



FUNDACIÓN
Real Madrid

Annual Report

2022-2023






FUNDACIÓN
Real Madrid

Annual Report
2022-2023


CONTENTS

	BOARD OF TRUSTEES	04
---	--------------------------	-----------

	LETTER FROM THE PRESIDENT	06
---	----------------------------------	-----------


	REAL MADRID FOUNDATION CELEBRATES ITS 25TH ANNIVERSARY	08
---	---	-----------


	AWARDS AND RECOGNITIONS	24
---	--------------------------------	-----------

	NATIONAL	32
---	-----------------	-----------


	INTERNATIONAL	74
---	----------------------	-----------


	PROMOTION OF EDUCATIONAL SPORTS	138
---	--	------------

	TRAINING	160
---	-----------------	------------

	EVENTS AND COMMUNICATION	166
---	---------------------------------	------------

	HISTORICAL HERITAGE CENTRE	176
---	-----------------------------------	------------

	QUALITY, SUSTAINABILITY AND GOOD GOVERNANCE	180
---	--	------------

	FINANCIAL DATA	184
---	-----------------------	------------

	TRANSPARENCY AND BEST PRACTICES	186
---	--	------------



FUNDACIÓN
Real Madrid

BOARD OF TRUSTEES

PRESIDENT

Florentino Pérez Rodríguez

EXECUTIVE VICE-PRESIDENT

Enrique Sánchez González

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

† Fernando Fernández-Tapias

Eduardo Fernández de Blas

Pedro López Jiménez

Santiago Aguado García

Jerónimo Farré Muncharaz

Enrique Pérez Rodríguez

Manuel Cerezo Velázquez

José Sánchez Bernal

Gumersindo Santamaría Gil

† Raúl Ronda Ortiz

José Manuel Otero Lastres

Nicolás Martín-Sanz García

José Luis del Valle Pérez

Catalina Miñarro Brugarolas

Manuel Torres Gómez

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

Fernando Martín Álvarez

Ramón Calderón Ramos

Vicente Boluda Fos

EX-OFFICIO PATRONS DUE TO THEIR INSTITUTIONAL POSITION

† Amancio Amaro Varela
(Honorary President of Real Madrid) (Association of Former Football Players)

Emiliano Rodríguez Rodríguez
(Association of Former Basketball Players)

Jesús de Lucas Casas
(President Peña Decana)

Carlos Escudero de Burón
(Life Patron)

Rafael de Lorenzo García
(Life patron)

Sergio Nieto Díaz Albo
(oldest member of Real Madrid C. F.)

Sofía Miranda Esteban
(Madrid City Council)

FREELY APPOINTED PATRONS

Fernando Acedo Rico

Antonio Botella García

Ángel Campos Martín

Luis Larrinaga de Luis

Pedro Antonio Martín Marín

Mario Masi Ruiz

Manuel Echenique Sanjurjo

Carlos Martínez de Albornoz

Antonio Medina Cuadros

GENERAL MANAGER

Manuel Redondo Sierra

MANAGING DIRECTOR

Julio González Ronco

† Fernando Fernández-Tapias passed away on 25th October 2023.

† Raúl Ronda Ortiz passed away on 4th October 2023.

† Amancio Amaro Varela passed away on 21st February 2023.

LETTER FROM THE PRESIDENT

DEAR FRIENDS,

This Real Madrid Foundation Annual Report sets out the extensive efforts of thousands of individuals in their endeavour to give the most vulnerable members of society hope for a better life. It is also a demonstration of Real Madrid's firm conviction to stand by those who need us most.

The Real Madrid badge has always symbolised solidarity. Our club's universal mission compels us to be present worldwide and to contribute to society by returning the affection we receive from the millions of people for whom our club holds great significance.

We are currently experiencing extremely challenging and distressing times, confronted with heart-wrenching images on a daily basis. And unfortunately children –the most vulnerable in society– are victims of situations that nobody would ever wish to see.

That is why the work carried out by Real Madrid Foundation continues to be more necessary than ever. We are aware of the strength we convey through our values, which drives us to continue expanding our outreach work to all continents.

I always say that the Foundation is the soul of Real Madrid, and

part of our mark of identity. The more difficult the challenge, the greater our effort and determination to achieve it. We are used to fighting for the impossible, and many times we achieve just that. This shirt and this badge never give up. It is an attitude towards life.

Our values are conveyed by those who work every day to make the Foundation an instrument of education, solidarity, development cooperation, social inclusion and peace. I would like to thank them for their effort, commitment and generosity.

I would like to express my gratitude to all the organisations and institutions that collaborate with our Foundation in every project and action we undertake. This collaborative solidarity helps us try to build a better world.

As Madridistas, we are proud of what we have been able to do over all these years. The Foundation currently reaches nearly 100,000 beneficiaries through over 1200 projects and activities, including 444 community sports schools and educational programmes in some 100 countries. And last season it dedicated €21.3 million to all these actions and activities. Real Madrid

Foundation is the largest non-profit community educational sports organisation in the world.

But, just like on the pitch when we win titles that make every Madridista's dream come true, to us everything always seems too little. At Real Madrid we always want more. And, in these difficult times, it is imperative that we reach more people around the world.

The history of Real Madrid Foundation is written every day alongside children at risk of social exclusion, minorities and refugees, people with disabilities, the homeless, the unemployed, prisoners, older people, and all those at risk of vulnerability.

We believe that sports and education in values are essential tools in the ongoing pursuit of inclusion. In all our community educational schools and projects, we promote the values that have made Real Madrid the most loved and admired club in the world. Real Madrid is known for its values of respect, sacrifice, humility, team spirit, effort and solidarity.

Values that marked the life of our beloved Honorary President, Amancio Amaro. He was an example to all, on and

off the field, and we will never forget him.

And recently, two trustees of this Foundation who will always be in our memory have left us. We have said goodbye to a great friend such as Real Madrid Vice-President, Fernando Fernández-Tapias. He was with me in all the Boards of Directors that I have had the honour to chair, and was an example of dedication and commitment to Real Madrid.

And our fellow board member, Raúl Ronda. He was also with me in all the Boards of Directors. We will miss him for his spirit, his affection, and his passion for Real Madrid. Both were an example of loyalty and dedication to our club. We will always remember both of them and all Madridistas who have passed away but continue to support us wherever they may be.

The Real Madrid spirit ensures we will continue to transmit the values that drive the work of our Foundation. Now, more than ever, is the time for solidarity. With it, we will fight as Real Madrid fights: never giving up until the end.



Florentino Pérez



25TH ANNIVERSARY OF REAL MADRID FOUNDATION



**REAL MADRID FOUNDATION IS THE WORLD'S
LARGEST PRIVATE ORGANISATION FOR HOLISTIC
EDUCATION THROUGH SPORT**

SINCE IT WAS SET UP, THE FOUNDATION HAS SERVED MORE THAN 1.5 MILLION VULNERABLE PEOPLE IN OVER 100 COUNTRIES AROUND THE WORLD

25
AÑOS



FUNDACIÓN
Real Madrid

EDUCACIÓN · COOPERACIÓN AL DESARROLLO · INCLUSIÓN



The Real Madrid Foundation celebrated its 25th anniversary this season with special actions and events. 25 years focused on the development of social-sports activities, based on education in values, with sport as a vehicle for social action. The education of children, especially those at risk of exclusion, development cooperation and the promotion of inclusive sport are the main lines of the programmes implemented by the Foundation aimed at improving the lives of those most in need.

During the season, the Foundation carried out 1,279 social-sports activities, programmes and projects in the fields of Education, Integration of vulnerable groups and Development cooperation, using sport as a tool while promoting the playing of sport and educational sport in more than 95 different countries on five continents, generating a major social impact, especially with respect to children. All this benefitted 98,505 individuals, with direct effects on 77,577 people through circuits, events and training, culminating in a total of 176,082 individuals directly impacted worldwide by Real Madrid Foundation.



Florentino Pérez chaired the meeting of Real Madrid Foundation's Board of Trustees in September 2022.



An ONCE lottery coupon paid tribute to Real Madrid Foundation's 25th anniversary.

The Foundation's mission, is to use sport to improve people's lives, whatever their circumstances or abilities, fostering the educational values of team sport and promoting

it as an instrument of social intervention, to contribute to the integral development of people and as a factor of integration for the benefit of those who suffer from any kind of marginalisation.

It prioritises the integration of minorities and refugees, promoting respect for diversity and adapting the playing of sport to the needs of people with functional or cognitive diversity.

