



FUNDACIÓN  
Real Madrid

# Summary of the Annual Report 2021-2022












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Annual Report**  
2021-2022

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FUNDACIÓN  
Real Madrid

# BOARD OF TRUSTEES

## PRESIDENT

Florentino Pérez

## EXECUTIVE VICE-PRESIDENT

Enrique Sánchez González

## EX-OFFICIO TRUSTEES DUE TO THEIR STATUS AS MEMBERS OF THE BOARD OF DIRECTORS OF REAL MADRID

Fernando Fernández Tapias

Eduardo Fernández de Blas

Santiago Aguado García

Jerónimo Farré Muncharaz

Enrique Pérez Rodríguez

Manuel Cerezo Velázquez

Pedro López Jiménez

José Sánchez Bernal

Gumersindo Santamaría Gil

Raúl Ronda Ortiz

José Manuel Otero Lastres

Nicolás Martín-Sanz García

José Luis del Valle Pérez

Catalina Miñarro Brugarolas

Manuel Torres Gómez

## EX-OFFICIO TRUSTEES DUE TO THEIR STATUS AS FORMER PRESIDENTS OF REAL MADRID

Fernando Martín Álvarez

Ramón Calderón Ramos

Vicente Boluda Fos

## EX-OFFICIO PATRONS DUE TO THEIR INSTITUTIONAL POSITION

† Francisco Gento López\*

(Honorary President of Real Madrid)

(Association of Former Football Players)

Emiliano Rodríguez Rodríguez

(Association of Former Basketball Players)

Jesús de Lucas Casas

(President Peña Decana)

Carlos Escudero de Burón

(Life Patron)

Rafael de Lorenzo García

(Life patron)

Sergio Nieto Díaz Albo

(oldest member of Real Madrid C. F.)

Sofía Miranda Esteban

(Madrid City Council)

## FREELY APPOINTED PATRONS

Fernando Acedo Rico

Amancio Amaro Varela

Antonio Botella García

Ángel Campos Martín

† Luis Martínez-Laforgue Solera\*\*

Luis Larrinaga de Luis

Pedro Antonio Martín Marín

Mario Masi Ruiz

Manuel Echenique Sanjurjo

Carlos Martínez de Albornoz

Antonio Medina Cuadros

## GENERAL MANAGER

Manuel Redondo Sierra

## MANAGING DIRECTOR

Julio González Ronco

\* Francisco Gento López passed away on 18 January 2022.

\*\* Luis Martínez-Laforgue Solera passed away on 22 March 2022.



# LETTER FROM THE PRESIDENT

## DEAR FRIENDS,

We are living in an era of great uncertainty in which solidarity is, now more than ever, society's best hope of continuing to progress towards a better and more just world.

We are slowly coming out of a pandemic that has caused us great pain due to the loss of many loved ones whom we will always remember. These have been very hard years in which the Real Madrid Foundation has made a huge effort to continue to support of those most in need, especially those boys and girls who we could not abandon in these difficult times.

During this past year, our Foundation has been firmly committed and excited to restore the momentum behind its projects which had suffered as a result of the effects of the pandemic. Thousands of people have made this possible, on conjunction with many collaborating companies to whom we will always be grateful.

I would like to express our admiration for all those who work tirelessly with exemplary dedication, showing us the way in improving the lives of the most vulnerable families.

We are winning against the pandemic but the world is now faced with a huge challenge that is causing another humanitarian catastrophe as a result of the invasion of Ukraine. At the

club and at the Foundation we have focused all our efforts on providing immediate help to millions of people who have been forced to leave their homes and their country in order to flee the horror of war. We have done so through the "Everyone with Ukraine" campaign in partnership with the most important international NGOs with which our Foundation has collaborated for decades.

This year, in which we have faced these challenges and all those others we regularly deal with around the world, the Real Madrid Foundation has celebrated its 25th anniversary. All Real Madrid fans feel a great sense of pride at the work that has been carried out since its creation, with more than 900 projects and activities per year in more than 100 countries in which we have provided support to more than 1,230,000 people during this time, especially the most vulnerable boys and girls.

Currently our Foundation hosts some 80,000 beneficiaries through 938 projects and 320 sports and social schools around the world. In Spain we have 144 projects and 43 social-sports schools that benefit 10,000 people.

The Real Madrid Foundation manages a total of 17 million euros for all its projects. Over the last decade, it has become the largest socio-educational

sports entity in the world and represents all the values that have made Real Madrid the most beloved and admired institution in the world.

The social impact of the Foundation's work has been recognized with the prestigious Laureus Sport for Good Society Award. It is the first time that a Laureus Prize has been awarded to an entity that is recognized for its work in improving society through the values of sport.

These acknowledgments inspire us to continue promoting Real Madrid's social commitment within the framework of the club's Corporate Social Responsibility, which contributes to the United Nations Sustainable Development Goals. And above all, they encourage us to continue working tirelessly to improve people's lives, whatever their circumstances or abilities, promoting the educational values of sport.

Our spirit of solidarity will continue to drive us forward in our fight against inequalities in all parts of the world with special priority given to children, the integration of minorities and refugees, people with disabilities, hospitalized children, the homeless, the unemployed, inmates, the elderly and all those in situations of vulnerability. Our goal will always be their inclusion and integration into society, promoting respect

for diversity and adapting the practice of sport to the needs of people with functional diversity.

We have inherited values that are passed down from generation to generation and through the great leaders of our club, such as our beloved honorary president, Paco Gento, and one of our great legends, Pedro Ferrándiz, who have left us this year. They will always be with us, as are the players, managers, members and fans of Real Madrid to whom we have said goodbye in recent years.

All of them leave us as part of their legacy the devotion to the principles that are reflected on each page of this Annual Report that includes all of this season's achievements. Here is the immense work and, above all, the love of thousands of people who give their all for the sake of others.

We have a commitment that is part of our hallmark: helping the most disadvantaged and working to bring hope to children who are at risk of social exclusion. This club never gives up. Neither on nor off the pitch.



Florentino Pérez



# THE REAL MADRID FOUNDATION RECEIVES THE LAUREUS SPORT FOR GOOD SOCIETY AWARD

Florentino Pérez: "This recognition is a great honour for our club and for the millions of Real Madrid fans who are proud of the huge amount of charitable work we do"



*Rafa Nadal was in charge of handing over this prestigious award that recognizes the extraordinary work of the Foundation.*

The Real Madrid Foundation was one of the winners at the 2022 Laureus Awards. The Sport for Good Society award is recognition for the work of the Real Madrid Foundation which, since 1997, has been contributing to the development of society and young people around the world through sport. The Real Madrid Foundation is the first winner in this category.

Florentino Pérez, president of Real Madrid, expressed his gratitude for the award: "This recognition of the Real Madrid Foundation is a great honour for our club and the millions of Real Madrid fans who are proud of the huge amount of charitable work we do, which is capable of reaching every corner of the globe. This award represents a great boost for all those who work tirelessly on a daily basis with the sole purpose of improving the quality of life of the most disadvantaged in our society, especially children who are at risk of social exclusion".

"I always say that the Real Madrid Foundation is the soul of our club, it represents all the values that have made Real Madrid the most beloved and admired institution in the world. It is the first time that a Laureus Prize has been awarded to an entity that is recognized for its work in improving society through the values of sport. You know that this badge never gives up and will continue to be there where we are most needed".



FLORENTINO PÉREZ:

“THE REAL MADRID FOUNDATION IS THE SOUL OF OUR CLUB, IT REPRESENTS ALL THE VALUES THAT HAVE MADE REAL MADRID THE MOST BELOVED AND ADMIRER INSTITUTION IN THE WORLD”.







### THE FOUNDATION HELPS TO IMPROVE SOCIETY

During the virtual gala, Rafa Nadal was in charge of presenting the award to the Real Madrid Foundation. The honorary member of Real Madrid explained: "This award is for an organization that uses the values of sport to help improve society. They believe that sport is more than just physical exercise. I am delighted that the winners are not only from Spain, but are associated to a club that I love." Butragueño, Raúl, Casillas and Figo accompanied Florentino Pérez at the event.



