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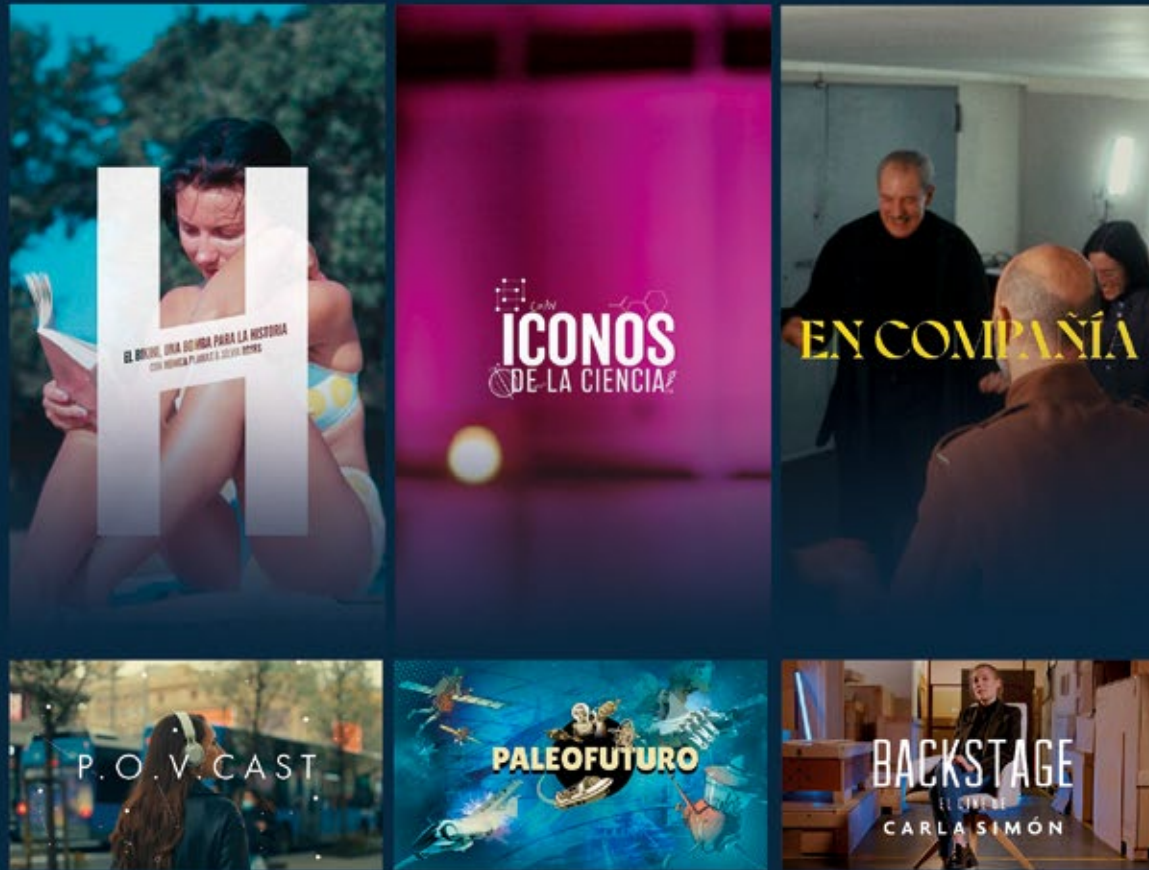
N.º 74

Real Madrid



**More inclusive and adapted  
sports with Endesa**





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"la Caixa" Foundation, partner of Real Madrid Foundation's social sports projects

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Florentino Pérez, president of Real Madrid, and José Bogás, CEO of Endesa, pose with the European Cups, after renewing their agreement.







Florentino Pérez accompanied Amancio's family to his funeral chapel at the Santiago Bernabéu.

# Farewell, Amancio

Touching farewell to our honorary president and one of the best wingers in the history of the club and world football.

Our beloved Amancio was a Real Madrid role model and leaves an enormous legacy behind him

**O**n February 21 and 22, the Santiago Bernabéu hosted the funeral chapel of one of Real Madrid's legends, Amancio Amaro Varela (1939-2023), who was recently named honorary president of the club. His widow, children, grandchildren, brother and other relatives and friends were surrounded by the entire Real Madrid board, players of yesterday and today, as well as celebrities and government officials who wanted to bid this legendary player farewell.

## ACHIEVEMENTS AND MILESTONES AS A PLAYER

- ▶ 1 European Cup
- ▶ 9 Ligas
- ▶ 3 Spanish Copas
- ▶ 1 UEFA European Championship
- ▶ 2 time Pichichi Trophy winner
- ▶ 471 official games with Real Madrid (155 goals)
- ▶ 42 times capped with Spain (11 goals)

According to Florentino Pérez, his friend, "he had Real Madrid in his heart and I know that his appointment as honorary president of our club was a very special moment for him that filled him with pride and joy." This was the "dream ending" to his career, as the player himself described it, a position in which he was preceded by his teammates and friends Alfredo Di Stéfano and Francisco Gento, two other stars that will never cease to shine in the firmament of football.

The Real Madrid president added that, "He was a role model embodying the values of our club." Some of those values for which he will remain in the hearts of all Real Madrid fans are respect, team spirit, talent, hard work and humility.

### A goal-scoring rising star

Amancio arrived in Madrid at the age of 22 from La Coruña as a local hero after shining in the ranks of Deportivo, then in second division. This promising young man drew the attention of the big clubs, but he opted for Real Madrid, whose jersey he wore from 1962 to 1976, although he felt the colors until the end of his days. Santiago Bernabéu personally took charge of signing



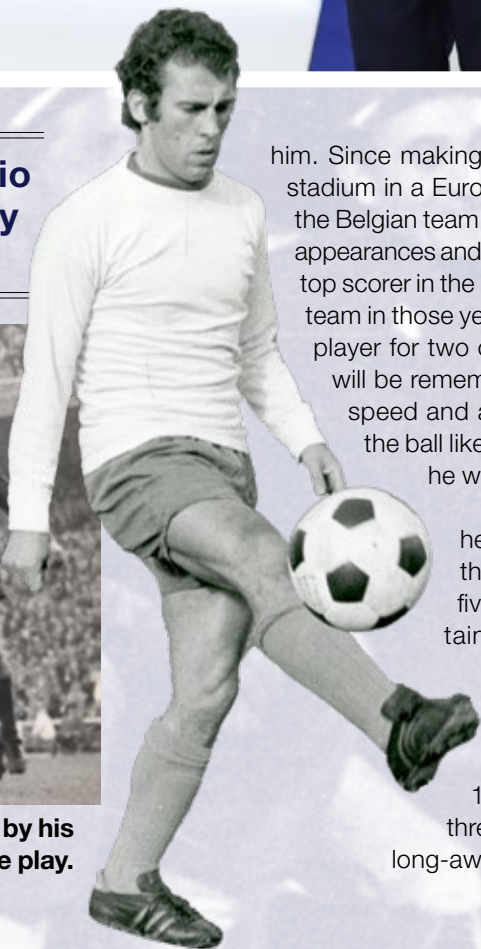




**Florentino Pérez with Amancio when he was named honorary president of Real Madrid**



**He was characterized by his offensive play.**



him. Since making his debut at the Madrid stadium in a European Cup match against the Belgian team Anderlecht, he made 471 appearances and scored 155 goals. He was top scorer in the European Cup won by the team in those years and La Liga's Pichichi player for two consecutive seasons. He will be remembered on the field for his speed and amazing ability to dribble the ball like a sorcerer, the nickname he was later given.

