers with the mission of guaranteeing the education of hundreds of Syrian and Palestinian refugees. This project aims to ensure the entry and continuity of these children in the Lebanese educational system. During this past

season, great importance was placed on the psychological well-being of all these children with initiatives focused on leisure and recreation. A project was launched in this regard to donate toys and offer other ways of spending free time during the pandemic.

Our partnership with the Latin Patriarchate of Jerusalem was renewed for the projects in the **West Bank, Israel and Jordan**, the third collaboration agreement signed with this entity. However, this season all schools were temporarily closed and it was not possible to carry out sports activities as planned.

The worldwide health emergency meant that projects were monitored remotely. Most of our partners adapted to videoconference meetings and reported information from each of the different health authorities and governments regarding sports training and school classes.

# TRAINING

THE SPORT VALUES ACADEMY HAS TAUGHT MORE THAN 5.000 PEOPLE

992 ONLINE COURSES, SEMINARS, WORKSHOPS AND WEBINARS

2,404 TEACHING HOURS IN THE SEASON

OVER A THOUSAND TRAINERS UPDATED THEIR KNOWLEDGE

COACHES, TEACHERS AND FAMILIES IN MORE THAN 80 COUNTRIES RECEIVED TRAINING IN VALUES AND SPORT

THE SPORT VALUES ACADEMY TV PLATFORM, IN PARTNERSHIP WITH INTERACTVTVY AND ADIDAS, REACHES THE COLOMBIAN EDUCATION SYSTEM WITH SENA.





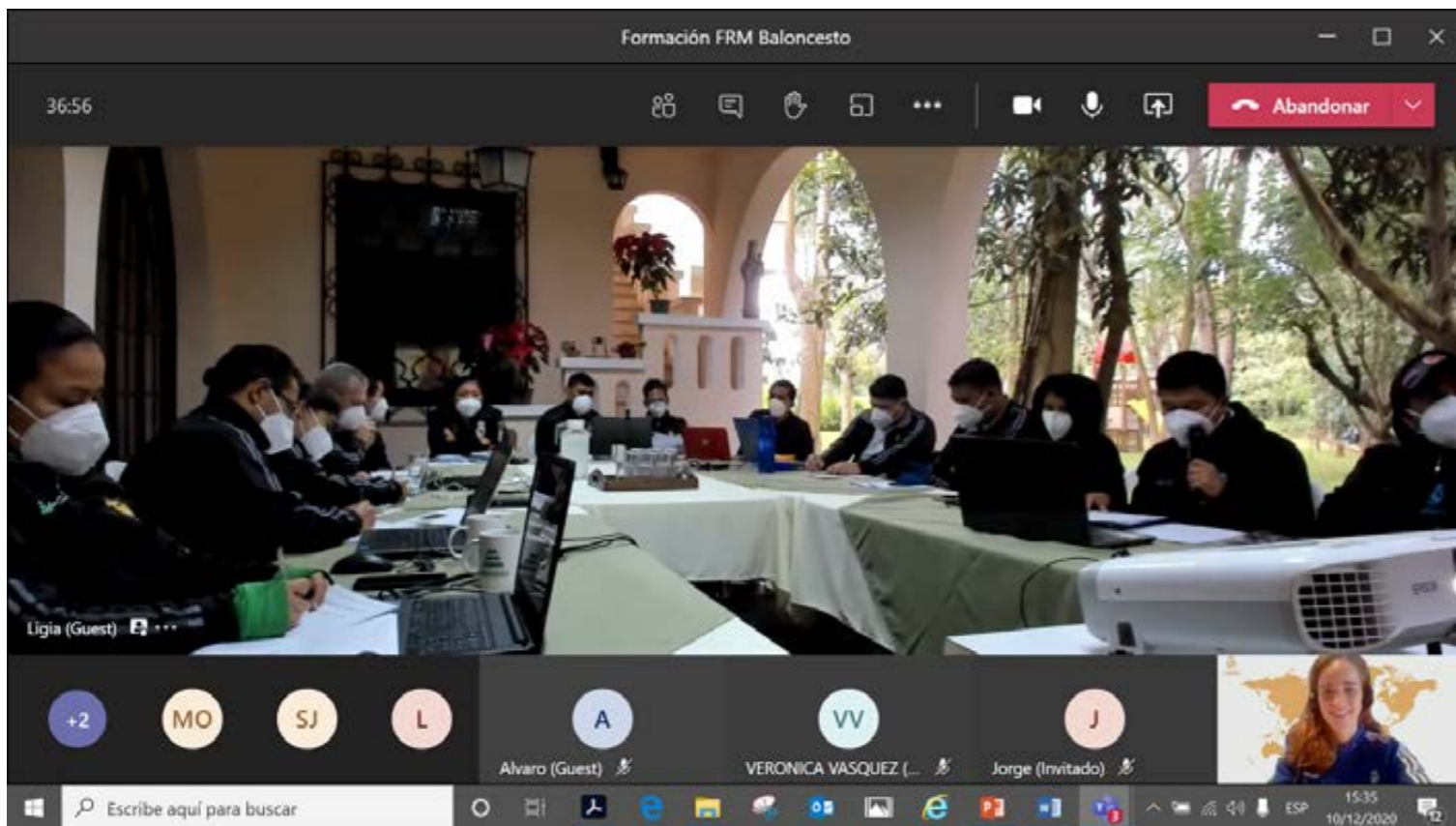
*Arbeloa inaugurated the 1st International Online Conference 'For a REAL Education: Values and Sport.'*

## TRAINING

This season, more than 5,000 coaches attended conferences, courses, seminars or workshops specific to the Training Division of the Real Madrid Foundation around the world. Training in the organisation's methodology is the key to the work carried out in five continents.

During the 2020-21 season, the Foundation focused most of its efforts on training, especially online training, given the circumstances and given the pressing need to combine the process of digital transformation with the generation of resources to guarantee the continuity of projects and support for beneficiaries. As a result, the Training Division has made huge efforts to continue with its activity and at the same time generate new lines, continuing to carry out courses and workshops, as well as the celebration of the 1st Online International Conference "For a Real education: Values and Sport" which had the partnership of the club's sports area, and also the presence of Álvaro Arbeloa.

Especially noteworthy this season was the work of the training division, doubling its activity to generate more online training sessions. The Foundation launched the Sport Values Academy online training platform at the start of the season and in record time created "Sport Values Academy TV", an open-access omnichannel (OTT) multi-platform based on global eLearning, to make our pioneering methodology of values education through sport available to coaches, educators and families worldwide.