Therefore, the National Organisation of the Blind (ONCE), with whom the Foundation collaborates on various initiatives, launched a special lottery ticket commemorating the 25th anniversary.



Emilio Butragueño, Iker Casillas and Isidoro San José, with the delegate of the Environment and Mobility, Borja Carabante and the managing director of EMT, Alfonso Sánchez, at the presentation of the travelling exhibition 'A journey through history'.

The Foundation also promotes and disseminates all the social-cultural aspects linked to sport, especially football and basketball, which can contribute to improving society and building a sustainable future. To mark its anniversary, the Historical Heritage

Centre, in collaboration with the EMT of Madrid, launched the first mobile exhibition of historical football posters to commemorate the 75th anniversary of the EMT and the Santiago Bernabéu Stadium.



The travelling exhibition 'A journey through history' by Real Madrid Foundation and EMT toured the streets of Madrid.



Event with the basketball community sports schools, in collaboration with Endesa.

The Foundation's activities are aimed at supporting the diversity of groups at risk of exclusion or social disadvantage, especially children, young people, people with disabilities

and migrants, hospitalised children, the homeless, families affected by domestic violence or terrorism, the unemployed and inmates, among others.



The Foundation's educational sport promotes a culture of peace in conflict zones and, through campaigns, encourages human values such as solidarity and health. In terms of social

impact, one of the most important lines of action is the implementation of international social-sports schools that combine the instrumental use of sport with the coverage of basic needs.

President Florentino Pérez received a group of beneficiaries from the Foundation's schools in Ukraine, who were invited to Madrid.



The World Football Summit Europe 2022, in Seville, dedicated a specific panel to the Foundation: "Football as a community tool: education, cooperation and inclusion".

In parallel, the Foundation is committed to the promotion of educational sport as a tool for social intervention for all, whatever their circumstances or abilities, using the power of our badge as a catalyst for change and individual and social improvement. This year, the prestigious World Football Summit chose to recognise all of the Foundation's work, especially its international aspect, on the occasion of the organisation's anniversary, with a special presentation on the Real Madrid Foundation projects in Seville.

Finally, once again this year, the Foundation's work has also included institutional and socio-cultural activities related to sport and the history of Real Madrid CF as a benchmark social, sporting and economic institution, through the management of the Real Madrid Historical Heritage Centre, guardian of the Club's memory.



Arbeloa represented the Foundation on its 25th anniversary at the 5th Costa Cálida Sport Business Congress in the Region of Murcia.

AWARDS AND ACKNOWLEDGEMENTS

The social impact of Real Madrid through its Foundation was recognised this season with various awards and accolades. The International Press Club Foundation recognised the Foundation with its award for the *Greatest International Impact*, thanks to the latter's socio-educational work in more than 90 countries and its efforts to disseminate and promote values through sport; Álvaro Arbeloa represented the Foundation at the 2022 International Journalism Awards ceremony, which was held in September in Madrid.



Arbeloa received the Foundation's International Repercussion Award from the International Press Club.



The Real Madrid Foundation was also one of the winners last October of the ASICOM Ibero-American Awards, organised by the Ibero-American Communication Association, in collaboration with the University of Oviedo and Interprotección. These awards recognise individuals and groups that collaborate in the advancement of this historical region in different fields, and was collected by Ricardo Gallego in Oviedo.

Ricardo Gallego at the University of Oviedo, in recognition of impact in Latin America.

Also in October, Iker Casillas, deputy to the general manager of the Real Madrid Foundation, received the Solidarity Sports award at the 19th Solidarity Awards of the

Festival of Nations held in Seville. The gala, presided over by the mayor of the city, was broadcast on the Foundation's OTT platform, Sport Values Academy TV.

In November, the Spanish Confederation of Teaching Centres (CECE) recognised the Real Madrid Foundation with the Award for Social Values for improving lives using sports to educate in values, integrate, and contribute to

society. Ricardo Gallego, ambassador of the Real Madrid Foundation, accepted the award, which was presented during the 49th National Congress of the CECE in Alicante.



Iker Casillas received the Five Nations Festival Award in Seville for the Foundation's Sport Values Academy TV Platform.



Silvia Montes-Jovellar, Director of the National Area, at the '360° paediatric oncology' conference at the Niño Jesús Hospital in Madrid.

For its part, the Red Cross presented the Real Madrid Foundation with an award in recognition of its collaboration in promoting values through sport. Emilio Butragueño, Real Madrid's Director of Institutional Relations, and Enrique

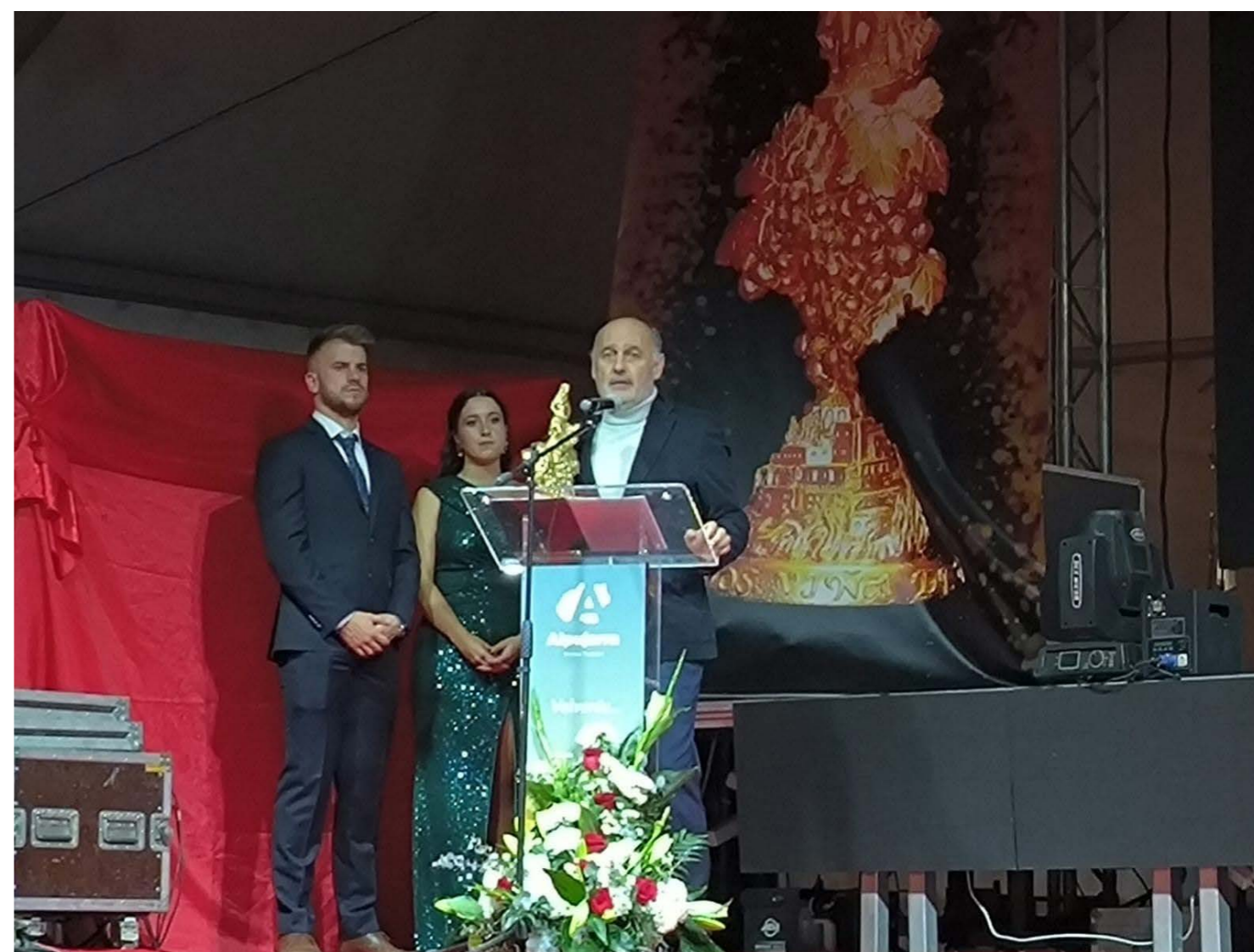
Sánchez, Executive Vice-President of the Foundation, received the award from Francisco Gabriel Sánchez Parodi, Regional Secretary of the Spanish Red Cross in the Community of Madrid.