As a first team player, he was the bridge between the team that won the first five European Cups, captained by Gento, and the "yé-yé" Real Madrid. He made enormous contributions to the club's success during those 14 years: nine Liga titles, three Spanish Copas and the long-awaited 6th European Cup,



after which Real Madrid acquired the privilege of keeping the trophy. Amancio was capped 42 times and won the 1964 European Championship with the Spanish national team.

After hanging up his cleats, as coach of Castilla he won the Second Division championship in 1984 and is considered the discoverer of the famous "Quinta del Buitre," formed by Butragueño, Pardeza, Sanchís, Michel and Martín Vázquez. For these players, who would go on to star in some of the most memorable chapters of the first team's history, Amancio was almost like a father. The current Real Madrid squad, from Carvajal to Modric, considers him a legend and a role model who always believed in the value and effort of the youth team.

**Accolades**

Distinguished with the gold and silver medals of the Royal Order of Sports Merit and winner of the Bronze Ball in 1964, he figures in the rankings as one of the finest football players of the 20th century.

He was selected by FIFA to be part of a team of legends that faced Pelé's Brazil at Maracaná in a match commemorating the 10<sup>th</sup> anniversary of the South American country's conquest of the first World Cup.

Of all the goals he scored, the one for which he will be remembered the most was the 70<sup>th</sup>-minute equalizer in the 1966-1967 European Cup final that gave Real Madrid a draw before beating Partizan at the Heysel stadium in Brussels. ❖

**Madrid fans will remember him as the scorer of decisive goals, such as the one against Partizán in the final of the sixth**

**Cuttings.**



**He contributed to Real Madrid's success between 1962 and 1976.**





# Amancio's winning spirit in the Luis de Carlos Forum

Butragueño, Camacho, Pirri, Gallego and Clifford Luyk recalled the contributions of the club's honorary president at a new forum organized by the Real Madrid Foundation

The auditorium at the Duques de Pastrana Center in Madrid hosted the Luis de Carlos Forum organized by the Real Madrid Foundation again this year. On this occasion, it was focused on the figure of Amancio Amaro, the last honorary president of Real Madrid and a legend of the club and of world football. The event was attended by Madrid legends such as Pirri, Butragueño, Camacho, Gallego and Clifford Luyk.

For Butragueño, on the youth team when Amancio coached Castilla, "Amancio started to stir up feelings for the 'Quinta del Buitre'" and added that he made Castilla champions of the Second Division "and made us all grow." On a personal level, he said that, "he really trusted me and it's something I'll always remember. We were very lucky to have him on Real Madrid's and the national team." On the

pitch he always showed his "enormous personality," in the words of Real Madrid's Director of Institutional Relations.

## Respected by his team and his rivals alike

For Pirri, Amancio "embodied the values of Real Madrid: a winning spirit and something very important, the respect others had for him and that he had for his teammates and his rivals. He was a player who got hit a lot and suffered very serious injuries. Any player would have talked trash but Amancio never said anything, not even to the person who kicked him. His manner was exquisite," he said.

Camacho emphasized that he was fortunate to have had Amancio as a teammate and coach: "I got to see him, admire him and be with him." About his coaching, he said that with him you always went to practice happy.

Former Real Madrid basketball player Clifford Luyk recalled how they became friends. "One day I played goalkeeper with Amancio and he told me I looked like Lev Yashin because of how tall I was. He got eight goals past me, seven from below and one from the top corner." He also commented that even rivals recognized that he was one of the best players in the history of the game.

## He believed in the next generation of players

Gallego explained that the first team Amancio coached after his retirement was Juvenil A, which he was on that year: "He got a few of us to train with the first team and one of them was me, so it was amazing. He had a little bit of everything because he liked to attack, but he insisted a lot on defense. He tried to get the best out of everyone." He also comment-

ed that as a football player, "Amancio always did something different. He didn't follow the script, he was capable of changing a game with his plays."

Coinciding with the celebration of the Luis de Carlos Forum, the Historical Heritage Center of the Real Madrid Foundation organized a retrospective exhibition on Amancio's career with personal objects that recalled the milestones of his time at the club. 🏆

**Real Madrid football and basketball legends recalled the enormous quality of Amancio as a player, as a coach and as a person**



On the left, participants in the forum dedicated to Amancio. Below, details from the exhibition organized by the Historical Heritage Center in memory of Amancio.



# Real Madrid's universality is the focus of a new Luis de Carlos Forum

Under the title "Universal Real Madrid," Butragueño, Roberto Carlos, Arbeloa, Gallego, Cristóbal Rodríguez, Felipe Reyes and Romay attended the forum to talk about the worldwide recognition enjoyed by the club

One of the latest Luis de Carlos Forums, an event organized by the Real Madrid Foundation, was entitled "Universal Real Madrid" and was attended by Madrid legends such as Butragueño, Roberto Carlos, Arbeloa, Gallego, Cristóbal Rodríguez, Felipe Reyes and Romay.

## The best club in the world

Felipe Reyes, the player with the most games in the history of the Real Madrid basketball team, said, "You always have to stand behind this club, there is no higher standard. That's why all the great players want to come to the best club in the world."

Arbeloa, club legend and today Juvenil A

coach, explained that, "I travel all around the world and whenever you say 'Real Madrid' they smile and their face lights up. We need to understand the history and the greatness of this club," something he passes on to the younger generations.

Gallego, who played for Real Madrid in the 1980s and is currently an ambassador for the Foundation, commented that many of you who are here today lived through that change with us, the beginning of a new era. "We conveyed it to players like Emilio and

that has trickled down to today's players," he added.

Fernando Romay, who played for Real Madrid basketball from 1976 to 1993, said, "Real Madrid is universal because we are in the hearts of all those people. It's a personality."

Last but not least, Cristóbal Rodríguez, Real Madrid center from 1966 to 1979, added that, "Players don't make Real Madrid great, it's the club that makes *them* great." ♦

The first to speak was Emilio Butragueño, director of Institutional Relations of Real Madrid and former team player, who explained, "The values I was taught when I played for Real Madrid have served me for the rest of my life. We're part of the world."

For his part, Roberto Carlos, Madrid legend and club ambassador, commented during his speech that, "I've been lucky enough to play with the best and now I'm lucky enough to work as an ambassador for this club."



