



N.º 73



The Real Madrid  
Foundation celebrates  
**25 years**



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# El mundo de mañana depende de la educación de hoy

Luis — 1º de Bachillerato

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

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Amancio Amaro was unanimously appointed honorary president of Real Madrid at the Extraordinary General Meeting.

Report

# The Real Madrid Foundation celebrates 25 years

With more than 900 programs, projects, and activities each season in its quarter century of existence, the Foundation has benefited more than 1.5 million people, focusing its work on organizing social and sports activities that combine athletics and values



Vini Jr. visits a Foundation social sports school; beneficiaries of the project in Cambodia with Prefect Apostolic Kike Figaredo and a beneficiary getting a physical in Honduras.



The Real Madrid Foundation has become the largest private organization in the world in comprehensive education through sports, but it has also been at the forefront of charity work through cooperation and important interventions in emergencies such as the COVID-19 pandemic campaign and during the invasion of Ukraine.

In its 25 year history, the education of children, especially children at risk of exclusion, development cooperation, and the promotion of inclusive sports have been the main focus of its work. Since its founding, it has served more than 1,230,000 girls, boys, young people, and vulnerable adults in projects and schools in more than 100 countries and has trained more than 10,000 specialists and sports educators.

### Comprehensive education

The Foundation today has 43 social sports schools for children in Spain and more than 300 in 70 other countries. The projects abroad complement education-in-values sports with meals and tutoring, as well as healthcare when there are deficiencies in those areas. Currently, more than 41,000 children participate in international schools and more than 27,000 in sports education programs, campuses, and clinics in another 22 countries.

These projects, both ongoing and one-off, are built off of the work of the international partners who carry out the activities, the collaboration of patrons and sponsors, and the thousands of Real Madrid fans who sup-



Florentino Pérez with beneficiaries from Guatemala. Visits by players to social sports schools, including those at penitentiaries and juvenile facilities. Inclusive projects with the elderly and on comprehensive education.



port the Foundation's initiatives and events every season.

For its operation, the Foundation develops the training materials according to its unique and pioneering philosophy *For a REAL Education, Values and Sports* with which thousands of sports specialists and educators are trained each season using its most cutting-edge e-learning tools, such as OTT Sport Values Academy TV and courses, congresses, and in-person and online workshops.

### Sports and values

Adapted sports projects for people with different abilities were launched in 2009 with the inclusive basketball campus and the Majadahonda adapted school. At present, there are 24 projects of this kind in Spain and three abroad (in Cambodia, Colombia, and Morocco) with more than 722 beneficiaries of this line of activity and pioneering programs, such as football for children with autistic disorders and wheelchair

basketball for children with physical and mental disabilities.

The minors most in need, those residing in shelters and detention centers, can also participate in weekly social sports projects that serve more than a thousand beneficiaries in Spain each year. The activities in prisons began in the 2003-2004 season and each year more than 2,000 inmates take part in them. Other groups at risk of social exclusion, such as the elderly, the unemployed, and the homeless, find in the

Foundation's projects a way to improve their lives and their circumstances, as is the case with the basketball program in hospitals, with more than 2,000 beneficiaries each season, and the physical activity program for the elderly, which more than 5,000 people have participated in over the past 25 years. ❖



In the images, joint events with the Foundation and EMT, ASICOM, ONCE, and ACPI (Ibero-American Press Correspondent Association).

ro-American Award for its humanitarian, social, and educational work to contribute to the advancement of this historic region. The award was granted by the Ibero-American Communication Association (Asicom) in collaboration with the University of Oviedo and Interprotección/Interprotection. The award was collected by Ricardo Gallego, Foundation ambassador, who spoke to the fact that the institution has been running “social sports projects in the field of education, integration of groups at risk of exclusion, and development cooperation” for 25 years.

It also received the Club Internacional de Prensa (International Press Club)'s Greatest International Repercussion Award for its social educational work in more than 90 countries. Álvaro Arbeloa collected the award during the 2022 International Journalism Awards ceremony, which was held in Madrid. This is a recognition of the Foundation's 25-year history, during which it has run more than 900 programs, projects, and activities each season. Arbeloa explained during the event that the media “has taken the power of sports to every corner of the world and, in doing so, has nurtured the fans of Real Madrid all over the planet.” He added that over the past 25 years, “the enthusiasm, passion, and motivation that the club represents for so many millions of people reflect the social commitment to the Foundation's programs and projects on five continents.”

## Tributes, awards, and partnerships to celebrate its 25<sup>th</sup> anniversary

On the occasion of its anniversary, the Foundation has received the tribute, encouragement, and recognition of institutions from the most diverse fields, support that, combined with that of other partners and patrons, contributes to the sustainability of its programs and projects

During the month of October, a traveling exhibition of historic Real Madrid posters on EMT buses commemorated the 75<sup>th</sup> anniversary of the Santiago Bernabéu stadium and the Municipal Transport Company of Madrid (EMT), as well as the 25<sup>th</sup> anniversary of the Real Madrid Foundation. The initiative, which celebrates more than seven decades bringing fans to the Real Madrid stadium to go to football matches, will contribute to the sustainability of the Madrid club's social sports projects.

The exhibition was entitled A Ride through History, and consisted of 75 historical posters illustrating the history of the stadium displayed on 25 EMT buses with highly visible routes play-

ing with the major numbers of the anniversary.

At the same time, these posters were posted online and trays and light boxes made from them could be purchased to raise funds for the Foundation.

### An inclusive tribute

ONCE also joined in the tribute to the Real Madrid Foundation for its 25<sup>th</sup> anniversary by dedicating the design of the September 11 jackpot to it, divided up into 5.5 million tickets that were sold by 19,000 of the organization's salespeople with disabilities.

The presentation of the initiative at the Real Madrid City was attended by a group of blind football players who took several penalty shots at Iker Casillas, assistant to the general director

of the Real Madrid Foundation. The Madrid club is a pioneer in promoting inclusive sports.

### Prizes and accolades

The Real Madrid Foundation continues to receive awards and recognition in its 25<sup>th</sup> anniversary year. It has also received an Ibe-

### A benchmark model

The World Football Summit Europe 2022 held in Seville dedicated a specific panel on the social work done by the Madrid club over the years to the 25<sup>th</sup> anniversary of the Real Madrid Foundation. Its specific methodology was presented as a model and standard for using football as a social tool for education, cooperation, and inclusion of those most in need on the five continents.

Julio González Ronco, manager of

the Foundation, presented this panel in which a special section was dedicated to the helping spirit shown by Real Madrid fans throughout its history.



Julio González (middle) with other participants at the World Football Summit Europe 2022.

