



FUNDACIÓN
Realmadrid

N.º 71



**The Real Madrid Foundation
receives the Laureus Award**

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It has led us to work harder and increase our investment by 31 billion euros in order to achieve 100% decarbonisation by 2040; 92% of our mainland output will thus be free of CO₂ emissions by 2024. It has led us to support the local economy with fair energy transition plans, so we can all have a better and more sustainable future. With Endesa you can choose a better tomorrow.

OPEN POWER FOR A BRIGHTER FUTURE.

Endesa, partner on the Real Madrid Foundation's sports and social projects



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Published by:

Real Madrid Foundation.

Publication and distribution:

EDICIONES REUNIDAS, S.A. GRUPO ZETA REVISTAS CORPORATIVAS c/ Pedro Muñoz Seca, 4 (3^a planta). 28001 Madrid. Phone: 915 863 300.

*Some of the international images in this publication are from countries where the use of a face mask is not mandatory when playing sports.



Real Madrid president Florentino Pérez shows the award received by the Real Madrid Foundation.

The Foundation receives the Laureus 'Sport for Good Society' Award.

Laureus Awards



Florentino Pérez: “This recognition is a great honor for our club and for the millions of Real Madrid fans who are proud of the tremendous charity work we do.”

The Real Madrid Foundation was one of the winners in the 2022 Laureus Awards and the first organization to receive this distinction. The Sport for Good Society category recognized the work of the Madrid club which since 1997 has been helping to develop society and young people around the world through sports.

Florentino Pérez, president of Real Madrid, expressed his gratitude for the award: “This recognition of the Real Madrid Foundation is a great honor for our club and for the millions of Real Madrid fans who are proud of the tremendous charity work we do, able to reach the far corners of the globe. This award is a big push for all those who work tirelessly every day with the

sole purpose of improving the quality of life of the least powerful 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: all the values that have made Real Madrid the most loved and admired institution in the world are represented in it,” said the president. He took the opportunity to explain that this is the first time that a Laureus Award has been given to an organization and pointed out that “this shield never surrenders and will continue to be wherever it’s needed most.”

Virtual Gala

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 sports to help improve society. They believe that sports is more than just physical exercise. I’m so happy that the winners are not only from Spain, but are related to a club I love.” Butragueño, Raúl, Casillas, and Figo accompanied Florentino Pérez at the event.

In a video thanking him for the award, Butragueño said that “sports have to help improve society,” Casillas said that “this award goes to all those people that the Foundation helps,” and Figo explained that being a member of the Laureus Academy is a privilege because “the whole world that the institution encompasses has the mission of promoting the values of sports.”

Tennis player Rafa Nadal presents the Laureus Award to Florentino Pérez, accompanied by Real Madrid legends Butragueño, Figo, Casillas, and Raúl.

Fare thee well, Paco Gento

Heartfelt farewell to our honorary president and world football legend, who passed away at the age of 88. Our beloved Francisco (Paco) Gento leaves an unparalleled legacy and track record

Francisco Gento, our beloved honorary president, passed away on January 18 at the age of 88. Most of those years were bound to the club he arrived at when he was 19 and where he was proud to be honorary president. Madrid seasons pass holders, institutions, celebrities, clubs, athletes, and thousands of fans paid a teary farewell to the Club's honorary president at the funeral chapel set up in the Bernabéu's VIP box.

For 18 years, from 1953 to 1971, the man considered to be the best left winger in the history of football, played for Real Madrid, putting his striking physicality and astounding speed at its disposal. The Cantabrian wore the white jersey alongside other greats such as Di Stéfano, Kopa, Rial, Puskas, Amancio, and Pirri.

The achievement for which Real Madrid is the most grateful to him was leading the way to winning six European Cups. The first five titles in the history of the competition were won consecutively and the sixth in 1966, when Gento captained the rockin' and rollin' Real Madrid. A starter in a total of eight finals, he



played 88 games and scored 31 goals in European competitions.

Under Gento, Real Madrid also won 12 Ligas, one Intercontinental Cup, two Spanish Copas, two Latin Cups and one Small Club World Cup.

He was distinguished for his sporting triumphs with the Grand Cross of the Royal Order of Sporting Merit, just one of many other recognitions, for his tremendous humility, friendliness, and firm Real Madrid values, and he won the affection of everyone, both on his team and on his rivals'.

Heartfelt farewell

Florentino Pérez, in his institutional statement on Paco Gento, said that "he was one of the great legends of our club and a myth in the world of football, and that we will always remember him as one of the best players in our 119-year history." That appreciation was evidenced by the presence at the funeral chapel

Above, the funeral chapel in the VIP box at the Bernabéu stadium. Below, Di Stéfano, Gento, and Kopa.





Visitors to the Bernabéu Tour can enjoy a Gento-themed exhibition open now.



Above, medals won by Gento in an exhibition organized by the Foundation's Historical Heritage.

of past and present players and coaches of the Real Madrid football and basketball teams, the presidents of the Royal Spanish Football Federation, Luis Rubiales, of Atlético de Madrid, Enrique Cerezo, and of Barcelona, Joan Laporta, among others, as well as institutional representatives such as the mayor of Madrid, José Luis Martínez-Almeida, and the Secretary of State for Sports, José Manuel Franco. Thousands of messages flooded the club from the four corners of the world. Madrid fans, institutions, celebrities, clubs, and athletes sent their condolences on occasion of the death of the Cantabrian legend.

King Felipe VI and Queen Letizia sent an heartfelt telegram in which they described him as "a mythical figure and a superstar of world football." Modric called him a "legend," Nacho, "a role model and emblem," Butragueño referred to him as "a giant," Cerezo and Laporta remembered him as "a fantastic player and an even better person," and Camacho described him as "the greatest as a football player." Amancio said he was "one of a kind,"



Above, an embrace between the honorary president of Real Madrid, Paco Gento, and Florentino Pérez, president of Real Madrid. On the left, the legendary player's file.

Raúl described him "Real Madrid through and through," for Gallego he was "a spectacular and down-to-earth person," Felipe Reyes referred to him as an "idol," Rafa Nadal called him a "legend of Spanish sports," and Pelé himself called him as a "football genius."

All remembered the myth and the man who was the best left winger of all time, Real Madrid's unforgettable number 11. Thank you, Gento: we will always remember you and your values. ♣

AN UNREPEATABLE TRACK RECORD

- ▶ 6 European Cups
- ▶ 1 Intercontinental Cup
- ▶ 12 Ligas
- ▶ 2 Spanish Copas
- ▶ 2 Latin Cups
- ▶ 1 Small Club World Cup





Real Madrid and Real Sociedad players pose together under the slogan 'Support for Ukraine' before their Liga match in March.

Real Madrid donates one million euros to the displaced people of Ukraine

The Club and the Foundation support the Ukrainian people both on the field of play and with partners who are trying to mitigate the effects of the invasion on the front line

The line-ups of Real Madrid football and Real Sociedad pose together under the slogan 'Support for Ukraine' before their Liga match in March in the Santiago Bernabéu stadium. Visibly moved, the group was joined by Real Madrid's backup goalkeeper, Andriy Lunin, who that day represented the men, women, and children of his country who are suffering from the war, as was announced over the loudspeaker. The stands and the pitch that day were dyed yellow and blue, the colors of the Ukrainian flag.