Finally, the new year also began with awards. In January Ricardo Gallego, ambassador of the Foundation, travelled to the town of Torvizcón in Granada to collect one of the Viña de Oro 2023 awards on behalf of the Foundation, which

recognises the most noteworthy organisations and individuals of the year.

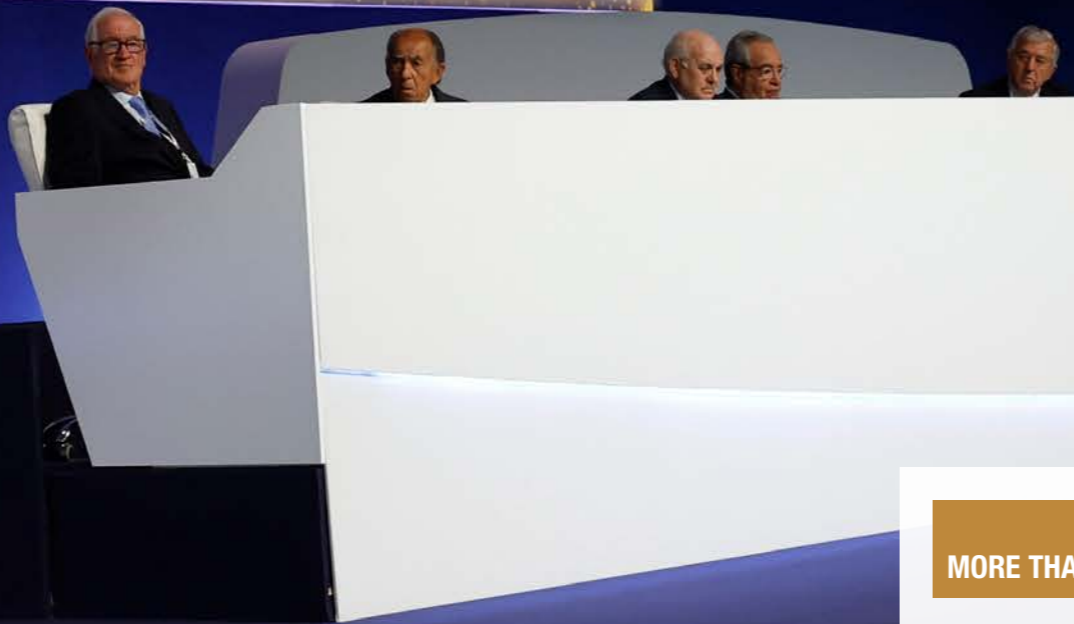


Emilio Butragueño received the Red Cross's award for the Foundation's work.



Ricardo Gallego, at the Viña de Oro Award Ceremony.

NATIONAL



MORE THAN **11,000** BENEFICIARIES OF THE COMMUNITY SPORTS PROGRAMMES AND PROJECTS IN SPAIN

153 NATIONAL PROJECTS

MORE THAN **450** PARTICIPANTS IN ADAPTED AND INCLUSIVE SCHOOLS

1,800 INMATES LEARN VALUES THROUGH SPORT

Florentino Pérez, during the 2022 Real Madrid Ordinary General Assembly held at Ciudad Real Madrid.

Madrid



FUNDACIÓN
Real Madrid



The President visited those taking part in the community sports basketball schools at Ciudad Real Madrid.

TABLE OF ACTIVITIES

PROJECT	No.	Beneficiaries
COMMUNITY SPORTS FOOTBALL SCHOOLS	37	3,777
COMMUNITY SPORTS BASKETBALL SCHOOLS	8	476
ADAPTED COMMUNITY SPORTS FOOTBALL SCHOOLS	3	25
INCLUSIVE COMMUNITY SPORTS FOOTBALL SCHOOLS	6	125
ADAPTED COMMUNITY SPORTS BASKETBALL SCHOOLS	15	272
INCLUSIVE COMMUNITY SPORTS BASKETBALL SCHOOLS	1	19
WHEELCHAIR COMMUNITY SPORTS BASKETBALL SCHOOLS	3	18
SHELTERS AND JUVENILE DETENTION CENTRES	28	1,481
PRISONS	30	1,831
HOSPITALS AND HEALTH	13	2,717
PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY	3	266
PROGRAMMES FOR THE HOMELESS	4	158
EMPRENDEPORTE PROGRAMMES	2	42
TOTAL	153	11,207

IN SPAIN

TOTAL: 153 SCHOOLS

Total of direct beneficiaries: **11,207**

37 FOOTBALL SOCIAL-SPORTS SCHOOLS

Madrid, Albacete, Ceuta, Córdoba, Guadalajara, Jaén, Jerez - Cádiz, Mazarrón and Puerto Lumbreras - Murcia, Mérida, Motril - Granada, Oviedo, Segovia, Sevilla, Tarancón - Cuenca, Toledo and Uceda - Guadalajara.

13 PROGRAMMES IN HOSPITALS

Madrid.

3 PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

Madrid.

4 PROGRAMMES FOR THE HOMELESS

Madrid.

28 SCHOOLS IN SHELTERS AND DETENTION CENTRES

Madrid, Alicante, Ciudad Real, Córdoba, León, Melilla, Murcia, Santander, Sevilla and Valencia.

8 BASKETBALL SOCIAL-SPORTS SCHOOLS

Madrid.

3 WHEELCHAIR BASKETBALL SOCIAL-SPORTS SCHOOLS

Madrid.

3 ADAPTED SOCIAL-SPORTS FOOTBALL SCHOOLS

Madrid.

15 FOOTBALL SCHOOLS IN PRISONS

Madrid, León, Murcia, Oviedo - Asturias, Palencia, Segovia, Toledo and Valladolid.

15 ADAPTED SOCIAL-SPORTS BASKETBALL SCHOOLS

Madrid.

2 "EMPRENDEPORTE" PROGRAMMES

Madrid.

15 BASKETBALL SCHOOLS IN PRISONS

Madrid, León, Murcia, Palencia, Segovia, Toledo and Valencia.

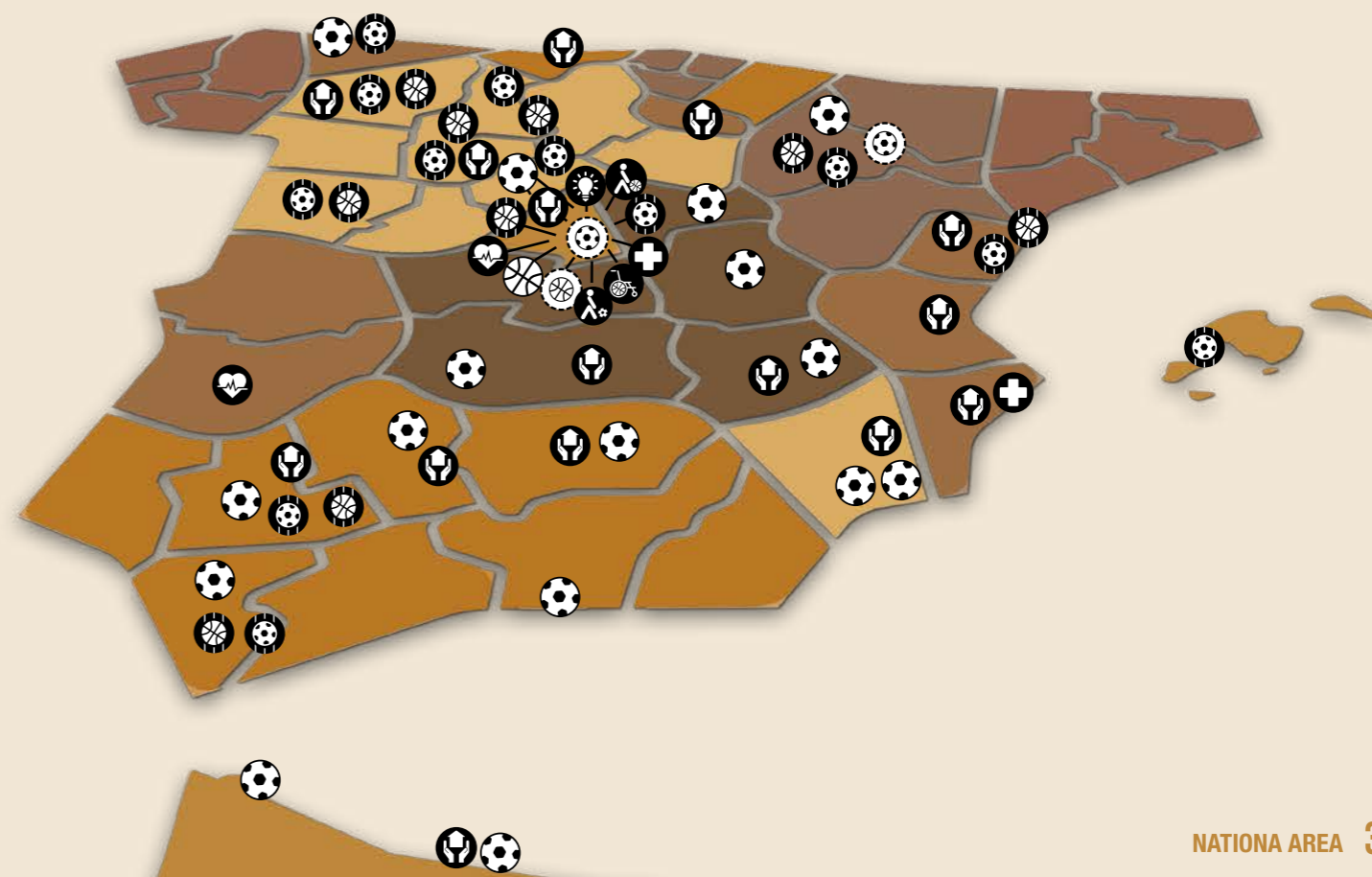
6 INCLUSIVE FOOTBALL SOCIAL-SPORTS SCHOOLS