During the congress, there was also a round table with the participation of important Real Madrid Foundation collaborators, such as Julio Domingo de Souto, general manager of the Mapfre Foundation, Francisco

Gabriel Sánchez Parodi, secretary of the Red Cross in Andalusia, Pablo Llano, Strategy and Development Officer of the international NGO Cesal, and Alejandro Fernández de las Peñas, sales manager of the “la Caixa” Foundation.



Meeting of the Board of Trustees of the Real Madrid Foundation chaired by Florentino Pérez.

## The Foundation's Board of Trustees ratifies the 2021-2022 season's activity

At a meeting chaired by Florentino Pérez, the governing body of the Real Madrid Foundation approved the accounts for the 2021-2022 season during which more than 75,000 people were assisted in more than 930 projects and programs implemented in more than 90 countries

**A** total of the Real Madrid Foundation's 464 social sports projects in 71 countries, 144 of them in Spain, assisted more than 50,000 children and their families this season, almost 11,000 of them in our country. At the same time, 474 clinics, campuses, and educational sports programs such as the Football Program were held in 34 countries with more than 25,000 participants from all five continents. The Foundation's omnichannel educational content platform Sport Values Academy TV reached 25,000 registered users and the training area delivered 1,104 webinars, workshops, courses, and seminars on education in values through sports, online and in-person, which 4,364 people from all over the world participated in.

**Support for Ukraine**  
The season was particularly marked by the

"Support for Ukraine" campaign, during which Real Madrid, through the Foundation, donated one million euros to mitigate the effects of the invasion. This total was 1.2% of the Red Cross's total contribution, 25% of CESAL's contribution, 30% of the Salesian Missions' contribution, and 88% of the contribution of Epicenter for children, the Foundation's partners in the field. The funds were earmarked for food and medicine as well as for blankets, beds, and other basic necessities. For the 2022-2023 season, the Real Madrid Foundation's Board of Trustees has approved an Action Plan that guarantees project sustainability inside and outside Spain and envisages events to mark the 25<sup>th</sup> anniversary of the Foundation. The meeting also highlighted the renewal of the EFQM quality seal, the creation of the Equality Plan, and the use of the digital conversion to promote the helping spirits of Real Madrid fans in line with the Sustainable Development Goals of the 2030 Agenda. ♡

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



# Amancio Amaro, new honorary president of Real Madrid

The legendary former player, member of the ye-yé Real Madrid team, takes over from Francisco Gento who recently passed away

**A**manccio, a Real Madrid legend, was named honorary president, taking over from his former teammate on the ye-yé Real Madrid team, Francisco Gento, who in turn had taken over from Alfredo Di Stéfano himself. This appointment is a tribute to Amancio Amaro's entire professional career. Real Madrid president Florentino Pérez referred to him as "one of the best wingers in world football."

After learning of his unanimous appointment at the last Extraordinary General Meeting held at the Real Madrid City basketball pavilion, a moved Amancio acknowledged, in the midst of his ovation by the board members, that this is "the dream ending to my career."

Real Madrid fans remember him for being the scorer of the first of the two goals in the historic final in Brussels against Partizan Belgrade, in which Real Madrid reconquered the European Cup (their sixth) after a five-year hiatus in that competition.

## GAMES PLAYED

▶ 471 official games with the club

## GOALS SCORED

▶ 155 for Real Madrid

## TIMES INTERNATIONAL

▶ 42 with Spain

## ACHIEVEMENTS

- ▶ 1 European Cup
- ▶ 9 Ligas
- ▶ 3 Spanish Copas
- ▶ 2 Pichichi Trophies
- ▶ Seasons with Real Madrid: 1962 to 1976
- ▶ 1 European Cup with the Spanish national team



Florentino Pérez with Amancio when he was named honorary president of Real Madrid.

## Sports career

Amancio joined Real Madrid when he was 22 as the star of his home team, Deportivo la Coruña, for his decisive contribution to their being promoted to the first division.

As soon as he arrived in Madrid, the Santiago Bernabéu stadium became the Galician's home, then and for forever. He wore the number 7 white jersey for 14 seasons, until he retired. He shared a dressing room with players of the stature of Zoco, Sanchís, Pirri, and Serena, as well as Gento himself. He made the right wing his own and, because of his virtuosity with the ball, was nicknamed el Brujo or the Wizard.

While playing for Real Madrid, the team won nine Spanish Ligas and three Spanish Copas, in addition to regaining a place on the European podium. As a player on the Spanish national team, they won their first European Championship in 1964.

As a coach, he was in charge of Real Madrid Castilla, which won the second division

championship in the 1983-1984 season. The following season he coached Real Madrid as the discoverer of the so-called Quinta del Buitre or the "Vulture's Cohort" (Butragueño, Pardeza, Sanchís, Michel and Martín Vázquez), the pride and joy of many a Real Madrid fan.

**Amancio poses at the Bernabéu with some of the Real Madrid's trophies.**





**Retrospective exhibition**

Real Madrid's Historical Heritage Center organized an exhibition dedicated to the figure of Amancio Amaro, which was enjoyed by those attending the Ordinary and Extraordinary General Meetings of Representative Members, held on October 2.

The exhibition included more than a hundred

items, such as Amancio's jerseys from Real Madrid, the Spanish national team, and the 1968 FI-FA team, of which he was part. There were also cleats and trophies, his contracts as player and coach of Real Madrid, and the diploma when he was awarded the 2001 Royal Order of Sports Merit's gold medal. ❖

**The ye-yé Real Madrid team after winning its sixth European Cup.**



**Millicom, colaborador de los proyectos sociodeportivos de la Fundación Real Madrid.**



**Retrospective exhibition of Amancio's athletic career organized by the Real Madrid's Historical Heritage Center to coincide with his appointment as honorary president.**



Ukrainian children pose with Florentino Pérez and goalkeeper and fellow Ukrainian Andriy Lunin on a visit to the Real Madrid City.

## A group of Ukrainian children visited the Real Madrid City

Half a year after the Russian invasion of Ukraine began, a group of Ukrainian children traveled to Madrid and had a heartfelt meeting with their football idols thanks to the Real Madrid Foundation and Epicentr for Children



### Real Madrid to donate 20 power generators to Ukraine

With this initiative, the club, through its foundation, supports Shakhtar Donetsk's charity initiative to help the population before the onset of winter. The lack of electricity in Ukraine due to Russia's shelling of power stations is affecting the lives of millions of Ukrainians, who are suffering after the massive drop in temperatures in the country because they do not have heating. Shakhtar Donetsk has asked European football clubs for help getting power generators to help cope better with the harsh Ukrainian winter. Through its Foundation Real Madrid will support this charity initiative by donating 20 generators that will be used in different parts of Ukraine. ♡





A group of beneficiaries of the Foundation's social sports schools in Ukraine, from cities such as Kiev, Ternopil, Irpin, and Khmelnytskyi, traveled to the Spanish capital to soak up the Real Madrid universe and get relief, for a few days at least, from the harsh wartime situation in their country. They were also able to go to the Champions League match between Real Madrid and the Ukrainian team Shakhtar Donetsk at the Santiago Bernabéu stadium, which ended with a commendable 2-1 win for the white team.