*Online training with educators from the school in Guatemala.*

Online training gave 5,551 people, including sports coaches, educators and instructors, families and the general public, an opportunity to participate in 992 training activities (courses, workshops, seminars, sessions or webinars), organized by the Foundation's Training Division, which accumulated 2,404 hours of training during the season. Over a thousand trainers from the Foundation's projects in more than 80 countries were able to share their *know-how* and update their didactic contents, to put them into practice in those

projects and schools that were progressively managing to resume face-to-face activity, but also with new contents for online teaching, where circumstances required it.

The Sport Values Academy in its different lines, together with the presentations of the values group, account for 30% of these activities, thanks to an important agreement with Interactvty and with various sponsors, such as Adidas; a new window to the world in full digital transformation, rooted in the necessary



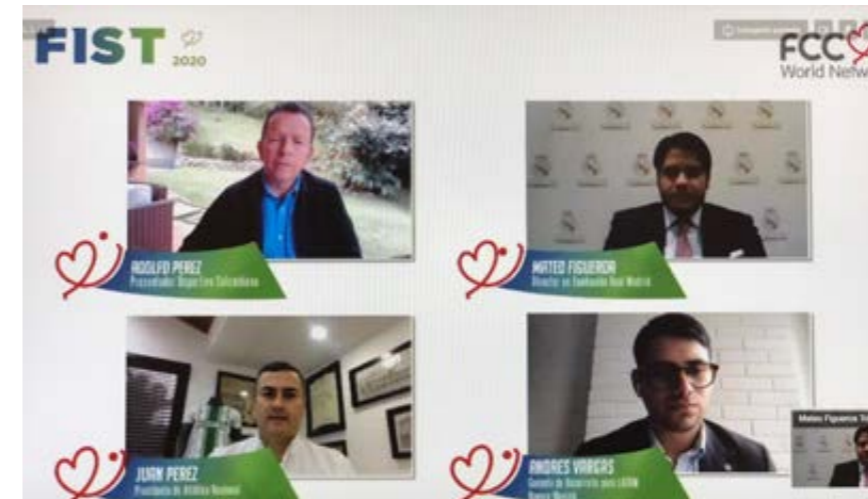
*'Road education: a valuable lesson' project which, in partnership with Gonvarri, is implemented in the Foundation's social-sports schools in Spain.*

optimisation of resources and the commitment to the highest quality, efficiency and vanguard that characterises the Foundation, in line with the Sustainable Development Goals of the UN Agenda 2030.

In this regard, it is worth highlighting the agreement reached at the end of the season with the Colombian National Education Service (SENA), which will use the platform to teach sport and values to people with limited resources.

The "Road safety education: a valuable lesson" project in the Foundation's adapted football and basketball social-sports schools, the result of a collaboration that began in 2018 with Gonvarri, with the aim of educating people with different abilities in road safety, was imparted successfully, also among the Under-10 and Under-12 categories of the football and basketball social-sports schools.





As an educational benchmark, links with academic institutions are key to the Foundation's work, and this season it has participated in various events and expert forums. It also participated in the International Congress of Physical Activity and Sport Sciences at the Polytechnic University of Madrid; in the iCoach Kids forum "Basket as a tool for personal development and continued sports"; in the seminar "The promotion of values through sport" at the

Catholic University of San Antonio (Murcia), the 10th Iberian Basketball Congress; in the seminar "Valorcesto: Attention to diversity" of the University of Extremadura and in the 2nd International Seminar of physical preparation and sciences applied to Basketball of the Civil Association of Physical Trainers of Argentine (ACPFBA).

The Foundation also participated in the Virtual Football, Social Innovation and Technology

Forum (FIST 2020); online *Compliance in the 3rd sector Conference*, Cycle of talks on childhood and sport organised by the Claudio Maragnoni School; webinar on education in centres for minors organised by the Diagrama Foundation; Europe 2020 Chair at the University of Norte-Colombia and online *Sport for development and peace conference*, framework of the Twenty-second Conference on Constitutional Law, of the axis of poverty and extreme inequality, organised by the Constitutional Law

department of the Externado de Colombia University. These included the European Chair of the Universidad del Norte de Barranquilla, the speech by Santiago Solari in a series of conferences on Childhood and Sports organized by Valores y Deporte AC, and a virtual meeting organized by the Obra del Padre Mario, both in Argentina; the Football, Social Innovation and Technology Forum organized by the Fútbol con Corazón foundation and the Inter-American Development Bank.

# CAMPUSES AND CLINICS



THE SUMMER CAMPS WERE HELD AFTER THE LOCKDOWN SO AS TO REMAIN A BENCHMARK FOR EDUCATIONAL SPORT, VALUES, QUALITY AND TRUST.

## CAMPS

- 11TH BASKETBALL CAMP IN MADRID.
- 6TH ADAPTED BASKETBALL CAMP FOR YOUNG PEOPLE WITH SEVERE MENTAL DISABILITIES.

## CAMPS EXPERIENCE

### LOCATIONS

**11** IN SPAIN      **5** OVERSEAS

### 4 DIFFERENT MODALITIES

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

MORE THAN **1,100** PARTICIPANTS FROM **100** NATIONALITIES



## CAMPUSES AND CLINICS

In terms of campuses and clinics in Spain, the 2020 summer campuses were the first face-to-face activity organized by the Real Madrid Foundation after the months of lockdown, in which it pioneered the implementation of health safety measures and protocols. Although they did not reach the figures of other years, the objective was to get them back up and running to offer all children, boys and girls, the chance to enjoy playing sport once more. Its launch was an example of the Foundation's search for excellence and the objective of supporting children and vulnerable groups as a benchmark for educational sport, values, quality and trust.

The objective of resuming activity was achieved, attending to more than a thousand children in Madrid and Guadalajara in football, without a single contagion in 11 weeks, and similarly in basketball attending to almost 200 children with and without disabilities, who participated in the Fourth Basketball Camp and the Third Adapted Basketball Camp.