*Florentino Pérez was accompanied at the Laureus Award ceremony by Real Madrid legends Figo, Butragueño, Raúl and Casillas.*



## OTHER AWARDS AND RECOGNITION

The Real Madrid Foundation carries out activities, programmes and projects in the fields of education, integration of vulnerable groups and development cooperation, while promoting the playing of sport in more than 90 countries on five continents.

The Foundation's mission, both inside and outside of Spain, is to use sport to improve people's lives, prioritizing support for children, the inclusion of minorities and refugees, people with disabilities, hospitalized children, the homeless, the unemployed and inmates, among others.

In addition to the Laureus Award, this work has been recognized through other accolades including the 8th Mental Health Award from the Padre Menni hospital, institutional recognition from the ConectaTEA Foundation during the 1st Charity Gala

#JuntosenelAutismo; the 2021 Children's Award from the Community of Madrid in the category of Outstanding Individual to Julio González Ronco, managing director of the Foundation; and the Top Developer Awards 2021 for the Sports Values Academy TV e-learning platform. Added to this is the brain-protected space certification of the Freno al Ictus (Stop Strokes) foundation that was awarded to Real Madrid thanks to the collaboration agreement signed with the Foundation.

This season, and in line with the United Nations Sustainable Development Goals (SDGs), the Foundation has undergone its EFQM quality audit and become a member of Club Excelencia en Gestión, and has also registered its Equality Plan and the protocols for both the prevention of workplace harassment and the prevention of abuse and harassment in social-sports schools.

### THE REAL MADRID FOUNDATION RECEIVES RECOGNITION FROM THE CONECTEA FOUNDATION



Roberto Carlos represented the club at the 1st Charity Gala #JuntosenelAutismo, which was held in Alcobendas.

### BRAIN-PROTECTED SPACE CERTIFICATION FROM THE FRENO AL ICTUS (STOP STROKES) FOUNDATION



Real Madrid received the brain-protected space certification from the Freno al Ictus (Stop Strokes) foundation.

### PADRE MENNI MENTAL HEALTH AWARD



Emilio Butragueño received the Mental Health Award from the Padre Menni hospital in Santander.

### TOP DEVELOPER AWARDS 2021



The Sport Values Academy TV content platform, winner at the Top Developer Awards 2021.

### JULIO GONZÁLEZ RONCO, MANAGING DIRECTOR OF THE FOUNDATION, RECOGNIZED BY THE COMMUNITY OF MADRID



Julio González Ronco received the Outstanding Individual award during the 2021 Children's Awards ceremony of the Community of Madrid.



# THE REAL MADRID FOUNDATION, IN SUPPORT OF UKRAINE



*The Real Madrid and Real Sociedad players showed their support for Ukraine on 5 March 2022 at the Santiago Bernabéu by posing with a banner that read: "Everyone with Ukraine".*



The Real Madrid Foundation has offered its overwhelming support for those affected by the invasion of Ukraine through the "Everyone with Ukraine" campaign.

The campaign was launched by the Real Madrid Foundation on 4 March and was supported by Real Madrid with a donation of one million euros, as well as 13,300 items of clothing and sports equipment. The campaign was adapted to the everchanging needs over the months, including other actions both in Spain and in Ukraine and its bordering countries.

An online channel and a bank account were set up to receive donations in support of the Ukrainian people and help alleviate the immediate and devastating effects of the war. The funds were distributed among the entities with which the Real Madrid Foundation collaborates that have sent teams to the conflict zone, such as Acnur, Red Cross, Cesal, Salesian Missions and Epicentr for Children.

*Two of the Foundation's schools and Epicentr for Children were transformed into a food collection and distribution centre to help families in Ukraine.*



*Epicentr for Children, a partner of the Foundation in Ukraine, organized a summer camp for children from Ukrainian social-sports schools in Lviv.*



## SUPPORT FOR UKRAINIAN REFUGEES

The Foundation's social-sports schools in Ukraine, together with Epicentr for Children and with the support of Epicentr K, began their fourth season full of enthusiasm with the visit of Roberto Carlos to inaugurate new schools, and they were the first to resume face-to-face training after the pandemic with a trainer who travelled to the city of Irpin in October. A few weeks later, in November, a group of 25

beneficiaries visited Madrid and attended the Real Madrid match against Shakhtar Donetsk. All this was cut short by the beginning of the Russian invasion. Through their social networks, the Real Madrid ambassadors wanted to show their support and during the Alma Cup Europe, which took place at Real Madrid City, the absent schools were honoured.



Roberto Carlos travelled to Kyiv in September to inaugurate two new schools.



Ukrainian schools were the first to resume face-to-face training after the pandemic.



Arbeloa represented Real Madrid at the Cooking for Ukraine charity dinner organized by Cesal, which was attended by Reyes Maroto, Minister of Industry, Commerce and Tourism of the Government of Spain.





*Donation of material to the Red Cross coordination centre for Ukrainian refugees in Madrid.*

### ALLOCATION OF CAMPAIGN FUNDS

The Red Cross has deployed a huge team of people at the Ukrainian border. Part of the funds raised by the Real Madrid Foundation campaign went to the Spanish Red Cross, which works in close coordination with the national organizations in the region and focuses its support, among other things, on integrated assistance and psychosocial support in Ukraine, in collaboration with the Danish Red Cross, in the southwestern region of Ukraine and on the border with Romania, through the distribution of essential goods and psychosocial care, with the city of Chernivtsi as its centre. In Spain, the Red Cross attends in its primary care centres the first refugees to arrive from Ukraine for whom the Real Madrid Foundation has donated sports and recreational equipment for the children.

For its part, UNHCR in Ukraine is delivering blankets, sleeping mats and other essential items to Kryvyi Rig in central Ukraine. It also monitors the social emergency at Ukraine's borders with Poland, Romania, Moldova and Hungary, providing support in the reception of refugees in these neighbouring countries.

The work of the Salesian Missions in Ukraine is to welcome in its facilities children, women and elderly people who, due to the bombings, in many areas of the east, north and south of the country, lack fuel and do not have electricity or heating. It is housing displaced Ukrainians in its centres in Lviv, Novosilka, Kyiv, Dnipro, Bibrka, Peremyshlyany, Zhytomyr, Korostyshiv and Odessa. Meanwhile, outside of Ukraine, refugees are being cared for in Poland and Slovakia.

Meanwhile, the NGO Cesal is working to offer emergency support to vulnerable families and internally displaced people in the Lviv area and the Polish border. On the other side of these borders, work is being carried out in Poland in collaboration with AVSI Polska, the Italian Chamber of Commerce in Poland and Caritas Leopoli, which collects and buys medicines and sends them through a solid logistics system to the border between Poland and Ukraine. The Foundation also collaborated in the charity dinner organized by Cesal to raise funds, which was attended by the Real Madrid ambassador, Álvaro Arbeloa.

Finally, Epicentr for Children, the NGO with which the Real Madrid Foundation has been working since 2018 in seven social-sports schools in the cities of Ternopil, Irpin, Khmelnytsky and Kyiv, in Ukraine, with 800 beneficiaries, also received part of the campaign funds which it uses to help the beneficiaries of the social-sports schools and their families, offering support at the facilities of the social-sports school of Ternopil, where food is collected and distributed and from where

its staff help in arranging the logistics to move people from the evacuation area to the border with Poland. A summer camp has also been organized for children from the schools who have not been displaced.

The Real Madrid Foundation's "Everyone with Ukraine" campaign will remain open for as long as necessary to facilitate a direct donation channel that helps alleviate the needs of the displaced population both in Ukraine and in bordering countries or in the reception of refugees in Spain. During the summer, scholarships have been set up for Campuses in Spain at the request of the different authorities (financed by Saint Gobain Isover) and for programmes in juvenile centres with the support of HSBC and the UEFA Foundation for Children. Aid continues to arrive with the support of the Foundation's local partners, who implement social-sports schools in different countries, as happened in Romania. The Real Madrid Foundation social-sports school in Milan, Italy, in collaboration with the PortoFranco and Fatima Traccia association, is already working with young Ukrainian migrants.



*Red Cross shelter on the Ukrainian-Polish border.*



## MESSAGES OF SUPPORT FOR UKRAINE

All the Real Madrid teams showed their support for the people of Ukraine with T-shirts that read "Everyone with Ukraine" and posed with a banner bearing the same message of support.