At the Real Madrid City, Florentino Pérez, president of the club, and Real Madrid's Ukrainian goalkeeper, Andriy Lunin, acted as hosts during a very special visit in which the children also met the rest of the first division team, the training staff, and the legendary player and current Real Madrid ambassador, Brazilian Roberto Carlos. The photos they took with all of them that day will make the memory unforgettable.

To complete the experience, the legendary goalkeeper and captain of Real Madrid Iker Casillas, assistant to the director of the Foundation, accompanied the children to see the Cibeles Palaces, seat of the Madrid City Council. There they were received by Mayor José Luis Martínez-Almeida and got to look down on the emblematic Plaza de Cibeles from above, where so many Real Madrid victories have been celebrated.

### The Foundation, with Ukraine

Together with Epicentr for Children and with the support of the company Epicentr K, the Real Madrid Foundation was able to start the season of social sports schools in Ukraine with more than 600 beneficiaries. The country's invasion has meant the program has focused on serving minors from displaced families inside Ukraine, keeping in mind the beneficiaries at risk of social exclusion, who have been assisted since the project began in 2018.

In addition, the Real Madrid Foundation launched the "Support for Ukraine" campaign on March 4 to make donations and help mitigate the devastating effects of the war. Thanks to this initiative, Real Madrid donated one million euros and 13,000 items of clothing and sports equipment. ❖❖

**Together with Epicentr for Children, the Real Madrid Foundation was able to start the season of social sports schools in Ukraine with more than 600 minors**



Real Madrid president Florentino Pérez and goalie Andriy Lunin welcomed the Ukrainian delegation, who posed with the club's latest trophies.



Mayor José Luis Martínez-Almeida received the Foundation's Ukrainian students at the Cibeles Palace, seat of the Madrid City Council.

## EUROPE



Bulgarian beneficiaries during a training session.

### The Bulgarian school resumes its activity

The students of the social sports school in Vidin, Bulgaria, run by the Real Madrid Foundation in collaboration with the Friends of Sports Foundation, have started their activities in a season that starts up normally after the break due to the pandemic. The project started in 2015 in the town of Vidin, on the border with Romania, one of the regions with some of the worst educational and socioeconomic numbers in Bulgaria. The beneficiaries receive school supplies, computer equipment, English, and computer courses, job counseling, and sustainability and health workshops. ❖

### Institutional visit to the Vila Real de Santo Antonio project

The Real Madrid Foundation paid an institutional visit to Vila Real de Santo Antonio to confirm the continuity of the first social sports school opened by the Foundation in Portugal in 2011.

Álvaro Palma de Araújo, pres-

ident of the Municipal Chamber of Vila Real de Santo Antonio, Portugal, received Rosa Roncal, director of the International area of the Real Madrid Foundation, and Elena Fernández, head of the Europe area, to show the new government's support for the project. ❖



A group of girl beneficiaries of the Portuguese social sports school.

### The speakers of "Education for the 21<sup>st</sup> Century in Latin America and the Caribbean" visit the Real Madrid City

Ministers and Secretaries of Education from Argentina, Brazil, Ecuador, El Salvador, Guatemala, Honduras, Mexico, and Uruguay traveled to Madrid to participate in the event "Education for the 21<sup>st</sup> Century in Latin America and the Caribbean," visited the Real Madrid City with Emilio Butragueño and learned about the Foundation's educational methodology. The visit is part of the collaboration agreement between the Real Madrid

Foundation and the Inter-American Development Bank (IADB), organizer of the symposium together with the Organization of Ibero-American States (OEI). The IADB and the Real Madrid Foundation have been jointly developing social sports projects in Latin America and the Caribbean since 2017. Their connection was strengthened in the 2021-22 season. The Foundation is a member of the 21<sup>st</sup> Century Skills Coalition and the

Private Sector Partners Coalition for the Future of Latin America and the Caribbean, both promoted by the IADB. ❖



Butragueño and González Ronco, with IADB and OEI representatives.



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**Fundación MAPFRE**

## Abbott and Foundation promote sports and healthy lifestyles in Stockton, California

Both partners organized a clinic in this Californian city to invite the participants to adopt a healthy lifestyle and prevent diabetes

As part of the partnership between Abbott Pharmaceuticals and the Real Madrid Foundation, and with the aim of promoting sports and a healthy lifestyle and diet in Stockton, California, a football and healthy habits clinic was held last summer for children between the ages of eight and 14 who are in vulnerable situations.

The event, which was held at the University of the Pacific's facilities, included training with specialists from the Real Madrid Foundation, a nutrition and hydration workshop for children,

health and nutrition education, and diabetes screenings for the families of the participants.

In addition, Roberto Carlos over a conference call expressed the importance of sharing values while playing football and always staying healthy. The clinic kicked off the Real Madrid first division team's preseason training camp in the United States.

### Partnership with Abbott

Since last season, Abbott has partnered with the Foundation by promoting nutrition for health and helping to promote education, sports, and wellness to help at-risk children in 80 countries. The aforementioned clinic stems from Abbott's commitment to the city of Stockton and its Future Well Communities program, launched in 2019. This initiative unites communities with leading institutions such as the University of the Pacific, the Council, and the Emergency Food Bank to promote healthy living among people with diabetes. ❖



Participants in the clinic held in Stockton, United States, in collaboration with Abbott.

## Hundreds of Mexican minors participated in the "2022 Úne-T/ Come Join Us Tournament"

A total of 500 beneficiaries of the Foundation in the Central American country participated in this charity tournament for companies. Proceeds go to support the Real Madrid Foundation's projects



Former Mexican football player Hugo Sánchez, with the participants of the "2022 Úne-T Tournament: For Better Mexicans".

A total of 500 boys and girls, beneficiaries of the Foundation's social sports schools in Chihuahua, participated in the "11<sup>th</sup> Úne-T Tournament 2022:

For Better Mexicans". The corporate charity event, organized by the Bafar Group Foundation, patron of the Madrid club's Mexican projects, combines golf and dominoes and, starting this year, a 7-a-side football tournament held at the Chihuahua Country Club.

Former Real Madrid player Hugo Sánchez gave the inaugural starting kick and told the youngsters that, over time, they will learn that "team spirit is important not only on the playing field but also in life and at work."

