



FUNDACIÓN
Real Madrid

N.º 72



Sports and charity: a winning formula



Luis de Carlos Forum

120 years of history

Heritage

Farewell to Pedro Ferrándiz

International

The Foundation,
with Ukraine

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El mundo de mañana depende de la educación de hoy

Fundación "la Caixa", colaborador de los proyectos sociodeportivos de la Fundación Real Madrid.

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La Fundación Real Madrid se vuelca con Ucrania



Pablo López-Henares, consejero delegado de HSBC España, flanqueado por Enrique Sánchez y Emilio Butragueño, de la Fundación Real Madrid.

HSBC renueva con la Fundación y amplía su apoyo a los refugiados ucranianos

Por décima temporada consecutiva, la entidad bancaria renovó su apoyo a la Fundación durante un acto celebrado en la Ciudad Real Madrid en el que participaron Enrique Sánchez y Emilio Butragueño, por parte de la Fundación Real Madrid, y Pablo López-Henares, consejero delegado de HSBC España.

Esta alianza contribuye a la sostenibilidad de las escuelas sociodeportivas de la Fundación en centros de acogida e internamiento de menores en riesgo de exclusión de la Comunidad de Madrid.

Además, en esta ocasión, HSBC hace extensible su colaboración al colectivo de refugiados ucranianos en el mar-

co de la campaña *Todos con Ucrania*, lanzada por la Fundación Real Madrid. La iniciativa se puso en marcha el pasado 4 de marzo para mitigar los efectos de la guerra a través de Cruz Roja, ACNUR, CESAL y Epicenter for children, tanto en Ucrania como atendiendo a la población refugiada en España. Butragueño destacó la generosidad de HSBC y la confianza después de tantos años: "Es clave que los menores refugiados que lleguen a España puedan disfrutar del deporte y de sus valores universales". Por su parte, López-Henares señaló que este año "es más importante que nunca poder aportar nuestro granito de arena para ayudar a todos los niños afectados por el conflicto de Rusia y Ucrania".

La colaboración de HSBC con el programa de centros de acogida e internamiento de menores se focaliza especialmente en el centro Casa de Campo, si bien beneficia de manera directa a 359 menores tutelados por la Comunidad de Madrid. ❖



Álvaro Arbeloa y el chef José Andrés muestran su apoyo a la iniciativa 'Cocinando por Ucrania'.

La Fundación apoya la iniciativa 'Cocinando por Ucrania'

La Fundación Real Madrid, en el marco de la campaña *Todos con Ucrania*, colaboró con la cena-cóctel benéfica organizada por la ONG Cesal, el pasado 27 de abril, en Madrid. Bajo el lema *Cocinando por Ucrania*, el evento se celebró con el fin de recaudar fondos para los damnificados por la invasión de ese país.

La iniciativa estuvo liderada por los chefs Chema de Isidro y César Ruiz y contó con la participación, entre otros, de Dabiz Muñoz, Paco Roncero, Diego Guerrero, Jesús Sánchez, Alberto Chicote, Juan Pozuelo, Sacha Hormaechea, Samantha Vallejo-Nágera, Rebeca Hernández, Roberto Capone, Iñigo Urrechu y Luis Barrutia. Álvaro Arbeloa acudió en representación del Real Madrid y de su Fundación.

La velada consistió en una cena a partir de degustaciones de las diferentes propuestas gastronómicas en un formato cóctel.

Con solo un clic se podía adquirir el cubierto solidario y, además, participar en la rifa solidaria que se celebró durante la cena y en la que colaboró la Fundación Real Madrid.

La campaña de donaciones de la Fundación Real Madrid para colaborar con el pueblo de Ucrania, que sigue abierta, se dirige tanto a las actuaciones de emergencia sobre el terreno de Cruz Roja, ACNUR, Cesal y Epicenter for children, como a la atención a los refugiados en España a través de Cruz Roja y Cesal. Principalmente, la Fundación aporta a los refugiados en Madrid ropa deportiva, material deportivo y juegos. José Zamora, coordinador del centro de coordinación de atención a los refugiados de Ucrania de Cruz Roja en Madrid, explica: "Intentamos atender todas sus necesidades. Primero les informamos, les proporcionamos recursos donde poder dormir y cubrimos sus necesidades más básicas. Contar con el apoyo del Real Madrid es fundamental". ❖



120 legendary years

Real Madrid football and basketball legends, like Butragueño, Amancio, Casillas, Raúl, and Felipe Reyes, as well as leading figures from the club's women's football team, such as Ana Rosell and Kenti Robles, were some of the stars of the last Luis de Carlos Forum

The auditorium at the Duques de Pastrana Center in Madrid hosted the Luis de Carlos Forum again this year. It was organized by the Real Madrid Foundation and Mirabaud and called "120 legendary years. Sports for everyone." Enrique Sánchez, executive deputy chairperson of the Foundation, chaired a meeting moderated by Realmadrid TV journalist Álvaro de la Lama, which was also attended by the president of ONCE and the Spanish Paralympic Committee, Miguel Carballada, and Lionel Aeschlimann, managing partner of Mirabaud and CEO of Mirabaud Asset Management.

Emilio Butragueño, the club's director of institutional relations, was the first to speak: "Real Madrid is what it is thanks to the millions of fans we have across five continents." In Butragueño's words, the Foundation was created 25 years ago to "give back to society part of what society gives to us every day. Our mission is to develop social

sports projects, especially for people in need." Butragueño summed up the club's 120-year history in one word: "Pride."

Then it was Raúl González's turn to speak: "Playing so many Champions League finals and winning them in recent years has meant that right now every kid wants to be a Real Madrid player and wants to look like Benzema, Courtois, Modric, or Vini Jr." On comebacks, he said: "Things happen with Real Madrid that can't be explained and fans never stopped believing." He also told a story about Butragueño: "He took me to his house to meet his family and told me all about Real Madrid. That's Butragueño's greatness."

Then Amancio took the floor, referring to the team coached by Ancelotti: "This year has shown Real Madrid's true colors. Every player

FORO LUIS DE CARLOS



120 AÑOS DE LEYENDA
DEPORTE PARA TODOS



Emilio Butragueño, the club's director of institutional relations: "Real Madrid is what it is thanks to the millions of fans across five continents."

who comes in has to have that feeling." The next to speak was Casillas: "When we're doing our routine we're under constant pressure but it happens so fast you don't realize it." Felipe Reyes represented the basketball section: "Values like sacrifice, never giving up, the Real Madrid DNA, fighting to the end... We try to convey all of that to the new players and to the kids coming out of the youth team."

Ana Rosell and Kenti Robles spoke next. Rosell said: "If there is one thing that unites all of us Real Madrid athletes, both men and women, it's our spirit of self-improvement." The Real Madrid player said: "We promise to give our all on the field. I know we just started, but we have to put this crest where it deserves to be. I was born in Mexico and Real Madrid is crazy popular there." The

At the event, attendees were reminded that the Real Madrid Foundation was created 25 years ago



Trophies, documentation, and sports apparel in the club's 120 year retrospective. The Historical Heritage Center collaborated as well.

forum was closed by Lionel Aeschlimann, who spoke on the economic aspect: "We contribute to the financial industry evolving towards a better and fairer society for all"; and Miguel Carballada, who spoke from the point of view of paralympic sports: "Real equality of opportunity enriches society, but it must be for everyone and sports helps a lot."