*The Real Madrid women's team and the basketball team posed with banners in support of Ukraine at Real Madrid City and at the WiZink Center, respectively.*





# NATIONAL



*Florentino Pérez, during the 2021 Real Madrid Ordinary General Assembly held at Real Madrid City.*

MORE THAN **10,000** BENEFICIARIES OF THE SOCIAL-SPORTS PROGRAMMES AND PROJECTS IN SPAIN

**144** NATIONAL PROJECTS

MORE THAN **400** PARTICIPANTS IN ADAPTED AND INCLUSIVE SCHOOLS

**2,200** INMATES LEARN VALUES THROUGH SPORT





Children from the Real Madrid Foundation campuses admiring the fourteenth European Cup.

## TABLE OF ACTIVITIES

PROJECT	No.	Beneficiaries
SOCIAL-SPORTS FOOTBALL SCHOOLS	35	3,447
SOCIAL-SPORTS BASKETBALL SCHOOLS	8	489
ADAPTED SOCIAL-SPORTS FOOTBALL SCHOOLS	1	11
INCLUSIVE SOCIAL-SPORTS FOOTBALL SCHOOLS	6	123
ADAPTED SOCIAL-SPORTS BASKETBALL SCHOOLS	13	247
INCLUSIVE SOCIAL-SPORTS BASKETBALL SCHOOLS	1	20
WHEELCHAIR SOCIAL-SPORTS BASKETBALL SCHOOLS	3	21
SHELTERS AND JUVENILE DETENTION CENTRES	25	1,261
PRISONS	30	2,200
HOSPITALS AND HEALTH	14	2,399
PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY	3	314
PROGRAMMES FOR THE HOMELESS	3	90
EMPRENDEPORTE PROGRAMMES	2	44
<b>TOTAL</b>	<b>144</b>	<b>10,666</b>





*Felipe Reyes with the students from the adapted basketball social-sports school in Barajas, Madrid.*

## NATIONAL AREA

In Spain, the Real Madrid Foundation has kept 144 social-sports projects and schools active, serving 10,666 people, almost 20% more than in the previous season. It is worth noting the opening of new schools for people with different abilities in Móstoles, the implementation of a programme for remote cardiac monitoring and the new basketball programme for adolescents with mental health problems.

### SOCIAL-SPORTS SCHOOLS IN SPAIN

The 43 football and basketball social-sports schools of the Real Madrid Foundation in Spain, together with the 24 adapted and inclusive schools, were attended by more than 4,300 boys, girls and young people. Of these, 777 took part in basketball, adapted and inclusive basketball projects and 3,581 in social-sports football, adapted or inclusive football projects. The sports coaches follow the methodology *For a REAL education: Values and Sport*, in which they are trained by the Training Division of the Real Madrid Foundation. Thanks to the full and partial scholarship system, each of the schools has at least 15% and up to 100% of the spots reserved for socially disadvantaged young people or at risk of social exclusion. The objective is for these young people to fully develop their potential, providing them with an all-round education.



The Real Madrid Foundation has collaborated with the Mutua Madrileña Foundation in the *Compañer@s* programme for children who are victims of domestic violence; with the Victims of Terrorism Foundation and the Ministry of Justice of the Community of Madrid for the care of children who come from families of victims of terrorism; and with the Spanish Red

Cross in Seville, together with Ecopilas, in a school that received a visit from Ambassador Álvaro Arbeloa. It is also worth highlighting the Foundation's permanent collaboration with the departments of social services of the Municipalities where schools are carried out, to guarantee equal opportunities in access to quality educational sport.

*Children participating in an Ecopilas activity at Real Madrid City.*



*Training session for the students of the social-sports school in La Chopera, Madrid.*

The beneficiaries of the schools in Madrid (El Pozo), Jerez de la Frontera, Tarancón and San Fernando de Henares received a visit from Arbeloa accompanying the partners of these projects, the "la Caixa" Foundation and Exolum. Iker Casillas, deputy to the General Manager of the Foundation, accompanied by Banco Santander, visited the Pozuelo de Alarcón school (Madrid). The beneficiaries of the centres outside the capital attended regional social cooperation days in Murcia and Andalusia. And the children participating in the social-sports tournament at Real Madrid

City were able to participate in the World Challenge and the Alma Cup, which brought together young people from different types of educational projects of the Foundation from all over the world.

The schools are supported by entities such as the "La Caixa" Foundation, Endesa, Banco Santander, Ecopilas, Exolum and Unicaja Banco. New partnerships were signed this past season with the Nemesio Fernández Díaz Foundation, thus guaranteeing the sustainability of the scholarship system.



## ADAPTED AND INCLUSIVE SCHOOLS IN SPAIN

A total of 17 inclusive and adapted basketball schools and 7 inclusive adapted football schools have been implemented, after the opening of two schools of this type in Móstoles, in collaboration with the Iker Casillas Foundation. In total, 422 beneficiaries with different abilities have been able to enjoy these programmes, with an additional cardiac monitoring programme in

collaboration with Idovent and its "Donate your heartbeat" campaign.

The inclusive, adapted and wheelchair football and basketball social-sports schools are carried out in collaboration with disability organizations, including: ConecTEA Foundation, Down Madrid, A la Par Foundation, Ana Carolina Díez-Mahou Foundation and Atades. The projects are aimed at children with Down syndrome, pervasive developmental disorders (PDD), intellectual

disability and autism spectrum disorders (ASD). Their purpose is to bring quality sport and value-based sport closer to these disadvantaged groups and, whenever possible, try to integrate them into a social-sports school with colleagues without disabilities.

This past season, wheelchair basketball schools continued to operate, with a new location for the Getafe school, with the aim of improving the quality of life of the participants, increasing their

personal development and autonomy. These projects are also sponsored by GSK, Endesa, UPS and Signus. Casillas presented the new inclusive schools in Móstoles.

The students of the wheelchair basketball school in Getafe and those of the adapted basketball school in Barajas received a visit from Felipe Reyes.

*Felipe Reyes visited the students from the basketball social-sports school at the Jorge Guillén primary school in Getafe, Madrid.*



*Students from the social-sports basketball schools put on an exhibition during the Real Madrid-Bayern Munich match at the WiZink Center in Madrid.*





## PROGRAMMES IN JUVENILE CENTRES

The Foundation coordinates 25 social-sports programmes in children's shelters and detention centres, in collaboration with the Ministry of Family and Social Affairs of the Community of Madrid, the Agency for Re-education and Reinsertion of Juvenile Offenders and the Diagrama Foundation. These supported 1,261 children and adolescents, who were able to enjoy value-based sports activities with the coaches of the Real Madrid Foundation in different autonomous communities. In the case of Madrid, these children were also beneficiaries of the "At Christmas, no child without a gift" campaign, which this year served 1,647 children in centres and hospitals. The Real Madrid ambassador Roberto Carlos visited the Picón del Jarama juvenile centre, and Noble Arts became a new collaborating partner in this project.

## THE BASKETBALL AND VALUES PROGRAMME IN HOSPITALS

Throughout the past year, face-to-face activities were resumed in all hospitals- The number of projects in the basketball line in hospitals grew with the incorporation of the Pradera de San Isidro therapeutic day care centre, a unit dependent on Hospital 12 de Octubre, for children and adolescents with mental health problems. The public health authorities have detected a considerable increase in these pathologies in young people since lockdown. For this reason, during the season work has been carried out on this type of social-sports project.



Children hospitalized at Hospital 12 de Octubre in Madrid participating in a basketball session.



Children at the Casa de Campo Children's Home in Madrid.



Roberto Carlos visited the Picón de Jarama juvenile centre in Madrid.



## PROJECTS FOR HOMELESS PEOPLE

These projects have provided support for 90 people weekly in collaboration with the Madrid City Council, the Spanish Red Cross and the Padre Garralda-Horizontes Abiertos Foundation. The goal is to increase the general well-being of homeless people and promote their integration into the workplace and society through physical exercise. In addition to the sport/physical exercise sessions, the beneficiaries are encouraged to participate in sports events such as the Foundation's popular charity race or the Spartan Race. The sustainability of this programme relies on part of the proceedings obtained from the Red Cross Gold Draw.