He also told them that "you'll always need motivation and the desire to improve yourself

to progress in life and that the respect we have for the referee, our teammates, and our opponents is the reference letter you need for life."

### Stable and long-lasting partnership

Thanks to the partnership between the Real Madrid and Bafar Group Foundations, which dates back to 2011, 25 social sports schools have been opened for football and basketball in the states of Chihuahua and for football in Michoacán and Yucatán. Their approximately 3,000 beneficiaries, who are at risk of suffering the effects of violence and poor dietary habits, also receive regular medical check-ups, tutoring, and nutritional support. The tournament will contribute to the sustainability of these projects. ❖

ASIA-PACIFIC

# Job training and school supplies for beneficiaries in the Philippines



Together with the NGO Anakk and the Mapfre Foundation, the Real Madrid Foundation's projects in this Asian country go beyond sports, to help recipients enter into the job market and provide them with a comprehensive education.

The four Real Madrid Foundation social sports schools in the region of Davao del Sur received school materials for this academic year, which started with a combination of in-person and online classes due to the pandemic. It was

a very exciting moment for the 200 children at risk of social exclusion who receive sports and values sessions in towns such as Santa Cruz de Davao, Digos, Hagonoy, and Padada.

A group of Philippine students from the Real Madrid Foundation receive school supplies with the collaboration of the Mapfre Foundation and the local NGO Anakk.



# Australia opens a social sports school



The project in Wollongong is particularly focused on the migrant community and benefits around 100 young people from different countries who learn about football and values

The Real Madrid Foundation has opened its second social sports school in Australia in the town of Wollongong (in the southeast of the country), with the collaboration of the New South Wales Department of Education. The project has a hundred beneficiaries and operates at the Warrawong High School as part of the tutoring program for students experiencing difficulties. The school has students from 39 different countries.



Practice at the new Wollongong school.



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AFRICA



# The sports and values project kicks off in Uganda

The Real Madrid Foundation has launched a new social sports school at the Naguru Katali elementary school in Kampala, Uganda that will benefit more than 150 children



A group of students during a practice session at the Foundation's new school in Kampala, Uganda.

For this project, the Madrid club is working with partners such as the Xcalibur Foundation, the NGO Youth Sports Uganda, and the MTN Uganda telecommunications company, and has the support of the Ministries of Education and Sports, and of Health.

The Training area of the Madrid club provided online training to the nine educators and coaches assigned to the new school. ❖

# Second charity marathon by the Filhos de São Tomé and Príncipe Foundation



Participants in the 2<sup>nd</sup> São Tomé Maratona.

Two hundred runners from 15 different countries participated in the second year of this charity run

This summer was the second São Tomé Maratona, a race in which more than 200 runners from 15 different countries participated, with the special involvement of women and girls. Three simultaneous 42, 21, and 10 km races were held for different levels. The event was held in conjunction with the Ministry of Youth, Sports, and Entrepreneurship and the Athletics Federation.

### Projects in São Tomé and Príncipe

The Real Madrid Foundation is developing two social sports schools in São Tomé and Príncipe for more than 300 beneficiaries in Neves and Caué. ❖

# The Foundation and Janssen promote the "Men Inspection"



For the fourth consecutive year and with the slogan "Don't Get Caught Off Your the Game," the Real Madrid Foundation and the pharmaceutical Janssen join forces to raise awareness about prostate cancer among the male population over 50.

The campaign aims to emphasize the importance of catching this disease early on and of regular check-ups for men over 50, a kind of inspection like for vehicles. Prostate cancer is the most common type of cancer in men in Spain, where 30,000 new cases are expected to be detected in 2022 and it is estimated that it will affect one in five men at some point in their lives.

This repeated joint initiative of the Foundation and Janssen began in November, a month traditionally dedicated to men's health, and will run until June 11, 2023, coinciding with World Men's Health Day.

### Early detection and active aging

The chances of curing this type of cancer rise when it is detected early, and there are also more chances of survival if the disease is localized. Age is also a determining factor, since incidence increases notably

after 50, with more than half of cases detected in men over 70. At the ceremony to renew this alliance, Iker Casillas, assistant to the general manager of the Madrid club, recalled that this campaign, in addition to



prevention, "supports the sustainability of the Real Madrid Foundation's physical activity program for people over 65, which, by promoting active aging, is also a form of prevention."

### A strategic partnership

In the words of Ramiro Negral, Franchise Director of the pharmaceutical company, "the Foundation is a strategic partner for Janssen when it comes to informing the population about the importance of regular check-ups to detect prostate cancer early." The executive affirmed that collaborations such as this "should help us to destigmatize prostate cancer, still a taboo subject." He added that Janssen's renewal of support for the Foundation's senior physical activity program demonstrates that both partners share a common goal: to improve people's health.

These awareness-raising campaigns have been supported by athletes such as former Real Madrid and Spanish national team player Fernando Morientes, sports journalists, and many celebrities from the world of sports, television, and culture. This includes artists from the world of music, such as Kiko Veneno and Antonio Carmona, with their version of the song Para que tú no llores así (Antonio Carmona, 2006). ❖



Real Madrid Foundation students and coaches excited to start to begin practice at the start of the 2022-2023 season.

## The season is off and running at the Foundation's social and sports schools

Coinciding with the start of the school year in Spain, the Real Madrid Foundation's football and basketball social sports schools have begun their activities to reach 5,000 children through education in values and sport

The month of October had an exciting start, both for former students seeing each other again and for new ones who are thrilled to start on the methodology *For a REAL Education: Values and Sport*, while all of them received their new kits with the shield of their favorite team.

In the Foundation's social sports schools, children five to 17 learn to practice sports with values, regardless of their circumstances and abilities, and they promote the integration of groups at risk of exclusion and in situations of vulnerability. These projects include adapted schools, inclusive schools, wheelchair schools, in juvenile facilities, and in hospitals. The participants are not associated and don't play in association leagues but do play matches against each other during regular coexistence workshop at the Real Madrid City, where they work on values such as good sportsmanship and respect for their opponents.

These projects are complemented by those that promote sports, coexistence, integration, and healthy habits among other groups. Other activities have already resumed in prisons, juvenile facilities, nursing homes, and hospitals, in addition to programs for disadvantaged groups such as "Entrepresports" (for the unemployed) and physical activity programs for the homeless.

### Exciting news

One of the most exciting starts to the season was by the children at the Luis Aragonés municipal sports center's social sports football school, who had the opportunity to train with some of the beneficiaries of the Foundation's schools in Ukraine during their recent visit to Madrid. This season, as a new initiative, the Real Madrid Foundation has three social sports schools adapted for young people with functional diversity: two basketball schools at the Mater Immaculata school and at the Estudio 3 school, and one football school in Alcobendas, Madrid. It has also opened a new football program for people over 18 at the Luis Aragonés municipal sports center and a basketball program at the Mater Immaculata school.