Retrospective exhibition

Real Madrid's Historical Heritage Center, managed by the club's Foundation, helped in the exhibition held at the Duques de Pastrana Center for this last Luis de Carlos Forum. The exhibition featured 90 pieces from the Real

Madrid collection, including some single-print replicas of the club's greatest trophies. Trophies for the Best Club of the 20th Century, the UEFA Champions League, the World Cup for Champion Clubs, the European Super Cup, La Liga, the ACB League, the EuroLeague, the Intercontinental Cup, and the King's Cup in basketball were the objects most photographed by the attendees. The exhibition was rounded out with player apparel and fact sheets. Misa, Real Madrid women's goalkeeper, shared her 2020-21 Zamora Trophy for the enjoyment of all the guests. In addition, the Laureus award received by the Real Madrid Foundation was exhibited for the first time. ☘

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



The Real Madrid Foundation's Charity Golf Circuit is back

The Real Madrid Foundation is once again making golf a charity sport with a tournament that will tour five Spanish provinces between June and October to raise funds for its social sports projects for those with diverse capabilities

The Real Madrid Foundation resumes its Charity Golf Circuit this season with Almería Coast, the Mijas City Council, and Banco Santander. With five venues or stations, it started in Madrid at the end of June and then visited Almería, Alicante, Mijas, and Mallorca. Iker Casillas, assistant to the general manager of the Real Madrid Foundation, attended the presentation and inaugural event at Golf Santander & Sports in Boadilla del Monte, Madrid, along with other Real Madrid veterans Schuster, Pavón, Fernando Sanz, Gallego, and García Cortés. Other sports celebrities were also present, such as race car drivers Carlos Sainz senior and junior.

The second event, held at the Almerimar Golf Club in El Ejido, Almería, was attended by more than a hundred players.

The vice president of the Council of Almería, Ángel Escobar, and the councilor for sports of the City Council of El Ejido, María José Martín, visited the competition and helped hand out the tournament trophies. Ángel Escobar said: «The different administrations have to come together to make a top-level charity tournament like this



happen.» For his part, María José Martín said: «Once again, sports and charity merge, in this case through the Real Madrid Foundation.»

Circuit details

Registration for the tournament opened in mid-June for all amateur players with hcp (handicap) and license issued by the Royal Spanish Golf Federation. Playing categories range from



Iker Casillas, assistant to the general manager of the Real Madrid Foundation, and Jaime Pérez Renovales, general secretary and secretary of the Board of Grupo Santander, presented the first tournament of the Foundation's Charity Golf Circuit.

0 to 12 in lower and from 12.1 to 24 in higher (exact hcp). The winners of each hcp category and the best scratch result of the year obtain their direct seeding to play the grand final in Mallorca. In addition to the prizes and raffles, throughout the circuit there are special prizes for the closest ball in par 3. Each circuit venue offers a variety of surprises.

The Real Madrid Foundation's Charity Golf Circuit consists of five tournaments: Golf Santander & Sports in Madrid (June 22), Club de Golf Almerimar in Almería (June 26), Font del Llop Golf Resort in Alicante (August 20), Mijas Golf Club in Malaga (September 21), and Vall Dor Golf in Mallorca (October 22).

Charitable purposes

The proceeds will be used for the Real Madrid Foundation's social sports projects for groups at risk of exclusion such as minors in shelters and juvenile facilities, the homeless, the unemployed, or children with different abilities or who are hospitalized.

All the information can be found at:

www.golffundacionrealmadrid.es ↔

Success of the Foundation and Onil's 1st 3x3 Charity Basketball Cup

Felipe Reyes, Real Madrid ambassador, participated with his family in the Foundation and Onil's 1st 3x3 Charity Basketball Cup, which was held over a weekend in April at El Corte Inglés in Sanchinarro, Madrid. The last day of this event, which was attended by nearly 200 people, was a family-friendly party, where referees were encouraged to freestyle rap.

Also on display were works by the Lithuanian street art collective NFT Kiwie, one of which was donated to the Real Madrid Foundation. The winning teams by category were: in coed, San Pablo CEU; in female youth, Uros 3x3; in male youth, 3x3 Madrid; in families, Granjo Consultores; and in junior/senior, Bewatermyfriend.

Sustainability

The tournament was an example of sustainability with the use of recycled nets and top 3x3 basketball players came out to show their support. This style of basketball is more dynamic and less suburban and gaining in popularity. Raw Organic Sport Drink, Grupo Inter Mundial, Clupik, Joma, Biogran, Cantabria Labs, GC Consultores, SEK International Sports Academy, Ecoballution, Tripl3 shot, and Kom Vida collaborated in the event. ↔



Felipe Reyes participates in the 1st 3x3 Charity Basketball Cup.



Butragueño inaugurates the 3rd Real Madrid Foundation Paddle Tennis Circuit by Santander

Casillas, Felipe Reyes, Miguel Torres, García Cortés, Milla, and Lorenzo Sanz were some of the veterans who participated in the first Mad4Padel stage

More than a dozen top-level companies and institutions including Banco Santander, Padel Nuestro, and the Mijas City Council came together at the Mad4Padel club in Pozuelo de Alarcón, Madrid. The Santander team was the winner and the Padel Nuestro team runner-up.

Javier Fernández Arrieta, head of Sports Sponsorships at Santander Spain, the circuit's main sponsor, said: "We are always proud to

work with leaders and even more so when it's for a good cause." For his part, Emilio Butragueño, director of institutional relations at Real Madrid, expressed his gratitude to the brands for being there and for the bank's support for the Foundation's work: "The Foundation's projects which

aim to draw attention to diversity are a way to foster a more inclusive and fairer society for all of us."

Casillas, Felipe Reyes, Miguel Torres, Rafael García Cortés, Luis Milla, and Lorenzo Sanz participated with players from Banco Santander, Padel Nuestro, the Mijas City Council, Phillips, Silestone, Carmencita, Ecovidrio, FCC, as well as collaborators Caja Saludable, Nivea, Solán de Cabras, Carrighan, and Urban Electric Motors. There were also Adidas challenges and a paddle tennis-football exhibition, with the participation of former players like Casillas and Ricardo Gallego.

Other events

The Real Madrid Foundation's Charity Paddle Tennis Circuit by Santander consists of eight tournaments: Madrid (Reebok Sports Club La Finca - Pozuelo de Alarcón, June 10-12), Cáceres (Real Club de Cabezarubia, June 25-26), Almería (Centro Deportivo Roquetas 360, June 29-July 3), Mijas (Club de Pádel Cerrado del Águila, August 5-7), Madrid (Duet Sports Las Rozas, September 9-11), Murcia (Club Padel Nuestro, September 23-25), Córdoba (Real Aeroclub de Córdoba, October 7-9), and Mallorca (Rafa Nadal Academy, October 14-16). The national scope means all fans can have the opportunity to participate and win the charity circuit. More information at www.padelfundacionrealmadrid.es ↔



Former Real Madrid players and paddle tennis players from different collaborating companies gathered at Mad4Padel.

"Don't get caught off your game" campaign



The Real Madrid Foundation, Ipsen, and Janssen celebrate World Prostate Cancer Day

Different activities were carried out within the 3rd "Don't get caught off your game" campaign

For World Prostate Cancer Day (June 11), the Real Madrid Foundation and the pharmaceutical companies Ipsen and Janssen organized various awareness-raising activities as part of the third "Don't get caught off your game" campaign. For the occasion of the world day, almost a hundred beneficiaries of the Real Madrid Foundation's physical activity program for seniors, who were brought to Real Madrid City, participated in an informative session with experts.