*Football camp held at Real Madrid City.*

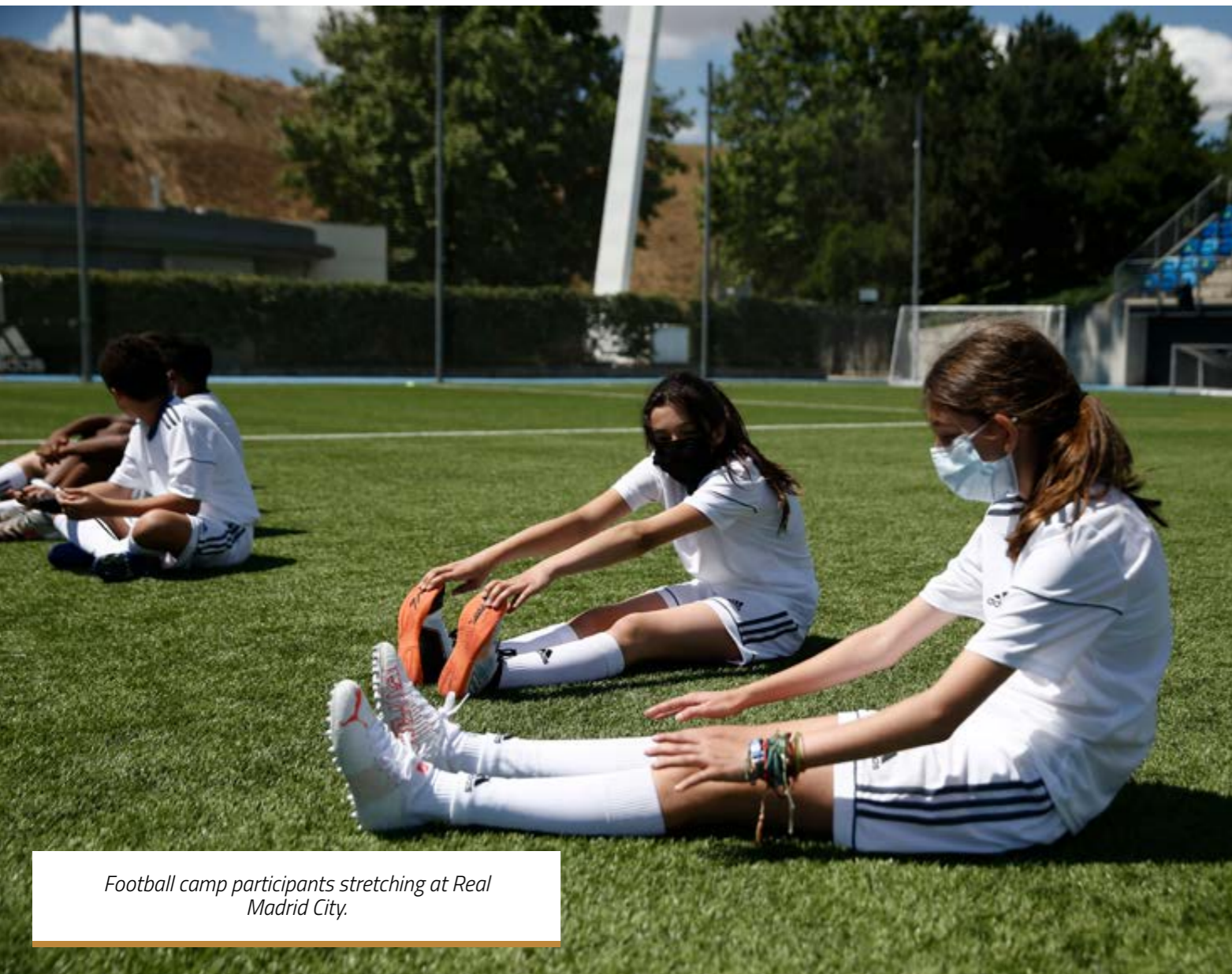
*The running of campuses and clinics contributes to the sustainability of social-sports programmes.*

This is how the 2020/21 season began, although at the close of this edition the summer 2021 campuses are already being held, quadrupling the number of participants, but with the same health security measures and protocols.

The Foundation's campuses and clinics are recreational-educational activities that promote technical-tactical improvement in football and basketball among children already

experienced in these sports disciplines and who, in many cases, practice regularly in other small clubs outside the Foundation's social-sports schools. This encourages an educational and healthy use of the leisure time of these children over the summer.

Due to the COVID-19 pandemic, only one group from abroad came to attend clinics at Real Madrid City during the summer of 2020.



*Football camp participants stretching at Real Madrid City.*



*Basketball campus participants.*

## INTERNATIONAL TECHNICAL TRAINING

The Camps, Clinics and International Technical Training Department coordinates and supervises high-performance educational football activities. In the 2020/21 season, once travel restrictions had been lifted, 171 clinic weeks were held worldwide, including one in Spain, with a total of 8,988 participants from 15 different countries. The pandemic meant that we could only complete 13 camp weeks across Spain and Asia, but given the circumstances, it was a great success involving nearly 1,300 boys and girls.

The technical improvement offered by the clinics of the Real Madrid Foundation for children and teams already experienced in football and basketball represents a high-level educational activity which is highly valued on the international market, according to the quality surveys carried out by the division. The surveyed teams and promoters who have worked with different clubs and their clinics highlight the highest quality and excellence of the programme designed by the Foundation with the endorsement of the Real Madrid CF sports area. These clinics give children from all over the world the chance to improve not only at a technical-tactical level, but also to receive an education in positive values as people, with an approach that focuses on the overall development of the player.



*Real Madrid Foundation clinic in China through a deal with Shanghai Veritas.*



*Students at the new facilities of the football school in Harumi, Japan.*

The summer campuses, meanwhile, allow any child, whether or not they participate in the Foundation's social-sports schools, to enjoy a unique educational methodology and share the values of Real Madrid regarding the best use of leisure time. This generates healthy lifestyle habits in these children at a time when obesity due to sedentary lifestyles is a major social problem throughout the West.

The Training Division also coordinates the implementation of football improvement schools and the Annual Football Programme, which offers advisory services to the schools. Both lines carry out their activity continuously during the school year as an extracurricular activity or as part of the academic curriculum of students in permanent centres and facilities. The programme combines the

training methodology of clinics (adapted to a continuous format) and education in values.

The objective is the technical-tactical improvement of the students and the teaching of positive values. The programme is aimed at boys and girls from 5 to 17 of age of any level, who have already started playing competitive sport, with an interest in learning

and perfecting their skills, as well as enjoying playing football.

During the 2020/21 season, these types of activities were carried out at different venues in Egypt, Japan, Singapore and China with almost 2,000 participants. A very high figure considering the pandemic constraints.