Outside of the Community of Madrid, a new social sports football school for integra-



Inclusive training session given by the Foundation.

tion was launched with the Novo Chiclana Football School in the city of Cadiz. More than 70% of the participants in the project are beneficiaries of the full and partial scholarship system financed by Endesa and the "la Caixa" Foundation. ➡

### INTEGRATION

The Foundation has inclusive, adapted, and wheelchair schools



# New Real Madrid Foundation social sports school with Novo Chiclana

The Real Madrid Foundation signed an agreement with the municipal institutions of the city of Cadiz and with the Novo Chiclana Football School to start running a football project for integration

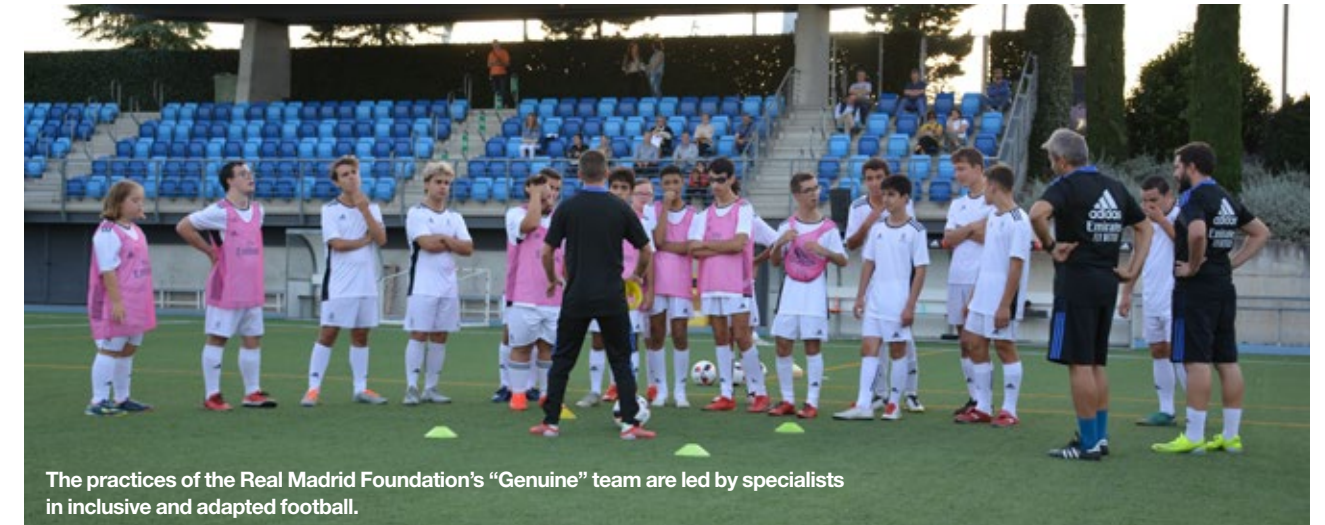


Institutional presentation of the new social sports school in Chiclana.

The mayor of Chiclana, José María Román, presided over the signing of the agreement between the Novo Chiclana Football School and the Real Madrid Foundation to start a football project for social integration in the city of Chiclana, Cadiz. The event was attended by the municipal commissioner for Sports, José Vera, the director of the Novo Chiclana School, Juan Antonio Benítez, the director of the Real Madrid Foundation's social sports football schools, Rafael García Cortés, and the director of the National Area of the Real Madrid Foundation, Silvia Montes-Jovellar. The latter pointed out during her speech

that, "We're not looking for new talent, that's the club's job. Our mission is education, following our methodology *For a Real Education: Values and Sports*."

During the course, in addition to the weekly training sessions that will take place in Chiclana, there will also be two coexistence workshops, one with all the social sports schools in Andalusia and another in the Real Madrid City, which all the schools in Spain will participate in. The Athenaeum of Chiclana held a talk and colloquium in the afternoon at the Light Factory cultural center, which addressed the model of social sports schools and football as a tool for education in values. ❖



The practices of the Real Madrid Foundation's "Genuine" team are led by specialists in inclusive and adapted football.

## The Real Madrid Foundation's Genuine team begins training

Twenty beneficiaries of the Foundation's social sports schools for inclusive and adapted football have already begun training to participate, for the club, in the Genuine Liga

These 20 Real Madrid representatives were chosen from among the more than 120 beneficiaries with different abilities who participate in the six adapted and inclusive football schools run by the Foundation in Madrid for people with pervasive developmental disorder, Down syndrome, and autism spectrum, among other circumstances. This is the first time that a group of beneficiaries of these projects will participate in a competition in which values are the key and which resembles the social sports tournaments that the Foundation holds in the Real Madrid City.

Every day of the Genuine Liga, 16 beneficiaries will travel to the host cities of the championship to share the field with players with different abilities from other foundations and first and second division clubs.

### Pioneers in integration

The Real Madrid Foundation was a pioneer in the development of social sporting projects for the integration of groups with different abilities among the foundations of football clubs, and these schools were launched in the 2012-2013 season. Since then, these projects have had the support of institutions such as the Sanitas Foundation, GSK, the Ana Carolina Díez Mahou Foundation, A la Par/Together, and the Iker Casillas Foundation.

Today, more than 120 players with different abilities benefit from the schools and projects. In 2019, the first specific training manual on inclusive training Inclusive Football and Values was published. ❖

Iker Casillas' motivational visit to a training session of the Genuine team, which will represent Real Madrid in an inclusive league.





Iker Casillas, with beneficiaries of the Annual Football Program in Qatar.



From left to right and top to bottom, participants in the clinics in Portugal, Venezuela, Canada, the United States, and Japan.



# Clinics and the Annual Football Program increase their participants several times over

The scope of the Annual Football Program has grown and at the same time the number of venues and participants in the clinics on the different continents increased substantially over the summer, contributing to the sustainability of the Foundation's social sports projects



Participants in the clinics in Brazil.

Iker Casillas accompanied the participants of the Annual Football Program in a practice session at the Al Jazeera Academy in Doha, Qatar, an experience that the children will surely remember for the rest of their lives.

The program was launched in June with Elite Sports Experience and the support of the Taallum education group. It combines the Foundation's methodology *For a REAL Education: Values and Sports* with the technical training aspects of the Real Madrid youth team's technical improvement.

The goal of this first year is to have more than 150 participants by the end of the course at this venue. The initiative is designed for schools and educational institutions and has been rolled out in Japan, Singapore, the Dominican Republic, Egypt, Uzbekistan, South Korea, Brazil, the United States, Qatar, Oman, Turkey, and Kuwait.