Recommendations from specialists

Enrique Grande, head of the Oncology Service at MD Anderson Cancer Center Madrid, says: "Prostate cancer can be cured in more than 80% of cases if we can diagnose it when the disease is confined to the prostate." He explained though that in the case of metastasis, "we have to control the disease's growth so that it is as slow as possible and ease the symptoms." In addition to knowing these symptoms, Asier Leibar, aide in Urology at the HU La Paz (La Paz Teaching Hospital) and coordinator of Vithas Madrid Aravaca Urology, said: "Men should go for regular check-ups when they turn 50, or starting when they're 45

if there is a family history of cancer or another risk factor."

Encouraging progress

María del Carmen Rubio, head of the Radiation Oncology Department at HM Sanchinarro University Hospital, explained the advances in the local treatment of this cancer when it is detected early. She spoke of the high effectiveness rates of techniques such as "surgery, which seeks the complete removal of the prostate gland (radical prostatectomy), or radiotherapy in either external radiotherapy or brachytherapy." Marcos Martínez, manager of the Spanish Cancer Patients Group (GE-PAC), stressed the importance of dispelling myths and taboos about this tumor, as well as giving patients the information they need to make their own decisions.

A video was also released with the participation of Emilio Ríos, urologist at the La Paz University Hospital in Madrid, who pointed out that, fortunately, "in 90% of cases the diagnosis is made in localized stages." He also recalled the importance of "consulting a doctor when symptoms appear (stinging and/or pain when urinating or the presence of blood in the urine)."

Match with former Real Madrid players

There was also a friendly football match between Ipsen and Janssen employees and former Real Madrid players such as Emilio Butragueño, Paco Buyo, Sabido, Milla, Edwin Congo, and Iván Pérez to raise awareness of the issue. The match took place at the Real Madrid City football fields. ↔



Iker Casillas, with the beneficiaries of the Foundation's social sports school in Cartagena de Indias, Colombia.



Iker Casillas visits the Foundation's school in Cartagena de Indias

The Revel Foundation, the Port of Cartagena Foundation, and Millicom-Tigo make it possible for 150 children in Colombia to receive an education thanks to this project

Iker Casillas, assistant to the general manager of the Real Madrid Foundation, traveled to Cartagena de Indias, Colombia to visit the social sports school that the Real Madrid Foundation is running with its local partners in the city.

The school started its activities in 2016 and serves 150 children and youth. In the presence of Captain Salas, manager of the Grupo Puerto de Cartagena, and Nicolás Uribe, executive director of the Revel Foundation, Casillas

answered all the questions from the beneficiaries present and explained that the most important thing "is to be a good person, on and off the field."

The legendary goalkeeper highlighted the work of the seven social sports schools he works with with the Revel Foundation in the country, as well as the partnership it maintains throughout the Americas with the telecommunications company Millicom-Tigo. In Colombia alone, the Real Madrid Foundation assists more than 4,000 minors with its 16 projects.

Digital education

Thanks to the partnership with Millicom-Tigo, the school's beneficiaries learn healthy habits in the use of the internet, highlighting safety and how to prevent cyberbullying through the "Conéctate Segur@" (Connect Safely) program. In addition, alumnae of the social sports schools, mothers, sisters, and legal guardians of the beneficiaries will participate in the women's digital empowerment program called "Conectadas" (Women Connected). ❖



7th school in Ecuador



The Real Madrid Foundation has opened its seventh social sports football school in Ecuador, in the community of Pile in Montecristi, in the province of Manabí, where fifty boys and girls at risk of exclusion will learn values through practicing football. The Núñez Learning and Training Center (CAF in Spanish), which has been working with the Foundation since 2013 in the city of Manta, has given its support to the project together with the companies Asiservy and Kontiki Expeditions.

In addition, the beneficiaries receive tutoring, nutrition, health, and sexuality workshops, vocational orientation, and there is a school for parents. The Foundation has five other social sports schools in this country, which benefit more than 850 children, thanks to its partnership with the Ambato Chamber of Commerce, the SEK University, the University of the Americas (UDLA), and the Cecilia Rivadeneira Foundation. ❖

7th Charity Football Tournament in Churriana

In mid-June, the eighth charity football tournament was held in the town of Churriana, Malaga. The organizing institutions, the Indian Institute of Mothers and Children (IIMC) and the Churriana Sports Club, partnered with the Real Madrid Foundation, whose social sports project in Calcutta, India - an initiative supported by Roadis - will receive the proceeds.

More than 1,500 children flooded the Churriana Alfredo Viñolo Sports Club facilities. Teams from the pre-Junior, Junior, and Youth categories participated. José Antonio Salguero, former Real Madrid player, presented the awards at an event that had seven sponsors. ❖



New social sports school at the Buddhist monastery of Gangteng, supported by Tintefish

The Real Madrid Foundation touches down in Bhutan to care for more than a hundred novices between the ages of five and 15 who live and study in the Buddhist monastery of Gangteng, in the Phobjikha Valley, one of the most isolated rural areas of the country located at an altitude of more than 3,000 meters above sea level. The project, in collaboration

with the Tintefish association, aims to use football in values as a tool for educational recreation and physical well-being. The beneficiaries come mostly from low-income families and will also receive extra meals and participate in workshops on health and healthy habits and in educational and social activities. ❖



Some of the beneficiaries of the Gangteng Buddhist Monastery's social sports school, who are the youngest novices.



Casemiro and Vini Jr. visit one of the Foundation's clinics at Real Madrid City.

Children from all over the world participate in Real Madrid Foundation clinics

Hundreds of participants from different countries enjoyed technical improvement sessions at Real Madrid City and were visited by some of their premier team idols

In May, children from four continents came to Madrid's Valdebebas facilities to perfect their sports skills and learn about the values and teaching methodology of the club and its Foundation.

A group of 134 boys and girls between the ages of 10 and 16 from IES-SEK schools in Ecuador, Costa Rica, Colombia, Guatemala, South Africa, United Kingdom, the US, the Dominican Republic, Paraguay, and Chile participated in a week-long clinic organized by the Real Madrid Foundation. Iker Casillas,



Casillas, with participants at the clinics.

assistant to the general manager of the Real Madrid Foundation, visited the children at the Real Madrid City fields, an experience to remember. They participated in five training sessions at Real Madrid City and to top it off in a small tournament played among the six teams the group was divided into.

Brazilian connection

The first group of Brazilian minors to visit Real Madrid City this season, made up of 25 children, participated in the first clinic organized by the Real Madrid Foundation and the company Caioba Soccer Camp. The participants, who already knew how to play football, were visited by their idols and fellow Brazilians Marcelo, Vini Jr., Casemiro, Rodrygo, and Militão. Meeting and being photographed with their idols was an experience they will never forget.

The Real Madrid Foundation hopes to repeat the experience in future seasons.

Education in values

The Real Madrid Foundation clinics are an educational experience for technical improvement. They combine the Foundation's own teaching methodology for education in values during training sessions with the technical-tactical basis of the Real Madrid youth team. The Real Madrid Foundation coaches teach their students through the practice of sports healthy habits on and off the field, how to improve their own skills and enjoy a truly unique experience. ♡



Rodrygo and Militão, at the clinics.



Participants of a clinic held with the support of Kaptiva Sports.



Marcelo, with participants at the clinics.

The football and basketball campuses return to Real Madrid City

Once again this summer, the football and basketball campuses combine sports and values based on the Real Madrid Foundation's own methodology

Ehis year is the Real Madrid Foundation's Campus Experience's 13th, breaking a record. With more than 5,000 participants, it is the largest summer football campus in the world, where values are worked on through sports from June to September.