Donations channel

On March 5, the Real Madrid Foundation launched the "Support for Ukraine" campaign. It has set up a donation channel to support the Ukrainian people and help mitigate the war's immediate, devastating effects. By mid-March, the amount raised had already exceeded one



Red Cross staff managing the Foundation's sports equipment for the reception centers for people displaced by the war, in Madrid.



Above, basic necessities collected at the Real Madrid Foundation and Epicentr for Children's facilities, in Ukraine. Below, a Ukrainian mother with her child at a reception center in Romania.



The Foundation floods Ukrainian reception centers in Spain with sports equipment

The Real Madrid Foundation has also donated more than 13,000 items of clothing and sports equipment to some of its partners, such as Salesian Missions and CESAL, which are also responsible for receiving refugees in Spain. In this way, this great club and its Foundation take advantage of the reach of its values and its shield to convey the many expressions of solidarity of Real Madrid fans towards the Ukrainian people in these difficult times. The Red Cross in Spain is responsible for two fundamental phases in this process. First, shelter in centers, which are state-run and whose goal is to ensure that basic needs are covered. Second, building up personal skills for an independent life (through social, legal, psychological, job, or language-learning support). The second phase only comes into play when people have received a favorable decision on their application for international protection. The Real Madrid Foundation is collaborating in both phases by donating more than 200 game items, balls and sports equipment, as well as 300 children's kits to collaborate with the Red Cross in the Community of Madrid's first reception centers.

million euros. The funds will go to the organizations the Real Madrid Foundation works with on a regular basis and which have teams mobilized on both sides of Ukrainian borders, such as the Red Cross, UNHCR, CESAL, and the Salesian Missions, as well as the local partner Epicentr for Children, which has redirected its activity to assist the affected population. The objective is to meet the basic needs of displaced persons and provide them with psychological and social care.



Epicentr for Children staff managing basic necessities sent by the Real Madrid Foundation to Ukraine.

Project in Ukraine

The Real Madrid Foundation, in collaboration with Epicentr for Children, and with the support of Epicentr K, runs seven social sports schools in Ukraine in the cities of Ternopil, Irpin, Khmelnytskyi, and Kyiv. They serve about 800 minors at risk of exclusion or vulnerability. In the current wartime circumstances, their families continue to be cared for as much as possible. ♣

Beneficiaries of the Ukrainian schools visited the Real Madrid City in the fall

The 25 children, picked for their good behavior, were welcomed by Real Madrid legend Roberto Carlos, who visited the Foundation's projects in Ukraine a few months ago. After the guided tour of the Real Madrid City, the

group attended a talk about the Club's women's team before their Bernabéu Tour. They also attended the match between Real Madrid and Shakhtar Donetsk in the fourth game of the Champions League.



Roberto Carlos signs autographs for the Ukrainian students.

Schools in Ukraine were the first to resume in person training

Months before the outbreak of the war and after 18 months of remote sessions due to the pandemic, Ukrainian social sports schools were the first to resume face-to-face coach training.

Specialized personnel from the Real Madrid Foundation's Training Department went to Irpin where they trained some twenty instructors from the social sports schools of Kyiv, Khmelnytskyi, Ternopil, and Irpin. This is the third face-to-face training given to the coaches-educators of these projects, which are run with Epicentr for Chil-

dren and supported by Epicentr K, in football and basketball in values. Continuous training of specialists aims to update training strategies. It also offers continuity to the activities of the Foundation's seven social sports schools in that country, which benefit more than 700 children in vulnerable situations.

The Foundation's projects in Ukraine offer tutoring, medical check-ups, and nutritional reinforcement in addition to sporting activities to children affected by the armed conflict and who are also at risk of abuse or being drawn into drugs. ↔



First in-person training of coaches at Ukrainian social sports schools since the beginning of the pandemic and before the outbreak of the war with Russia.



José Manuel Franco, accompanied by Spanish and Dominican authorities, during his visit to the Foundation's projects.

State visit to the Foundation's schools in Santo Domingo

The two projects run in the Dominican Republic together with the Mapfre Foundation serve more than 400 socially disadvantaged children

EI The Spanish Secretary of State for Sports and President of the Sports Council, José Manuel Franco, visited one of the Real Madrid Foundation and Salesian Congregation's social sports schools in Santo Domingo as part of his official trip to the Dominican Republic.

Franco was accompanied by the Deputy Minister of Sports of the Dominican Republic, Franklin de la Mota, and the Spanish Ambassador there, Antonio Pérez-Hernández y Torra, as well as representatives of the Spanish Agency for International Development Cooperation (AECID), Mapfre-BHD, representing the Mapfre Foundation (the project's financing body), the Real Madrid Foundation, and the Salesiana-Don Bosco Foundation.

José Manuel Franco visited the Real Madrid Foundation's social sports school

located in the Plaza Educativa Don Bosco school in Hainamosa, Santo Domingo Este. There, children and teenagers aged six to 17 see their social inclusion and comprehensive education strengthened through football and basketball. This visit was organized in collaboration with the Spanish Embassy and AECID.

Social sports projects

The Real Madrid Foundation has been running two social sports projects in the Dominican Republic with the Salesian-Don Bosco Foundation for a decade, and with the Mapfre Foundation since 2013. These social sports schools serve 400 children at risk of exclusion or social disadvantage who receive comprehensive training and attention at different levels in addition to learning about football and basketball in values. ↔

10th anniversary of the Foundation's projects in Egypt and Hungary

La Fundación Real Madrid lleva diez años impartiendo fútbol con valores de la mano de la Fundación de la Academia Puskas, en Hungría, y de Fame Academies, en Egipto

The Real Madrid Foundation has been teaching football with values for ten years, together with the Puskas Academy Foundation in Hungary and Fame Academies in Egypt

The social sports projects developed by the Real Madrid Foundation in Hungary and Egypt are celebrating their 10th anniversary, contributing



Above, beneficiaries of projects in Egypt; below, beneficiaries of projects in Hungary.



to the well-rounded growth of their beneficiaries through the combination of football and values according to the Madrid organization's specific methodology.

The ambassador of Real Madrid and its Foundation, Álvaro Arbeloa, traveled to Zama- lek, Egypt to attend the celebration of the 10th anniversary of the Foundation and Fame Academies' football school there, which combines the methodology of the clinics and education in values. In addition, the Real Madrid Foundation runs two projects for minors at risk of exclusion: one in Alexandria, with Salesian Missions, and another in Mahkama, with Manos Unidas. A new school will be opened soon to serve 100 children at risk of exclusion.