Madrid and Zaragoza.

1 INCLUSIVE BASKETBALL SOCIAL-SPORTS SCHOOL

Madrid.

- SOCIO-SPORTING FOOTBALL SCHOOLS
- FOOTBALL SCHOOLS IN PRISONS
- PROGRAMMES IN HOSPITALS
- ADAPTED SOCIAL-SPORTS BASKETBALL SCHOOLS
- PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY
- "EMPRENDEPORTE" PROGRAMMES
- PROGRAMMES FOR THE HOMELESS
- PHYSIOTHERAPY PROGRAMMES FOR NEUROLOGICAL DISEASES
- SCHOOLS IN SHELTERS AND DETENTION CENTRES
- BASKETBALL SCHOOLS IN PRISONS
- BASKETBALL SOCIAL-SPORTS SCHOOLS
- INCLUSIVE FOOTBALL SOCIAL-SPORTS SCHOOLS
- WHEELCHAIR BASKETBALL SOCIAL-SPORTS SCHOOLS
- INCLUSIVE BASKETBALL SOCIAL-SPORTS SCHOOL
- ADAPTED SOCIAL-SPORTS FOOTBALL SCHOOLS





Special training by the Foundation's youth academy, with inclusive schools at Luis Aragonés municipal sports centre in Madrid.

NATIONAL AREA

In Spain, the Foundation has run 153 schools and projects this season, catering to over 11,000 beneficiaries, mostly socially disadvantaged children.

In Spain, the number of social-sports schools and projects reached 151, directly benefitting more than 11,000 people, mostly socially disadvantaged children thanks to the system of full and partial scholarships. Of particular note was the inclusion of a team representing Real Madrid C.F. in LaLiga Genuine for people with different cognitive abilities, as well as the diversification of the children's basketball programme in hospitals to include child and adolescent psychiatry departments, to contribute to the treatment and prevention of mental illnesses in young people, at the request of the Community of Madrid.

Other achievements of the season include the forging of new alliances to ensure the sustainability of project and the launch of new football social-sports schools aimed at integration in Oviedo and Cádiz, and the pilot projects for senior schools that deploy the philosophy of education in values to all family members.



SOCIAL-SPORTS SCHOOLS IN SPAIN

The 45 football and basketball social-sports schools of the Real Madrid Foundation in Spain, were attended by more than 4,250 boys, girls and young people this season; 476 children in basketball and 3,777 football. These are boys and girls who, whatever their circumstances, are able to play value-based football and basketball while wearing the badge of their dreams.

The sports coaches are specifically trained by the Real Madrid Foundation Training Division to implement the *For a REAL education: Values and Sport* methodology in the different disciplines. *Introduction to Basketball with Values* in basketball, and *Coaching Football, Teaching Values*, in football. In each weekly training session, coaches combine physical exercise with work on the values inherent to Real Madrid and team sports (respect, camaraderie, motivation, responsible independence, committed self-esteem, equality, and healthy lifestyle habits such as hygiene, nutrition, and physical activity), directly linked to Sustainable Development Goals (SDGs) 3, 4, and 5 of the 2030 Agenda.

The Mayor of Albacete, Emilio Sáez Cruz, received Lázaro Arbeloa and Alejandro Fernández de las Peñas, Commercial Manager of the Corporate Education and Marketing Area at "La Caixa" Foundation, at Albacete community sports school.

Each school has at least 15% and up to 100% of the spots reserved for socially disadvantaged young people or those at risk of social exclusion, thanks to the Foundation's system of full and partial scholarships, including a collaboration with the Spanish Red Cross and with the public social services in each location, as well as with the patrons that make it possible.

This 2022-23 season kicked off with the presentation of a new school in Cádiz. 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 launch the new football project for social integration in the city of Cádiz. The event was attended by the municipal delegate for Sports, José Vera; the director of the Novo Chiclana School, Juan Antonio Benítez, and the director of the football social-sports schools of the Real Madrid Foundation, Rafael García Cortés.

Likewise, Alfredo Canteli, Mayor of Oviedo, received a delegation from the Foundation headed by the ambassador Ricardo Gallego, for the presentation of the new football social-sports school, with the collaboration of Unicaja Banco, which is being run at the municipal ground of San Claudio in Oviedo.



Felipe Reyes, at the 10th anniversary of Westfield Parquesur and the Foundation in Leganés.



Vallejo at the football social-sports school in Torrejón de Ardoz, Madrid.

Meanwhile, some schools were visited by Real Madrid icons such as Jesús Vallejo, first team defender, who visited the social-sports school in Torrejón de Ardoz. He was accompanied by the mayor, Ignacio Vázquez, and Alejandro Fernández de las Peñas, Commercial Manager of the Corporate Education and Marketing Area of the "la Caixa" Foundation. The player expressed his enthusiasm for the visit and pointed out that "the Foundation does magnificent work. Sport encompasses several values that should be taught from a young age so that children can grow up with them and so that they come naturally to them in the future. I love the fact that these initiatives also have a social aspect as well as a sporting one".

In a similar vein, the mayor of Albacete, Emilio Sáez Cruz, received Álvaro Arbeloa, ambassador of Real Madrid and Alejandro Fernández de las Peñas, from the "la Caixa" Foundation; Pablo Burillo, president of the Castilla-La Mancha Football Federation Foundation (FEDEFAM); Francisco Pérez del Campo, president of the Local Committee of the Red Cross in Albacete; and Rosa García Fernández de Sevilla, director of Cáritas Albacete, during their visit to the Real Madrid Foundation social-sports school in Albacete.

Meanwhile, Rafa García Cortés, director of the football schools, was received by the mayor of Mazarrón (Murcia), Gaspar Miras, on his visit to the social-sports project that has been running in the town for 10 years and which has been supported by Ecopilas since this season.

Ecopilas is also the partner for the sustainability of the school in Segovia, where Álvaro Arbeloa accompanied José Pérez, president of Ecopilas during their visit to the social-sports school where they were received by the mayor Clara Martín. The three entities have been working together for 12 years, ensuring support for more than fifty children between 5 and 16 years of age each season. Up to 50% of the places are reserved for students at risk of exclusion or social disadvantage who are attended to by the Red Cross and Caritas.

At the basketball schools it was the ambassador of Real Madrid and its Foundation, Felipe Reyes, who visited the Westfield Parquesur shopping centre to celebrate the 10th anniversary of collaboration of this entity with the Foundation's basketball social-sports school in the municipality of Leganés (Madrid). There he was received by the director of Westfield Parquesur, Enrique Bayón, and together they visited the centre where the beneficiaries of the Foundation took part in various exhibitions and recreational-sports activities to celebrate this decade of collaboration.



Arbeloa at the football social-sports school in Segovia.



Felipe Reyes at a basketball training session with the Leganés school in the Westfield Parquesur shopping centre.



Of note is the Compañer@s programme carried out in collaboration with the Mutua Madrileña Foundation for children who are victims of domestic violence, as well as the collaboration with the Victims of Terrorism Foundation and the Ministry of Justice of the Community of Madrid for the care of children who come from families victims of terrorism.