Real Madrid City and other venues in different parts of Spain are filled with children ready to have a once-in-a-lifetime experience of football training, recreational and educational activities, and education in the positive values of team sports and Real Madrid.

For the first time, this edition includes an English language immersion program and, for the fourth consecutive year, the Responsible

Football and Gaming Campus Experience will be held by The Global Esports Academy and PlayStation@Talents.

The campuses have more than 10 modalities (including technical improvement and the goalkeeper program) at 16 locations throughout the country (to consult the locations: <https://campusexperiencermf.com/#Sedes>).



Felipe Reyes, during his visits to the basketball campuses and below, sports and values session during one of the football campuses.



Above, participants in the Basketball, Football and Responsible Gaming and Football Experience Campuses.

Basketball campus

Felipe Reyes, Real Madrid's ambassador, visited two social and sports basketball campuses this summer. At the Real Madrid City, more than 200 students at the 13th basketball campus had the opportunity to train and take pictures with him and ask him questions about his sports career. At the first campus held at the Mater Immaculata school in Madrid, in partnership with Randori, nearly a hundred children and young people met this Real Madrid star, who participated in each category's practice to play with each child - personally advising each one - and also took pictures with each team.

Inclusive basketball

The Real Madrid City pavilion also hosted the 8th Inclusive Basketball Campus for five days. This unique experience brings together 40 boys and girls between the ages of eight and 17,

with and without physical disabilities, in a context of adapted sports practice. In this way, together they can enjoy the possibilities offered by basketball, both on foot and in wheelchairs. It combines the tactical and technical learning of basketball with the transmission of the positive values of the sport under the overarching banner of coexistence. The teachers have specific training in basketball and adapted sports.

Adapted basketball

The Foundation held its 8th Adapted Basketball Campus for the second consecutive year at the Amanecer Sports Complex and Dorm in Alcorcón. This summer, like others before it, 44 boys and girls with cognitive disabilities enjoyed a week of their favorite sport and training in values that help them to integrate socially. The campus's objective is to teach tactics and technique in basketball, valuing the di-



For the first time, this edition includes an English language immersion program and the Responsible Gaming and Football Campus Experience sees its fourth consecutive year

versity and ability of each player while promoting everyone living together.

Bilingual experiences

The Campus Experience of the Real Madrid Foundation has been held in bilingual format several times in collaboration with Kings College, but this summer for the first time this modality was in the classrooms of Real Madrid City where one of the types of summer campus was an English language immersion program held in the first half of July. One hundred participants took advantage of the opportunity that the Real Madrid Foundation offers boys and girls from 9 to 13 years of age to combine their passion for football with a complete program in English, with native or C2 language level English instructors.

The initiative is due to Campus Experience's interest in improving and striving for excellence, increasing the options and benefits of the proper use of leisure time. Learning or reinforcing languages over vacation is always an ask from parents, but combining it with sports, values, and Real Madrid is a perfect combo.

The Campus Experience in English has been developed for both over-night and day participants, and in addition to the classes, the football and swimming pool practice time, lunchtime, and games with the monitors are also in English so the whole experience is a true language immersion.

The success of this first year means that next summer there will hopefully be more participants; Joaquín Sagués, director of the Campus Experience says that "next year we are going to hold more weeks because we sold out." ❖

Coaching

Interactivty renews its technology partnership with the Foundation

Sport Values Academy TV e-learning platform has had more than 68,000 visits in 12 months

Interactivty's managing partner, David Esplá, and the executive deputy chairperson of the Real Madrid Foundation, Enrique Sánchez, ratified the partnership agreement between the two social institutions in a ceremony attended by Iker Casillas, assistant to the general manager of the Real Madrid Foundation. The

agreement guarantees the development of the Real Madrid Foundation's Sport Values Academy e-learning platform, with the support of adidas. It allows the Foundation's videos, content, workshops, courses, and activities to be freely and simultaneously accessible worldwide.

Based on the Real Madrid Foundation's own methodology *For a Real Education: Values and Sports*, the OTT is primarily for educators, coaches, trainers, and parents. It also includes content for the beneficiaries of the social sports projects, since "technology is a major ally of education and education in values through sports is one of the main objectives for the Real Madrid Foundation to reach more children," said Casillas.

In addition to the fact that the content of the platform will continue to be universally accessible, connections and communication will be facilitated with all of the Foundation's project specialists around the world but also with the rest of the public. ♡

Iker Casillas, Enrique Sánchez, and Julio González (Real Madrid), with David Esplá (Interactivty) and teachers from the Sport Values Academy TV platform.



Second technical workshop for Argentine trainers

The coaches-educators of the Real Madrid Foundation's social sports basketball school in Buenos Aires, Argentina participated in the Training Area's second online workshop. The objective was to train attendees in the *For a Real Education: Values and Sports* methodology and in how to design practice activities that integrate the learning of basketball and values.

The Alfredo Di Stéfano social sports school opened its doors in 2004 in Buenos Aires with the support of Works of Father Mario and continues to grow in the two sports modalities of the Real Madrid Foundation. Nearly 200 boys and girls come weekly to the González Catán courts to learn basketball and values as well as receive tutoring and other services that help them in their personal development. Most of the beneficiaries, children between the ages of five and 17, are at risk of social exclusion and come from families with limited resources, exposed to violence or addiction problems.

Partners in Argentina

The Real Madrid Foundation also runs three other social sports schools in Argentina with the assistance of the associations Cesal, Claudio Marangoni Sports and Civil Values Association, and Little Steps, benefiting close to a thousand children. ♡

Learning to teach football and values in a refugee camp

The coaches of the Real Madrid Foundation's social sports schools in the Rmeileh refugee camp in Lebanon participated in their first online training sessions on football and values led by the Foundation's Training Area. These specialists attend weekly training sessions for more than 350 minors from Syria and Iraq who live in the Rmeileh refugee camp, where the Fratelli Association, a Real Madrid Foundation partner in the area, works.

In these special circumstances, the specialists learned to adapt the design of the tasks and games of the *For a Real Education: Values and Sports* methodology to the limitations of a refugee camp and the characteristics of this vulnerable group of children, for whom football is a much needed diversion. The training, in two online sessions, also addressed how to apply tactical-technical content through the use of games, contextualization, and the development of motor skill and rule-focused content. ♡



Training courses in Angola promote the incorporation of female participants

The coaches of the Real Madrid Foundation's social sports schools in Luena, Angola received online football and values training. These newly-acquired skills will revert back to the nearly 300 beneficiaries at risk of social exclusion who receive sports and values sessions thanks to the support of Manos Unidas (United Hands) and the congregation of the Esclavas del Divino Corazón (Handmaids of the Sacred Heart of Jesus).

To encourage girls' inclusion in the practice of football, two female alumnae participated

so that they can later join the group of sports coaches and become role models, especially for little and teenage girls.

A space to coexist

The project is being run at the Handmaids of the Sacred Heart of Jesus school, where United Hands built two basketball courts and an indoor football field in 2015.

This space for coexistence helps to reduce the high level of conflict between young people of different ethnic and religious backgrounds. ♡



Online training for India's social sports school specialists

The coaches-educators of the Real Madrid Foundation's social sports schools in Trichy, India received the second training course on football and values, delivered online by the Foundation's Training Area based on the *For a REAL Education: Values and Sports* methodology. Six social sports schools are being run in this

city, involving nearly 600 beneficiaries from Trichy's schools, in collaboration with the Hope and Joy Foundation. The beneficiaries of the social sports schools are boys and girls with different religious denominations who come from socially excluded families. In addition to the football sessions and promoting independence

through practicing sports, the program helps children acquire sports skills, develop their motor skills, and help them get into better shape and to adopt healthy habits. The children receive extra meals and workshops and talks are given to family members to raise awareness about the importance of school. ♡

Nico Baptiste

European Regional Formula 3 driver

The partnership between the Real Madrid Foundation and the driver will contribute to the sustainability of social sports schools in Colombia and raise awareness about his work in Formula 3

What convinced you to work with the Foundation?