For its part, the Real Madrid Foundation's Real Tanoda social sports school in Hungary, which is run in collaboration with the Felcsút Youth Education Foundation, of which the Puskás Academy is a part, celebrated its 10th anniversary with a huge bash. Rosa Roncal, on behalf of the Real Madrid Foundation, and Lorinc Mészáros, president of the Hungarian Foundation, participated in the gala. The end-of-year dinner was attended by the school's 100 students, who received a Christmas present. ♦♦



The Foundation partners with Tigo in El Salvador

Tigo El Salvador joins the Real Madrid Foundation's social sports schools project and the organizations will develop a joint work plan for 1,000 beneficiaries to help them bridge the digital divide for their comprehensive development. The program serves 600 children and 350 families and teachers in this country, together with Fundamadrid and CESAL. This partnership arises from a working agreement signed at the regional level with Real Madrid organization, which will support the more than 65 social sports projects implemented by the Foundation for the benefit of more than 11,000 children and young people in the nine Latin American countries where Tigo is present for five years. Under the framework of these projects, the telecommunications company will collaborate with education on the safe and productive use of the internet aimed at children, their families, and teachers, with a special focus on women. It will also help place beneficiaries in jobs and offer talks on financial inclusion focused on the use of its Tigo Money tool. ♦♦

Arbeloa presents educational football program in Uzbekistan

The ambassador of Real Madrid and its Foundation, Álvaro Arbeloa, traveled to Bekabad, Uzbekistan to present the Foundation's annual educational football program. This initiative is being developed in the country in collaboration with El Golazo Academy, after the agreement signed last season. The event was attended by local authorities as well as the heads of the Uzbek football federation, with whom the Foundation organized clinics in 2018 as its first initiatives in the country. The annual educational football program with El Golazo Academy will be sponsored by Uzmetkombinat and a Spanish sports director, Luis Manuel Hernandez, who already held a masterclass for local coaches and players participating in the course.

The program, which focuses on the technical, tactical, and physical aspects of educational football based on the values of team sports, will start in Bekabad and reach Tashkent in 2022. This season, the Real Madrid Foundation is scheduled to open two permanent social sports schools in two public schools in Samarkand and Tashkent. ♦♦



Arbeloa with representatives of the Uzbek partners.

Sponsor NTT visits the headquarters of Harumi's Japanese social sports school

Hiroshi Nakagawa, CEO of NTT Urban Solutions Co Ltd, visited the headquarters of the Harumi football school in downtown Tokyo which opened in spring 2021 thanks to the company's financial support, operated by Global Football

Management. It is one of the five sites of the major educational project launched by the Foundation in the country in 2012. This season, the Harumi headquarters will have a new football field and a new building for sociocultural use. ♦♦



Hiroshi Nakagawa (NTT), with children from the Harumi school.



Start of the 10 k in the adult men's category with Arbeloa, in white, in the middle.

A race brimming with solidarity

More than 3,000 runners gathered at the starting arch of the 5th Real Madrid Foundation Charity Race, which ran along Madrid's Paseo de la Castellana avenue

The second vice-president of Real Madrid and trustee of the Foundation, Eduardo Fernández de Blas, received the president of the Community of Madrid who, for yet another year, wanted to participate in the race and support the social work done by the Real Madrid Foundation. They were accompanied

by Ana Echenique, director of the Office of the CEO of Unicaja Banco. She did so in the 5 km box, accompanied by the Deputy Minister of Sports, Alberto Tomé, and other members of the team.

Ayuso, again with the Foundation
After the club's deputy chairperson fired the

starting gun, thousands of enthusiastic and altruistic runners hit the pavement in this first 5 k. Some of the beneficiaries of the Real Madrid Foundation were also in the crowd. Two groups of runners participated as a team: the beneficiaries of the Physical Activity for the Homeless Program, run by the Foundation with the Red Cross and Madrid City Council, and the beneficiaries of the municipal employment agency's Empredeporte Program for the unemployed. This last program has been in operation for eight years now and its members see the race as the first sporting challenge to overcome many other obstacles in life.

The 5 k was the one chosen by the representatives of Unicaja Banco, sponsor of the race, who wanted to fully experience it.

The 5 k was led by Adrián Ajenjo (17'01"), Javier Fernández (17'53"), and Ricardo José García (17'54") in the men's category and by María González (19'46"), Carolina Bello (22'02"), and María Teresa Aoun (22'11"), in the women's.

Arbeloa led the 10 k start
Immediately after the first, just 15 minutes later and on this occasion led by the ambassador of Real Madrid and its Foundation, Alvaro Arbeloa, the second race, the 10 k, started, in which exhaustion is evident and the effort is double. A group from the Mazacotero Madrid Fans Club also attended the race to cheer on one of its members, who ran the 10 k after an illness that had hampered his mobility.

This 5th Charity Race, organized by Gold Running to raise money for the Foundation, was a real sports party to kick off 2022 in the heart of one of the city's major arteries and had the support of Ipsen and Janssen, Coca Cola, and Solán de Cabras, companies that were visible both in the runners' welcome packs and along the route and especially at the finish line. Arturo Rubio (31'52"), Rodrigo Ares (32'30"),



Isabel Díaz Ayuso, President of the Community of Madrid, then Alberto Tomé, Deputy Minister of Sports (first from the right), participated in the race.



The winners of the women's category, with Arbeloa.



In the children's age-group races, the children, who wore the official race T-shirts with the Real Madrid crest, gave their all for this charitable cause.



The two main races were followed by the children's races, in which the little ones enjoyed their medals and bibs

and Andrés Morales (32'45") were the first classified in the men's 10 k, while in the women's category María Lorenzo won (38'44"), ahead of Sonia Losa (40'17") and Isabel Matarranz (41'10").

After the two main races, the children's races began, with different age groups in which the kids enjoyed their medals and bibs. They definitely look like they will come back year after year in this big Real Madrid Foundation event to raise money for the social sports diversity-focused projects that organize sports activities for groups at risk of exclusion and people with different abilities, with more than 3,000 beneficiaries among those in prisons, the homeless, unemployed, adapted and inclusive schools, and a long etcetera. ☘

Volunteers were instrumental in assisting participants with difficulties.



DONACIONES DE EPICENTR K



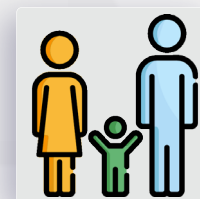
300 MILLONES UAH
PARA PALIAR EFECTOS DE LA INVASIÓN



CENTROS COMERCIALES DE EPICENTR K:
67 CENTROS COMERCIALES FUNCIONANDO
A PESAR DE LOS DAÑOS, 3 DESTRUIDOS



EN KIEV Y EN OESTE DE UCRANIA,
EPICENTR K HA CREADO **3 CENTROS DE AYUDA HUMANITARIA**



170 FAMILIAS DE REFUGIADOS
DE NUESTRA ONG DE IRPIN Y KIEV, YA ALOJADAS
Y CUBRIENDO SUS NECESIDADES BÁSICAS



MÁS DE **400 NIÑOS**
SIGUEN ASISTIENDO A CLASES ONLINE



Lucas Vázquez, during his visit to the clinics American minors participated in at the Real Madrid City.

Growing clinic participation

The clinics are regaining their participation levels on the different continents as the severity of the health emergency caused by the COVID-19 pandemic wanes

European, American, and Asian minors are increasingly participating in these technical improvement programs for boys and girls who already play football who want to hone their skills while receiving additional training in sports values from the Real Madrid Foundation. The money raised contributes to the sustainability of the Foundation's projects.

American participants

More than 350 children and their families from the United States, Canada, and Puerto Rico came to the Real Madrid City last November to attend clinics organized by the Real Madrid Foundation. They are the first beneficiaries of the organization in the Americas that the Madrid facilities host since the outbreak of the pandemic in 2020.