Brazil, one of the program venues with

five locations and more than 600 participants, once again hosted the Brasil Futebol Expo in 2022. The Real Madrid Foundation returned to the event to present its programs and to hold a clinic with local partner OC Merchandising Eireli, which took place in the exhibition pavilion itself and was attended by fifty children from the Foundation's sports promotion programs in São Paulo. These initiatives are in addition to the three social sports projects that the Real Madrid Foundation runs in the country.

In Venezuela, more than 800 boys and girls between the ages of seven and 15, 30% of whom received scholarships from local companies, participated in the three-day clinics organized by the Real Madrid Foundation with the support of MVP Mundo and Soccer Advisors Group (SAG). These clinics were held at the San Agustín school in El Paraíso, Caracas, the Empresas Polar sports center in San Joaquín, and the Dynamo sports complex in Margarita.

The United States hosted a total of 67 Foundation clinics in 35 states in July and August, with thousands of participants. Once again this year and thanks to the support of local partners Kaptiva Sports, Avanza Sports, Akinji, and Inusports/Eurofootball, the number has increased. In Los Angeles, some thirty participants from Simi Valley, Lake Forest, Glendale, Manhattan Beach, and Chino Hills

had the opportunity to attend the Real Madrid's first league football team practice, which spent its preseason this summer in the North American city as usual.

In Canada, the clinic program was consolidated and continued to grow with Kaptiva Sports, also a partner in the United States. More than 750 children participated in Kitchener, Toronto, Ottawa, Montreal, Victoria, Vancouver, Calgary, and Edmonton.

Portugal hosted two clinics in Granola and Vilamoura in which almost two hundred children participated in these football and values improvement sessions in collaboration with STE camps. A total of 25% of the young people received a full or partial scholarship.

After a two-year hiatus due to the restrictions from the COVID-19 pandemic, this summer, the Real Madrid Foundation returned to hold clinics in Japan with the participation of a total of 163 minors.

The Madrid club was supported by Wakatake Group and the venues, spread across Japan, were in the cities of Mie, Saga, and Tokyo. In the capital, the clinic was held at the Foundation's football school in Harumi, thanks to the partnership agreement between Wakatake Group and Global Football Management. ♡





# Record attendance at the Campus Experience

Last summer, more than seven thousand children participated in one of the Campus Experience programs held for 10 consecutive weeks in unbeatable facilities at different venues

Having overcome the limitations associated with the pandemic, the Foundation's Campus Experience was held this summer again, with fifteen locations in Spain this year. The initiative, which has also been taken to other countries, includes tactical and technical sessions that combine sports and values and are guided by the Madrid club's specific methodology.

The campuses are offered in different modalities: half-day, full-day, over-night, a goalie campus, a high performance campus, and a social sports campus, as well as English language and football intensives and in responsible gaming.

## Motivating visits

At the Real Madrid City, the program's main venue, former player Álvaro Arbeloa, the club's current ambassador and coach of the youth team's Juvenil A team, visited more than a hundred children who had this unforgettable experience at the end of July.

The town of Navalmoral de la Mata in Cáceres province hosted a week-long Real Madrid Foundation football Experience Campus for the first time. One hundred children at risk of exclusion and not, with 3/4

scholarships, participated in this time of coexistence. At the closing ceremony, former player Rafael García Cortés accompanied the regional authorities.

## Institutional support and scholarships

In the province of Jaen, the towns of Martos and Ibros hosted the second Campus Experience with the participation of 200 minors. Thanks to the collaboration of the Regional Government of Jaen, the participants were able to partake in this experience with a scholarship. Ricardo Gallego, ambassador of the Real Madrid Foundation, attended the closing ceremony at the Ibros campus.

The Palencia town of Aguilar de Campoo also held a Campus Experience football tournament which had 126 participants in its first year. This campus was presented by Emilio Butragueño in July at the seat of the Regional Government of Palencia and, together with the Villamuriel de Cerrato campuses, are the only ones in the province. The Villamuriel de Cerrato campus and the one held in the Aragonese town of Jaca, Huesca closed their respective first years in an institutional act that coincided with International Youth Day. Most of the 200 participants received a scholarship.

Alcañiz, Teruel, together with the Real Madrid City, were the last venues to hold Campus Experience this summer after 10 weeks of continuous activity among the various locations. Ignacio Urquizu, Mayor of Alcañiz, and Ricardo Gallego closed the campus in the Aragonese town, which had 120 participants and the collaboration of different institutions. ♦♦

**Closing ceremony of the Campus Experience in Ibros, Jaen where the participants posed with former Real Madrid player Ricardo Gallego.**



The Campus Experience has a number of modalities



# Amazing participation in the paddle tennis and golf charity circuits

High-level athletes in both disciplines took part in the games, which were held in top notch facilities in different parts of Spain. Proceeds will be donated to the Real Madrid Foundation's social sports projects

Real Madrid Foundation's 3<sup>rd</sup> Charity Paddle Tennis Circuit by Santander returned to the Rafa Nadal Academy by Movistar (Manacor, island of Mallorca) to close an event that has toured the country, like the Charity Golf Circuit, which concluded its tour by holding its last round at the Vall D'or club, also on the Balearic island.

Many activities were organized during the closing of the tournament, such as a Pro-Am with Marta Ortega (fifth in the World Padel Tour ranking), sharing the court with Álex Ruiz (tenth place in the World Padel Tour), facing the challenges proposed by the influencer Delantero 09 and receiving a masterclass given by paddle tennis coach Manu Martín.

The paddle tennis tournament was supported by Santander Bank, the town council of Mijas, Our Paddle Tennis, Adidas, Phillips, Silestone, Carmencita, FCC, Caja Saludable/Healthy Box, Solán de Cabras, Carrighan, and Urban Electric Motors. Venues were in Madrid, Almeria, Mijas, Murcia, Cáceres, and Córdoba. Proceeds will go to Foundation projects for people at risk of social exclusion.

The golf circuit, which started in Madrid, passed through Almeria, Alicante, and Mijas, with the support of Costa de Almeria/Almeria's Coastline, the Mijas City Council, Santander Bank, and Carmencita.

The proceeds are earmarked for the social sports projects focused on diversity run by the Real Madrid Foundation to include socially disadvantaged people through sports.

Both sports events were attended by hundreds of participants. ♦♦

Top ranked Spanish players played in the paddle tennis tournament.



## The European University continues its support for the Real Madrid Foundation

The European University will continue to sponsor the Real Madrid Foundation's social sports basketball schools in Madrid for the fifth consecutive season. The renewed agreement between the two institutions benefits more than 500 children between the ages of five and 16 through a scholarship system.