In this 2022-23 season, the beneficiaries of the social-sports schools were once again able to take part in the tournaments at Real Madrid City, with more than a thousand participants on each occasion, as well as in the 5th Socio-cooperation Day for the Foundation's schools in the of the Southern Area, which was held in Chiclana de la Frontera (Cádiz). An event with more than 300 players from the Foundation's schools in Jerez de la Frontera, Seville, Cordoba, Motril (Granada), Merida, Puerto Lumbreras (Murcia) and Chiclana de la Frontera. The day began with an honorary kick-off by the mayor of Chiclana de la Frontera, José María Román, accompanied by Miriam Mateo, delegate in Andalusia and Ceuta of the "la Caixa" Foundation, representing the schools in Jerez de la Frontera, Mérida, Puerto Lumbreras and Motril, with which it collaborates, and Rafael García Cortés, director of the Foundation's football schools. Along with the traditional collection of batteries with the support of Ecopilas, new challenges were set this year to further promote the values of sport such as respect, equality, camaraderie, motivation to try hard and responsible independence.



Basketball social sports tournament held at the Real Madrid City pavilion.



Iker Casillas visits the 2nd World Challenge Foundation.

In line with promoting respect for the environment and recycling, Real Madrid City hosted over a thousand children during the Foundation's schools tournament, representing 22 social-sports schools. One of the 14 events included activities that promoted environmental awareness in association with Ambilamp (Association for the Recycling of Lighting) as a complementary activity to the football matches. The aim was to educate those involved on the correct recycling of light bulbs, within the framework of the recreational-educational actions on respect for the environment promoted by the Foundation, as part of its training programme for children. The children involved in the tournament were able to participate in the 2nd World Challenge, inaugurated by Iker Casillas, and in activities to welcome the children from the schools in Ukraine who visited Madrid.

The Foundation's social-sports tournaments include days of friendly football and basketball matches. The beneficiaries of the different schools play together in matches with an educational focus that tests what they have learned helps them to assimilate and practice the team values they learn in the weekly training sessions.

The schools are supported by various entities such as the "La Caixa" Foundation, Endesa, Banco Santander, Ecopilas, Exolum, Unicaja Banco and many others.



Football social-sports tournament held at the facilities of Real Madrid City.



The Foundation's Genuine team in a tournament stage match in Barcelona.

ADAPTED AND INCLUSIVE SCHOOLS IN SPAIN

AND

In terms of attention to diversity, the inclusive, adapted and wheelchair football and basketball social-sports schools are developed in collaboration with disability organisations, including: ConecTEA Foundation, Down Madrid, A LA PAR Foundation, Ana Carolina Díez-Mahou Foundation and Atades. The projects are aimed at children with Down syndrome, pervasive developmental disorders (PDD), intellectual disability and autism spectrum disorders (ASD). Their purpose is to bring quality sport and value-based sport closer to these disadvantaged groups and, whenever possible, try to integrate them into a social-sports school with colleagues without disabilities. These projects are also sponsored by Endesa, El Corte Inglés, and Signus.

In this line, this season, Real Madrid joined LaLiga Genuine Santander, created for the competition of players with different intellectual abilities, through the inclusive social-sports schools that the Real Madrid Foundation has been running for 13 years in the field of diversity and education.

Currently, the Foundation has 459 beneficiaries with different intellectual abilities or functional diversity in its projects in adapted and inclusive social-sports schools. The objective is to guarantee equal opportunities for access to quality educational sport for all.

Iker Casillas, deputy to the general manager of the Real Madrid Foundation, attended the

second training session of the beneficiaries of the Foundation's inclusive and adapted football social-sports schools who participate on behalf of Real Madrid in LaLiga Genuine. It was a very special meeting for these youngsters, who had the opportunity to demonstrate the enthusiasm with which they train at Real Madrid City.

A total of 28 diversity-oriented projects have been implemented, including 19 inclusive basketball schools (wheelchair and adapted) and 9 inclusive or adapted football schools, enabling 459 beneficiaries with disabilities to enjoy these high-quality educational sports programmes for all. Real Madrid is LaLiga club with the largest number of players with different abilities.

Also noteworthy was the activity carried out with the Real Madrid sports area in the organisation of a match for integration between the Under-18 A and the Foundation's Luis Aragonés inclusive social-sports school. Inclusive activities are beneficial for all participants, those with and without disabilities.

Of particular note this season was the renewal of the collaboration with Endesa. The president of Real Madrid, Florentino Pérez, accompanied by ambassador Felipe Reyes, received the CEO of Endesa, José Bogas, at Real Madrid City to sign the partnership agreement, which has now been in place for 13 seasons. The alliance



Musa took part in an event with students from an adapted basketball school in Ciudad Real Madrid sports hall.

ensures the sustainability of the Real Madrid Foundation's adapted and inclusive basketball social-sports schools in Spain, Portugal and Morocco which aim to bring sport and its values closer to children at risk of exclusion. After the signing ceremony, they moved to the basketball pavilion at the Real Madrid City to attend an exhibition by the beneficiaries of the Foundation's adapted basketball school at the Fernando Martín Municipal Sports Centre.

Real Madrid, through the Foundation's adapted basketball social-sports schools, is one of the founding clubs of the Euroliga's corporate social responsibility programme, One Team, which uses sport as a tool for social change. Through activities such as exhibitions held during half-time at matches, or through

actions with Real Madrid basketball players such as William Goss, Musa and Hanga, etc., it advocates for more equal opportunities,

In addition, Real Madrid ambassador Felipe Reyes visited the beneficiaries of the wheelchair basketball social-sports school that the Real Madrid Foundation runs in Getafe with the collaboration of Signus, the organisation responsible for the management of end-of-life tyres in Spain. The project, which started in the 2016-17 season, supports half a dozen young people with physical functional diversity at the Jorge Guillén primary school in Getafe. These schools promote coaching in values as a means to increase the personal development of students and encourage independence in their daily lives.

The basketball social-sports tournament at the Real Madrid City pavilion welcomes all the schools, whether they are social-sports, inclusive or adapted schools, on different days. During these special sessions, families and volunteers can participate on the court, as was the case of the volunteers from UPS, patron of the wheelchair basketball schools, which this season extended its collaboration to the Foundation's projects in Europe. Romina Lorenzo, general manager of UPS Spain and Portugal, participated for the first time in the tournament, during an event in which more than 150 beneficiaries of the adapted social-sports schools were able to play at the pavilion.

These events allow the beneficiaries to practice what they learn in the weekly sessions

and share the court with all types of players, regardless of their abilities, sharing the values of Real Madrid and of a sport that everyone loves,

Another notable inclusive activity was organised by Endesa with the premise that sport and culture should be accessible to everyone, regardless of their situation. In this regard, it brought together the Rafa Nadal Foundation and the Real Madrid Foundation at the Caja Mágica in Madrid for a sports and cultural event in which more than 30 children took part. The beneficiaries of the Foundation's inclusive basketball schools and those of the Rafa Nadal Foundation Centre in Madrid came together for the *Sport and Culture for All* event.



The trainers-educators are specifically trained to develop the foundation's *For a Real Education: values and sport methodology* in the different disciplines.

The schools are supported by entities such as "La Caixa" Foundation, Endesa, HSBC, GSK, Banco Santander, Ecopilas, Exolum and Liberbank.

The inclusive and adapted football and basketball schools are run in collaboration with organisations specialising in the field of disability such as Fundación ConecTEA, Down Madrid, Fundación A la Par and Atades Zaragoza.

**PROGRAMMES
JUVENILE CENTRES**

IN

During the 2022-23 season, 28 social-sports programmes were carried out in children's shelters and detention centres, in collaboration with the Ministry of Family and Social Affairs of the Community of Madrid, the Agency for Re-education and Reinsertion of Juvenile Offenders and the Diagrama Foundation. This is three more projects than the previous season, benefiting 1,481 children, girls, boys and

adolescents, who were able to enjoy 36 weeks of sports and educational activities focused on values with Real Madrid Foundation coaches in different autonomous communities.