The participants were thrilled to receive a surprise visit from one of their idols, Real Madrid football player Lucas Vázquez. To complete the training experience at the Real Madrid City with coaches certified by the Real Madrid Sports Department, the children went on the Bernabéu Tour. These clinics were held by four of the Foundation's collaborators in these countries: Kaptiva Sports, Avanza



On the left, beneficiaries participating in the Bali clinic. Below, virtual presentation of the Montenegro clinic.



Sports, ISL Agency, and Inusports/Eurosoccer. This past summer more than 3,000 children from 49 cities in the United States and 350 beneficiaries from four cities in Canada trained and learned following the Foundation's methodology.

Montenegro, Turkey and Bali

The town of Porto Montenegro, in the bay of Kotor, will host a series of clinics between July and September in which more than 400 children between the ages of six and 17 are expected to participate. These clinics, which are not the first to be held in the Balkan country, were presented virtually at the Real Madrid City with the participation of Álvaro Arbeloa, Real Madrid ambassador, and Julio González Ronco, general manager of the Foundation. The program is supported by Be Free Football and The Spanish Way, established partners of the Real Madrid Foundation that have successfully organized clinics in the Mediterranean for the past five seasons with more than 2,000 participants in countries such as Croatia, Montenegro, Serbia, Bosnia-Herzegovina, and Turkey.

For the fourth consecutive year, Real Madrid Foundation specialists have traveled to

the Turkish city of Antalya to run a series of football technical improvement clinics in collaboration with Be Free Football and the promoter Regnum Hotels.

For 12 weeks, more than 300 beneficiaries from different countries enjoyed the experience of technical training and values with sessions adapted to the participants' level. The venue was the Regnum Caryade Antalya football field, which former Real Madrid player Nuri Sahin made a surprise visit to to join one of the groups.

The Real Madrid Foundation held its second clinic in Bali, Indonesia in collaboration with Perfect Wave. It was a highly inclusive clinic that was accessible to children at risk of social exclusion due to their socioeconomic status or different abilities. It lasted five days and was held at the FINNS Recreation Club.

Thanks to the support of the Priscila De Gustin Foundation, together with the Bali Streets Mums and Down Up Club associations, a dozen children with limited economic resources or disabilities received scholarships to participate in this football and values experience. The group of participants was made up of thirty children aged six to 14. Blue Care Medical's medical team ensured health safety by applying COVID-19 protocols.

These clinics were sponsored by Airtok hand sanitizer, Soma Club, Priscila De Gustin Foundation, BlueCare Medical, Medyola Systems, AON Foundation, and Rutas Indonesia. ↔



More than 300 children participated in the Foundation's clinics in the Turkish city of Antalya.

Arbeloa, Casillas, and Roberto Carlos took the Real Madrid Foundation to Expo 2020 Dubai

The Real Madrid Foundation introduced its eLearning platform Sport Values Academy TV to the world at the Dubai Expo

The Real Madrid Foundation was at Expo 2020 Dubai, where its educational work in values was acknowledged and the Real Madrid Foundation took the opportunity to present its eLearning platform Sport Values Academy TV to the world, with a little help from some of its legends, like Arbeloa, Casillas, and Roberto Carlos. The three participated in the presentation of the omnichannel platform Sports Values Academy TV in the Spain pavilion, coinciding with International Day of Education, an event that was also attended by Julio González Ronco, the Foundation's general manager.

The Madrid delegation was received by Íñigo de Palacio, Spain's ambassador to the United Arab Emirates, and Carmen Bueno, the executive commissioner of the Spanish Pavilion. David Esplá, managing partner of Interactvty (the platform's technical partner) and Fabio Zuluaga, director of the football category in the Middle East of Adidas, official sponsor of the platform participated in the presentation.

Innovative platform

In his speech, Casillas said: "By connecting sports with technology we can improve many more lives with our values education methodology in sports." Sport Values Academy TV is the only educational content platform for sport and values worldwide, which allows the Real Madrid Foundation's educational content, workshops, courses, and activities to be freely



The Real Madrid delegation led by Julio González Ronco, Álvaro Arbeloa, Roberto Carlos, and Iker Casillas during the institutional reception at the Spanish pavilion.



Above, presentation of the Sport Values Academy TV platform at the Spain pavilion at Dubai's Expo 2020. Below, Arbeloa signs the book of honor at the Spanish pavilion.



More than 8,000 daily visitors to the Spanish pavilion learned about the Foundation's new educational platform

and simultaneously accessible all over the world and presents different categories and sections of content for educators, players, and parents. This window to the world received the Top Developer Award 2021 for its content's innovative and social nature.

More than 8,000 visitors a day to the Spanish pavilion have been able to learn about the platform where last season alone more than 5,000 people were trained following the Foundation's specific methodology based on the *For a REAL Education: Values and Sports* manual.

The Real Madrid delegation led by Julio González Ronco, Álvaro Arbeloa, Roberto Carlos, and Iker Casillas during the institutional reception at the Spanish pavilion.

Acknowledgements and round tables

The Madrid delegation signed the book of honor in the Spanish pavilion and González Ronco received an award from the United Arab Emirates Anti-Doping Association in recognition of Real Madrid and its Foundation's commitment to education.

During the Real Madrid delegation's tour of the expo, Najeeb Mohammed Al-Ali, the event's executive director, showed them the layout of the pavilions over the more than 400 hectares occupied by what is the largest international

event held since the beginning of the pandemic, an area the size of 600 football fields.

The visit of the Real Madrid legends made a huge splash drawing the attention of visitors and fans as well as the international press. After a brief tour of the site by electric car, they stopped at the Emirates pavilion, official sponsor of Real Madrid and the expo, where they saw how technology could be applied in a sustainable economy, the main theme of the event.

After the visit, Arbeloa and Roberto Carlos met with a hundred Madrid fans, signed autographs and talked about the past and future of football.

During the Knowledge and Learning Week, the Real Madrid Foundation participated in The Winning Match as part of the World Majlis events program with Adrián Silla, the Real Madrid organization's head of basketball

R&D training. Leaders and agents of change met to discuss and talk about the possibilities of incorporating games as an educational tool and ensuring its success both inside and outside the classroom. ❖

Casillas: "By connecting sports with technology we can improve many more lives with our methodology."



Casillas talked about the figure of the captain on Sport Values Academy TV



Still from the interview with Iker Casillas, which combines his statements with images of defining moments in his career.

The Sport Values Academy TV premieres an interview with former Real Madrid captain Iker Casillas, assistant to the general director of the Real Madrid Foundation, called “El valor de un capitán” (“The Courage of a Captain”). The idea is to take a closer look at this role and the values it should convey.

Student Q&A

Casillas answered some of the questions sent in by the students of the Real Madrid Foundation’s social sports schools.

He said that being captain is a weighty but wonderful responsibility that helped him understand the team’s needs. He emphasized the importance of being a sincere person, conveying confidence and commitment, and trying to ensure that the Club and the team are on the same page. Some of the values he has known how to convey to his teammates include never giving up, knowing how to win, and knowing how to lose. He mentioned Hierro, Redondo, Sanchís and Raúl among the captains he had as role models at Real Madrid. ➡

TODO ES POSIBLE EN CAMPUS EXPERIENCE



¡NO TE LO PIERDAS!