The first thing is that I think the Foundation does great work and I think that they've been able to help many young people with their methodology and train them in values, so they can be better people. Also because my favorite team has been Real Madrid since I was a kid, it's the best team ever, so I've always dreamed of doing something with Real Madrid, and this is a great opportunity to promote the Foundation's projects in the world through car racing.

From now on we'll be seeing the Foundation's logo on your single-seater, what does that mean to you?

It's an honor and a dream come true! In every competition, on every track, I feel stronger knowing that the sign of the best team and its Foundation are on my car. It's very motivating and I'm sure inspires other athletes and all of the sport's fans. Nico Baptiste met his idol Iker Casillas during



Nico Baptiste met his idol Iker Casillas during the presentation of his partnership with the Real Madrid Foundation.

the presentation of his partnership with the Real Madrid Foundation.

Do you share our belief that sports can be an effective educational tool?

Absolutely! Sports is one of the best ways to teach because when people practice a sport they do it because they like it, and when you like something, you understand everything so much better. In my case, sports taught me discipline and when I was just starting out, admiring Iker Casillas led me to train to be the best. Today, that training gives me the discipline to be the best professional I can be.

What things has the sport taught you that you'd like to share with children?

Well, I want to share that sports have taught me to value every second, to be more disciplined, to be a better person, to control my emotions better; and it's helped me to be a better student, a better son, and a better friend. Sometimes things are hard for me because they don't go the way I want them to, but if we practice, and keep practicing, things will definitely get better. Kids, do what you love with love to succeed. The message I want to send them is to enjoy every second of what you do, to cherish every second you can with your families and, no matter what, never give up!

You met Iker Casillas at the presentation of the partnership with the Foundation. What did that mean to you?

Meeting Iker was a dream come true, I am where I am because thanks to Iker. I started playing football because of him (I started as a goalkeeper) and I learned from him that to achieve my goals, I have to do twice as much as everyone else. On the day of the presentation of the partnership, the Real Madrid Foundation prepared a surprise for me. Knowing that I was with my childhood idol, someone who's still my idol, made me unbelievably happy since he's been so important to my life. Now that Iker is an ambassador for the Real Madrid Foundation and carries the message to children around the world, it motivates me to be like him. Thank you so much, truly! ♡

VALUES OF THE SPORT

The sport taught him to value every second he spends with his loved ones, to be more disciplined in sports and at school, and to be a better person.

THE FOUNDATION AS MOTIVATION

Wearing the Real Madrid Foundation crest on his racing car is a true motivation for him and he is confident that it will inspire other athletes.



From left to right, Arbeloa's visit to the social sports school in San Fernando de Henares and Casillas's visit to the school in Pozuelo de Alarcón.

Arbeloa, Felipe Reyes, and Casillas visit several social sports schools

Three legends of Real Madrid's premier football and basketball teams, Álvaro Arbeloa, Felipe Reyes, and Iker Casillas, made motivational visits to the Real Madrid Foundation social sports schools

The first to surprise with his exciting visit was Álvaro Arbeloa, who visited three social sports schools in different parts of Spain this spring.

Arbeloa visits three schools

The first stop for this club legend was at the Las Almenas Sports Center in Seville, where the Real Madrid Foundation is running a social sports school for integration in partnership with Ecopilas and with the support of the San Pablo Pino Montano Sports Club, the Red Cross, and the municipal authorities. Since 2017, minors between five and 16 years of age at risk of social exclusion have been trained and made more aware of environmental values, among other values.

Arbeloa then visited the football school for integration run by the Real Madrid Foundation since 2010 with the «la Caixa» Foundation and the Castilla-La Mancha Football Federation Foundation (Fedefcam) in Tarancón, Cuenca. This a project has already benefited thousands of children.

In the Community of Madrid, Arbeloa attended the social sports football school for integration run by the Real Madrid Foundation in San Fernando de Henares since 2010 with the support of Exolum. The beneficiaries are children between five and 17 with different circumstances and abilities who have a partial or full scholarship to participate in activities, both in sports and in the social services' area, thanks to the support of the local City Council.



At the end of May, the agreement with the «la Caixa» Foundation, which guarantees the sustainability of the full and partial scholarships for educational football activities and for the integration of more than 1,700 minors in Spain, was renewed for two more seasons. The two institutions have been working together for 15 years and this partnership will allow them to continue undertaking projects in Madrid (El Pozo, Leganés, and Torrejón de Ardoz), Albacete, Ceuta, Guadalajara, Jerez de la Frontera, Melilla, Mérida, Motril, Puerto Lumbreras, Tarancón, and Toledo.

Felipe Reyes, with inclusive basketball

At the beginning of April, Felipe Reyes visited the wheelchair basketball social sports school that the Real Madrid Foundation has been running starting this season at the Jorge Guillén elementary school in Getafe. The project is supported by the collective used tire management system Signus and serves a dozen young people with physical

and mental disabilities.

For the third consecutive year, the renewal of the partnership with Signus will not only make sure this school can stay open during the coming season but will also involve measures being adopted to recycle the tiny rubber balls that act as cushioning on the fields as well as installing recycling bins next to the locker rooms.

Casillas inspiring visit

Iker Casillas, assistant to the general manager of the Real Madrid Foundation, paid a heartfelt visit to the students of the Real Madrid Foundation's social sports football school at the Pradillo Municipal Sports Center in Pozuelo de Alarcón. He was accompanied by Enrique Geijo, sponsorship manager at Banco Santander, the bank sponsor and other schools and charitable initiatives of the Foundation. The project serves 90 children each season and has already benefited more than 1,000 kids. Between 50% and 75% of the spots are reserved for children at risk of exclusion. ♡

The three former players agreed on the importance of working with sponsors to improve the lives of these minors



Felipe Reyes put himself in the shoes of the wheelchair-bound students of the Getafe inclusive basketball school.



Snapshots of the 5th Coexistence Workshop organized by the Real Madrid Foundation in Andalusia, which was attended by Arbeloa.



Real Madrid Foundation's 5th Coexistence Workshop in Andalusia

After the break due to the pandemic the La Granja sports complex in Jerez de la Frontera once again hosted the fifth coexistence workshop by the Real Madrid Foundation's social sports schools in Andalusia and Extremadura, which brought together more than 150 players from Jerez, Seville, Cordoba, and Merida. This event was supported by the «la Caixa» Foundation, a great patron of the Real Madrid Foundation's football schools for integration in Andalusia, Extremadura, Castilla La Mancha, and Madrid, while Ecopilas helped organize activities and workshops on coexistence.

The main activity of the workshop was a cross-game tournament held in accordance

with the rules of Real Madrid Foundation's education in values. This is an opportunity for the beneficiaries of the participating schools to put all the knowledge and skills acquired each week in the training sessions into practice, since most of them are not federated in competitive leagues.