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# More inclusive and adapted sports with Endesa

The Real Madrid Foundation and Endesa, which have been working together for more than ten years, renewed their partnership at an institutional event presided over by Florentino Pérez, which included an exhibition of adapted basketball led by former player Felipe Reyes

After 13 seasons working together, the continuity of the agreement between the Real Madrid Foundation and Endesa will make it possible to maintain projects in Portugal and Morocco, as well as in Spain, where those aimed at people with different abilities will increase this year up to 15.

Florentino Pérez, president of Real Madrid, and José Bogás, CEO of Endesa, signed the agreement in the offices of the Real Madrid City. Later, they went to the sports pavilion where they watched an exhibition of adapted basketball played by the beneficiaries of the school that the organizations run at the Fernando Martín Sports Center in Madrid. Felipe Reyes, former captain of the Real Madrid basketball team, accompanied the boys during this special event they will never forget.

The renewal of the partnership between



the Real Madrid Foundation and Endesa will guarantee the continuity of the Foundation's social sports, adapted and inclusive schools in Spain, Portugal and Morocco aimed at children at risk of exclusion. There are adapted and inclusive basketball projects in Spain, football and basketball in Portugal (with the Salesian Missions) and football in Morocco (with Paideia).

## Adapted basketball

Endesa's support for adapted basketball

The partnership with Endesa will give continuity to adapted and inclusive schools in Spain, Portugal and Morocco



José Bogas (Endesa) and Florentino Pérez (Real Madrid), after renewing the agreement.





Felipe Reyes urged students on during practice.

schools for people with different abilities in Spain, which this year has been expanded to 15 projects with 285 beneficiaries, is especially important in this partnership.

The beneficiaries who participated in the exhibition following the signing of the agreement normally practice as part of a project that has been running since the 2015-2016 season and serves nearly fifty boys and girls with intellectual disabilities. In partnership with the Oxiria Foundation, they have basketball and values sessions two afternoons a week throughout the season. This project is one of the 15 adapted social sports schools for more than 250 people with different abilities run by the Foundation thanks to the support of Endesa. ♡



A foundation coach, giving instructions to the kids.

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# The Foundation held the 5<sup>th</sup> Alma Cup Asia in Cambodia

Beneficiaries of the Foundation's social sports projects in Cambodia who participated in the tournament.

The Foundation's social sports schools in the Asian country hosted this international football tournament, which every year promotes the universal values of team sports that the Real Madrid organization implements in its projects



Kike Figaredo, Apostolic Prefect of Battambang, with some of the participants.

of Battambang and the figure around whom his family and friends created SAUCE, and Ghislaine Dufour, President of PSE France.

Rosa Roncal, director of the International Area of the Real Madrid Foundation, and trainer Francisco Garcia traveled from Madrid for this special occasion after three years without being able to travel to Asia because of the pandemic. In addition to the tournament, a classroom course was held for four PSE and five SAUCE coaches, all of whom were very committed and enthusiastic.

### Projects in Cambodia

The Real Madrid Foundation arrived in Cambodia in 2015 and in partnership with the NGO SAUCE launched the first inclusive school in Asia. There, children with disabilities resulting from land mine accidents or polio train alongside children without disabilities from rural areas.

The second school was set up a year later in Phnom Penh, where children who worked at the landfill receive comprehensive care to keep them away from drug trafficking and prostitution rings. Around 250 children in the country currently benefit from these projects, which focus on promoting tutoring, psychological and social care and nutritional support. ❖

More than a hundred children at risk of social exclusion who benefit from the two projects run by the Foundation in Cambodia participated in this tournament, a celebration of the values promoted in the two social sports schools. The meeting was organized with the NGOs SAUCE (Solidarity, Aid and Union Create Hope) and For the Smile of a Child (PSE, short for Pour un Sourire d'Enfant) at the French organization's headquarters in Phnom Penh. Kike Figaredo, Apostolic Prefect



# Beneficiaries from Romania visit Madrid

The young Romanians trained on the Real Madrid City's fields.

A group of 15 students from the Real Madrid Foundation's social sports schools in Bucharest, Romania were rewarded for their exemplary behavior with a trip to Madrid to see their favorite team's facilities up close and personal.



These young people are beneficiaries of a program that, starting this season, is supported by the UPS Foundation. Romina Lorenzo, general manager of UPS Spain and Portugal, attended a training session for these students at Real Madrid City to meet them.

The program of activities of this visit also included attendance at the Real Madrid women's team match against Sporting Club de Huelva, participation in a social sports football school training session at the Faustina Valladolid municipal sports center and in the social sports tournament at Real Madrid City, as well as the possibility of enjoying various cultural activities in Madrid, El Escorial and Toledo, among others.

The children come from families with economic difficulties and receive support in their country for their full development, on and off the field. The two schools that the Foundation has been running in the Romanian capital since 2012 are supported by the FDP Foundation-protagonists in Education. ❖



Specialists trained in the methodology of the Real Madrid Foundation give sessions.

# A Foundation delegation visits the project with child monks in Bhutan

The new social sports program that the Real Madrid Foundation is running with monk children in three monasteries in Bhutan has received sports equipment and a visit from a delegation from the Madrid Foundation to supervise the work carried out since it began in April 2022. The initiative is in partnership with Tintefish and has the approval of the Ministry of Education of the Asian country.

Gangteng Monastery, Khewang Lhakhang and Gogona Temple are the three monasteries where the project is being run in the Gangtey Valley, in the north of the country. These football practices are the only time the children have during the week to play sports. They work on the value of health that complements their daily routine. As an innovation, they will participate in friendly tournaments children from the three centers will play in. ❖



Children and young monks during one of the training sessions.



## Iker Casillas visits the Foundation's school in Abu Dhabi

The former goalkeeper and captain of Real Madrid's first team, Iker Casillas, visited the Real Madrid Foundation's social sports school in Abu Dhabi, United Arab Emirates in his capacity as deputy general manager of the Madrid club. The young beneficiaries of the project and their families enthusiastically received this legend at the Armed Forces Officers Club.

During the visit, Casillas said, "We've been improving the

lives of young people through education, sports, and universal

and positive values for them for more than 10 years." Every season, this school, which opened a decade ago, promotes the integration of 300 children from Arab immigrant communities. It is run with Baniyas through the Sheikh Ahmed Charity Foundation, a partner fully committed to values education through sports in the Middle East. Other similar projects have been launched together in Lebanon, Palestine and Jordan.



Iker Casillas with beneficiaries of the Foundation in Abu Dhabi.



# Musa and Williams-Goss practiced with adapted basketball students

Real Madrid first team basketball players Musa and Williams-Goss surprised a group of students from the Real Madrid Foundation's adapted basketball schools as part of a "One Team" meeting, a Euroleague social program



**Beneficiaries with intellectual disabilities of the Real Madrid Foundation during the One Team meeting with Williams-Goss and Musa at the Real Madrid City pavilion.**

Real Madrid, one of the founding clubs of the Euroleague One Team corporate social responsibility program, which uses sports as a tool to bring about social change, organized a meeting between students from its schools and two first team players, Musa and Williams-Goss, through its Foundation.