## DETENTION CENTRE PROGRAMME

The work to promote social inclusion through sport and its values continued with 30 football

and basketball projects in prisons which benefited 2,200 inmates in prisons throughout Spain. Guaranteeing access to quality educational sport for the inmate population has been one of the Real Madrid Foundation's most important lines of action for more than 15 years.

## "EMPRENDEPORTE" PROGRAMME FOR THE UNEMPLOYED

This programme, which was launched in 2017, is an initiative of the Real Madrid Foundation to collaborate with the Municipal Employment Agency of the Madrid City Council. Its objective is to promote the mental and social activation of the long-term unemployed over 35 years of age, combining physical exercise with psychology and job search workshops. Fifty have participated this past season.



*The beneficiaries of the Empreendeporte programme participated in a hiking activity in Madrid.*



*Participants in the social-sports programme supported by the Red Cross at the San Blas Temporary Shelter for Immigrants in Madrid.*



*For the first time, participants in the physical exercise programme for the elderly in the Real Madrid City auditorium.*

## PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

More than 314 people over 65 years of age in three locations in the Community of Madrid and Extremadura attended these programmes. This

season included the promotion of the "Don't get caught offside" campaign, which supports the prevention of prostate cancer. These elderly participants visited the Real Madrid City auditorium and received a talk from the Ipsen and Janssen laboratories about this disease.



# REAL MADRID FOUNDATION AROUND THE WORLD



**78,920** BENEFICIARIES IN **94** COUNTRIES  
**938** PROJECTS AND ACTIVITIES

## AMERICA

**169** SCHOOLS  
**22,517** BENEFICIARIES

**79** ACTIVITIES PROMOTING EDUCATIONAL SPORTS  
**5,854** BENEFICIARIES

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

## AFRICA

**52** SCHOOLS  
**10,341** BENEFICIARIES

**3** ACTIVITIES PROMOTING EDUCATIONAL SPORTS  
**580** BENEFICIARIES

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

## EUROPE

**20** SCHOOLS  
**1,708** BENEFICIARIES

**323** ACTIVITIES PROMOTING EDUCATIONAL SPORTS  
**13,014** BENEFICIARIES

- BULGARIA
- HUNGARY
- ITALY
- PORTUGAL
- ROMANIA
- RUSSIA
- UKRAINE
- UNITED KINGDOM
- AUSTRIA
- BELGIUM
- CROATIA
- FINLANDIA
- FRANCE
- GERMANY
- GREECE
- ICELAND
- KOSOVO
- NETHERLANDS
- SERBIA
- SWEDEN
- SWITZERLAND
- TURKEY

## MIDDLE EAST

**55** SCHOOLS  
**4,414** BENEFICIARIES

**1** ACTIVITY PROMOTING EDUCATIONAL SPORTS  
**36** BENEFICIARIES

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

## ASIA-PACIFIC

**24** SCHOOLS  
**2,457** BENEFICIARIES

**12** ACTIVITIES PROMOTING EDUCATIONAL SPORTS  
**1,913** BENEFICIARIES

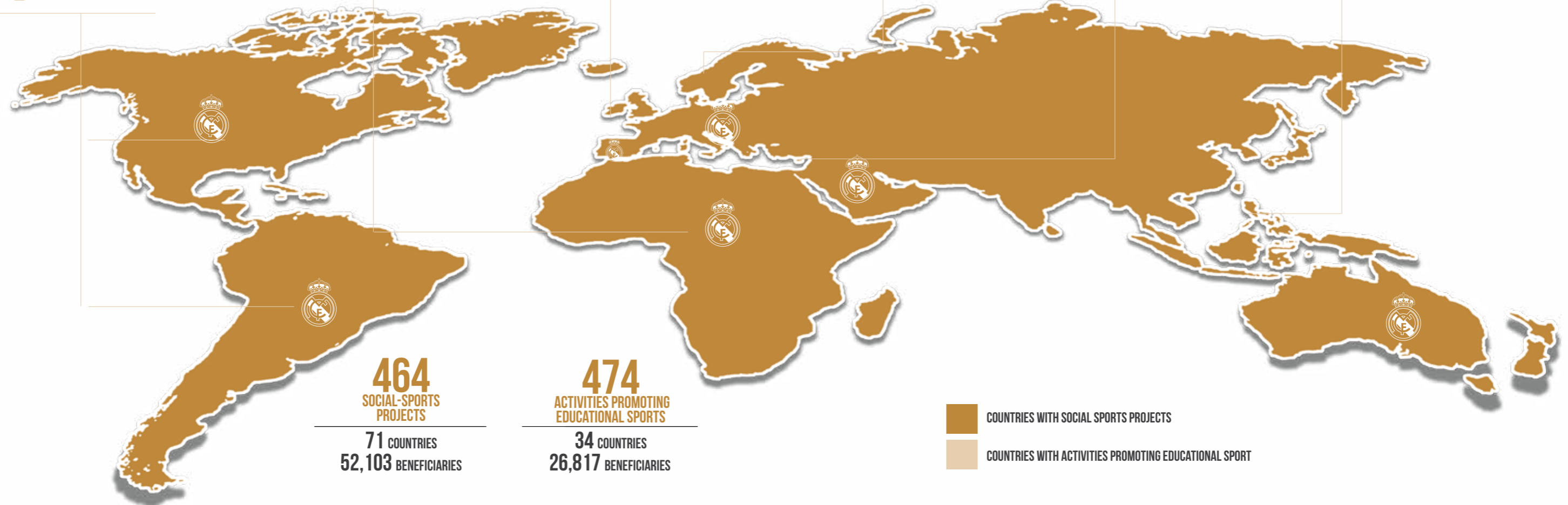
- AUSTRALIA
- BHUTAN
- CAMBODIA
- CHINA
- INDIA
- INDONESIA
- PHILIPPINES
- JAPAN
- KAZAKHSTAN
- SINGAPORE
- SOUTH KOREA
- UZBEKISTAN

## SPAIN

**144** PROYECTOS  
**10,666** BENEFICIARIOS

**56** ACTIVIDADES PROMOTING EDUCATIONAL SPORTS  
**5,420** BENEFICIARIOS

- SPAIN





# INTERNATIONAL

**320** FOOTBALL AND BASKETBALL SCHOOLS

**41,437** CHILDREN

**70** COUNTRIES ON FIVE CONTINENTS

EDUCATION, DEVELOPMENT COOPERATION AND INTEGRATION PROJECTS

**29,865** CHILDREN RECEIVE HEALTH AND NUTRITION RELATED ACTIVITIES

**25,862** CHILDREN RECEIVE ACADEMIC SUPPORT

**11,405** CHILDREN TAKE PART IN INCLUSION AND SOCIAL-FAMILY SUPPORT ACTIVITIES

**6,423** CHILDREN TAKE PART IN SOCIAL-PSYCHOLOGICAL SUPPORT ACTIVITIES





## INTERNATIONAL AREA

In the 2021/22 season, with the end of the pandemic, face-to-face sports activity was resumed in projects and schools. Since February, the news has been dominated by the war in Ukraine, a country where the Foundation implements seven social-sports schools supporting 800 children in conjunction with Epicentr for Children. The year ended with 320 schools and social-sports projects active in 70 countries with 41,437 direct beneficiaries (29% of whom are girls), with the support of 872 coaches-educators (15% of whom are women).

Also very significant is the global partnership signed with Abbott to fight malnutrition in children around the world.

New collaborations have been signed, including an agreement with Kontiki Expeditions, which will support seven social-sports schools in Ecuador, and with Xcalibur for centres in Uganda, as well as with the Doctor Palomo Foundation.

*Florentino Pérez received the CEO of the Millicom-TIGO corporation, Mauricio Ramos, at Real Madrid City.*





*The partnership between Abbott and the Real Madrid Foundation was celebrated with the traditional ringing of the bell that marks the opening of the session of the New York Stock Exchange.*



*The beneficiaries of the activities and schools of the Real Madrid Foundation in the US held an exhibition on Wall Street.*





*Training at the social-sports school in San Pedro, Costa Rica.*

## AMERICA

In the Americas, the Foundation has promoted education and social integration among 22,517 girls and boys across 169 schools in 22 countries. In Argentina, Colombia and Ecuador, three new projects were opened in collaboration with the organization Pequeños Pasos, in Buenos Aires (Argentina); the Camillian Religious, in Barranquilla (Colombia), with the support of the IDB; and in the town of Montecristi, Manabí, (Ecuador) thanks to the collaboration between Kontiki Experiences and CAF Núñez. They serve a total of more than 500 children in situations of risk and vulnerability.