# EVENTS



*Santiago Solari played with Magnus Carlsen at the presentation of the First Solidarity Chess Tournament.*



## EVENTS

Despite the restrictions due to the pandemic and with the experience accumulated in the second half of the 2019/20 season, face-to-face, online and hybrid events were held, adapting the needs of the entity to the circumstances. The season kicked off with the presentation of a virtual running track, which was held in October, November and December, in which the participants could run from anywhere thanks to an online geolocation system to track their times.

The special circumstances have forced the Foundation to adapt its normal activity throughout the season. However, this did not impede the signing of agreements with the organization of hybrid events, in coordination with the club's Audiovisual Services. These events combine remote connections with the onsite attendance at 30% capacity in the Real Madrid City Auditorium. In this way, more than 70 events involving signings and renewals of agreements with *partners* were held throughout the season, as well as digital meetings and presentations of awareness campaigns.



Images of two online sessions of the Luis de Carlos Forum: '90 years of Real Madrid basketball' and 'Vaccines: digital meeting with experts.'



Emilio Butragueño with one of the auction items in Ansorena, Madrid.

Particularly relevant due to their technical complexity have been the signing of agreements with Shanghai Veritas for the implementation of clinics in China, the signing with the City of Miami and FIS for new international schools and the digital meetings that required multi-connection in the new omnichannel OTT platform of the Real Madrid Foundation, as was the case for the 1st Vaccine Meeting, in collaboration with GSK; 1st International Online Conference "For a Real education: Values and sport" and the 2nd

"Don't get caught offside" Seminar, which was part of the campaign with Ipsen and Janssen.

Online events included the celebration of the 1st charity online chess festival in November, with the collaboration of the grandmaster Magnus Carlsen and Chess24.com, and also important figures from Real Madrid such as Santiago Solari, veterans such as Esteban Granero and the ambassador Álvaro Arbeloa, as well as notable chess players from the club's sports area such as Dr Mihic.



Presentation of the Foundation's Padel Solidarity Circuit sponsored by Santander at Mad4Padel in Pozuelo de Alarcón in Madrid.

A highly significant event was the special art auction with the prestigious Ansorena auction house, a successful initiative led by Real Madrid's Director of Institutional Relations, Emilio Butragueño. This special Art and Sport auction was held as a face-to-face event in the Ansorena hall and online over its website, with the collaboration of world-famous artists and athletes including Julio Iglesias, Usain Bolt,

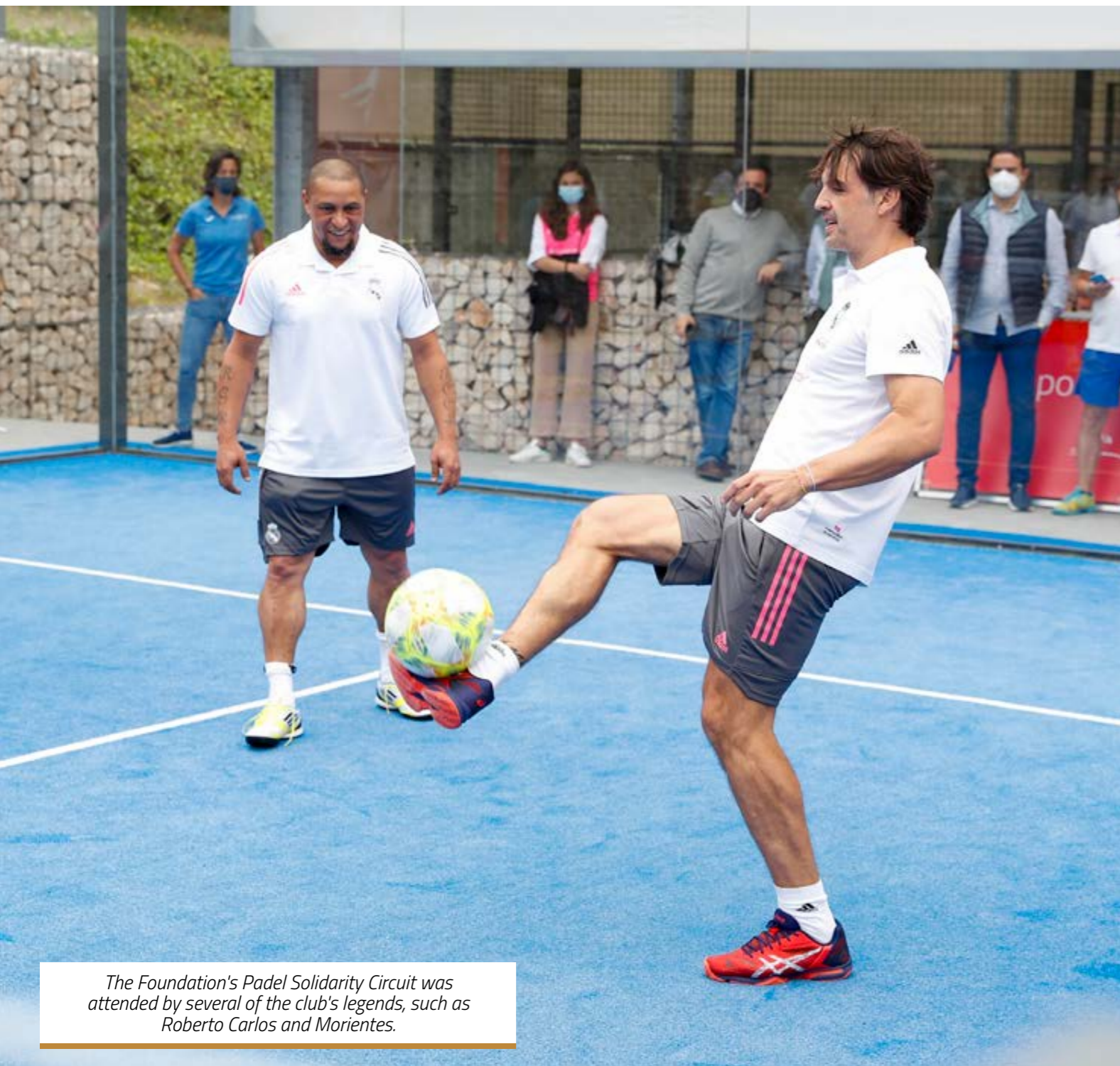
Alejandro Sanz, Fernando Alonso, José Luis Garci, Rafael Nadal, Manolo Valdés and Jaime Plensa, among many others, who contributed by donating unique pieces. The event had a significant impact worldwide.

The year 2021 began significantly as we renewed the agreement with the Victims of Terrorism Foundation, followed by the Foundation's

adhesion to the Country *Alliance for Zero Child Poverty* on 3 February, with Emilio Butragueño taking part in the presentation held at the Moncloa Palace with the Spanish President.