MADRID, VERANO 2022



NIÑOS Y NIÑAS



DE 7 A 17 AÑOS

First remote training for coaches of the Foundation’s schools in Palestine

The coaches of the Real Madrid Foundation’s social sports schools in Palestine took part in the first online training sessions on football and values in that region. They delved into the Foundation’s specific methodology and focused

on the design of content and objectives that promote the application of values in practices.

The social sports schools in Palestine, run in collaboration with the Latin Patriarchate of Jerusalem, promote the

schooling of 400 children in the towns of Beit Jala, Beit Sahour, Gaza, Ramallah, and Zababdeh. In addition to football and basketball training, the children receive socioeducational, health, and nutritional care.



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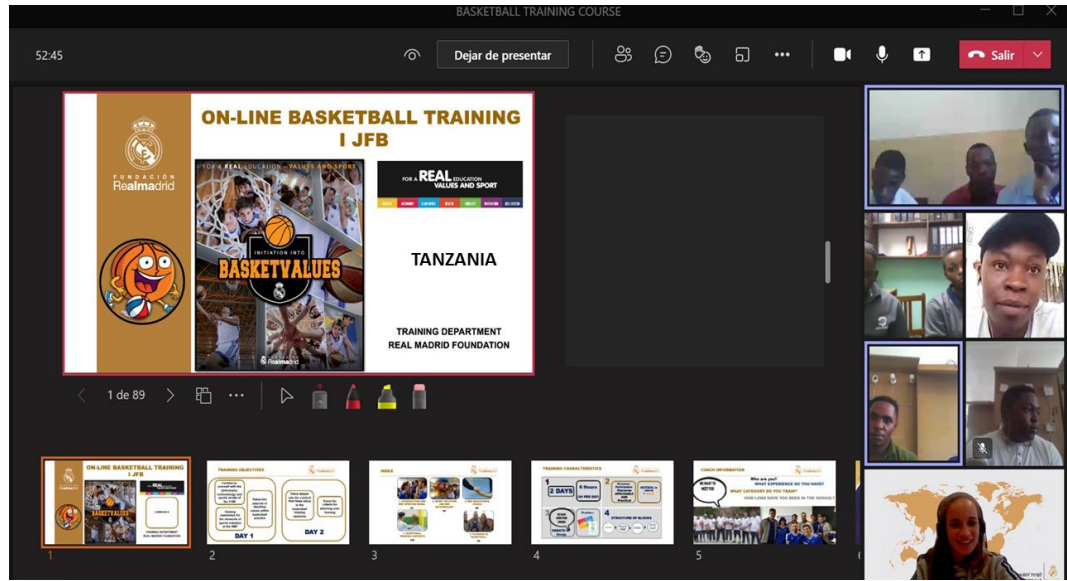
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Campus Experience



Online training session for the Tanzania school specialists.

Remote basketball and values training for Tanzanian coaches

A dozen motivated coaches-educators from the social sports schools of the Real Madrid Foundation's social sports school in Tanzania, which is run in collaboration with Salesian Missions, participated in the first online basketball and values training sessions of the season to improve their practice strategies.

The social sports school in this African country is located at the Don Bosco Oysterbay school in a neighborhood of Dar es-Salaam.

This project started in 2019 and promotes activities for 250 minors between the ages of nine and 17 in vulnerable situations. In addition to sports activities, the beneficiaries receive tutoring and family support, a snack, and physicals. ♦♦

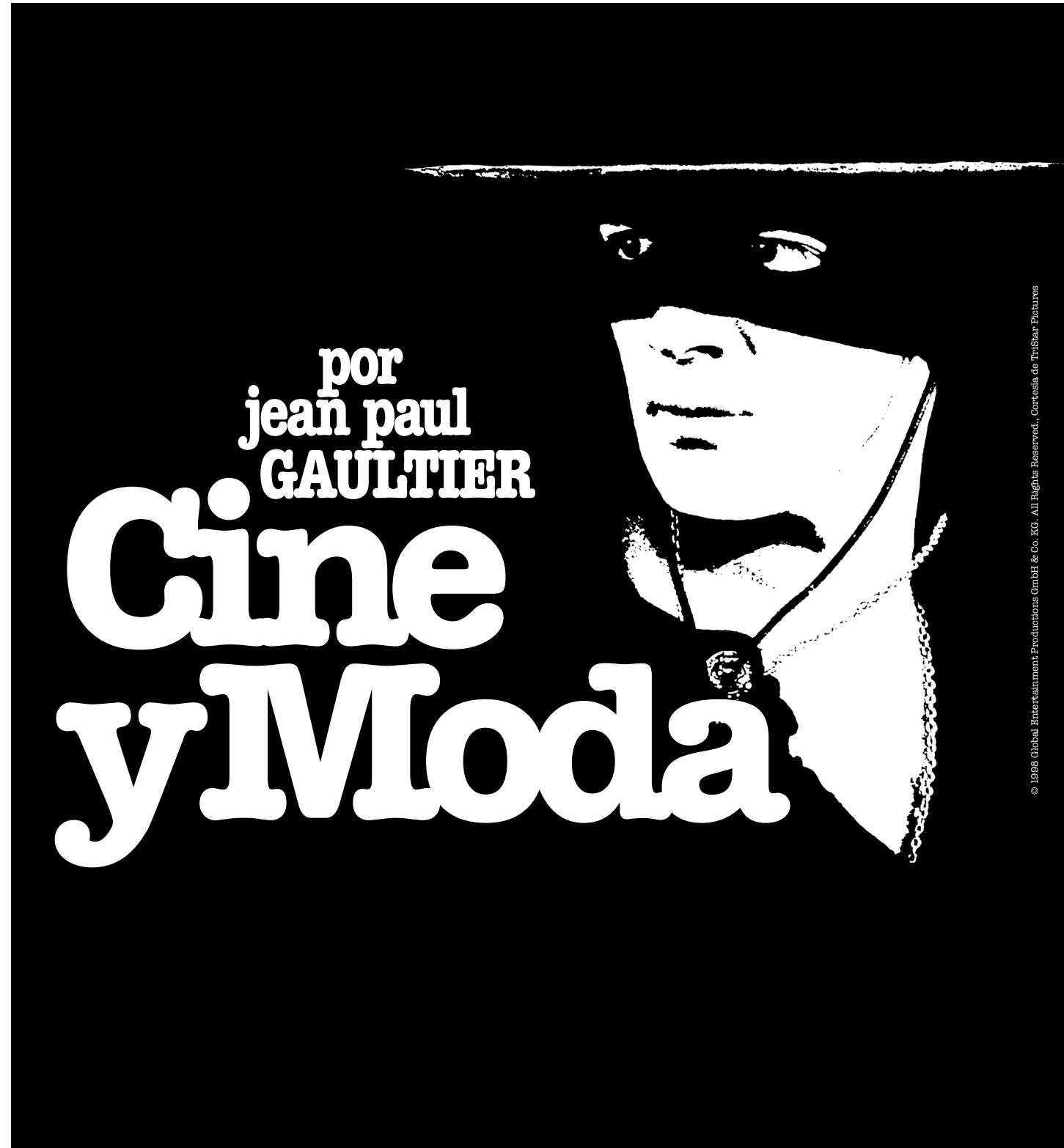
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New Real Madrid Foundation social sports school in Inner Mongolia

The project is being carried out in a public primary school in the town of Tongliao, in the Autonomous Region of Inner Mongolia, and is part of the Xincheng School's after-school program. It will contribute to the 360° development of 150 children who, in addition to practicing sports, will work on values such as healthy habits, respect, and teamwork. A dozen

local specialists who will lead the training sessions at the new school have already received their first remote training following the Foundation's specific methodology.