Throughout the season, high-level meetings were held with the Inter-American Development Bank (IDB) – a partner of the Real Madrid Foundation since 2017. The Foundation plays an important role as a member of the Private Sector Coalition for the recovery of Latin America and the Caribbean and of the 21st Century Skills Coalition.



The partnership with Abbott, presented at the New York Stock Exchange, started its activity in Brazil, Colombia, the US and Mexico with sessions on nutrition and healthy habits in the Foundation's schools. The implementation of the agreement with Millicom also began with IT training sessions for the beneficiaries of 70 projects in Bolivia, Colombia, Costa Rica, the US, El Salvador, Guatemala, Honduras, Nicaragua, Panama and Paraguay. The objective is to promote access to the labour market through this training in the responsible use of the Internet and to prevent *cyberbullying*. The Foundation has maintained its partnerships with the Mapfre Foundation, AT&T and Globalvia, which are highly committed to supporting education, development cooperation and social inclusion using sport as a tool.



*Thanks to the support of Kontiki Experiences and CAF Núñez, a new school was inaugurated in Manabi, Ecuador.*



*The Secretary of State José Manuel Franco and the CEO of Mapfre in the Dominican Republic, Pierina Pumarol, visited one of the Foundation's schools in Santo Domingo, Dominican Republic.*





*Training session for the students of the social-sports school in Maputo, Mozambique.*

## AFRICA

With the firm support of Interact Sport of Nigeria and other major partnerships, the Foundation is consolidating its presence in 25 countries on the African continent with 52 social-sports schools and humanitarian aid projects that support more than 10,340 boys and girls in need.

This season new projects have been inaugurated in Equatorial Guinea in collaboration with

the Piarists and thanks to the Dr Palomo Foundation, which implements a specific sexual and reproductive education programme for young people; with the Xcalibur Foundation in Uganda, which has the support of the company MTN and the Ministry of Youth and Sports; and a social-sports school has also been launched in Egypt with FAME and the support of Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI). In addition, thanks to the

latter organization, the projects implemented in conjunction with the Fatema Foundation have resumed and those supported by the Paideia Association, which participated in the 2022 Alma Cup, have been reinforced.

Also of note is Abbott's nutritional support in projects such as the one carried out by the Real Madrid Foundation with Anidan in Kenya, as well as the resumption of face-to-face training

sessions. For example, the one that took place in Mozambique, with a very significant social impact thanks to the presence of a female trainer to encourage the participation of girls and female coaches. The year ended with the 2nd International Charity Marathon in São Tomé, organized by the Foundation's partner Filhos de Sto. Tomé and Príncipe, for the benefit of the joint projects.



## ASIA-PACIFIC

The season concluded with 24 projects in 7 countries and the possibility of expansion in Australia and Indonesia, where projects with new vulnerable groups have been identified. Of note was the opening of the school in Bhutan (the Foundation will be working for the first time with child Buddhist monks in a monastery); as well as the incorporation of new projects in Australia, with the Warrangong Institute; and in China, with the China Youth Development Foundation, which are added to the previous initiatives in these countries.



*Emilio Butragueño and Kike Figaredo participated in the presentation of the renewal agreement with Sauce for the social-sports schools in Battambang, Cambodia.*



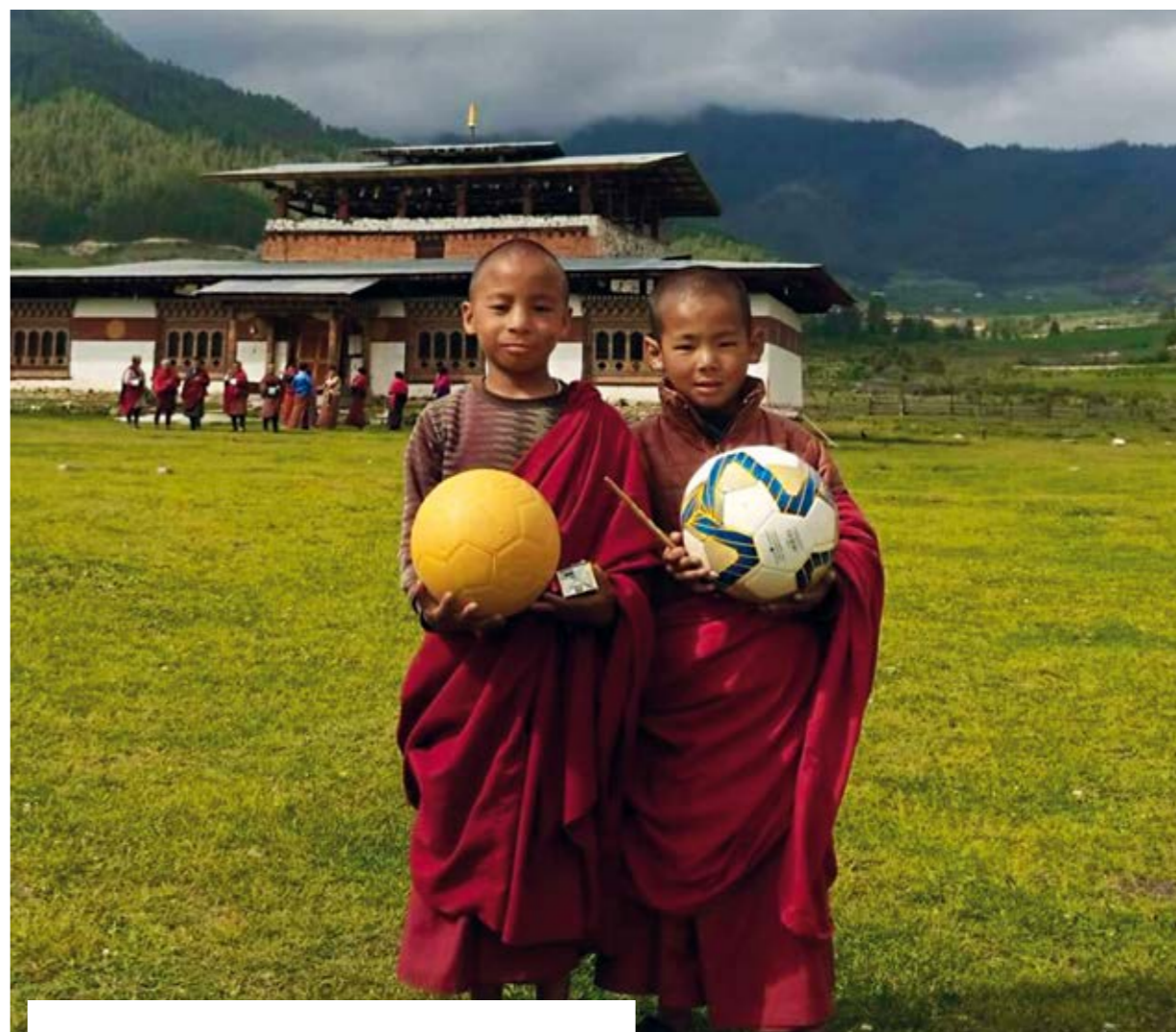


*A student from the social-sports school in Davao del Sur, Philippines, participates in a training activity.*

*Girls from the social-sports school in Trichy, India.*



*Training session for students from the social-sports school in Battambang, Cambodia.*



*Students from the new social-sports school in Bhutan.*

The evaluation of the international projects that has been carried out yields important conclusions on the suitability of supporting actions that promote not only the well-being of children, but also that of their families, as an element that enhances the impact of each project. And also the need to train field staff in regulatory issues regarding child protection

and the gender perspective. This season the partnerships with Sauce in Cambodia, the Hope and Joy Foundation in India, the Roxas Foundation and the Santiago Foundation in the Philippines and Wellington HS in Australia have been renewed, while the existing ones with the Mapfre Foundation, Roadis and Global Football Management continue.