For more than 10 seasons, One Team has been collaborating with the adapted basketball schools that the Real Madrid Foundation has been running in Madrid for students with intellectual disabilities, with a program that includes educational sports and values.

On this occasion, the group of participating students, all of them winners of the white card for good behavior, had the great experience of

participating in a training session and a game with two first team stars in Real Madrid City's basketball pavilion. Musa and Williams-Goss made this an unforgettable session that ended with a group photo as a souvenir.

## Exhibition of adapted basketball

The beneficiaries of the adapted basketball schools participate in the Euroleague games with game exhibitions during the breaks and have the opportunity to meet their idols, a real motivation for them and a way to make people with disabilities visible and promote their real inclusion in society.

One of the most recent exhibitions of the One Team program featuring students from the Foundation took place during the Real Madrid-Zalgiris Kaunas game last February at the WiZink Center. It was the turn of the beneficiaries of the adapted basketball social sports school open in the Fernando Martín municipal sports center since the 2015-2016 season. The project serves nearly fifty boys and girls with intellectual disabilities in partnership with the Oxiria Foundation. This is one of the 15 adapted social sports schools for more than 250 people with different abilities run by the Real Madrid Foundation thanks to the support of Endesa. ♣





# Jesús Vallejo visited the social sports school in Torrejón de Ardoz

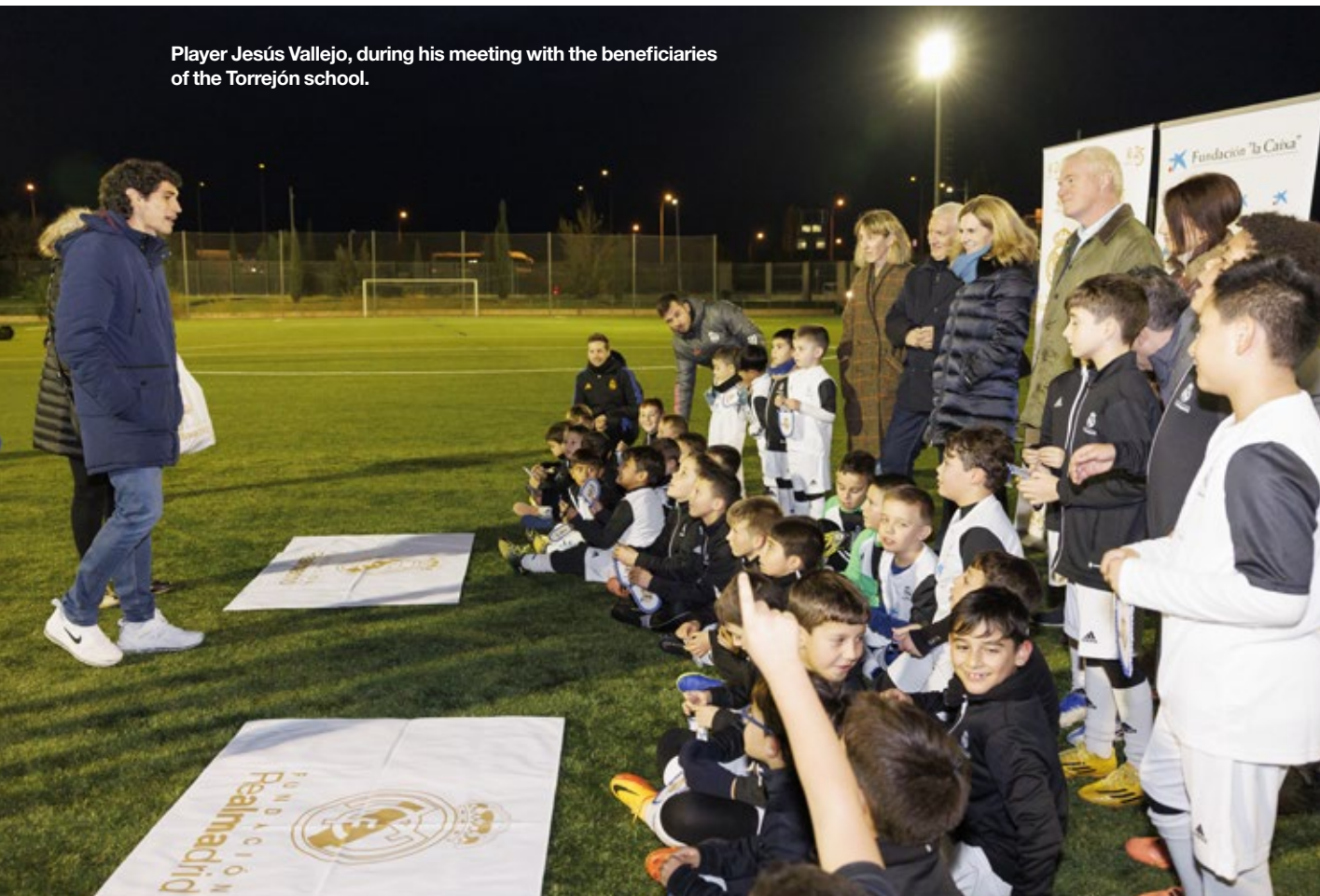
Jesús Vallejo, Real Madrid first team footballer, shared his enthusiasm during his visit to the social sports school for integration run by the Real Madrid Foundation at the Juan Antonio Samaranch sports center in Torrejón de Ardoz. The project, which started in the 2009-2010 season with 80 beneficiaries, is supported by the city council of this Madrid town and the "la Caixa" Foundation.

Vallejo highlighted the Foundation's tremendous work and commented that

sports "have a lot of values, such as respect, sportsmanship, teamwork... that have to be taught from an early age." For his part, Ignacio Vázquez, mayor of Torrejón de Ardoz, said, "Once again it's been proven that Real Madrid is one of the best clubs in the world in sports but also in the community."

The "la Caixa" Foundation has been working with the Real Madrid Foundation's social sports projects in two more Madrid province localities and in 10 others throughout Spain for 15 years. ↔

Player Jesús Vallejo, during his meeting with the beneficiaries of the Torrejón school.



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## The Foundation's Genuine team triumphs in the inclusive league game played in Barcelona

Sixteen participants from the Real Madrid Foundation's adapted and inclusive social sports schools traveled to Barcelona to participate in the second phase of LaLiga Genuine at RCD Espanyol's Dani Jarque Sports City. The Foundation's Genuine team, representing Real Madrid, won two of its three matches and moved into third place in the rankings. In the first match they defeated the Málaga C.F. Foundation's team (3-0) and in the second, against Elche C. F., they also won (1-2). The last game was a tie with Granada C.F. (1-1).