The new project strengthens the partnership with the Chinese Youth Welfare Foundation after five seasons of working together at the Jinzhai social sports school.





Beneficiaries with different abilities participate in these road safety education sessions.

Gonvarri and the Real Madrid Foundation continue to teach road

For the past four seasons, the Real Madrid Foundation and Gonvarri have been committed to teaching road safety. The beneficiaries of the Foundation's social sports schools in Madrid participated in the road safety program that both organizations have been running and whose goal is to improve road safety.

Games and exercises integrated into the football or basketball practice sessions are used to promote the assimilation of road

safety signs and rules to improve children's travel on roads and their road behavior to prevent possible accidents, as well as to help them pay attention on the street. With this program, both the beneficiaries of the lower categories of the social sports schools and the beneficiaries of the inclusive and adapted schools for people with different abilities can become more independent on public roads.

For the kids

The collaboration between the Real Madrid Foundation and Gonvarri began in the 2018-19 season with the road safety program for the beneficiaries of the adapted and inclusive schools. Following the success of the initiative, it was extended to the junior and youth categories of the football and basketball social sports schools. In this way, children also learn to differentiate and identify real situations that may come up in their daily lives. The sessions take place while they are playing football and basketball, and are associated with different positive values such as respect, motivation, self-esteem, and good sportsmanship. ♣



Foundation specialists in São Tomé and Príncipe receive online training

Some twenty coaches from the Real Madrid Foundation's social sports schools in São Tomé and Príncipe took part in an online training course on football and values at the Casa do Brasil de Filhos de São Tomé and Príncipe, a partner of the Madrid club. Despite the issues with the power supply making it harder to carry out the course under ideal technical conditions, the training was essentially practical and the participants were highly motivated.

Educating for integration

These social sports programs were launched in 2019 in the region of Caué, in the southern part of the country, with the support of Agripalma, and in Neves, in the north, in the Franciscan Sisters facilities. Thanks to the communities' positive reception, more and more families are requesting this activity, which also provides health and social assistance. This

season, for example, a social sports school for 50 children between the ages of six and eight will be inaugurated in Água Izé, which has made this Real Madrid Foundation training even more necessary. ♣



First remote training in football and values for Real Madrid Foundation coaches in Miami

During two days of online training, the coaches-educators of the Real Madrid Foundation's social sports school in Miami, which is run in collaboration with the International Studies Foundation and the mayor's office, were introduced to the Real Madrid Foundation's

philosophy and values. They assimilated the basic principles to design technical-tactical exercises and values that will be applied in weekly football training sessions involving low-income youths.

The Miami school, which has 50 students, is known in the city as the Soccer at the

Parks program and operates out of Roberto Clemente Park.

Bringing communities together and promoting healthy habits are two of its objectives. Bringing football with values to the neighborhoods helps youths tap into quality sports.



Álvaro Arbeloa, with the beneficiaries of the El Pozo social sports school.

Arbeloa visits the El Pozo school

A total of 150 children have been participating in this social sports project in Vallecas, Madrid every season for the past 21 years, thanks to the support of the "la Caixa" Foundation

The ambassador of Real Madrid and its Foundation, Álvaro Arbeloa, and Alejandro Fernández de las Peñas, representative of the Corporate Education and Marketing Area of "la Caixa" Foundation, visited the social sports football school for integration that the Real Madrid Foundation has been running for more than 20 seasons with the Sports Association of the Neighborhood Association of El Pozo del Tío Raimundo, in Vallecas.

The project has 150 spots and ensures access to team sports and its values for children with different abilities and circumstances.

The "la Caixa" Foundation showed its support for this school which, like those in Leganés and Torrejón de Ardoz, is run jointly with the Real Madrid Foundation. The main

objective of all of them is to promote values through sports.

Educating in values

During the visit, Arbeloa stressed the importance of educating in values and thanked the "la Caixa" Foundation for its collaboration, as well as the work of the El Pozo Sports Association. Alejandro Fernández de las Peñas said: "Here at the "la Caixa" Foundation we support the social and athletic intervention that the Real Madrid Foundation does in its social sports schools. The impact of two days a week of teamwork, sportsmanship, the values that have been worked on for years, the hard work, the importance of attendance, etc., on those who go to these schools is an investment not only in themselves, but also in their family and in their schools." ❖

Roberto Carlos visits the Picón del Jarama juvenile facilities (Madrid)

The Foundation runs 15 social sports programs in juvenile facilities in the Community of Madrid and 10 more in the rest of Spain

Roberto Carlos, ambassador of Real Madrid and its Foundation, accompanied by Juan Luis Vidal, territorial director of CaixaBank Madrid Sur, visited the Picón del Jarama juvenile facilities in the Community of Madrid to learn about the progress of the Real Madrid Foundation's social sports project.

The weekly football and values training improves the self-esteem and attitudes of the juvenile inmates and increases their sense of belonging, which gives them a sense of stability. During this 2021-22 season, more than 500 children will participate in the program.

During the visit to the Picón del Jarama facility, Roberto Carlos highlighted the importance of sports and public-private colla-

laboration and pointed out that sports "are a class in positive values for children who need to be guided along the right path." Juan Luis Vidal wanted to highlight "the importance of solidarity and collaboration between different organizations and institutions to protect people in vulnerable situations."

Programs in juvenile facilities

Nine seasons ago, the Foundation began its social sports activities in juvenile facilities in collaboration with the Community of Madrid. The program is being run in 15 facilities in the region and 10 more in the rest of Spain thanks to the collaboration of sponsors such as CaixaBank which, through the budget provided by the "la Caixa" Foundation, has shown its support for this project. ❖



Roberto Carlos with Juan Luis Vidal (CaixaBank) during his visit to the Picón del Jarama juvenile facilities.



Nearly three thousand children will once again enjoy the very best facilities at the Real Madrid City to participate in the Foundation's football and basketball social sports tournaments this season

More than 2,500 children who play football in the Foundation's social sports schools in the Community of Madrid, in addition to the more than 400 participants in the social sports basketball schools, once again put their skills in sports with values into practice on the grass fields and in the pavilion of the Real Madrid City during a tournament free from the pressure of competition.

The Real Madrid Foundation's social sports football and basketball tournaments are non-federated days of friendly matches where the beneficiaries of the different schools can play together with an educational approach to test the tactical-technical skills acquired and to internalize and practice team values. These events, which include the different types of schools with integration and inclusion days, are a useful tool in the comprehensive education of children, according to the *For a REAL Education: Values and Sports* methodology, using their own objectives, structure,

and regulations, which promote respect, comradery, good sportsmanship, motivation to work hard, and responsible independence, among others.

Own tools

With no pressure or ranking based on results alone, the 13-day social sports football tournament uses an educational tool called the white card and the matches are divided into quarters to create a meeting space where sports can be enjoyed politely and with respect.