## EUROPE

The year kicked off with the opening of a new school in Romania with the FDP-protagonistas en Educación Foundation and with the support of the UEFA Foundation for Children. In Europe, the Real Madrid Foundation has 20 social-sports centres in eight countries, where face-to-face activity was resumed for the benefit of 1,708 children who are socially disadvantaged or at risk of exclusion. The economic sustainability of the projects is guaranteed thanks to the support of the UEFA Foundation for Children, Endesa and Epicentr for Children, with the UPS Foundation set to

become a new partner in the near future. The Real Madrid Foundation school in Manique (Portugal) won the "la Caixa" Foundation Award for Children.

Since mid-February the main concern has been the situation in Ukraine. Real Madrid donated one million euros as part of the "Everyone with Ukraine" campaign to assist the displaced population. This initiative has been executed on the ground in collaboration with the Red Cross, Acnur, Cesal, Salesian Missions and Epicentr for Children.



*Participants in the eighth edition of the Alma Cup at Real Madrid City.*



*The Real Tanoda social-sports school in Felcsút, Hungary, celebrated its 10th anniversary.*

The International Area of the Real Madrid Foundation has activated contacts with governments and entities from bordering countries such as Moldova and Poland to carry out actions aimed at the integration of refugees, as well as with the European Union delegation in Ukraine and with the Madrid City Council.

The season culminated with the celebration of the 2022 Alma Europa Cup at Real Madrid City. It was supported by the UEFA Foundation for Children and 80 beneficiaries took part from schools in Bulgaria, Hungary, Morocco, Portugal and Romania, as well as Spain.



## MIDDLE EAST

The Foundation deploys 55 social-sports schools in eight countries in this part of the world, benefiting 4,414 children and young people at risk of social exclusion. This year marked the tenth anniversary of the collaboration with Baniyas Sport. Moreover, the partnership with the Royal Humanitarian Foundation of Bahrain, which is dedicated to the integration of orphans in that country, was renewed. Also of note was the unconditional support offered by the Alyousifi Charity Institution of Kuwait and the renewal of cooperation agreement with Riyadh Schools, an educational entity of the Saudi Royal House, with the aim of strengthening equality in male and female football schools.

On the occasion of the collaboration between the Real Madrid Foundation and the Spanish Pavilion at Expo Dubai 2020 (held a year later than planned due to the pandemic), partners in the region were invited to attend, including Mohamed Bin Rashid Al Maktoum Global Initiatives which remains a strategic ally in Morocco, Egypt and Jordan. Meanwhile, the Foundation reinforced its social-sports activity in the UNRWA refugee camps in Jordan and continued with its work with the Fratelli project in Lebanon, with the mission of guaranteeing an education for Syrian refugees. Collaboration also continued with the Latin Patriarchate of Jerusalem on projects in Palestine, Israel and Jordan.



*Training with female students at the social-sports school in Baqa'a, Jordan.*



*Children from social-sports schools in Marrakech, Morocco.*



# TRAINING

THE SPORT VALUES ACADEMY WAS PRESENTED AT THE SPANISH PAVILION AT EXPO 2020 IN DUBAI

1,104 ONLINE COURSES, SEMINARS, WORKSHOPS AND WEBINARS

MORE THAN 25,000 REGISTERED USERS OF SPORT VALUES ACADEMY TV

4,364 PARTICIPANTS IN ONLINE AND OFFLINE TRAINING

COLLABORATION CONTINUES WITH THE NATIONAL EDUCATION AND EMPLOYMENT SERVICE OF COLOMBIA

THE SPORT VALUES ACADEMY TV PLATFORM, IN PARTNERSHIP WITH INTERACTVTV AND ADIDAS, WON THE TOP DEVELOPMENT AWARD FROM SAMSUNG



Iker Casillas and Julio González Ronco presented the Sport Values Academy platform at Expo 2020 in Dubai.



# TRAINING

The educational activity of the Real Madrid Foundation is based on the methodology *For a Real Education: Values and Sport*, updated each year with the accumulated experience of more than a thousand coaches-educators in projects around the world. The Training Division carries out specific face-to-face and online courses and uses the OTT platform Sport Values Academy TV, as well as the Yunbit tool to reach the greatest number of people.

The Foundation's omnichannel platform, which has barely been in existence for a year, has received the Top Development Award granted by Samsung and already has more than 25,000 registered users. The Training Division was responsible for coordinating training days in the Spanish Pavilion of the Expo 2020 Dubai.

During this season, the Training Division has imparted 1,104 online and offline training

activities along 8 programme lines with 4,364 participants. It is worth mentioning the opening of training programmes for companies and individuals not related to the Foundation's projects. Moreover, the road safety programme has continued in collaboration with Gonvarri and new collaboration agreements have been reached with Adidas and Interactvty, partners of the platform, as well as with the National Education Service of Colombia and the audiovisual employers' association, Egeda, among others. Finally, the 2nd International Online Conference "For a real education: values and sport" for coaches was held.



*Training for international coaches in the Real Madrid City auditorium.*

*Online training with coaches from the Inner Mongolia social-sports school.*



*Coaches from the school in Gorongosa, Mozambique, with their diplomas.*



# PROMOTION OF EDUCATIONAL SPORTS



*Marcelo with the Brazilian participants at the Real Madrid City clinics.*



## CAMPUS, CLINICS AND THE ANNUAL FOOTBALL PROGRAMME

The Foundation's second major line of educational action is the promotion of value-based sport to encourage the proper use of leisure time, the improvement of sports skills and training. This involves campus programmes, clinics and the Annual Football educational advisory programme, which in addition to working in the field of education, also contribute to the sustainability of projects for children in need.



*Arbeloa greeted the participants of the Campus Experience held at Real Madrid City.*



*Participants at the 12th socio-sports basketball campus in July 2021.*



## CAMPS BASKETBALL

- 12TH INCLUSIVE BASKETBALL CAMPUS FOR BOYS AND GIRLS WITH AND WITHOUT A WHEELCHAIR.
- 3RD BASKETBALL CAMPUS IN TOLEDO, IN COLLABORATION WITH THE SAN PATRICIO SCHOOL.
- 12TH BASKETBALL SOCIAL-SPORTS CAMPUS IN MADRID.
- 7TH ADAPTED BASKETBALL CAMPUS FOR YOUNG PEOPLE WITH SEVERE MENTAL DISABILITIES.

## CAMPS EXPERIENCE

### LOCATIONS

**11** IN SPAIN      **1** OVERSEAS

### 4 DIFFERENT MODALITIES

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

MORE THAN **3,500**  
PARTICIPANTS  
FROM **66** NATIONALITIES



THE SUMMER CAMPUSES ACHIEVED THEIR OBJECTIVE OF MAINTAINING THEIR STATUS AS A BENCHMARK FOR EDUCATIONAL SPORT, VALUES, QUALITY AND TRUST.

*The positive values of sport are the basis of the campuses.*





*Militão and Rodrygo greeted the Brazilian participants at the Real Madrid City clinics.*

This season, Campus Experiences were resumed in locations outside Real Madrid City. Between July and August 2021, these took place, in addition to in Valdebebas (which included 2,738 participants of 66 nationalities), in Benidorm, Lanzarote, Toledo, Cartagena, Tenerife, Puertollano, Guadalajara, Azuqueca de Henares, Torre del Campo and Quesada (Jaén), as well as in Greece. The Foundation also organized the 12th social-sports Basketball Campus, the 7th Adapted Basketball Campus, the 12th Inclusive Basketball Campus and the basketball campus in Toledo in collaboration

with the San Patricio school. In total, the football and basketball summer camps in their different modalities were attended by 3,895 participants. The boys and girls were visited by Felipe Reyes at the basketball campuses and by Roberto Carlos, Álvaro Arbeloa and Iker Casillas at Real Madrid City, and by Emilio Butragueño in Cartagena and Palencia.

The Clinics programme experienced exponential growth, with 480 held in 26 different countries (in 18 of which this is the only presence of the Real Madrid Foundation),

in which a total of 20,203 boys and girls took part. Of these, 1,553 girls and boys from 18 different nationalities visited Real Madrid City. The participants in Valdebebas had the opportunity to meet the Real Madrid first team players (in the cases of the clinics supported by Caioba and Avanza Sports), and Casillas (those from the Kaptiva and SEK clinics). The participants of a training clinic with Abbott were able to meet Emilio Butragueño. The World Challenge friendly tournament was held for the first time, in which more than 400 players from six countries took part.