This tournament brings together teams formed by people with intellectual disabilities

and is a social responsibility initiative that LaLiga runs with its Foundation. As with the Real Madrid Foundation's social sports tournaments, sportsmanship and fair play on and off the field by both players and coaches are rewarded.

The Real Madrid Foundation team that attended the event on behalf of the club is in the Team Spirit Group of LaLiga Genuine Santander and already has 231 points.

The Real Madrid Foundation has 430 beneficiaries with different intellectual abilities or functional diversity in its social sports projects. Among them are people with pervasive developmental disorder, Down syndrome or are on the autism spectrum. ♡

Members of the Real Madrid Foundation's Genuine team celebrate a victory during the tournament held at Espanyol's Sports City.



Families and volunteers participating in the wheelchair basketball day at the Real Madrid City pavilion.



## UPS families and volunteers at the wheelchair basketball day

In January, the Real Madrid City pavilion hosted a family day as part of the Foundation's social sports tournament in which UPS volunteers participated in a wheelchair basketball practice session. The courier company just expanded its partnership with the Real Madrid Foundation.

The Foundation's social sports tournament includes days like this one, with friendly football and basketball matches. In them, families and patrons demonstrate their

commitment and interest in learning about the Real Madrid Foundation's methodology, which combines sport and values.

Romina Lorenzo, general manager of UPS Spain and Portugal, emphasized her enthusiasm for "being on this team with children we learn so much from." Silvia Montes-Jovellar, director of the National Area of the Real Madrid Foundation, thanked families and patrons for their involvement in making this a fun and festive event. ♡







The then Minister of Health, Carolina Darias, and Florentino Pérez, president of Real Madrid, during the signing of the agreement.

## The Real Madrid Foundation and the Ministry of Health, united against childhood obesity

Florentino Pérez attended the signing of this agreement, which will allow the joint development of an educational-sports campaign against childhood obesity in Spain, leveraging the club's clout

The signing of this agreement at Real Madrid City involves the partnership between the State Health, Childhood, and Social Wellbeing Foundation (CSAI in Spanish) and the Real Madrid Foundation to launch an educational campaign against childhood obesity. It will include training sessions through the Real Madrid Foundation's OTT Sports Values Academy TV platform and practical activities in the Foundation's schools and social sports projects, which serve more than 8,000 children every week in different areas of activity in Spain.

The Real Madrid Foundation's areas of activity include social sports football and basketball schools, adapted and inclusive schools, programs in reception and detention centers for minors, and a children's basketball program in hospitals.

### Incidence of obesity

According to the Aladdin study of the European Agency of the World Health Organization

(WHO), 23.3% of Spanish schoolchildren are overweight and 17.3% are obese. This means that 40.6% of the child population is overweight, a term that groups together excess weight and obesity. Spain is the country with the second highest prevalence of overweight people and the sixth highest prevalence of obesity.

Weekly sports practice and proper nutrition are the main tools to fight this situation, something the Real Madrid Foundation has much to contribute to. ❖

**The campaign will include online sessions through the Sports Values Academy TV platform and internships at the Foundation's schools, which serve 8,000 children**

# Presentation of the book 'La Decimocuarta. La Champions de las remontadas'

The Real Madrid Foundation presented the book *La Decimocuarta. La Champions de las remontadas* (The 14th. Comeback Champions), a new book by sports journalist Enrique Ortego that recounts the epic reconquest of the European football throne by Real Madrid in the 2021-2022 season. The event was attended by Florentino Pérez, president of Real Madrid, José Creuheras, president of Grupo Planeta and Atresmedia, Enrique Sánchez, executive vice-president of the Real Madrid Foundation, players Nacho, Modric and Carvajal, captains of the first football team, coach Carlo Ancelotti and Madrid legends such as Roberto Carlos, Casillas, Arbeloa and Felipe Reyes.

Florentino Pérez described the book as "the story of our emotions and our dreams, which don't stop here" and added that "We always want more and that's why every title pushes us to continue building up the myth and the legend that is Real Madrid." The work is part of a collection that began with the Tenth, in Lisbon,

and tries to capture the special relationship Real Madrid and all Real Madrid fans have with the European Cup.

The president also spoke of those magical nights at the Bernabéu, of players who are already legends, of a coach like Carlo Ancelotti, who has brought the dressing room closer together, and of the team's communion with its fans, who "are the best in the world." He then highlighted Real Madrid's attitude that "when it seems that everything is over, we try for what for many may seem to be the impossible" and explained that this is how we have built the greatest trophy cabinet in the sport.

Creuheras said that it is an achievement that we are proud to be part of in book form. And Ortego said, "The book takes us on a trip through the four most exciting months of the club's history" hand in hand with the heroes and protagonists. The author considered it "an unrivaled milestone" to win four Champions League titles in the last eight years, something unheard of in the history of the competition. ❖

Several Real Madrid legends of yesterday and today accompanied Florentino Pérez at the book's presentation.





## The Foundation renews its partnership in Madagascar

**Iker Casillas, Ángel Manzano (Sports and Education for a Better Future NGO) and Julio González Ronco at the signing.**

The renewal of the partnership between the Real Madrid Foundation and the NGO Sports and Education for a Better Future, which has already benefited more than 6,000 children, will make it possible to continue pro-

viding sustainability for social sports projects in Madagascar with the additional support of the on-the-ground partner Sport et Education pour l'Avenir (SEPA).

The partnership dates back to the 2013-2014 season with a social sports basketball school in the 67 Ha neighborhood, the most vulnerable neighborhood in the capital, Antananarivo. Currently, seven social sports basketball projects are being run: five in this city and two in Majunja, all of them in public schools. In these safe spaces, young people's practice of sports is a motivating element to improve their performance at school, minimize dropout rates and keep them away from drugs and violence.

During the agreement's signing ceremony at Real Madrid City, Iker Casillas, deputy general director of the Foundation, called for "thinking about those thousands of lives positively impacted, gaining momentum for the next 10 years" in a country where more than 90% of the population lives below the poverty line. ❖



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Foundation's  
social sports  
projects.

### Signus will continue supporting wheelchair basketball

The Signus tire management system will continue to support the wheelchair basketball school run by the Foundation in Getafe. The project is developed at Jorge Guillén school and serves a dozen young people between eight and 20 years of age with physical and mental disabilities.

During the signing ceremony, Real Madrid ambassador Felipe Reyes said that being able to count on partners that give continuity to the Foundation's projects "is fundamental. Although it may seem easy, there are many children who, for whatever reason, wouldn't be able to practice sports if the Foundation didn't have schools for everyone."

The partnership with companies such as Signus, which works in the circular economy, contributes to teaching respect for the environment through sports in the Foundation's social sports schools. ❖





# Butragueño, at the tribute to Pedro Ferrándiz in Alicante

**R**eal Madrid's Director of Institutional Relations, Emilio Butragueño, participated in Alicante in the Field to Field Forum, a tribute to the figure of Pedro Ferrándiz.