At the event presentation, Alvaro Arbeloa was accompanied by Mamen Sánchez, mayor of Jerez de la Frontera, and Miriam Mateo, «la Caixa» Foundation representative in Andalusia and Ceuta. In Mateo's words, «we've been working with the Real Madrid Foundation for many years so that these children have a social and educational environment, so that they can enjoy it, and to help in the social transformation of their own lives and communities. ♡»

Major collection by Ecopilas at Real Madrid City

More than 1,500 children from 22 social sports schools participated in this traditional recycling initiative on one of the days of the social sports football tournament.

With Ecopilas' help, beneficiaries from the Foundation's schools in Madrid, Guadalajara, Segovia, and Talavera collected a whole ton of batteries for recycling in a contest that has become a tradition. According to Ecopilas, «many of the metals and parts, something like 50 to 80%, can be recovered and returned to the industrial process circle, saving energy and reducing the growing demand for mined raw materials worldwide.»

Ecopilas' participation also means that

each season more than a hundred socially disadvantaged children can attend the social sports schools in Segovia and Seville. ♡»



Students from the social sports schools participate in Ecopilas' massive battery collection at Real Madrid City.

More than a thousand beneficiaries at the closing of the social sports football tournament

At the end of May, Real Madrid City hosted the last day of matches of the Real Madrid Foundation's social sports schools tournament. More than a thousand children from 22 schools attended the event, which included environmental awareness activities with Ambilamp (Association to Recycle Lighting).

This partner of the Foundation's organized a fun game of skill to complement the matches, which consisted of putting light bulbs into containers to encourage kids to recycle them correctly.

For the fourth consecutive season, Ambilamp is working with the Foundation by supporting the sustain-

ability of two inclusive social sports football schools for children with autism spectrum disorder in Madrid. At the agreement renewal ceremony, held prior to this event, Juan Carlos Enrique Moreno, general manager of Ambilamp, stressed that with the Real Madrid Foundation «we found shoulders to stand on to tell people that light bulbs should be recycled.»

As sustainable institutions, the Real Madrid Foundation and Ambilamp jointly promote the achievement of the Sustainable Development Goals (SDGs) and follow ESG criteria. ♡»



A child participates in Ambilamp's skill game for recycling light bulbs.



Beneficiaries of the Foundation's social sports schools from Romania, Portugal, Hungary, Bulgaria, and Morocco who participated in the 8th Alma Cup held at Real Madrid City.

Alma Cup returns with the support of UEFA Foundation for Children

After a two-year hiatus due to the pandemic, the eighth Alma Cup was finally held in June with the participation of eight international delegations that traveled to Real Madrid City

philosophy through the *For a Real Education: Values and Sports* methodology.

For the occasion, an Alma Cup channel was set up on the interactive Sports Values Academy TV platform, which featured videos that included challenges such as flying goals and a grand prix and alternative sports such as roundnet and footbaseball. The students visualized them before putting into practice what they had learned on the field. In addition, on the last day, the matches were broadcast live and interviews between the participants were posted.

their understanding of respect, and the members of the Bulgarian team stood out for their healthy habits. The team from the Moroccan project was especially motivated. The Portuguese projects represented shared the awards for empathy (Guimarães), independence (Vila Real de Santo Antonio), and self-esteem (Manique). The Spanish team won the award for the team with the best good sportsmanship. All of them experienced a day of cultural, social, and sports exchange, which for them was a unique and unforgettable experience. ♦♦



Casillas presents the prizes to the participants of the Alma Cup.

Eighty students from social sports schools in Spain, Romania, Portugal, Hungary, Bulgaria, and Morocco traveled to the heart of Real Madrid for a multicultural experience that combined sports and values. The Alma Cup was held once again after being greatly looked forward to by all participants and on this occasion with the support of the UEFA Foundation for Children.

An MVP in values was chosen, where the teams took time to think after each game about which player on the rival team was most representative of the value worked on during the day. In addition, there was time to think to decide the score in values for the opposing team and the «White Card» program was used, which recognizes players' good attitudes while competing.

The specialists of the social sports schools present at the event were in charge of correctly conveying the Real Madrid Foundation's work

Awards with values

Iker Casillas, assistant to the general manager of the Real Madrid Foundation, participated in the closing and the awards ceremonies. In the words of the legendary Real Madrid goalkeeper: "These few days you've been able to share the field and values with other teams with whom you share not only your passion for football but also a special way of understanding this sports and its values. We are very proud of how you demonstrate these values on the playing field and in life." He was accompanied by the Bulgarian ambassador to Spain, Aleksey Andree, Julio González Ronco, managing director of the Foundation, Rafael García Cortés, director of the institution's social sports football schools, and the general manager of the Salesian Missions, Luis Manuel Moral. By teams, the school from Felső, Hungary, received the trophy for the use of the value of equality, the Romanian team showed

VALUES

Teams were scored on values and the "white card" program was implemented





Enrique Sánchez and Álvaro Arbeloa (Real Madrid Foundation) flank Eugenio Baeza Fares (Bafar Group Foundation), during the signing of the agreement in the Real Madrid City auditorium.

Real Madrid and Bafar Group Foundations strengthen their partnership in Mexico

More than 22,800 Mexican children and young people at risk of social exclusion and disadvantage have benefited over the course of a decade from this partnership between the Real Madrid Foundation and the Bafar Group Foundation, its greatest ally in the world. The joint program of social sports football and basketball schools that both institutions are running in Mexico has reached the states of Chihuahua, Michoacán, and Yucatán, where these integration projects aim to keep children away from the violence in their communities. In addition to sports activities, they receive periodic medical check-ups, music lessons, tutoring, and extra meals.

At the agreement renewal ceremony held at the Real Madrid City auditorium, Álvaro Arbeloa said: "The Bafar Group Foundation's social commitment is the greatest example of altruism and work for the development of a country from a private institution whose endeavors, which I have seen firsthand, are the clearest demonstra-

tion that the Sustainable Development Goals set by the UN for the 2030 Agenda are achievable and do have value when the intention is to contribute to societies' progress."

Eugenio Baeza Fares, chairman of the Board and CEO of Grupo Bafar, commented: "We have testimonials from nine-year-old children who tell us that the happiest moment of their lives is when the Real Madrid Foundation and Bafar Foundation program arrives."

In addition to sports activities, the social responsibility branch of Mexico's largest meat group reaches millions of Mexican families with its social programs. ❖

These integration projects seek to keep children away from violence in their communities

New school in Uganda with the Xcalibur Foundation

This new Real Madrid Foundation agreement will provide comprehensive educational care for 160 children between the ages of six and 16 at Naguru Katali elementary school in a settlement in Kampala where people lack basic services such as access to clean water, shelter, health care, and education. The beneficiaries, in Arbeloa's words, will be "catalysts for change in their communities." The project is also supported by MTN Uganda, the NGO Youth Sport Uganda, and the Ugandan Ministry of Education and Sports. ❖



María José Toro Sánchez (Xcalibur Foundation), Enrique Sánchez, and Álvaro Arbeloa (Real Madrid Foundation), at the signing of the agreement.

More scholarships for minors who are victims of terrorism

The Real Madrid Foundation renewed for the third consecutive year its work with the Victims of Terrorism Foundation through which underage victims of terrorism will receive scholarships to participate in the Foundation's social sports schools. The objective is to continue offering a space for integration and training in values through sports to vulnerable children and young people with or without resources.