One of the great events of this season was the 90th anniversary of the Real Madrid basketball section, which the Foundation celebrated by organising an online session of the Luis de Carlos

Forum 90 years of Real Madrid basketball, 1931-2021 on 9 March, with the participation of Felipe Reyes, Sergio Llull and Pablo Laso, accompanied by Juan Carlos Sánchez Lázaro and legends such as Clifford Luyk, Alberto Angulo and Alberto Herreros. The session was broadcast live on the Facebook profiles of the Real Madrid Foundation and Real Madrid Basketball and the Foundation's YouTube channel.



*The Foundation's Padel Solidarity Circuit was attended by several of the club's legends, such as Roberto Carlos and Morientes.*



*Iker Casillas at the presentation of the agreement with Metro de Madrid.*

The 2nd Real Madrid-Santander Foundation Padel Charity Circuit was presented on 17 May, with six venues and which kicked off at the Mad4pádel club in Pozuelo de Alarcón, thanks to the collaboration of various entities. Major Real Madrid icons such as Emilio Butragueño, Iker Casillas and Roberto Carlos, among other great former players, participated in the presentation.

In other matters, once again we would like to express our gratitude for the constant

support and participation of Real Madrid icons such as Emilio Butragueño, the club's director of institutional relations, and Iker Casillas, deputy to the general manager of the Foundation, in the organization's initiatives. We would especially like to highlight the role played by Real Madrid's ambassadors, in particular Álvaro Arbeloa who has collaborated with the Foundation on 22 occasions this season, and also Roberto Carlos with his video messages.

Similarly, we would like to highlight the presence of veterans such as Pepe Salguero in the Fourth Churriana Tournament in benefit of the social-sports school of the Foundation and the IIMC in Calcutta, and the massive support of the veterans for the paddle tennis circuit, in which Fernando Hierro, Ricardo Gallego, Alfonso Pérez, Fernando Sanz, Emilio Butragueño and Roberto Carlos participated with a special exhibition. The Luis de Carlos Forum "90 years of basketball" was attended

in person by Juan Carlos Sánchez-Lázaro, Alberto Angulo, Alberto Herreros, Clifford Luyk and Emiliano, but also featured video messages from Pedro Ferrándiz, Lolo Sainz, Fernando Romay, Juanma López-Iturriaga and a long etcetera of Real Madrid basketball legends. Many of them also collaborated in the autograph signing of historical posters destined for the auctions of surplus sports memorabilia of the Historical Heritage Centre.

# HISTORICAL HERITAGE CENTRE



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 269,000 ITEMS  
HAVE BEEN CATALOGUED SO FAR**

## REAL MADRID'S HISTORICAL HERITAGE CENTRE

During the 2020/21 season, the work of the Historical Heritage Centre multiplied and diversified its work to collaborate with different lines of activity for the generation of resources and use of collections and memorabilia.

The Historical Heritage Centre supervised and coordinated the selection and shipment to auctions of jerseys and historical items from its surplus collections, along with the quality of the charity products made from historical match posters, such as trays and light boxes. To do this, an exhaustive review and selection of surplus historical posters was carried out, and in coordination with the Veterans Association each poster was turned into a unique piece. The different auctions were monitored on different international online collectors platforms.

In a similar line, the digital archive of the Historical Heritage Centre is studying the possibility of recovering and modifying graphical collections to develop Non-Fungible Tokens for sale, and is preparing two travelling exhibition projects.



Historic light boxes and solidarity trays made from match posters.

*The Centre of Historical Heritage already has more than 269,000 catalogued objects and more than 198,000 images.*

All this, while continuing to carry out its usual tasks. This season the work of the Historical Heritage Centre multiplied, as it continued with its mission of recovering the history of Real Madrid. There are already more than 269,000 catalogued pieces, of which 198,000 have been digitized. This season, 7,500 items and documents were catalogued and over 12,000 were digitized. In addition, 3,376 items were loaned out over a total of 204 occasions. In this regard, in May an institutional agreement was signed with the Spanish Railways Foundation to carry out joint exhibitions and activities.

The Foundation also received Nuevo estadio Bernabéu by the artist Francisco López Herrero as a donation for the Foundation's pictorial collection, and was delighted to receive the surprise that Real Madrid City was the setting for one of the winning photographs in the *People* category of The Mono Awards competition, held in Australia and New Zealand. Likewise, the City Council of Carboneros (Jaén) and the Lumère Foundation granted the entity the "Solidarity Olive Tree. The Oil of Life" award, in recognition of its work and support in defending peace and harmony among different peoples. Based on this award, the Real Madrid Foundation will name one of the hundred-year-old olive trees standing in the "Educational Ecopark for solidarity and harmony among peoples".