In the line of promoting educational sport at school age, it is worth noting the growth of the Annual Football Programme, with 19 venues in 9 countries (5 of which do not have another Foundation programme: Japan, South Korea, Qatar, Singapore and Uzbekistan) and 2,719 participants, in addition to the signing of new partnerships for next season.



# EVENTS



*Luis de Carlos Forum: 120 legendary years. Sport for all, held at the Duques de Pastrana Complex, Madrid.*



## EVENTS

The Real Madrid Foundation organizes charity events open to all fans to raise funds that contribute to the sustainability of its projects. This is the case of the Charity Fun Run Tour, which brought together 4,000 participants in Madrid and Alhaurín de la Torre (Málaga).

The Real Madrid City auditorium has hosted 54 events and, as a novelty, the 1st 3x3 Charity Basketball Tournament was launched. The Padel Tour brought together more than 1,400 players in Madrid, Córdoba, Mijas (Málaga), Almería and at the Rafa Nadal Academy, in Manacor, where it was attended by the tennis player and honorary member of Real Madrid. This season the Foundation's Charity Golf Tour was also revived. It is comprised of five venues and is held during the summer. The presentation took place at the Golf Santander in Boadilla, Madrid.

The Foundation organized, in collaboration with the Real Madrid Historical Heritage Centre, sports-themed events such as the Luis de Carlos Forum entitled *120 Legendary Years. Sport for all*. In March, the conference *Sponsorship and Sport, opportunities and needs*, was held in collaboration with Servimedia.



*The president of the Community of Madrid, Isabel Díaz Ayuso, and the first deputy vice-president of Real Madrid, Eduardo Fernández de Blas, attended a race that brought together thousands of runners.*



*Visit by the Real Madrid ambassadors to Expo 2020 Dubai to present the Sport Values Academy online platform.*

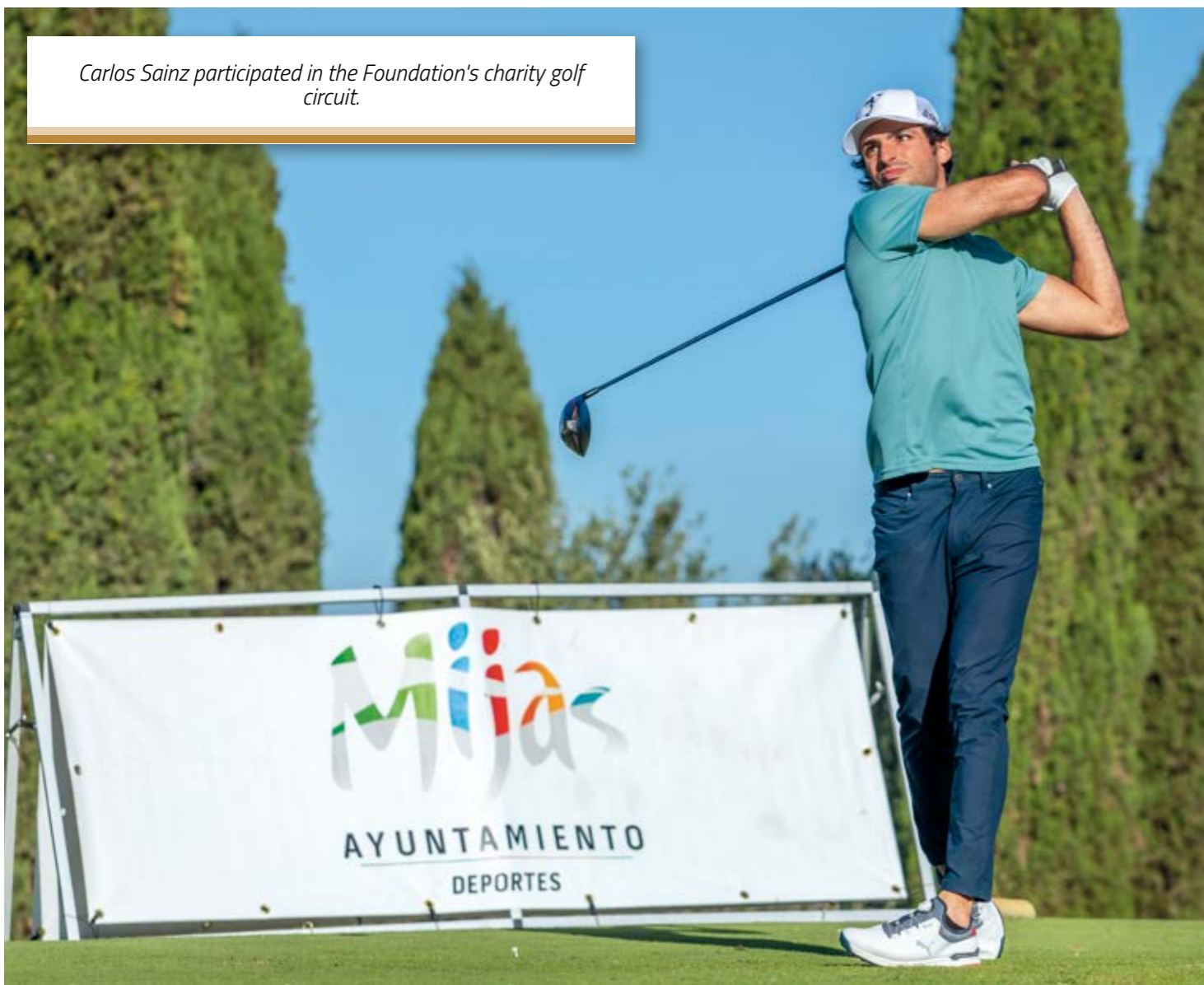


At the institutional level, of note were the conferences in collaboration with the Spanish Pavilion at Expo 2020 Dubai; the visit of the president of Colombia, Iván Duque, to Real Madrid City; the visit of the Secretary of State for Sport to the Foundation's projects in the Dominican Republic; the trips of Real Madrid

ambassadors Álvaro Arbeloa and Roberto Carlos to Ukraine and Uzbekistan; and those of Iker Casillas, Deputy to the General Manager of the Foundation, to Jerusalem, Mexico and Colombia. The three legends also represented the club at Expo 2020 Dubai.



Rafa Nadal and Álvaro Arbeloa participated in the closing ceremony of the Real Madrid Foundation by Santander's 2nd Padel Charity Circuit.



Carlos Sainz participated in the Foundation's charity golf circuit.



Basketball veterans Felipe Reyes, Álex Luyk, García Coll and Lorenzo Sanz Jr. participated in the Real Madrid Foundation's 1st 3x3 Charity Basketball Cup.



# REAL MADRID'S HISTORICAL HERITAGE CENTRE

The Historical Heritage Centre has catalogued more than 4,000 objects and documents this season and managed the transfer of 3,551 items in 201 operations. Since its creation, it has catalogued more than 273,000 objects and digitalized more than 206,000 collections, a fundamental task both for the Bernabéu Tour Museum and for collaborations with researchers, documentalists and other museums.

On the occasion of the death of honorary president Francisco Gento, the Real Madrid Historical Heritage Centre organized a monographic exhibition on his figure that showcased 138 pieces. It also carried out the collection, control, digitalization and curation of the *Real Madrid World of Football* exhibition. And for the third consecutive season, it has given support to the Real Madrid Foundation with the selection and certification of pieces for 14 charity auctions.

Ricardo Gallego participated in the presentation of the exhibition 'Football in black and white. Madrid, beyond colours', at the exhibition hall of the Regional Archive of Madrid.



The exhibition at the Luis de Carlos Forum showcased 90 pieces from the Real Madrid collection.



The MatchWorn Shirt platform auctioned off jerseys worn by players and signed jerseys from historic matches.



# QUALITY, SUSTAINABILITY AND GOOD GOVERNANCE

## REGISTRATION OF THE EQUALITY PLAN

The Real Madrid Foundation has promoted equal opportunities in all its lines of action since its creation in 1997. This season, in compliance with the corresponding Organic Law, the Real Madrid Foundation registered its 1st Equality Plan last February, after the work of the Equality Committee made up of representatives of the staff and management. The plan includes and ratifies the principles and values that the Real Madrid Foundation has adhered to since its beginnings, standing against any form of discrimination. These values recognize the effort, dedication, quality and teamwork of the men and women without distinction that make up the organization's workforce.