This season, Concepción Dancausa, Regional minister of Family, Youth and Social Policy of the Community of Madrid, accompanied Iker Casillas, the deputy to the general manager

of the Real Madrid Foundation, on a visit to the Chamberí children's home, where the Foundation has been running a weekly social-sports programme for almost 15 years. This home is one of the 28 shelters and detention centres for children in which the Real Madrid Foundation works throughout Spain, 13 of them in Madrid, for children under the care of the public authorities due to abandonment or

family problems. The beneficiaries were thrilled to experience a different kind of day in which they were able to have their photograph taken with a football legend. Casillas showed great compassion for these children, boys and girls, whom he encouraged to continue playing sport and enjoying themselves with their peers, without forgetting their obligations at school, and to always strive to give their best in every aspect.



Iker Casillas visited the football school at Chamberí Children's Home (Madrid).



Concepción Dancausa accompanied Butragueño and the Real Madrid ambassadors in the "No child without a present at Christmas" campaign.



Football training at the Leganés shelter.



Basketball training at the Teresa de Calcuta centre in Brea de Tajo, Madrid.

A thousand children throughout Spain take part in these football or basketball programmes focused on values. More than 700 of them are in shelters in the Community of Madrid, and they are also beneficiaries of the “At Christmas, no child without a gift” campaign, which this year served 1,380 children in centres and hospitals.

The programme is supported Caixabank, the Mutuallidad de la Abogacía Foundation and HSBC, as well as the resources generated by sporting events carried out by the Foundation

such as fun runs or charity padel circuits. A new collaboration agreement was reached this season with the Cajasol Foundation, which has been incorporated as a new partner in this line of projects in Andalusia.

In this regard, the Real Madrid Foundation and the Mutuallidad Abogacía Foundation held an event to present the prizes for the 2nd Charity Football Tournament in which the director of Institutional Relations of Real Madrid, Emilio Butragueño, and the president of the Mutuallidad Abogacía

Foundation, Enrique Sanz Fernández-Lomana, took part. The profits have been allocated to the social-sports programme in detention centres in the Community of Madrid, Andalusia, Castilla-La Mancha, Valencia, Murcia and the Autonomous City of Melilla, to contribute to the re-education and future reintegration of 300 minors who have had problems with the law.

As the main sponsor of the programme, HSBC continues to support these programmes, which is why Emilio Butragueño received Pablo López-

Henares, CEO of HSBC Spain, at Real Madrid City for the renewal of the collaboration agreement. Thanks to HSBC's support, the Real Madrid Foundation will continue to attend to minors, boys and girls in shelters, with weekly educational sports activities, to support the development of values such as respect, motivation to improve, camaraderie, committed independence, healthy habits, equality, responsible self-esteem and solidarity.

**MORE THAN A THOUSAND CHILDREN
PLAY FOOTBALL AND BASKETBALL WITH THE REAL
MADRID FOUNDATION, IN SHELTERS**



Basketball activity at El Encinar children's home in Madrid.

BASKETBALL IN HOSPITALS

PROGRAMME

The Real Madrid Foundation's children's basketball programme in hospitals is a weekly activity carried out in public and private centres, in collaboration with the hospitals and medical staff. Through various recreational-educational materials, the coaches accompany and teach values to the children admitted during long periods of convalescence, working on their emotional recovery, with adapted sport as a vehicle for action, and providing some respite for parents.

Particularly noteworthy this season is the increase in the number of projects in the child and adolescent psychiatry, with six hospitals now working in this area, in addition to the long-standing children's basketball programme in hospitals for children with cancer, which has been running for nearly 20 years.

The programme is carried out in 11 hospitals, and has attended to 1207 minors. To run this line of projects, the Real Madrid Foundation continues to have the support of the AMA Foundation and Medical Service Care.

Similarly, in the area of support for sick children, the Real Madrid Foundation continued to collaborate with major NGOs that cater to seriously ill and evicted children, such as Pequeño Deseo, Make a Wish, Juegaterapia, the Aladina Foundation, and Petit Princess, so that the children's dreams of meeting the players, visiting the Santiago Bernabéu stadium, seeing their favourite legends or visiting Real Madrid City can come true.

In this sense, Real Madrid once again honoured its commitment to visit children hospitalised in

the Spanish capital, an event organised by the Foundation. Coaches Carlo Ancelotti, Chus Mateo and Alberto Toril visited the Hospital Universitario Sanitas La Zarzuela, while Benzema, Nacho, Lull, Rudy, Ivana and Kenti Robles visited the Hospital Universitario Sanitas La Moraleja to hand out gifts to the little ones.

The members of the football and basketball squads fulfilled the children's dreams by signing autographs and taking photographs with them, in an event that forms part of the Real Madrid Foundation's Christmas campaign. The players visited more than 1,500 children admitted to the most important children's hospitals in Madrid, where the Foundation runs permanent projects.

Support for health prevention was promoted again this year through participation in various

campaigns and forums on prostate cancer, childhood oncology and ELA, among other illnesses. The director of the national area of the Foundation, Silvia Montes-Jovellar, took part in the *360° paediatric oncology* conference, directed by the prestigious paediatric oncologist Luis Madero and organised by EducaMed at the Niño Jesús Hospital in Madrid. There, the Foundation has been running social-sports projects for more than 15 years for hospitalised children. The conference addressed various perspectives on the treatment and humanisation of paediatric oncology patients, with discussions covering aspects such as patient care, research, nursing, and the role of children's foundations aimed at improving the lives of these young patients.



Activity as part of the children's basketball programme at Niño Jesús Hospital in Madrid.



Final of the inter-prison tournament held at Madrid II prison.

D E T E N T I O N CENTRE PROGRAMME

The Real Madrid Foundation's work in detention centres has been one of its most long-standing initiatives and since the outset it has done so in partnership with the Padre Garralda-Horizontes Abiertos Foundation and the Interior Ministry's General Secretariat for Penitentiary Institutions. During the 2022-23 season, the work to promote social inclusion through sport and its values continued with 30 valued-based football and basketball projects in detention centres, benefiting 1,831 inmates in prisons throughout Spain.

Pioneers in the use of sport in prisons to contribute to the re-education of inmates with positive values, the practice of physical activity and sport has now become part of the prison environment as a kind of acquired right for inmates, as it is part of the integral development of the person in this type of context. In this regard, last season the Real Madrid Foundation published the "Values that change lives" manual, which specifically addresses education in values through sport in prisons and juvenile detention centres. In the 2022-23 season,

all coaches in these types of projects have been trained in the new manual.

Ricardo Gallego, ambassador of the Real Madrid Foundation, was in charge of presenting the trophies for the Real Madrid Foundation's Inter-Penitentiary Centre Tournament. The physical activity programme in prisons, which has twice received the medal for merit in prisons from the Ministry of Interior, has been running in centres throughout Spain for 20 years, contributing to the re-education of inmates, steering them

away from harmful practices and alleviating tensions between inmates and prison staff.

The final of the football tournament was resumed this year after the pandemic and brought together 12 of the penitentiary centres (Community of Madrid, Castilla León and Castilla-La Mancha) in which the Real Madrid Foundation works.



Participants in the programme for homeless individuals with the Red Cross at the Temporary Shelter for Immigrants in San Blas, Madrid.



Beneficiaries of Emrendeporte took part in the basketball community sports school tournament.

H O M E L E S S PEOPLE

This season, the line of sports-based programmes for the homeless has incorporated a new project, bringing the total to four locations in Madrid where weekly sessions are held. These sessions have catered to 158 individuals each week in collaboration with the Madrid City Council, Spanish Red Cross, San Martín de Porres Foundation, and Father Garralda-Horizontes Abiertos Foundation.

The Real Foundation organised a friendly Christmas match that brought together beneficiaries of the sports programme for homeless people. The participants of the programme, which is run with the Red Cross and the San Martín de Porres Foundation, shared a

very special day together. In all cases, the aim is to contribute to the emotional recovery of the participants, thus contributing to their social reintegration.

In addition, this season the Foundation collaborated in the presentation of the documentary “Invisibles”, which describes the problems of homeless people in Madrid and shows how sport serves as an emotional crutch to help these individuals overcome their situation.