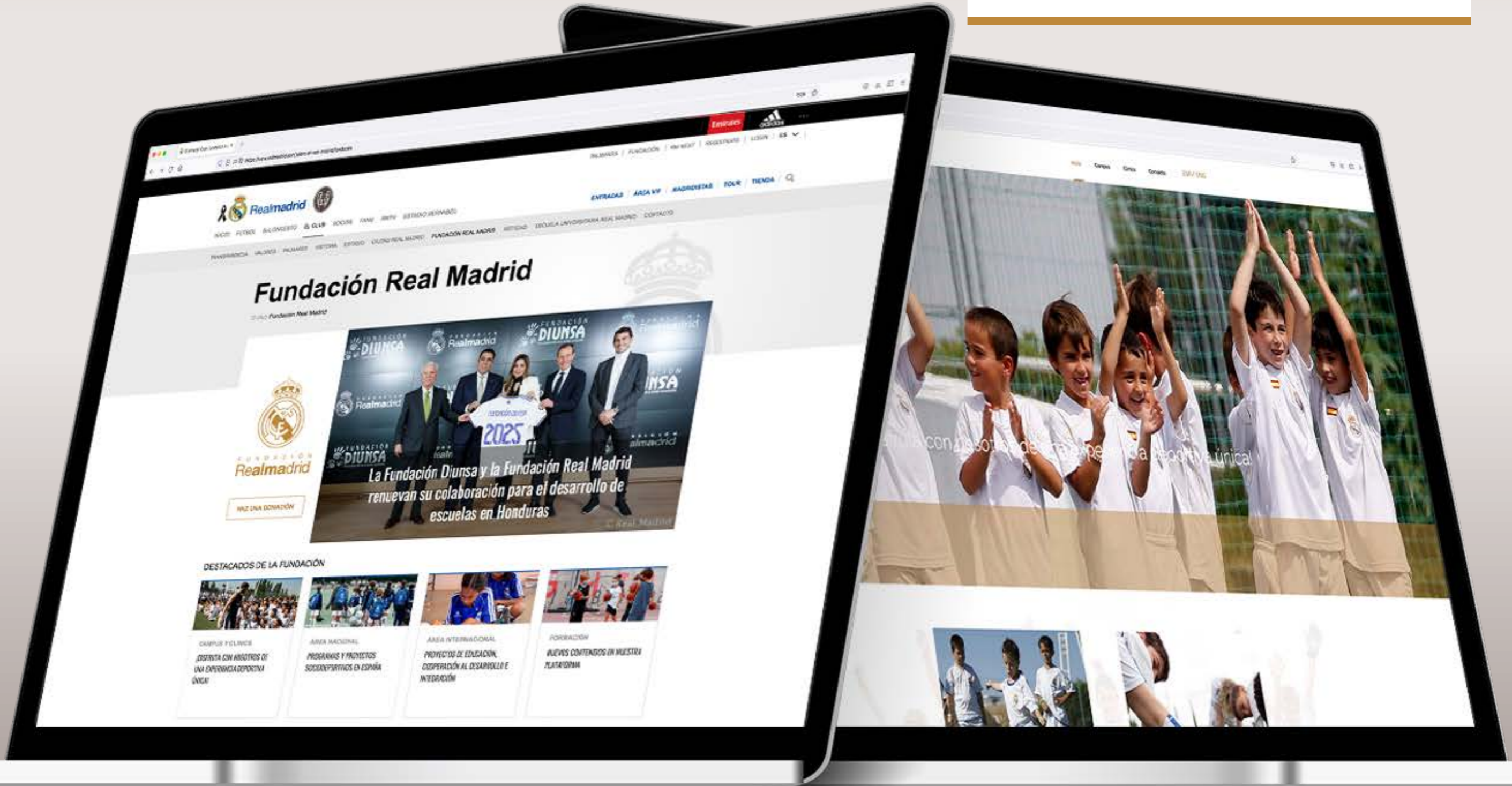


*Raúl González was involved in the signing of historical posters for the special auction.*



*Thousands of fans bid in the charity shirt auction organised by the Foundation and MatchWornShirt.*

# COMMUNICATION AND FUNDRAISING



## COMMUNICATION

The incorporation of Iker Casillas as deputy to the general manager of the Real Madrid Foundation in December 2020 acted as a major awareness-raising campaign for the Real Madrid Foundation and the presence of the brand in the media has skyrocketed with a valuation of over 15 million euros, according to ePrensa, providing the entity with a new injection of energy.

As a result, requests for interviews managed by the communications department have increased and the Foundation's presence on the radio

and digital press has multiplied. However this presence has decreased on television, except on Real Madrid TV, where there were more than 70 news features and mentions of the Foundation's projects during the 2020/21 season. Particularly noteworthy was the media impact of the auctions, especially the one carried out with Ansorena, as well as the impact of the agreements signed with Metro de Madrid and EMT.

It is also worth highlighting the increased collaboration of the Foundation, through its corporate channels and profiles on social



*2nd Digital Seminar for World Prostate Cancer Day broadcast on Sport Values Academy TV.*



*Casillas visited the workshops of A LA PAR, where the exclusive trays for the Historical Heritage Centre are made.*

networks, with prevention, awareness and communication campaigns. Examples of this include educational campaigns, such as the one launched with the Salesian schools on the occasion of the 10th anniversary of the collaboration between the Real Madrid Foundation and the Salesian Missions, featuring the "Change the rules" competition; health prevention messages in campaigns with GSK to prevent smoking, disseminating knowledge about vaccines or asthma and sports; the permanent campaign for the prevention of prostate cancer with Ipsen and Janssen,

collaboration in Red Cross campaigns, as well as the use of corporate channels for advertising the charity products created this season by the Foundation: historical light boxes, charity trays with the ALAPAR Foundation, which included a visit by Iker Casillas to the job centre for its presentation; and the charity masks of the Real Madrid Foundation, which have been worn by both ambassadors and Real Madrid players. The objective of these products is to increase the generation of resources for the sustainability of different lines of projects through the use of surplus historical items.





Once again this year, the Real Madrid Foundation, in addition to its annual report and its summary, has published three issues of the corporate magazine, directed at collaborating members, *partners* and patrons, although the digital edition can be read by any visitor to the corporate website [www.realmadrid.es](http://www.realmadrid.es). In terms of digital communications, seven monthly newsletters were also produced for the Foundation's collaborators and employees, as well as a new newsletter specifically aimed at informing Real Madrid Members about the Foundation's activity on a monthly basis.

The followers of the Foundation's institutional profiles on Facebook, Instagram, YouTube and Twitter have remained loyal and especially active during the virtual meetings broadcast live using multi-platform streaming.