The signing ceremony was presided over by Emilio Butragueño, Real Madrid's Institutional Relations director, and Miguel Carmelo, president and CEO of the Euro-



pean University.

Butragueño highlighted the affinity between the two institutions and emphasized that team sports "is a tool for education and inclusion."

Carmelo added that. "We are re-

newing an agreement that is part of the common history between our institution and Real Madrid" and added that we must be "more aware than ever of the values linked to sport." ❖



Gabriel M. Subías, Enrique Sánchez, and Iker Casillas.

### Úbico will sponsor the Real Madrid Foundation's institutional trips

Iker Casillas, assistant to the general manager of the Real Madrid Foundation, and Gabriel M. Subías, CEO of World2Meet, presented last July the new partnership between Úbico, a company specialized in corporate travel, and the Real Madrid Foundation. The Real Madrid Foundation, which is present in more than 100 countries with more than 320 schools and nearly 500 campuses and clinics, regularly organizes research trips, institutional trips, training trips, and supervisory trips. Úbico, a World2Meet Group company specialized in corporate mobility, will endeavor to offer quality, add value, and maximize efficiency in trips. ❖

## The Foundation renews its partnership with Values and Sports Civil Association in

Ricardo Gallego and Julio González, on behalf of the Real Madrid Foundation, and Claudio Marangoni, president of Values and Sports Civil Association, signed the renewal of the collaboration agreement that provides for the sustainability of the social sports school operated by the Real Madrid Foundation since 2016 in the city of Buenos Aires. The objective is to provide comprehensive care to more than 200 children in vulnerable situations who regularly go to sessions of football and basketball with values.

Claudio Marangoni commented during the event that thanks to this collaboration "our teachers are better prepared" and added that he is proud to work together with the Real Madrid Foundation for the most disadvantaged children in our country. ❖



Julio González, Claudio Marangoni, and Ricardo Gallego.

## Ecopilas: 12 seasons with the Real Madrid Foundation

For the 12<sup>th</sup> consecutive season, Ecopilas has renewed its support for the social and educational work of the Real Madrid Foundation in Segovia and Seville and has extended it to a school in Mazarrón. Each season and thanks to this collaboration, more than a hundred socially disadvantaged children are assisted so that they can enjoy football and values sessions, while learning to care for the environment and about the importance of recycling. This takes the form of an annual battery

collection contest during the social sports tournaments held at Real Madrid City and at the Foundation's offices in Andalusia and Murcia. At the renewal ceremony, Butragueño said, "We need partners like Ecopilas, that share our values and our goal of building a better world." José Pérez, chair of Ecopilas, pointed out that the addition of the Mazarrón school "will allow us to continue extending this common project, thanks to which we have already worked with more than a thousand students." ❖



José Pérez, chair of Ecopilas, center, flanked by Julio González and Emilio Butragueño (Real Madrid Foundation), during the agreement renewal ceremony.

## Unicaja's charity mutual fund to invest in Entrepresports

Real Madrid's official bank and Foundation patron Unicaja Banco has presented the Real Madrid Foundation Charity Mutual Fund (Liberbank Solidario, MF). It will contribute 20% of the product management fee to the Entrepresports social sports project, which aims to help long-term unemployed people enter the job market and become active members of the community. This charity mutual fund invests between 70% and 100% of its assets in other mutual funds that follow sustainability criteria.



Miguel Ángel Martín-Albo and Ana Echenique (Unicaja) with Felipe Reyes (Real Madrid Foundation) during the presentation of the financial product.

The product was presented in the auditorium of the Real Madrid City by Felipe Reyes, former basket-

ball player and Real Madrid ambassador, and representatives of Unicaja. ❖



## The Foundation gives training in three African countries

Coaches-educators at social sports schools in Tanzania, Mozambique and Angola received in-person and online training from Real Madrid Foundation specialists, which will benefit thousands of children

For the first time after the COVID-19 pandemic, a group of eight coaches from the Foundation's schools in Tanzania received in-person training in football, basketball, and values from the Training area, complementing the online training they received last season. Knowledge about the philosophy and educational methodology of the Real Madrid Foundation, *For a REAL education: Values and Sports* was strengthened, going deeper into the comprehension model and tactical and technical aspects.

### The Tanzania project

The knowledge acquired will directly ben-

efit the 180 vulnerable children served by the Foundation's school at the Don Bosco Oysterbay Vocational Training Center in Dar es Salaam, which is supported by Salesian Missions.

In addition to the practice of football and basketball in mixed groups, with a notable female participation, the participants receive tutoring and monitoring, family accompaniment, and talks and training and awareness-raising workshops on issues related to the right to education and personal empowerment.

### High participation in Mozambique

Twelve coaches from Maputo and 33 from



Clockwise, the Real Madrid Foundation's online training in Angola, beneficiaries in Tanzania, and on-site training of coaches in Mozambique.



Gorongosa attended the football and values training courses given in person by the Real Madrid Foundation, which will indirectly benefit 1,700 children at risk of social exclusion who attend the three schools run by the Foundation in that country. The contents worked on in both sessions were put into practice during the training sessions that were given to the students during the days of the training.

At the San José de Lhanguene Mission School in Maputo, together with Salesian Missions, more than a hundred boys and girls participate in football, basketball, and values training, in addition to receiving tutoring and social and family support. In the nearby neighborhood of Xipamanine, in the Khandelo Association's social center, a social sports school serves around 800 beneficiaries at risk of exclusion, with CESAL's support. Language and computer classes, tutoring, a library, and other recreational activities are also offered here. At Gorongosa National Park, a project is being put together with Crusade for Children whose main mission is to preserve the environment and prevent girls from dropping out of school.

### Investing in girls in Angola

A group of coaches from the Real Madrid Foundation in Angola received online training in football and values from the Foundation's Training Area. In addition to reinforcing the coaches' knowledge of the Madrid club's specific philosophy and methodology, the program teaches them to promote the inclusion of girls in the practice of football, which in this African country is highly stereotyped as a male sport. Two female alumnae participated in the training to become part of the group of sports specialists and a model for all participants.