## PREVENTION PROTOCOLS

This season, the Foundation has officially registered its Protocols for the Prevention of workplace harassment and the Prevention of abuse and harassment in social-sports schools, in compliance with current legislation and in line with the principles and practices that the Foundation has maintained since its inception, aligned with the Global Compact on human and labour rights, the environment and the fight against corruption. 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.



*Participants in the summer campuses were able to have their pictures taken with the trophies won during the season.*

## ENTRY INTO THE CLUB EXCELENCIA EN GESTIÓN

The Foundation has also become a member of the Club Excelencia en Gestión, in a clear commitment to excellence, innovation and sustainability as a fundamental aspiration and underlying pillar of the organization's actions around the world, with the ultimate goal of contributing to create a better society.

## EFQM 300+ AUDIT AND SEAL

The Club Excelencia en Gestión is the sole official representative of the EFQM (European

Foundation for Quality Management) for Spain. It promotes the use of the EFQM Quality Model as a transformation tool, training, advising and recognizing excellent organizations that look to the future. In 2019, the Club Excelencia en Gestión and AENOR awarded the Foundation the EFQM 300+ seal. Both initiatives are in line with the mission and vision of the Real Madrid Foundation since its inception, almost 25 years ago, as an organization that promotes educational sports and its associated values. It has the vocation of serving society, especially the most vulnerable through excellence, innovation and sustainability.

## EVALUATION OF INTERNATIONAL PROJECTS

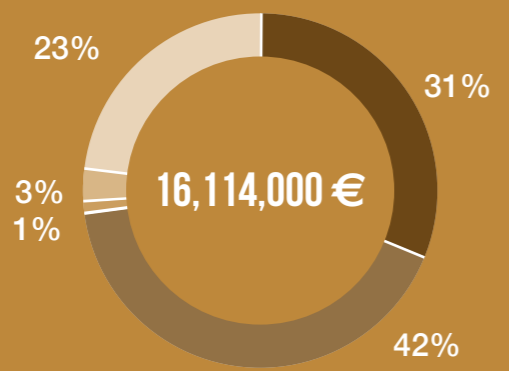
The "Evaluation of the International Social-Sports Schools model" was completed this year, at the hands of the Transformacy consultancy. This has involved evaluating the contribution of the Foundation's socio-educational model in transferring values to the beneficiaries. To this end, case study visits have been made to projects located in Argentina, Mexico, the United States, Portugal, Romania, the Philippines, Madagascar and Lebanon.



# ECONOMIC DATA OF THE REAL MADRID FOUNDATION

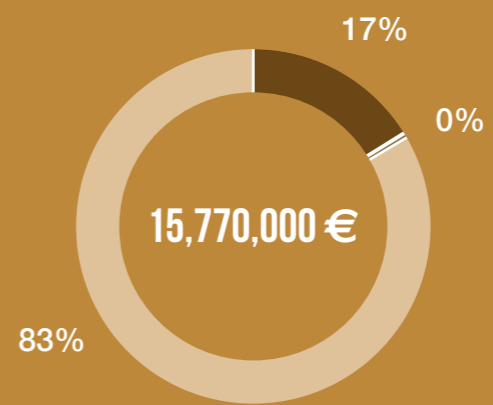


**TOTAL DIRECT AND INDIRECT INCOME FINANCIAL YEAR 2021-2022**



- Equity **31%**
- Private funds **42%**
- Public funds **1%**
- Events and other **3%**
- Local partner funds **23%**

**BREAKDOWN OF TOTAL DIRECT AND INDIRECT EXPENSES FINANCIAL YEAR 2021-2022**

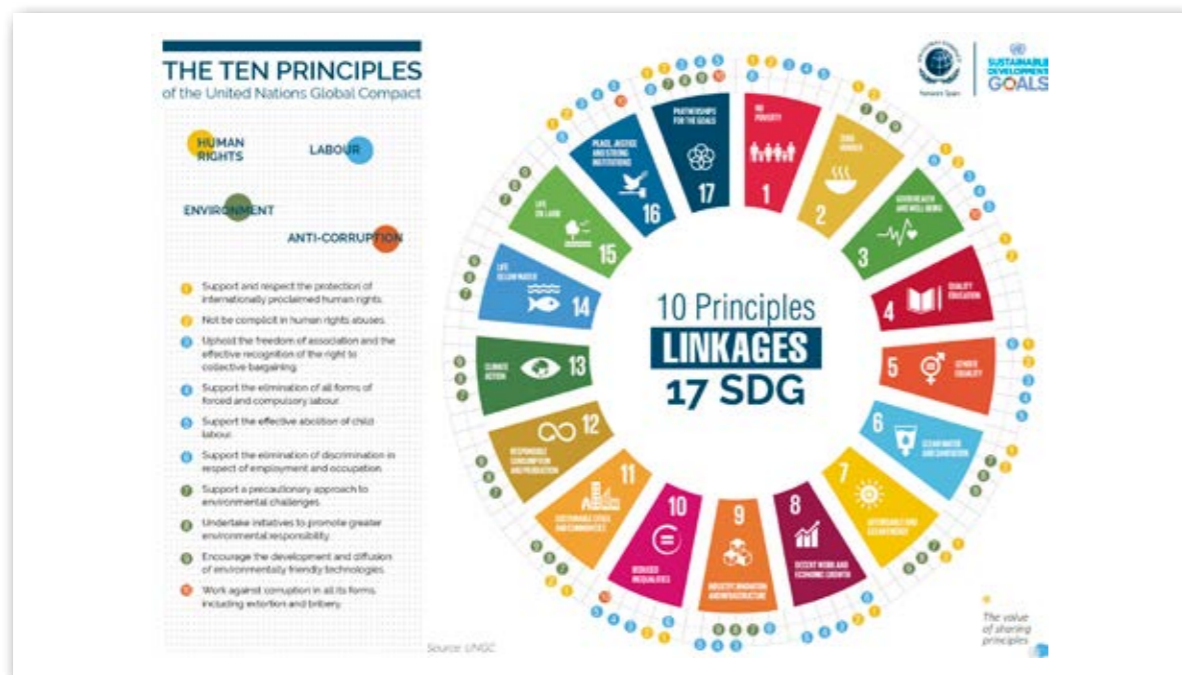


- Management **17%**
- Fundraising **0%**
- Mission (Projects to further foundational purposes) **83%**



# 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.



# PATRONS AND SPONSORS





## COLLABORATING COMPANIES

## PARTNER INSTITUTIONS AND ORGANISATIONS



## OTHER PARTNER INSTITUTIONS

El Pozo Sports Association  
 Orcasitas Sports Association  
 Rivera & Larea Sports and Cultural Association  
 Albacete City Council  
 Alcobendas City Council  
 Guadalajara City Council  
 Jerez de la Frontera City Council  
 Leganés City Council  
 Madrid City Council  
 Majadahonda City Council  
 Mazarrón City Council

Mérida City Council.  
 Toledo City Council  
 Motril City Council  
 Pozuelo de Alarcón City Council  
 Puerto Lumbreras City Council  
 San Fernando de Henares City Council  
 San Sebastián de los Reyes City Council  
 Segovia City Council  
 Tarancón City Council  
 Toledo City Council  
 Torrejón de Ardoz City Council

Uceda City Council  
 CEIP Jorge Guillen  
 CEIP Josep Tarradellas - Las Tablas  
 Asturian Centre of Madrid  
 San Pablo Pino Montano Sports Club  
 Colegio Fomento Las Tablas  
 Colegio Menor Nuestra Señora de Loreto  
 Colegio Valdefuentes  
 Fedefcam  
 Ceuta Football Federation  
 Sport Club La Dehesa





# LOCAL INTERNATIONAL COOPERATION AND DEVELOPMENT PARTNERS

						<h2>FRIENDS OF REAL MADRID FOUNDATION</h2>			
						Chile	El Salvador		Panama





FUNDACIÓN  
**Realmadrid**

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