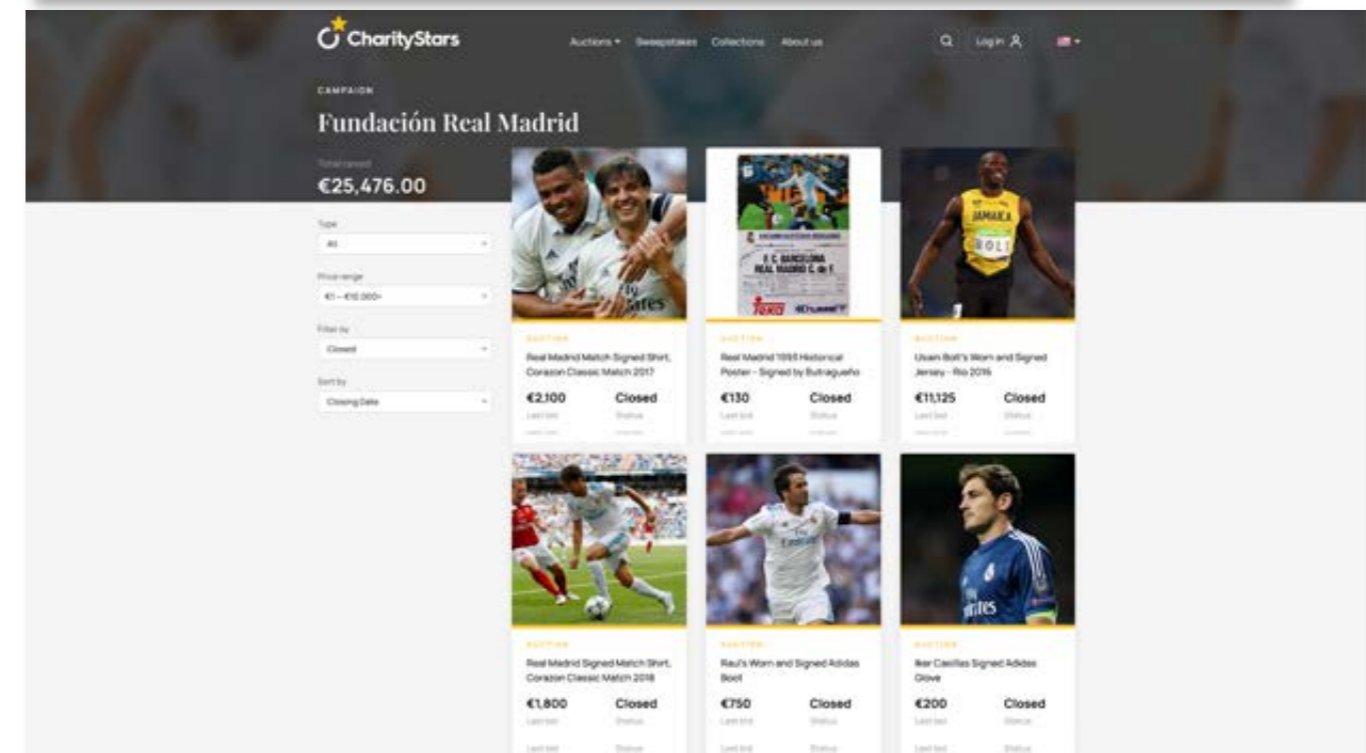
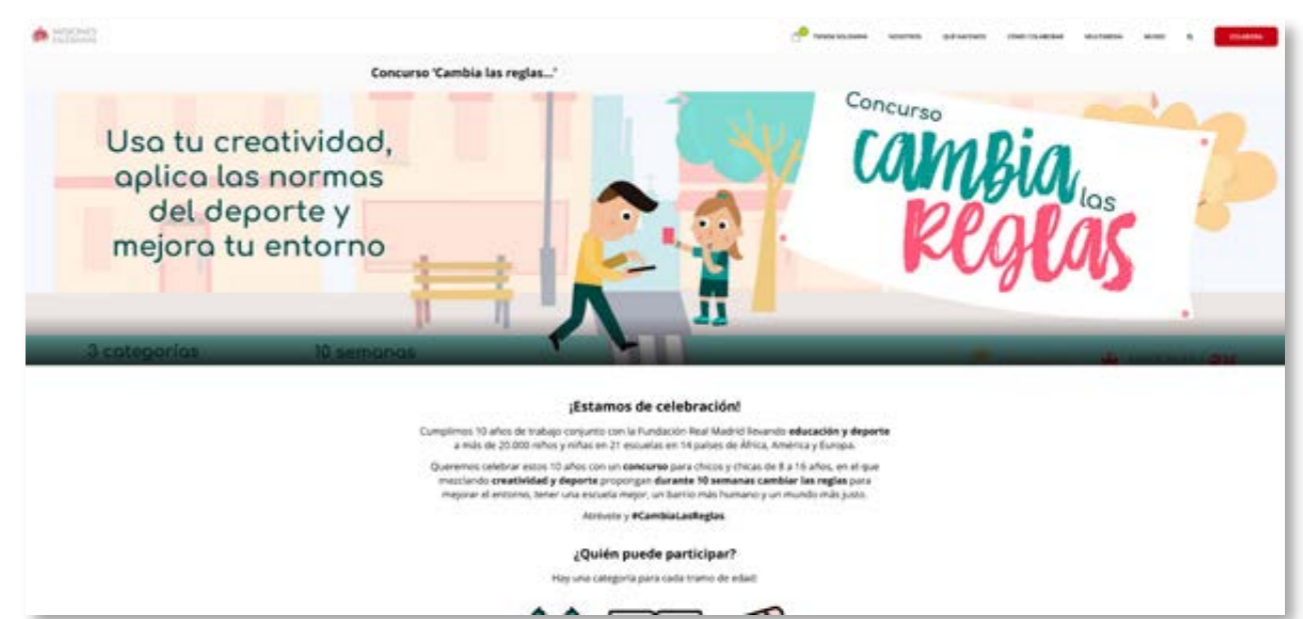
Especially noteworthy this season were the actions carried out on international auction platforms, aimed at collectors from all over the world. Thanks to the collaboration of the football first team, auctions of shirts used in official matches were held since the start of the football season, using the MatchWornShirt platform. Up to seven auctions of this type were carried out during the season, generating proceeds of more than 100,000 euros to contribute to the sustainability of the social-sporting projects. Likewise, another seven auctions, this time of club shirts and historical memorabilia, were held throughout the season with the Historical Heritage Centre on different auction websites such as Catawiki, CharityStars or Quartzo, also generating new resources.

The Fundraising line involves the launch of dissemination and awareness raising campaigns and also the acquisition of new *partners*, patrons and sponsors. In this 2020/21 season, new sponsors were found by all areas in a particularly difficult year for the economy and

especially for the sports sector. The Fundraising Department has multiplied its contacts to find new technological *partners*, financiers and collaborators in services and resources which enable the launch of new initiatives that contribute to sustainability.



Magazines and Annual Report of the Real Madrid Foundation.



# QUALITY, SUSTAINABILITY AND GOOD GOVERNANCE



*Florentino Pérez chairing the meeting of the Foundation's Board of Trustees at Real Madrid City.*

## QUALITY, SUSTAINABILITY AND GOOD GOVERNANCE

Many advances were made in this 2020/21 season in different areas by the Foundation's Administration and Human Resources department. Some of the main highlights included the launch of the **Employee Portal** and the implementation and development of the **Equality Plan, Audit and Remuneration Register**, which the entity set up to guarantee the support of the entire workforce.

The entity aims at continuous improvement towards excellence in the organisation, which is why the implementation of a Comprehensive Management System, the organisation of online training courses or the creation of an OTT platform are some of the most important lines of action. The Real Madrid Foundation strives to ensure sustainability and safeguard the environment, and applies a culture of paper reduction.