Álvaro Arbeloa, ambassador of Real Madrid and its Foundation, attended the presentation of the documentary *Invisibles. Te podría pasar a*

“ E M P R E N D E P O R T E ” PROGRAMME FOR THE UNEMPLOYED

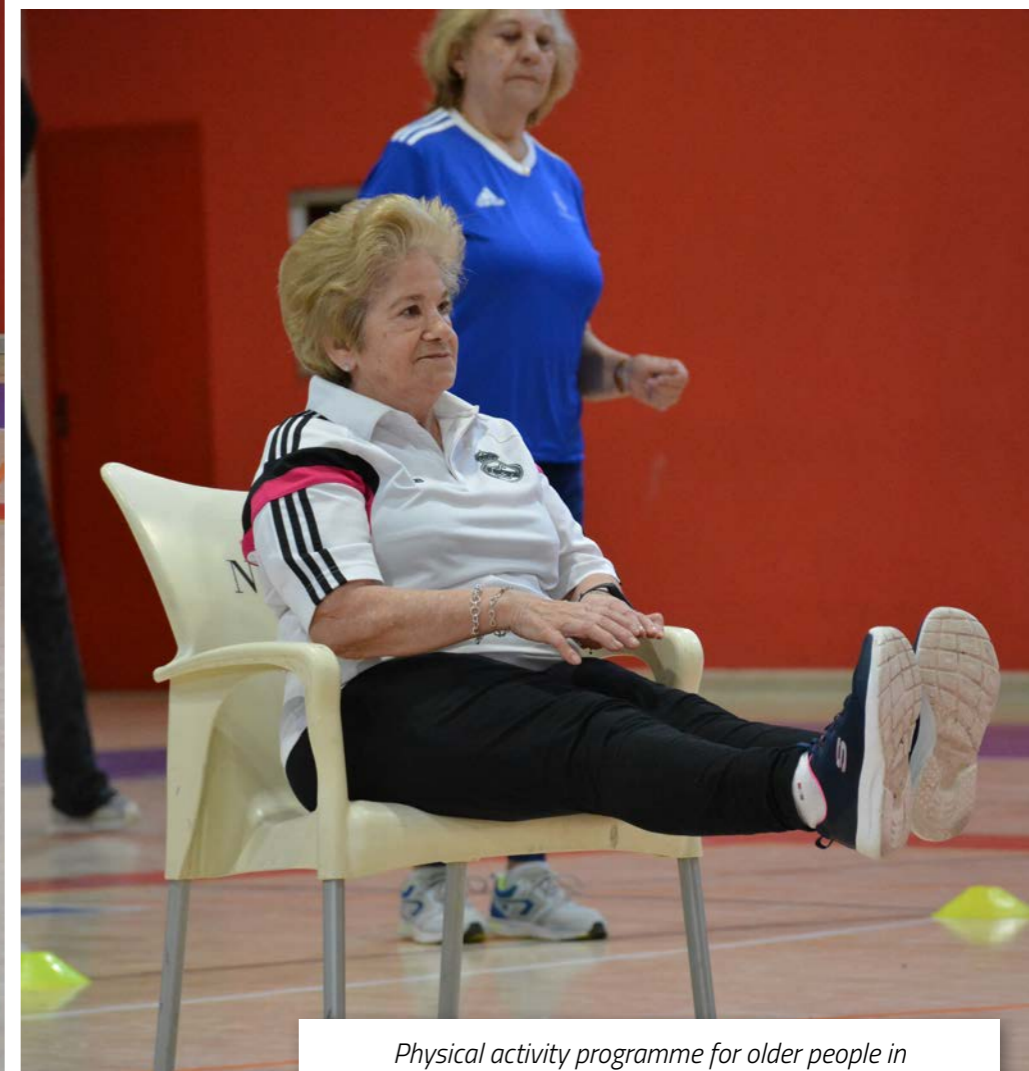
ti, (Invisible, it could happen to you) directed by Daniel Landa and produced by Miguel Sierralta. The event at the Cine Callao was chaired by the Deputy Mayor of the capital, Begoña Villacís, and was also attended by Father Ángel, President of Mensajeros de la Paz (Messengers of Peace).

The movie, which addresses the situation of homeless people in Madrid, includes testimonies from individuals within this community, as well as from social workers from various organisations like the Foundation who work to promote their social reintegration. Its screening in cinemas will support the programmes of both the Foundation and Messengers of Peace.

Along similar lines, the Emrendeporte programme for the long-term unemployed continued to operate, with almost fifty participants.

With two centres in Madrid city, located in the Pradillo and Plata y Castañar municipal sports centres, the programme includes physical exercise sessions, specific training for active job searching and incentives and motivational activities through participation in the Foundation's events such as charity races and other recreational-educational activities.

It is important to highlight that around 18% of the participants found a job before finishing the course.



Physical activity programme for older people in Canal de Isabel II (Madrid) sports facilities.

PHYSICAL EXERCISE PROGRAMMES FOR THE ELDERLY

The Physical exercise programme for the elderly of the Real Madrid Foundation, which promotes active ageing, had more than 230 participants last season. The project is carried out weekly at the sports facilities of Canal de Isabel II, with weights and stretching circuits, team games and individual exercises.

In addition, the elderly participants can also enjoy educational talks on maintaining healthy lifestyle habits. In this regard, Iker Casillas and Luis Díaz-Rubio, general manager of Janssen Iberia, presented the renewal of the collaboration between the Foundation and the pharmaceutical company for the awareness

campaign for the prevention of prostate cancer "Que no te pille fuera de juego" (Don't get caught offside). This collaboration, now in its fourth consecutive year, aims to raise awareness on the early detection of prostate cancer, emphasising the importance of regular check-ups for men aged 50 and over. Prostate cancer is the most common type of cancer in men in Spain and it is estimated that it will affect one in five men at some point in their lives.

The campaign kicked off in November, the traditional month for raising awareness about men's health in general and prostate cancer

in particular. It extended until 11 June 2023, coinciding with World Prostate Cancer Day. Its content will be developed through messages on the social media channels of the Real Madrid Foundation, which have almost 5 million followers, and one of its *hashtags* will be #InspecciónTécnicadeVarones, traditionally promoted by Janssen to emphasise these important periodic prostate check-ups. According to the Foundation's deputy to the general manager, Iker Casillas, "with this campaign, in addition to raising awareness, we are supporting the sustainability of the physical exercise programme for the over-65s of the Real Madrid Foundation, which, by promoting

active ageing, is also a form of prevention". For his part, Luis Díaz-Rubio pointed out that "Janssen's collaboration with the Real Madrid Foundation is a fundamental part of the task of raising awareness about prostate cancer, given its experience, professionalism, and the need it fulfils in conveying healthy habits to the population".

Among the Foundation's activities in the 2022-23 season with adult beneficiaries, it is also worth highlighting the launch of senior schools as a pilot programme, as well as the adapted sports school for adults.



98,505 BENEFICIARIES IN **95** COUNTRIES
1,250 PROJECTS AND ACTIVITIES

AMERICA

126
SCHOOLS
17,055
BENEFICIARIES

115
ACTIVITIES PROMOTING
EDUCATIONAL SPORTS
11,574
BENEFICIARIES

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

AFRICA

53
SCHOOLS
10,738
BENEFICIARIES

4
ACTIVITIES PROMOTING
EDUCATIONAL SPORTS
630
BENEFICIARIES

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

EUROPE

18
SCHOOLS
1,585
BENEFICIARIES

527
ACTIVITIES PROMOTING
EDUCATIONAL SPORTS
19,356
BENEFICIARIES

- BULGARIA
- HUNGARY
- ITALY
- POLAND
- PORTUGAL
- ROMANIA
- UNITED KINGDOM
- UKRAINE
- AUSTRIA
- BELGIUM
- CROATIA
- FINLAND
- FRANCE
- GERMANY
- GREECE
- MALTA
- MONTENEGRO
- NETHERLANDS
- SWEDEN