The former honorary member of Real Madrid and one of the greatest legends of our club and of world basketball left us on July 7, 2022 but, as Butragueño said during the event, "his legacy is eternal." He also described him as a "visionary" and thanked Alicante for the affection and respect shown to the Real Madrid legend.

The forum, organized by the newspaper Información in the Main Theater of Alicante, culminated with the presentation to Antonio, Pedro Ferrándiz's brother, of the plaque of honorary son of the city by Luis Barcala, the mayor. ❖



Butragueño, at the tribute to Pedro Ferrándiz in the Main Theater of Alicante.

Yolanda Erburu (Sanitas), Enrique Sánchez and Emilio Butragueño.

## Real Madrid and Sanitas Foundations with inclusive sport

**T**hanks to this partnership, 35 children participated in the inclusive basketball camp held last summer at Real Madrid City and 85 were able to train in the inclusive football schools that this partnership held in Madrid and Zaragoza last season.

At the signing of the agreement, Yolanda Erburu, CEO of Sanitas Foundation, said that having a partner like

the Real Madrid Foundation, "which has accompanied us for so many years, is a privilege and further reinforces our goal" of making inclusive sports a reality.

Emilio Butragueño, Director of Institutional Relations at Real Madrid, said that both foundations "work together to improve the lives of those who have the greatest need for access to quality educational sports." ❖



Emilio Butragueño, surrounded by representatives of the firms awarded in the tournament.



## Lawyers, recognized at the 2<sup>nd</sup> Charity Football Tournament

**T**he Real Madrid Foundation and the Law Mutual Benefit Society Foundation held, at the headquarters of the latter, the awards ceremony for the 2<sup>nd</sup> Charity Football Tournament. The tournament brought together eight offices that participated in three days of football and values. These included Uría Menéndez, Pérez Llorca, CMS Albiñana & Suárez de Lezo, DLA Piper, Gómez-Acebo y Pombo, Auren and Sagardoy. On this occasion, Law Mutual Benefit Society was champion in values, Pérez-Llorca, champion, and DLA Piper, runner-up.

**Raising awareness about inclusion in the legal profession**

Since the 2018-2019 season, the Law Mutual Benefit Society Foundation has been supporting the different lines of the Real Madrid Foundation's social sports projects. The goal is to raise awareness among member lawyers of the importance of reintegrating people at risk of exclusion into society.

This season, the profits obtained through this partnership have been allocated to the social sports program in detention centers in the Community of Madrid, Andalusia, Castile-La Mancha, Valencia, Murcia and the Autonomous City of Melilla. The aim is to contribute to the reeducation and future reintegration of 300 minors who have had run-ins with the law. ❖

## The Real Madrid Foundation receives the Viña de Oro 2023 award in the Granada town of Torvizcón

Ricardo Gallego, ambassador of the Real Madrid Foundation, received on behalf of the Real Madrid Foundation one of the Viña de Oro 2023 prizes awarded by the Granada municipality of Torvizcón.

These awards recognize the most outstanding organizations

and individuals of the year.

The 8<sup>th</sup> Viña de Oro Awards Gala, which had not been held for two years due to the pandemic, is the first event in the popular festivities of the Alpujarra town, called Los Chiscos. They were declared of national tourism interest and are kicked off with a

bonfire in the Town Hall square, in which Gallego also participated.

David Moreno, mayor of Torvizcón, explained that this award is given to the Real Madrid Foundation "for its great work, commitment to solidarity and promotion of values" through educational sports.



## The Red Cross' recognition of the Real Madrid Foundation



**T**he Red Cross, which this season celebrates 100 years since its first appearances in official matches in 1923, presented the Real Madrid Foundation with an award in recognition of its work from 2020 to 2022 at Real Madrid City.

Emilio Butragueño, director of Institutional Relations of Real Madrid, and Enrique Sánchez, executive vice-president of the Real Madrid Foundation, received the

**Enrique Sánchez and Emilio Butragueño collected the award on behalf of the Real Madrid Foundation from Francisco Gabriel Sánchez Parodi (Red Cross).**

award from Francisco Gabriel Sánchez Parodi, regional secretary of the Spanish Red Cross in the Community of Madrid.

The partnership between the Red Cross and the Real Madrid Foundation covers different lines of projects and is the heir to the club's link with the Red Cross through its presence at official matches since 1923. In addition to providing health care services at Real Madrid football and basketball games at the Santiago Bernabéu and WiZink Center and collaborating in the annual charity fund-raising campaign, joint projects are carried out for children in need, the homeless, emergency campaigns with refugees and the humanitarian response to the war in Ukraine, among other initiatives. ↻

## A decade in Bolivia, with Alalay and Banco Mercantil Santa Cruz

**T**he Real Madrid Foundation has renewed its partnership with the Alalay Foundation and Banco Mercantil Santa Cruz, one that has already benefited more than 1,000 children at risk of exclusion in Bolivia.

The partnership with the Alalay Foundation dates back to 2012 and since then five social sports football projects have been run in the municipalities of La Paz, El Alto, El Torno and Santa Cruz de la Sierra. In addition to training the children, their families are also assisted.

The success of the projects in Bolivia led the telecommunications company Tigo to become a partner in 2021, offering workshops on the responsible use of the internet and women's empowerment programs to make them more employable. ↻



**Darko Zuazo (Banco Mercantil Santa Cruz), Enrique Sánchez (Real Madrid Foundation), Claudia González (Alalay Foundation) and Iker Casillas (RMF).**

EN CAMPUS EXPERIENCE,

# EL ÍDOLO ERES TÚ



Campus Experience

**INSCRÍBETE**

**MADRID | VERANO 2023**



# Daniel Salvatori

**Executive Vice President and Group President of Abbott Group**

After a year of working together, Abbott's partnership with the Real Madrid Foundation will enable it to continue addressing childhood malnutrition in 12 countries

**Abbott has begun to work with Real Madrid as an official sponsor in health and nutrition and with the Real Madrid Foundation as a global partner. What motivated you as a company to work with the Foundation in education, health and sports?**

Abbott and Real Madrid share the goal of achieving excellence in health and nutrition, as well as our firm commitment to social responsibility. Partnering with the club's social branch, the Real Madrid Foundation, is a natural alliance that combines our expertise, mission and global reach to create a lasting impact for more people, particularly for children. Our partnership also builds on the work of our Abbott Center for Malnutrition Solutions. Created in 2021, the center is a hub for innovation and partnership with



outside nutrition experts and partners such as the Real Madrid Foundation, with a focus on reducing malnutrition among the world's poorest.

**Thanks to Abbott's support, the partnership with the Real Madrid Foundation will operate in 12 countries for three seasons. Can you tell us about the importance of this partnership and what you've achieved in the first year?**

In our first year working together, we've made major strides in implementing our Future Well Kids health and nutrition curriculum, designed by the Abbott Fund and rolled out in nine countries. More than 13,000 hours of this curriculum have been delivered to educate children about the relationship between diet and chronic illness, such as diabetes and cardiovascular disease. We've also started to implement a nutrition program we'll focus our efforts on this year. Regular check-ups can detect children at risk of malnutrition early.