With the strategies proposed by the Foundation and compliance with Royal Decree 6/2019 on Equal Treatment and Opportunities, progress is being made towards achieving the Sustainable Development Goals. Likewise, the implementation of these royal decrees is aligned with the commitment to support the ten principles of the **Global Compact** in the areas of human and labour rights, environment and anti-corruption.

To help ensure the economic sustainability of the social-sports projects, we created 4 lines of solidarity sales products with no production costs, such as solidarity masks, trays made from surplus historical posters, light boxes and the new and important line of premium training on the new omnichannel platform. New and exciting partnerships have also been signed with Shanghai Veritas, Millicom-Tigo, Kontiki Expeditions and adidas, to complement new sponsors and partners. In addition to the

annual contribution from Real Madrid C.F., the Real Madrid Foundation receives generous support in the form of patronage, collaborations and sponsorships from large national and international companies and entities and, most especially, individual contributions from thousands of Madrid fans pledged to the club's social action, thus increasing their ties with Real Madrid and giving sustainability to engaged educational and social-sporting projects.

We have prioritised the prevention and protection of the health of employees and users of all activities since the beginning of the pandemic, testing all employees, limiting travel abroad,

prioritising meetings by videoconference and adopting teleworking as a measure of health containment and reconciliation of work and family life.

The Real Madrid Foundation has a Code of Ethics and Good Governance that includes the specific principles and regulations of Good Governance, and integrates the Code of Ethics of Real Madrid Football Club. The Real Madrid Foundation, at the request of the Board of Trustees, has implemented a Criminal Risk Management System (Compliance) whose oversight, effectiveness, tracking and updating is entrusted to the Foundation's Compliance

Committee, who work every season to ensure its correct application and compliance.

The Real Madrid Foundation also pursues maximum compliance with the regulations, standards and recommendations of Transparency and Good Governance as contemplated by Spanish Law 19/2013 on Transparency, Access to Public Information and Good Governance. In this regard, the Foundation's website is the main instrument of the Transparency Policy through our Transparency Portal. The Foundation also submits its financial statements to an external financial audit every year, which gives a true and fair view of the assets and financial situation of the Real Madrid Foundation.

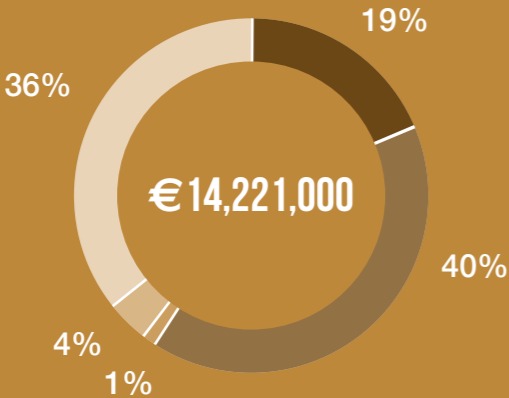


*Iker Casillas visiting the Alapar Foundation to present the trays made in collaboration with special employment centres for people with disabilities.*

# ECONOMIC DATA OF THE REAL MADRID FOUNDATION

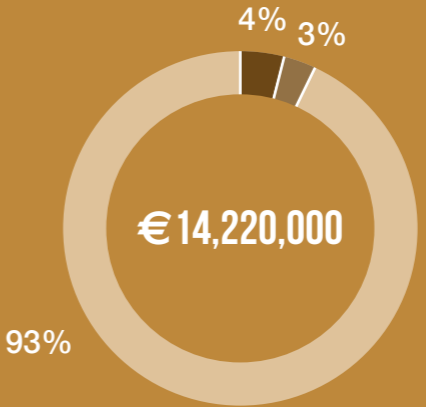


TOTAL DIRECT AND INDIRECT INCOME FINANCIAL YEAR 2020-2021



- Equity **19%**
- Private funds **40%**
- Public funds **1%**
- Events and other **4%**
- Local partner funds **36%**

BREAKDOWN OF TOTAL DIRECT AND INDIRECT EXPENSES FINANCIAL YEAR 2020-2021



- Management **4%**
- Fundraising **3%**
- Mission (Projects to further foundational purposes) **93%**



# TRANSPARENCY AND BEST PRACTICES

- The Real Madrid Foundation pursues maximum compliance with the regulations, standards and recommendations of Transparency and Good Governance as contemplated by Spanish Law 19/2013 on Transparency, Access to Public Information and Good Governance. In this regard, the Foundation's website is the main instrument of the Transparency Policy through our Transparency Portal. The Foundation also submits its financial statements to an external financial audit every year, which gives a true and fair view of the assets and financial situation of the Real Madrid Foundation.
- EFQM- 300+ European Excellence Certificate awarded by Club Excelencia en Gestión.
- The Foundation is registered as No. 366 in the Registry of Foundations of the Ministry of Education, Culture and Sport.
- The Real Madrid Foundation is considered a transparent foundation according to the report on transparency and good governance on the website of Spanish foundations 2018, carried out by the Fundación Compromiso y Transparencia (Commitment and Transparency Foundation).



# PATRONS AND SPONSORS





# COLLABORATING COMPANIES



# PARTNER INSTITUTIONS AND ORGANISATIONS



# OTHER PARTNER INSTITUTIONS

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



# LOCAL INTERNATIONAL COOPERATION AND DEVELOPMENT PARTNERS

		Africa	Middle East	Angola and Morocco	India	India	Indonesia	Israel	Italy	Italy
Benin, Togo and Lebanon	Saudi Arabia	Algeria	Argentina	Argentina	Argentina	Jamaica	Japan	Jordan	Jordan	Kenya
Australia	Azerbaijan	Azerbaijan	Bahrain	Bolivia	Botswana	Kuwait	Madagascar	Madagascar	Madagascar	Morocco
Bulgaria	Burkina Faso	Cambodia	Cambodia	Chad	Colombia	Morocco	Morocco	Mexico	Mexico	Mozambique
Colombia	Colombia	Ivory Coast	Costa Rica	Ecuador and South Africa	Ecuador	Palestine	Peru	Portugal	Portugal	United Kingdom
Ecuador	Ecuador	Ecuador	USA	USA	USA	Romania	Russia	Russia	Sao Tome and Principe	Senegal
USA	USA	United Arab Emirates	Ethiopia	Philippines	Philippines	South Africa	Trinidad and Tobago	Ukraine	Uruguay	
Philippines	Guatemala	Haiti	Haiti	Honduras	Hungary	Chile	El Salvador	Panama		

## FRIENDS OF REAL MADRID FOUNDATION



FUNDACIÓN  
**Real Madrid**

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