During the social sports basketball tournament, there are inclusive game days, with the participation of players from the social sports schools and the adapted, inclusive, and wheelchair basketball schools. In addition, the youngest children can also participate in the baby-basket days with regulations adapted to each case. ↔



Official visit to the new school in Móstoles

The project is the result of an agreement signed between the Madrid City Council, the Iker Casillas Foundation, and the Real Madrid Foundation, which includes an adapted basketball school and a 7-a-side football school for children with ASD, which are run in facilities provided by the Móstoles City Council.



Noelia Posse, mayor of Móstoles, during her visit to the new adapted basketball school.

During the official visit of Noelia Posse, mayor of Móstoles, she learned about the operation of the recently created adapted basketball school that has been running its program since October in the Villafontana Sports Complex kindly provided by the Móstoles City Council.

Football for children with ASD

In addition to this adapted basketball school, the agreement also includes a 7-a-side football school at the Iker Casillas fields where children with Autism Spectrum Disorder (ASD) from the Madrid region city learn and develop their abilities and personality through team sports. This agreement is part of the local government's commitment to promoting educational and social policies that favor integration and coexistence. ↔

New headquarters in Getafe for adapted basketball schools

The Real Madrid Foundation's adapted and wheelchair basketball social sports schools have a new headquarters at the Jorge Guillén elementary school in the Madrid town of Getafe.

Thanks to the collaboration of the school and the city council, these schools, which were inaugurated in the 2016-2017 season, will continue to promote inclusion and educational values through the practice of basketball, contributing to develop the cognitive, motor, and social skills and abilities of the beneficiaries.

Sessions in adapted basketball in values are held on Tuesdays and Thursdays from 6:00 p.m. to 7:00 p.m. for the adapted school and from 7:00 p.m. to 8:00 p.m. for the wheelchair basketball school. As with the rest of the Foundation's social sports schools and basketball programs, the Foundation's methodology, *For a REAL Education: Values and*



Sport, as well as the specific manual Inclusive Football and Valusketball, are applied.

Collaborators

The adapted and wheelchair basketball schools in Getafe are coed, like the rest of the Foundation's programs, and are supported by Endesa, UPS, and Signus. In this way, equal opportunities in access to sports are ensured for all people. ↔

Wheelchair basketball training session at the Jorge Guillén elementary school, in Getafe.



Alvaro Arbeloa, Mustafa Al Sayed, and Enrique Sanchez.

The Real Madrid Foundation renews its partnership with the Royal Humanitarian Foundation

Since 2011, more than 1,000 children have benefited from the joint projects of the Real Madrid Foundation and the Royal Humanitarian Foundation of Bahrain

The Real Madrid Foundation and the Royal Humanitarian Foundation of Bahrain renewed their collaboration agreement, which has already benefited 1,000 children at the social sports school in that Arab country during its 10 year long history. Through this local partner, an organization of note in the Middle East for its work with orphans, the children receive extracurricular activities and instruction on healthy lifestyles, medical check-ups, supplementary materials, and tutoring.

Creating a better place

The signing was presided over by Enrique Sanchez, executive deputy chairperson of the Real Madrid Foundation, and Mustafa Al Sayed, secretary general of the Royal Humanitarian Foundation. Álvaro Arbeloa, Club ambassador, had words of thanks for the Royal Humanitarian Foundation: "He supports our work with his altruistic commitment and contributes to changing the world and creating a better place for children." Sayed said that the Foundation's support "gives them hope." ❖

13 seasons of inclusive sports with the Sanitas Foundation

For the 13th consecutive season, Sanitas will once again work with the Real Madrid Foundation in a series of social sports and inclusive projects that have benefited around 1,000 children since 2009, continuing to ensure access to educational sports. For the renewal of this partnership, Yolanda Erburu, CEO of Sanitas Foundation, traveled to the Real Madrid City where she was received by Emilio Butragueño and Enrique Sánchez.

Larger scope

This season, the number of beneficiaries will increase thanks to the expansion

of participating centers. The Real Madrid Foundation's adapted and inclusive social sports schools operate after-school activities for more than 500 people in 17 adapted, inclusive, and wheelchair basketball projects for 265 participants and seven adapted and inclusive football schools for 135 more participants. Adapted and inclusive summer campuses serve an additional 90 children each season. ❖



Yolanda Erburu (Sanitas Foundation), Enrique Sánchez and Emilio Butragueño (Real Madrid Foundation), in the Real Madrid City auditorium.

UPS will continue supporting for wheelchair basketball

Emilio Butragueño, Real Madrid director of institutional relations, and Enrique Sánchez, executive deputy chairperson of the Foundation, together with Elisabeth Rodríguez, general manager of UPS Spain and Portugal, signed the renewal of the agreement between the Real Madrid Foundation and the logistics multinational.

The partnership was first signed in 2016 and aims to ensure the sustainability of the social sports wheelchair basketball schools that the Real Madrid Foundation runs in San Sebastián de los Reyes, Getafe, and Madrid to serve minors with physical and mental disabilities.

In addition, UPS collaborates in the logistics of the Real Madrid Foundation's national and international shipments to its hundreds of projects. The collaboration also includes the

participation of UPS corporate volunteers in running the social sports projects, especially in those wheelchair basketball schools that promote accessible and inclusive sports.



Enrique Sánchez (RMF), Elisabeth Rodríguez (UPS), and Emilio Butragueño (RMF).

Comprehensive education with the Mapfre Foundation

The Real Madrid and Mapfre Foundations renew their collaboration, for the 11th consecutive season, for the sustainability of joint social sports projects around the world. The partnership benefits more than 1,900 children at risk of exclusion who participate in the Foundation's social sports schools in Brazil, the United States, El Salvador, the Philippines, Panama, Paraguay, Peru, and the Dominican Republic.

These schools are part of comprehensive child care projects developed in collaboration with leading social and educational organizations in each country. The children are educated in values through the practice of football and basketball, receive tutoring and nutritional supplements, as well as health services and psychosocial care.

Collaborators on the ground include

the Salesian Missions in Brazil and the Dominican Republic, the Webster and Lawrence School District in Massachusetts, Cesal in Paraguay and Peru, the Friends of the Real Madrid Foundation in El Salvador and Panama, and the Anakk-Santa Cruz NGO in the Philippines. ❖



Beneficiaries of the joint social sports projects of the Real Madrid Foundation and the Mapfre Foundation in Peru (left) and the Philippines (above).

The Real Madrid Foundation renews its partnership with Endesa

Endesa has renewed its collaboration agreement with the Real Madrid Foundation's social sports, adapted, and inclusive schools in Spain, Portugal, and Morocco. This partnership is in its 12th consecutive year and has been committed to bringing sports and its values to all young people, without exception, for more than a decade. During this time, the collaboration has gone through various stages and in the 2021-2022 season will include projects in adapted and inclusive basketball in Spain, football and basketball in Portugal (in collaboration with the Salesian Missions), and football in Morocco (in collaboration with Paideia).

Endesa's support for adapted basketball schools for people with different abilities in Spain is especially significant, serving more than 245 children and young people who would otherwise not be able to practice educational sports.

José Bogas, CEO of Endesa: "The Foundation's schools are a cornerstone in the lives of children who have a disability."