**Emilio Butragueño said that this partnership will help children around the world to live healthier lives. What does this mean for Abbott?**

We know that good nutrition is fundamental to good health and to improve nutrition we need to do

three things: make sure people understand the important role nutrition plays in long-term health, be able to identify children at risk of malnutrition, and support families in getting their children on the right path to growth and development. These are the priorities of the partnership between Abbott and the Real Madrid Foundation.

**How important is educational sports to Abbott?**

Sports is a universal language. It brings people together while also promoting exercise as an important part of long-term health. Sports can also be a platform for information and can bring about substantial changes. We're proud to partner with the Real Madrid Foundation to work together to help children around the world lead healthy lives so they can focus on achieving their full potential. ↔

**International and committed**

Abbott and Real Madrid share the goal of achieving excellence in health and nutrition as well as their firm commitment to social responsibility.

**Encouraging healthy habits**

Sports is a universal language and an important aspect of long-term health. With the Foundation, we'll help kids lead healthy lives.

**Beneficiaries of the partnership between the Real Madrid Foundation and Abbott during a sports session that also promotes healthy habits.**



# The clinic program triumphs in vacation destinations

The Real Madrid Foundation clinics, technical sports improvement sessions combined with values and aimed at children 5 to 17 are also organized at resorts to promote healthy vacations

In recent months, students from Japan, Singapore, Malta and the United States have received value and technical improvement sessions as part of the clinic program, which two resorts in Mexico and Brazil have joined as new locations for this summer.

Last season, the Foundation held 480 clinics in 26 different countries. The total participation was tallied at 20,203 children, both girls and boys, of which 1,533 visited the Real Madrid City. The money raised by the clinics contributes to the sustainability of the Foundation Real Madrid's social sports projects.

## Clinics in Caribbean resorts

Brazilian legend Roberto Carlos, Real Madrid ambassador, represented the Foundation at the presentation of a new partnership with Sports Tourism Education Ltd. (STE), through which more than 200 children will attend the clinics that will be hosted by two Palladium group hotels. The venues and dates will be Grand Palladium Imbassá Resort & Spa, in Bahia, Brazil, July 10 and 22, and the Grand Palladium White Sand Resort & Spa and Grand Palladium Colonial Resort & Spa, in the Riviera Maya, Mexico, July 31 through August 14. The former hosted clinics

last year and in 2023 will try to revamp and extend that success with this recreational and educational proposal.

This program in hotels and resorts has been in place since 2016.

To book and see dates, locations and pricing: [www.frmclinicspalladium.com](http://www.frmclinicspalladium.com)

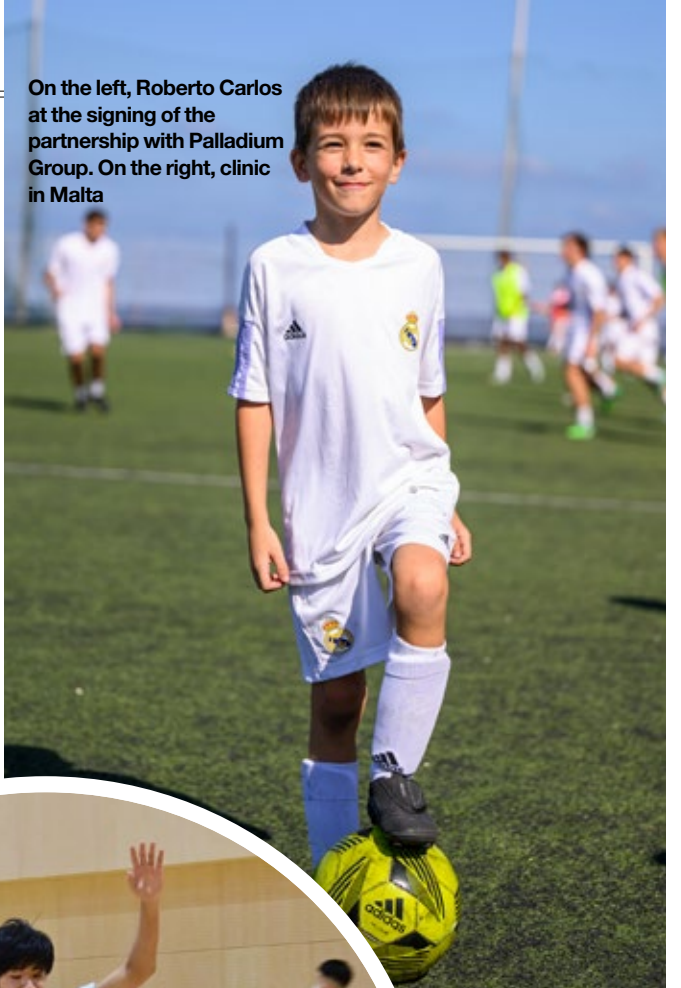
## From Japan to Malta

After the hiatus due to the pandemic, the basketball clinics in Japan have resumed and are being very well received, with the participation of more than 200 children. They were held in the Tokyo, Kanagawa, Chiba and Mie prefectures by Medical Innovation & Resources Consulting.

**These sports improvement programs also work on values such as respect, equality, self-esteem and independence**



On the left, Roberto Carlos at the signing of the partnership with Palladium Group. On the right, clinic in Malta



After the break due to the pandemic, the clinics in Japan are back, more ready than ever.

These sports-educational experiences allow the children to be trained under the specific educational methodology of the Real Madrid Foundation, based on the manual: *For a REAL Education: Values and Sports*. They learn in a 360° way values such as respect, motivation, equality, teamwork, healthy habits, responsible independence and self-esteem through their favorite sport.

In Singapore, the Foundation held its first basketball clinic in partnership with Spanish Sporting Ventures. Fifty participants between the ages of six and 13 enjoyed these practice sessions at the Singapore Basketball Centre facilities, while at the same time working on team sports values.

A coach from the Real Madrid Foundation was in charge of designing and implementing the different sports-educational experiences in accordance with the Madrid club's specific methodology. Spanish Sporting Ventures, the Foundation's partner in Singapore, has been

running the annual football program since the 2013-2014 season.

Another destination that enjoyed its first clinic run by the Real Madrid Foundation was the city of Pembroke on the Mediterranean island of Malta, where 65 boys and girls between the ages of six and 17 enjoyed this experience of technical improvement in football with values. Campus and Sports Events was this location's local partner. They also co-host the summer Campus Experience at Real Madrid City attended by thousands of children every year.





**Caroline Weir and Kathellen Sousa, players on Real Madrid's first women's football team, during a meeting with American girls at Real Madrid City.**

The Foundation's clinics abroad are an educational model of technical improvement designed for children who already know how to play football. Although they practice their favorite sport on a regular basis, the clinics seek to improve certain technical, tactical and strategic aspects. At the same time, these experiences incorporate the Foundation's educational philosophy and methodology, promoting values and healthy lifestyle habits.