As Emilio Butragueño said during the renewal ceremony, "we would like this relationship to last for many years and for more children from the Victims of Terrorism Foundation, with whom we fully identify, to accompany us and allow us to try to ensure that their



Enrique Sánchez and Emilio Butragueño (Real Madrid Foundation) at the signing ceremony with representatives of the Victims of Terrorism Foundation.

comprehensive training also includes the world of sports and coexistence in our schools." Tomás Caballero, chair of the Victims of Terrorism Foundation, commented: "Our satisfaction with the results we've had is shared by the parents of the children given scholarships." ❖

The Works of Father Mario Pantaleo renews its agreement with the Real Madrid Foundation

Thanks to this partnership, the Alfredo Di Stéfano social sports school in the town of González Catán in the Argentine province of Buenos Aires has been open since 2003.

The inauguration was attended by Alfredo Di Stéfano himself.

The project, which was the first outside the Real Madrid Foundation, offers 350 children weekly sessions of football and basketball with values according to its own methodology, *For a REAL Education: Values and Sports*. It is part of a comprehensive education initiative that includes classes to improve academic performance, extra meals, health check-ups, and computer classes, among other activities.

In mid-June, the Argentinean organization held a charity dinner, the proceeds of which will go in part to the social sports school.

Historical poster exhibition with the Municipal Transport Company of Madrid

The representative of the Environment and Mobility of the Madrid City Council, Borja Carabante, and the director of institutional relations of Real Madrid, Emilio Butragueño, presented the renewal of the partnership between the Municipal Transport Company of Madrid (EMT) and the Real Madrid Foundation. Both have announced that they will hold a traveling exhibition of historic football posters from September to November 2022, as the 75th anniversary of EMT and the Santiago Bernabéu stadium will coincide with the 25th anniversary of the Real Madrid Foundation. The posters will emblazon a dozen buses and the action will redirect to a website where visitors can purchase the images. The proceeds will go to a disability and accessibility-related charity project in Madrid. This ini-

tiative will be supported by Real Madrid's Historical Heritage Center.

Presentation trip

For the presentation, Carabante and Butragueño drove from the Santiago Bernabéu stadium to the EMT Museum in an emblematic Pegaso 6035. The 1966 vehicle, the year in which Real Madrid won its sixth European Cup, was expressly labeled with the number 27 sign in memory of how thousands of fans used that bus line in the 1960s and 1970s to get to the Santiago Bernabeu every Sunday.

The collaboration between EMT and the Foundation, in force since 2016, covers different facets, advertising social sports, inclusive, and adapted projects in the city of Madrid as well as advertising charitable initiatives. ❖

Presentation of the exhibition with the participation of Borja Carabante (Madrid City Council), Enrique Sánchez, and Emilio Butragueño (Real Madrid Foundation).



Ten years of collaboration with Cesal in Africa and the Americas

The Real Madrid Foundation has renewed its partnership with this NGO with a total of 2,000 beneficiaries and nine projects in seven countries in Africa and America (Argentina, El Salvador, Mexico, Mozambique, Paraguay, Peru, and Uganda). Comprehensive education is offered to children at risk of social exclusion, thanks to the support of sponsors such as the Mapfre Foundation and Millicom-Tigo. In addition, this year the NGO Cesal is one of the Foundation's partners, doing emergency work on the Ukrainian border. ❖



Enrique Sánchez and Álvaro Arbeloa (Real Madrid Foundation) flank David Bravo (Cesal) at the renewal ceremony.

Roberto Carlos presents the agreement with Noble Art

The Brazilian legend, with tattoo artist Matías Noble, presented the partnership between the Real Madrid Foundation and the Noble Art tattoo studio in support of the program with minors under the care of the Community of Madrid. Thanks to this agreement, which supports social and sports activities in

two centers, 17 and 18 year old beneficiaries will be eligible for free training as tattoo artists in the artist's educational workshops.

In early June, Noble Art produced free tattoos as a charity initiative commemorating the championships won by Real Madrid this season, the 35th La Liga and the 14th European Cup. ❖



Roberto Carlos and Matías Noble.

The Cervantes School's social sports school will continue its work

The Real Madrid Foundation and the Cervantes Spanish School renewed their agreement to continue the José Emilio Santamaría social sports school in Montevideo, Uruguay. Carlos Cambón, principal of the Cervantes School, traveled to the Real Madrid City auditorium for the renewal ceremony. The Spanish-Uruguayan Real Madrid legend José Emilio Santamaría was also in attendance.

Since 2008, this project has served more than 150 boys and girls between the ages of five and 17 every year, who learn football, basketball, and values in two sessions a week.

In addition to sports practice, the children receive talks given by psychologists and nutritionists related to school bullying, nutrition, and health. The values that are conveyed in the social sports schools are transferred over the season to the recreational activities carried out at the center.



Enrique Sánchez and Álvaro Arbeloa (Real Madrid Foundation), accompanied by Carlos Cambón (Cervantes Spanish School of Montevideo).

Medical Service Care expands support for children suffering in Madrid hospitals

José Muriana, CEO of Medical Service Care, together with Enrique Sánchez and Álvaro Arbeloa, representing the Real Madrid Foundation.

The Real Madrid Foundation and Medical Service Care renewed their partnership to run the basketball program in hospitals in Madrid. Thanks to this agreement, which began in the 2018-19 season, this company that specializes in comprehensive management of medical services supports the Real Madrid Foundation's social sports program at

the San Rafael hospital and the Vianorte-Laguna hospital, dedicated to the care for patients in need of palliative care.

This season, a physical activity program in basketball is being run at the Pradera de San Isidro educational and therapeutic center in Madrid, a teaching facility associated with the Mental Health Unit of the October 12 University Hospital, which provides the comprehensive and intensive care needed by patients with severe mental disorders.

Partnership with hospitals

Partnering with hospitals

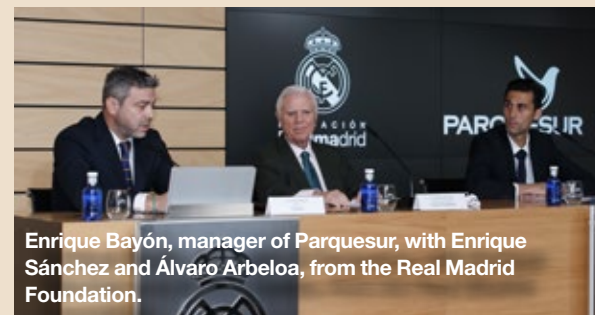
The Real Madrid Foundation's basketball program in hospitals is a weekly activity run at public and private centers, in collaboration with hospitals and medical units. Using different recreational and educational materials, the patient is not only accompanied but also works on his or her emotional recovery during down time at the hospital.



Parquesur, supporting the Real Madrid Foundation in Leganés for nine years

The agreement between the Real Madrid Foundation and the Parquesur Shopping Center has made it possible to serve more than 500 children since 2012 and strengthen ties with the local community in Leganés.

For the ninth consecutive year, the partnership will make the La Fortuna social sports basketball school for integration in Leganés sustainable. Its goal is to guarantee access to quality sports for all children who wish it, regardless of their circumstances or abilities, thanks to the system of full and partial scholarships



Enrique Bayón, manager of Parquesur, with Enrique Sánchez and Álvaro Arbeloa, from the Real Madrid Foundation.

that the organization offers with the support of partners such as Parquesur.

Arbeloa, who was present at the signing ceremony, stressed that sports is "a great tool to positively influence the youngest members of the household."

GSK will continue to promote healthy habits with the Real Madrid Foundation

The agreement between the pharmaceutical company and the Foundation dates back to 2018 and covers different lines to promote healthy habits from childhood. GSK finances scholarships for children suffering from neuromuscular and respiratory pathologies associated with their disability to practice sports in the inclusive social sports school run with the Ana Carolina Díez-Mahou Foundation and Down Madrid. In addition, for the

third consecutive year, children with asthma are encouraged to practice sports in all the Real Madrid Foundation's social sports schools.