During the agreement renewal at the Real Madrid City, José Bogas, CEO of Endesa, said that the Foundation's schools "are a cornerstone in the lives of children who have a disability." Butragueño highlighted "the real and long-term commitment to people" that Endesa demonstrates in its community support and support for sports. ❖

Enrique Sánchez and Emilio Butragueño (Real Madrid Foundation), flanking Endesa representatives, including José Bogas, its CEO.



Integration, sustainability, and sports hand in hand with Ecopilas

Emilio Butragueño told José Pérez, chairman of Ecopilas: "We are united by values like respect for the environment, but also teamwork."

Ecopilas, an organization that manages and recycles batteries, has been supporting the socio-educational work of the Real Madrid Foundation in Segovia and Seville for 11 consecutive seasons.

More than a thousand children have benefited over the years thanks to these projects and each season more than a hundred socially disadvantaged children are assisted so that they can

enjoy football with values. Ecopilas' support ensures the sustainability of the Real Madrid Foundation's social sports schools for integration in both cities.

The link between Ecopilas and the Real Madrid Foundation also involves raising awareness and educating the beneficiary students from all the Spanish social sports schools about respect for the environment and the importance of recycling.

During the renewal of the agreement, José Pérez, chair of Ecopilas, said in the presence of Enrique Sánchez and Emilio Butragueño that the work of raising awareness about protecting the environment from a very early age "increases exponentially thanks to the involvement of the Real Madrid Foundation in conveying these fundamental values." ❖





The physical activity program for seniors at DomusVi is back

After the pandemic pause, the physical activity program for the elderly in DomusVi nursing homes returns after the renewal of the agreement with the Real Madrid Foundation for the ninth consecutive year.

The program is run with the participation of more than fifty people each week in the DomusVi Arturo Soria nursing home in Madrid and with other groups at DomusVi Ciudad de Badajoz. The weekly fitness activity is rounded off by talks, going on the Bernabéu Tour, and with other sociocultural activities related to the history of Real Madrid, as well as the promotion of healthy lifestyle habits.

The program seeks to contribute to active aging and prevent chronic degenerative diseases and to maintaining the elderly's physical capabilities for as long as possible.

The Real Madrid Foundation cares for more than 300 seniors over the age of 65 each season with weekly activities in nursing homes and sports facilities. Enrique Sánchez, executive deputy chairperson of the Real Madrid Foundation, Javier Jiménez Calavia, director of the DomusVi Foundation, and Álvaro Arbeloa, Real Madrid ambassador, took part in the agreement renewal at the Real Madrid City, recalling that a club that is about to celebrate its 120th anniversary "must look after its elders." ❖

Small Steps Association, new partner in Argentina

The Foundation presented its new collaboration with the civil association Small Steps at the Real Madrid City, led by its chair, Matías Javier Ronconi, to set up what will be the Real Madrid organization's fifth social sports school in the South American country. It will give nearly a hundred children weekly sessions of education in values through sports, tutoring, family school, etc. Many of these children live in highly polluted conflictive poorer areas of the region. ❖



Enrique Sánchez and Butragueño, with Matías Javier Ronconi (center), at the presentation of the collaboration with Small Steps.

The Real Madrid Foundation receives the recognition of the ConecTEA Foundation

As part of the 1st #JuntosenelAutismo #TogetherinAutism Gala, which was attended by Roberto Carlos, club ambassador, the ConecTEA Foundation, which works to integrate people with autism, presented the awards of the 1s Arteando Contest and recognized the Real Madrid Foundation at the institutional level for its social sports schools adapted for students with autism. The event took place in the La Esfera municipal center's auditorium in Alcobendas, Madrid and raised funds to improve the quality of life of people with Autism Spectrum Disorder (ASD) and their families through grants from the ConecTEA Foundation, which gives them access to therapeutic treatments. ❖

Taking care of men's health with Ipsen and Janssen

For the third consecutive season, the Real Madrid Foundation and the pharmaceutical companies Ipsen and Janssen are launching the "Don't Get Caught Off Your Game" campaign to raise awareness about the importance of men over the age of 50 going to the urologist to check their prostate and ensure early detection of cancer. Ipsen and Janssen's support also provides continuity to the Real Madrid Foundation's physical activity program for the elderly.

As a symbolic act to kick off this campaign, representatives from the Real Madrid Foundation and the two pharmaceutical companies took a penalty kick on one of the fields at the Real Madrid City. Throughout the season, se-



From left to right, Emilio Butragueño (RMF), Loreto González (Ipsen), Enrique Sánchez (RMF), and Ramiro Negral (Janssen), at the Real Madrid City.

veral initiatives will be carried out to raise awareness about men's health and to educate society as a whole on preventing prostate cancer, the most prevalent tumor among men in Spain. "Creating healthy habits is in the Foundation's philosophy," said Emilio Butragueño. ❖

The Foundation's school in Fuenlabrada will continue to use the football field at the Rey Juan Carlos University campus

The Real Madrid Foundation, together with Álvaro Arbeloa and Enrique Sánchez, signed an agreement with Javier Ramos, dean of the Rey Juan Carlos University (URJC) to renew the use of the football field at the university campus in Fuenlabrada. The Real Madrid Foundation's social sports football school for integration in Fuenlabrada

has been taking place on that university football field for 16 seasons. More than 1,000 socially disadvantaged children, referred by the social services of the city council of Fuenlabrada and with the support of Banco Santander, have benefited from the project in this time, improving their lives through sports and education in values.



Álvaro Arbeloa and Enrique Sánchez (RMF) with Javier Ramos, dean of the URJC.

Real Madrid Foundation opens third social sports school in Romania

In partnership with the FDP Foundation and the UEFA Foundation for Children, it will offer sports activities and school support to vulnerable children in Bucharest

The Real Madrid Foundation has launched the third social sports football school in Bucharest, Romania in collaboration with the FDP-protagonists in Education Foundation and with the support of the UEFA Foundation for Children. The goal is to serve children from families going through socioe-

conomic difficulties in a country with a significant school dropout rate, where children are at greater risk of poverty and social exclusion.

pla. In addition to the educational football activity, they will receive school support, social and health care, and sociocultural activities. The Foundation has had a presence in the Romanian capital since 2012. This new initiative is part of the collaboration agreement between the Madrid Foundation and the UEFA Foundation for Children to support social sports projects throughout Europe, for the second consecutive year.

European projects

In Spain, the international football organization supports 14 of the Real Madrid Foundation's programs in shelters to benefit 600 children in vulnerable situations and give them the opportunity to participate in sports, educational, and social activities that are vital for their development. In the rest of Europe, it contributes to the sustainability of the schools that the Real Madrid Foundation runs in Bucharest, with the Protagonists in Education Association, in Milan, with the Fatima Traccia and Portofranco Association, in Funchal, with the Salesian Missions, in Guimarães, with Alma Branca, and in London, with Kinetic.

During the hardest times of the pandemic, the collaboration continued and beneficiaries have continued to be served through online trainings and the distribution of food and essential materials. ♡

The project starts with a group of 25 children from the far-flung neighborhood of Teuil Doamnei, which will grow over the course of the season. The beneficiaries come from two shelters: Pinocchio and Floare de Cam-

Beneficiaries of the new school in Bucharest (Romania).



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