#### **Americans at Real Madrid City**

Hundreds of children from the United States - a country where the Foundation's clinics are a major success - traveled to the Spanish capital with their families for this experience at the Real Madrid City. For a week, 312 boys and 64 girls accompanied by 400 family members and educators enjoyed the facilities of their favorite team

**A meeting between American girls and Real Madrid players raised the profile of women's football, which is very popular in the U.S**

and took the opportunity to get to know the city.

The experience, which consisted of 30 hours of training, is the highlight and culmination of the program of clinics that the participants enjoyed in their country over the summer. This Real Madrid Foundation initiative, which is usually a success in terms of participation, has partners in the United States such as Kaptiva Sports, Avanza Sports and Akinji and Inusports.

#### **Visibility of women's football**

Real Madrid women's football players Caroline Weir and Kathellen Sousa had a motivational meeting at Real Madrid City with fifty American girls aged six to 16. The girls traveled to the Spanish capital accompanied by their coaches to participate in a week-long clinic. The experience, organized by the Real Madrid Foundation and Avanza Sports, took place at the Real Madrid City and was the culmination of the clinics they attended during the summer.

During their meeting with Weir and Sousa, these two current leaders of women's football were interested in knowing what positions the participants were playing, took pictures with each team and even did a dance with the girls.

In the United States where women's football is very popular the Real Madrid Foundation's clinics are an educational experience for technical improvement considered to be of the highest quality. ❖

## Campus

# The first ever urban Christmas campus held in Madrid

**F**ifty children born between 2005 and 2017 attended an urban basketball campus organized by the Real Madrid Foundation at the Mater Immaculata school in Madrid during Christmas break.

Tactical-technical aspects of the game were taught and positive values of the sport were transmitted during the training sessions to initiate the participants in basketball or to improve their level. This type of campus also seeks to create a space for positive coexistence in which personal relationships among participants are favored in a recreational environment. ❖



**Participants in the first urban Christmas basketball campus held at the Mater Immaculata school in Madrid.**



**MARCA TU MEJOR JUGADA,  
MARCA LA X SOCIAL  
EN EL IRPF**





Julio González Ronco, during his talk at the forum held in Linares.

## The Foundation, with technological innovation applied to sports in Linares

The Real Madrid Foundation's Sport Values Academy platform and the Jaen-based business accelerator La Mina Startup kick off a program of entrepreneurship, technology and sports

The Foundation has signed an agreement with the business accelerator La Mina Startup, out of the Chamber of Commerce, Industry and Services of Linares, Jaen, to launch the first training experience in technology and sports entrepreneurship with the Madrid club's Sportech School. This program will be offered through the Real Madrid Foundation's interactive omnichannel platform, Sport Values Academy TV. The sessions will revolve around seven knowledge modules on technological applications in the field of educational sport, such as apps, big data and gps.

**Tech, sports and youth employment**  
The Real Madrid Foundation also participated

in the Forum on Tech, Entrepreneurship and Sports. New Sources of Employment, organized by the Linares Chamber of Commerce and aimed at young adults 18 to 25.

During the presentation by the Madrid club, Julio González Ronco, managing director of the Real Madrid Foundation, spoke about the digital revolution in the club's social branch over the last five years. He was followed by Iker Casillas, deputy general director of the Foundation, and Ricardo Gallego, also a former first team player, who shared their experiences with technological devices applied to sports and remote medicine. Finally, Julien Piwowar, head of innovation projects at Real Madrid Next, explained the boost to innovative European entrepreneurship given by this initiative. ❖

## New in-person training sessions on four continents

Real Madrid Foundation trainers have visited several schools and social sports projects in Africa, America, Asia and Europe to teach local coaches their specific methodology

The return to face-to-face training after the pandemic in different countries makes it possible to transfer the philosophy and educational methodology of the Real Madrid Foundation first-hand to its projects in the most remote destinations.

### Africa

Football coaches from the social sports schools in São Tomé participated enthusiastically in the training received in February. They put their training proposals into practice with more than 30 players. They also received a diploma in an event with institutional support.

The project in that archipelago has been being run in the towns of Caué and Neves in partnership with the Filhos de São Tomé Foundation since 2019. More than 300 minors at risk of exclusion are cared for there thanks

to the support of Agripalma and the Franciscan Sisters.

In Egypt, the coaches of the Foundation's social sports schools received training based on the manual *For a Real Education: Values and Sports*. The trainers' trips were supported by Úbico.

The projects in that country are supported by partners such as Salesian Missions and the Don Bosco School in Alexandria, and Manos Unidas and Diakonia for Development Projects in Cairo. They serve about 250 minors at risk of exclusion social.

### Asia

In the Philippines, some thirty coaches from the Foundation's social sports schools received



football training from a coach from the Madrid club, whose trip was supported by Úbico. The 2<sup>nd</sup> Football Training Days in the city of San Carlos were held in partnership with local partners such as Anakk Foundation, Roxas Foundation and Santiago Foundation. They rounded out the online training the specialists received in December.

The Foundation currently has seven schools in the Philip-



Above, students of the São Tomé project. Below, coaches who attended the Real Madrid Foundation's classroom training in the Philippines.





Training session in India.



Training session in Mexico.



Training session in Bulgaria.

pinges benefiting more than half a thousand children.

In India, coaches from the Real Madrid Foundation's social sports schools in Calcutta received on-site training in football and values. Attendees demonstrated their commitment to the Madrid club's specific methodology.

The social sports school in Kheadah, Calcutta, run in partnership with the Indian Institute of Mothers and Children, now serves 140 children in vulnerable situations and is once again supported by Roadis. Many little girls participate in the project.

#### Europe

The training in Bulgaria was attended by seven coaches and educators from a local club and schools in the city, in addition to coaches from the country's social sports schools. During the sessions held in Vidin, the integration of values in football training was discussed in depth.

The Foundation's projects in Bulgaria are supported by Friends of Sport and benefit more than 60 children from low-income backgrounds.

Coaches from the Croydon sports school in South London, UK received classroom train-

ing to deepen their understanding of the *For REAL Education: Values and Sports* methodology. In addition to practicing football with values, this project seeks to improve school performance and lifestyle habits in a municipality where one in five children live below the poverty line.

This season, the project, which is being run with the Kinetic Foundation, is supported by UPS and also by Abbott, which will provide nutrition workshops in schools.

#### America

In Mexico, on-site training was given in Chihuahua, at the Bafar Group Foundation's facilities. The Bafar Group Foundation is a partner of the Real Madrid Foundation in the country, together with Action Aid. Coordinators, coaches and trainers from 29 social sports schools, already accustomed to dealing with children at risk of social exclusion during weekly football and basketball training sessions, were in attendance.

More than 3,000 Mexican children benefit from the social sports projects run by the Real Madrid Foundation with its local partners in Chihuahua and Guaquitepec. ♡



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



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