In addition, this season, the lab has become a partner of the Real Madrid Foundation's running circuit with its Immunofitness program. You train to be healthy and the children's story A Surprise Journey to raise awareness about female cancer will be disseminated.



Cristina Henríquez de Luna, general manager and CEO in Spain of GSK, with Enrique Sánchez and Iker Casillas, representing Real Madrid.

Tigo and the Foundation support digitalization in Paraguay

TigoParaguay will contribute to the literacy of students, women, and teachers to tighten up the digital gap. The regional partnership between Millicom-Tigo and the Real Madrid Foundation will support 65 social sports projects that serve more than 11,000 children and young people in the nine Latin American countries where Tigo operates for five years.

In Paraguay, in particular, Tigo will provide digital education training to the entire community benefiting from the Casa Virgen de Caacupé Association (CAVICA) in Itauguá, where the Real Madrid Foundation's social sports school is run. It is a comprehensive project covering football in values and tutoring. In partnership with Tigo, more than 450 people will be trained, including beneficiaries of the school, family members, teachers, and students of the Pablo Luigi Giussani Human Development Center (CEPALUG). In addition, programming and robotics clubs will be run in the room that will act as a Tigo Telecenter, equipped with computers and fiber optics.

Arbeloa's online intervention in the announcement of the partnership.



Beneficiaries of the Montevideo school.

The Foundation celebrates 15 years in Uruguay

The Real Madrid Foundation's José Emilio Santamaría social sports school in Montevideo, Uruguay celebrates its 15th anniversary, with a successful tally of 3,000 beneficiaries. The project is run at the Miguel de Cervantes Spanish school, where children aged five to 17 are offered football and basketball sessions complemented by activities designed to improve academic performance, tutoring, reading clubs, and English classes. Carlos Cambón, principal of the Cervantes school, explained that the social sports school aims to teach much more than how to dribble or block another player: "What we do is a social activity that works on a lot on values, respect, and non-discrimination." By extension, this project contributes to the development of the beneficiaries' communities.

Farewell to Pedro Ferrándiz, one of the great legends of our Club and of basketball worldwide

Real Madrid bids farewell to the basketball coach who won the most titles for the Club

Upon learning of his death at the age of 93, Real Madrid, its president and its Board of Directors sent their condolences to the family, colleagues, and loved ones of the former honorary member of Real Madrid and one of the greatest legends of our club and of world basketball: Pedro Ferrándiz. The club extended its condolences to basketball fans and all Real Madrid fans, as he was a key figure for the sport in Spain. On July 14, the Sacred Heart church in Madrid held a tearful funeral mass for Pedro Ferrándiz. The religious ceremony was attended by the president of Real Madrid and several former players, like Lolo Sainz, Emiliano, Luyk, Corbalán, and Felipe Reyes, who wanted to bid this basketball star farewell.

An unmatched track record

Pedro Ferrándiz is the coach with the greatest track record in the history of Real Madrid. He coached the Real Madrid basketball team for 13 seasons, in various stages between 1959 and 1975, during which he won four European Cups, 12 Ligas and 11 Spanish Copas, leading our team in 490 games of which he won 414. Under his guidance, Real Madrid went unbeaten in La Liga for more than three years, with a spectacular unbeaten run of 88 games. He also coached the Spanish national team (1964-65) and between 1986 and 1997 he led the Real Madrid basketball team in two different periods.

A long list of accolades

Pedro Ferrándiz's name appears in the Naismith



Memorial Basketball Hall of Fame, in the FIBA Hall of Fame, and also in the Spanish Basketball Hall of Fame. Among the recognitions and accolades received at the national and international level are the Grand Cross of the Royal Order of Sports Merit and the Collar of the Olympic Order. On February 27, 2017, he was recognized as an honorary member of our club.

Innovative spirit

The legacy of this Real Madrid and world basketball legend will be eternal, not only for his championships, but for his innovative spirit and for being a visionary of the game, a unique figure who changed and revolutionized the sport of basketball forever.

Ferrándiz was a pioneer in making decisions such as going to the United States to sign stars like Hightower or club legends like Clifford Luyk, Brabender, and Walter Szczerbiak. And he was at the forefront of major moments in basketball history, like when he ordered the team to score in their own basket in a European Cup game in Varese. ❖



Real Madrid has dedicated several tributes to Ferrándiz, many of them during the coach's lifetime.

How Real Madrid's European Cup legend began



Real Madrid won the first European Cup in 1956 at the Parc des Princes in Paris with a legendary team. Below, the team's 14 European Cups.

Europe's most successful club, with 14 trophies, started forging its crown at the very beginning of the continental competition, and the club played a major role in its creation

In the decade from 1951 to 1960, European football reached new heights. Aware of this, in the early 1950s the prestigious French journalist Gabriel Hanot devised a competition which the champion teams of each European league would participate in. His colleague Jacques Ferrán joined the project. Real Madrid's collaboration in this project through Santiago Bernabéu and Raimundo Saporta was essential from the very beginning. The proposal pleased the directors of the French newspaper *L'Equipe*, who organized the championship. They appointed a commission with Santiago Bernabéu as one of its vice deputy chairpersons. The championship became a reality in 1956. Real Madrid won the first European Cup in history on June 13 of that year. It was the beginning of its five





The team celebrates winning its 14th European Cup in Paris.

consecutive victories and of its legend in European competition.

A history of record-breaking

Real Madrid is the most successful team in Europe with 20 continental titles to its name: 14 European Cups; two UEFA Cups and four UEFA Supercups.

In the 75 European Cups so far, more than 100 Real Madrid players have won the coveted prize at some point in history. Ancelotti is the only coach to have won the European Cup four times.

With the conquest of the last European Cup this past 2021-22 season, nine Real Madrid players won their fifth Champions League in the final against Liverpool, 0-1 in Paris. The list includes Karim Benzema, Luka Modric, Nacho Fernández, Dani Carvajal, Isco, Marcelo, Carlos Casemiro, Toni Kroos, and Gareth Bale. All of them did so with Real Madrid, except for the German midfielder who won one with Bayern in 2013. They match legendary

Real Madrid players such as Alfredo Di Stéfano, José María Zárraga, Marcos Alonso, Rafael Lesmes, Héctor Rial, and Juanito Alonso.

However, they have yet to reach the record of Francisco Gento, currently the player with the most European Cups in history, a total of six between 1956 and 1966, the first five in consecutive seasons. The best left winger that football has ever had formed, together with Di Stéfano, Kopa, Rial, and Puskás, a legendary striker. The two players who have scored the most goals in European Cup finals (seven goals each) belong to this unique group, the pair of Real Madrid legends formed by Alfredo Di Stéfano and Ferenc Puskás. ❖

In the 75 European Cups, more than 100 Real Madrid players have won the coveted prize



مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives

1.1
AED
BILLION
SPENT IN 2021

91
MILLION
BENEFICIARIES IN 2021

97
COUNTRIES
REACHED IN 2021



Real Madrid Foundation strategic partner for Social Sport Academies in MENA countries.



Together we can remove the barriers associated with disability



By 2030, mental disorders will be the leading cause of disability around the world.

For more than 12 years, **Fundación MAPFRE** has been working on the social and workplace integration of people with intellectual disabilities or mental health issues.

That is why we partner with **social organizations** that, through their daily work, help to improve quality of life for people with mental health disorders and their families.

Juntos somos Capaces

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