The social sports schools in Luena, Angola, with Manos Unidas/Hands Together and the congregation of the Handmaids of the Sacred Heart of Jesus, benefit 300 children at risk of social exclusion at the Handmaids of the Sacred Heart of Jesus's school, the only high school in the city, located in an outlying neighborhood. ♡

## The Foundation presents a study on its educational model to a European congress

The Foundation presented at the 27<sup>th</sup> Annual Congress of the European College of Sport Science, held in Seville, a study on sportsmanship in its schools through whose doors more than one thousand players have passed

**A**drián Silla, specialist in charge of Basketball Training and the Real Madrid Foundation's R&D and SVA platform, was in charge of presenting the work of the academic group from the Training Area of the Real Madrid Foundation at the 27<sup>th</sup> Annual Congress of the European College of Sport Science. His presentation focused on the sportsmanship of the Foundation's social sports schools, the subject of analysis of the study entitled *Developing Athletes in the Real Madrid Foundation's Social Sports Schools*, with the participation of more than 1,139 players aged eight to 15. The study concludes that the educational project *For a Real Education: Values and Sports* has a major social and athletic effect on participants in the initiatives in which it is implemented. This makes the Real Madrid Foundation a sports-educational benchmark, where conveying, promoting, and developing values are an intrinsic part of the organization. ↔



**Adrián Silla, from the Real Madrid Foundation, presenting the study at the 27<sup>th</sup> Annual Congress of the European College of Sport Science.**

## More than 25,000 registered users on the Sport Values Academy TV platform

In its first year, more than 25,000 people from all five continents have registered on the Real Madrid Foundation's Sport Values Academy TV omnichannel platform

**T**his online training platform, the only one of its kind, was launched in record time and already has more than 200 hours of in-house production on educational sports, values, the history of Real Madrid and its Foundation, thanks to the support provided by Adidas and Interactivty a year ago.

The channel offers the possibility of taking courses and going to workshops online. Nearly 2,000 people used them during the 2021-2022 season.

It also features different categories

and content sections for educators, players, and parents. This window to the world received the Top Developer Award 2021 for its content's innovative and social nature. Adidas' support for the Real Madrid Foundation also includes donations of materials for some lines of projects each season, such as the program to help homeless people become active members of the community. ↔



**One of the training sessions available on the e-learning platform.**

## The return of in-person training in Costa Rica

Eleven coaches-educators from the Costa Rican social sports schools, some of them ex-players, once again received on-site training from Foundation specialists. Some of the participants in this training have almost a decade of experience training following the Real Madrid Foundation's educational model, evidence of their commitment level.

The acquisition of new skills

to apply in the field coincided with the restart of face-to-face practices after the hiatus due to the pandemic.

More than 150 beneficiaries at risk of social exclusion receive education in values through sports thanks to the partnership with the Latin University of Costa Rica and the support of Globalvia, in Heredia, and Millicom-Tigo, in San Pedro de Oca.

In Costa Rica, the Foundation has been running two social sports schools since 2013 in which the beneficiaries receive meals and the older ones receive college scholarships all in addition to sports sessions. In addition, the Latin University of Costa Rica is involving students from different majors in the project to work as volunteers in child care programs.

# Daniel Carrera

## President of UPS Europe

This season, UPS' collaboration with the Real Madrid Foundation has been extended to projects in Portugal, Romania, and the United Kingdom



### What is UPS's CSR story?

The UPS Foundation's started in 1951, and since then, we have been advancing our mission to help build safer, stronger, and more inclusive communities around the world. To do this, the UPS Foundation's efforts have four main areas of intervention: sustainability, volunteering, improving the well-being of the communities in which we operate, including humanitarian aid, and diversity and equality. I'd like to highlight that we've set out to help improve the well-being of one billion people by 2040 by investing 30 million volunteer hours by 2030 - using 2011 as a base year - and making 25% of the UPS Foundation's charitable grants to women, youth, and communities at risk of exclusion.

### What convinced you to extend your work with the Real Madrid Foundation?

After seven seasons working with the wheelchair basketball social sports schools in the Community of Madrid, we have seen how the UPS Foundation and the Real Madrid Foundation, both aligned with the same values, have grown closer. This collaboration is therefore a natural

step for us and we're thrilled to have the opportunity to extend this initiative to projects in more countries.

### What has UPS employees' experience been volunteering at the wheelchair basketball social sports school supported by the company?

We're delighted with the positive response we receive each year from UPS volunteers. Everyone who takes part in the practices comes back excited and many have even wanted to do it again. It's an initiative that gives more than it takes, that adds value to the company and enriches everyone who participated in it. It's the kids who are the real protagonists of this experience, not only because of their skills with the ball from the chair, but also because they are real role models showing of how respect, teamwork, and comradery work. And we shouldn't forget the unbelievable work and dedication of their coaches.

### How do you feel about employees from Romania, the United Kingdom, and Portugal

### being able to participate in joint activities with the Real Madrid Foundation?

These volunteer programs have a ripple effect on the smooth operation of companies and this collaboration has resonated from within our organization in Spain out to the rest of the world. Employees in Romania, the United Kingdom, and Portugal are very excited to bring this collaboration to their countries and help more young people and their families and increase synergies between our teams. In all these countries we have corporate resource groups, such as CRECER Iberia, which employees from Spain and Portugal participate in to help promote diversity and inclusion.

### They also participated in the presentations given by Foundation coordinators. Do you agree that sports is an educational tool?

Of course, sports is a wonderful educational tool. With the arrival of the pandemic, we had to adapt to the new training environment and provide tools so that our employees could continue to support this remote collaboration. That was when we organized our first online



### Exchanges that add value

UPS employee volunteering at the wheelchair basketball social sports school adds value to the company and enriches those who participate.

### Shipping dreams

For UPS, which handles international shipments of Real Madrid material, behind every delivery there is a need and a hope for a better future.

presentation with the Real Madrid Foundation coordinators and our employees in Spain and Portugal. This year we organized another session with our employees throughout Europe I had the pleasure of participating in. This awareness-raising initiative is just as important as the volunteering that we do. Everybody should have the chance to practice sports because of the physical and mental benefits associated with it.

### UPS also handles the Real Madrid Foundation's international shipments of materials. What does it feel like to know your packages are full of excitement?

At UPS we don't only move 2% of the world's GDP, we say we're "Moving the world forward to deliver what matters." This purpose, launched in 2020, was reflected by supporting SMEs trying to keep their businesses afloat and delivering more than 1.5 billion COVID-19 vaccines in more than 110 countries with a 99.9% on-time rate. Behind each delivery there is a recipient, a vital need, or a dream, as well as a hope for a better future that we can help provide with the Foundation. 🍀



66 shopping centers and over 34 000 workers



63 million customers



7 social sports schools



over 800 children



Over € 10 million spent on social programs for past year

## EPICENTR K - SOCIALLY RESPONSIBLE COMPANY

Since COVID-19 began to spread, Epicenter K has established an operational headquarters to counter the virus and has allocated € 4.6 million for its needs. During 2020, Epicenter donated 7 million medical masks, 75 000 protective suits, 30 000 goggles, 32 ventilator sets. € 863 000 were donated to the charity fund to meet the needs of the Ministry of Health for the purchase of tests to detect coronavirus, personal protective equipment, medical devices, medicines and medical equipment to combat COVID-19.