MIDDLE EAST

24
SCHOOLS
3,263
BENEFICIARIES

21
ACTIVITY PROMOTING
EDUCATIONAL SPORTS
2,152
BENEFICIARIES

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

ASIA-PACIFIC

24
SCHOOLS
2,680
BENEFICIARIES

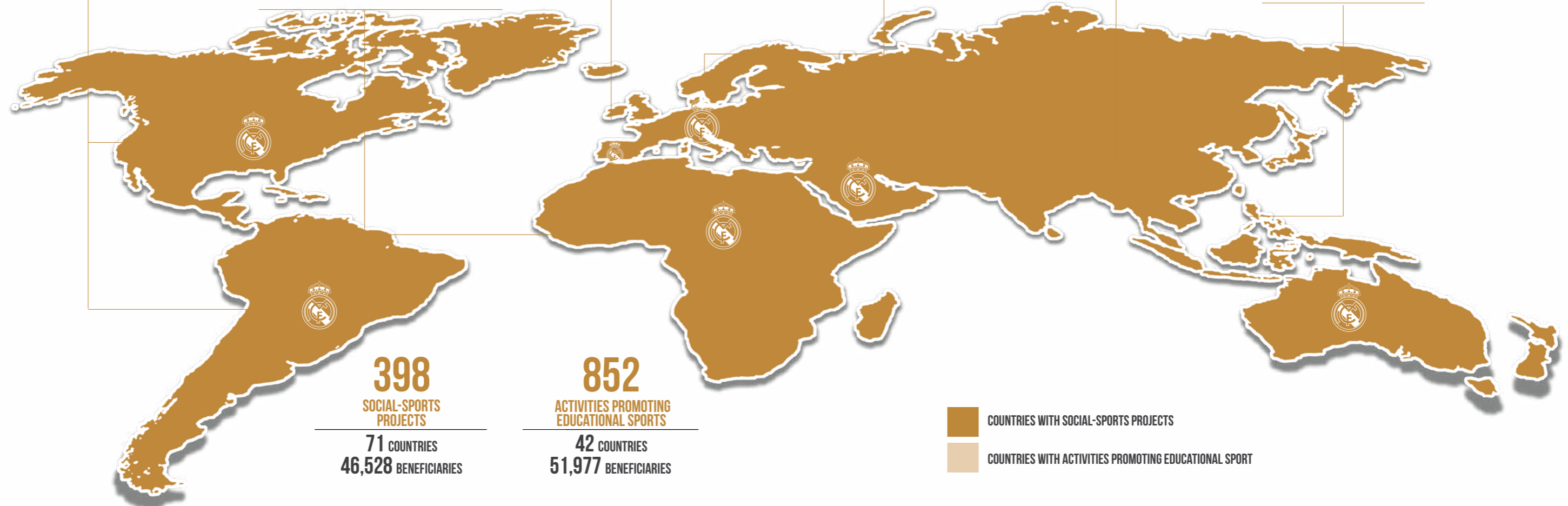
44
ACTIVITIES PROMOTING
EDUCATIONAL SPORTS
5,742
BENEFICIARIES

- AUSTRALIA
- BHUTAN
- CAMBODIA
- CHINA
- INDIA
- INDONESIA
- THE PHILIPPINES
- JAPAN
- MALAYSIA
- SINGAPORE
- SOUTH KOREA
- THAILAND
- UZBEKISTAN

153
PROJECTS
11,207
BENEFICIARIES

141
ACTIVITIES PROMOTING
EDUCATIONAL SPORTS
12,523
BENEFICIARIES

- SPAIN



INTERNATIONAL

245 FOOTBALL AND BASKETBALL SCHOOLS

35,321 CHILDREN

70 COUNTRIES ON FIVE CONTINENTS

EDUCATION, DEVELOPMENT COOPERATION AND INTEGRATION PROJECTS

47,318 CHILDREN RECEIVE HEALTH AND NUTRITION RELATED ACTIVITIES

41,318 CHILDREN RECEIVE ACADEMIC SUPPORT

16,244 CHILDREN TAKE PART IN INCLUSION AND COMMUNITY FAMILY SUPPORT ACTIVITIES

7,789 CHILDREN TAKE PART IN COMMUNITY PYSCHOLOGICAL SUPPORT ACTIVITIES





Beneficiaries of the community sports school with the IIMC in India.

INTERNATIONAL AREA

Real Madrid Foundation closed the season with 245 projects in 70 countries, serving almost 35,321 beneficiaries. Particularly worthy of note is the number of girls taking part (11,754, or 33%), which is a milestone in developing countries in the Americas, Africa and the Middle East, in line with the Agenda 2030 Sustainable Development Goals.

The International Area of the Real Madrid Foundation ended the 2022-23 season in an international context marked by the war in Ukraine. Likewise, tension has escalated between China and Taiwan, and conflicts in the Middle East persist, as does the lack of opportunities in Africa, leading to an increase in the number of African migrants arriving on the shores of Europe. In Latin America, political crises, poverty and migratory flows mark a very complex time in the region, which affects the countries in which the Foundation operates, with serious consequences for vulnerable groups and, in particular, for the displaced population.



The Alma Europa Cup brought together beneficiaries from 10 countries with the collaboration of MBRGI.

With 245 social-sports projects of the Foundation in 70 countries, serving 35,321 beneficiaries, the volume of participating girls is particularly noteworthy, 11,754, almost 30%, which is a real milestone in developing countries in America,

Africa and the Middle East, in line with the Sustainable Development Goals of the 2030 Agenda, especially SDG3 (Health and Wellbeing), SDG4 (Inclusive and Quality Education) and SDG 5 (Gender Equality and Women's Empowerment).

During the season, the Foundation has partnered with Abbott globally in the fight against malnutrition. This initiative has been implemented in the United States, India, Colombia, Kenya, Israel, Brazil, and Mexico. Workshops were held

for coaches and social workers and the "Run against malnutrition" sports challenge was held at Real Madrid City, which attracted a thousand participants.

In its commitment to excellence, independent financial and quality audits have been conducted with EY on social-sports schools and projects in the Philippines, Indonesia, Colombia and Mauritania. Once again, beneficiaries of various programmes visited Real Madrid City, from schools in Portugal, Romania, Ukraine, Chile and Costa Rica. Representatives from schools in Bulgaria, Hungary, Portugal, Ukraine, Morocco, Romania, Bahrain, Egypt and Jordan took part in the 9th Alma Cup in Valdebebas, with the support of the Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI) group, patron of the Foundation in the Middle East and North Africa. For three days, the boys and girls from ten countries were able to enjoy sport, put into practice what they learned in their training sessions and get to know Madrid, in a unique cultural exchange in which they shared their values and their love of football and Real Madrid.



Florentino Pérez greeted the beneficiaries of the Ukrainian schools at Real Madrid City.



AFRICA

Angola, Benin, Burundi, Cape Verde, Cameroon, Ivory Coast, Chad, Egypt, Gabon, Equatorial Guinea, Kenya, Madagascar, Morocco, Mauritania, Mozambique, Nigeria, Republic of Congo, Democratic Republic of Congo, Rwanda, São Tomé and Príncipe, Senegal, Sierra Leone, Tanzania, Togo and Uganda.

In Africa, the Foundation has maintained in this 2022-23 season the fundamental objectives of its projects, such as promoting the integral development of children and adolescents, encouraging their schooling and professional training, and contributing to reducing repetition and school dropout rates. Likewise, the schools and projects promote education in the values of peace and citizenship through sport, which is linked to SDG4, SDG8 and SDG16 of the 2030 Agenda.

With a new project in Tanzania, the Real Madrid Foundation now has 53 social-sports projects in collaboration with local partners, active in 25 different countries across the African continent. These projects benefit a total of 10,738 boys and girls directly, providing them with opportunities to play and learn while also addressing some of their basic needs.

Celebrating the school's first anniversary in Kampala (Uganda), with Xcalibur and MTN.

There are 53 projects in 25 countries involving 10,738 beneficiaries.



Training at the school for children with albinism and xeroderma pigmentosum in Moshi (Tanzania).

This season, there has been a particular focus on the sustainability of the projects, made possible primarily thanks to the support of INTERACT SPORT, a sponsor in Nigeria, as well as other contributions. To ensure the future sustainability of the projects, the Foundation continues to promote the implementation and development of its clinics in Africa, as well as initiatives from the "Educational Football Programme" line. The proceeds from these educational programmes are allocated to the sustainability of social-sports projects in each region.

Since the 2006-07 season when the first two social-sports schools were established in Morocco and Sierra Leone, the Foundation has progressively expanded its network of social-sports schools. These schools offer free participation for boys and girls and are focused on education in values and the creation of safe spaces for the holistic development of young people. It is worth highlighting the efforts made in terms of monitoring and control of the management and quality of the programmes, as well as reinforcing the promotion of children's

rights, especially those of girls, by involving them in sports activities. Furthermore, the expansion of the basketball programmes in existing social-sports schools is crucial on this continent, as basketball offers a very useful tool for the empowerment and participation of girls in Africa. The participation in projects of female coaches who act as role models for future generations was also reinforced.

Other highlights of the season include the culmination of the impact assessment work

with Transformancy, the conclusions and recommendations of which will allow for improvements to the social-sports programme, and the incorporation of African projects into the Foundation's nutritional alliance with Abbott. Also noteworthy, for the twelfth consecutive season, is the consolidation of the work with Salesian Missions, among other local partners, that implement the Foundation's intervention model.



First aid activity at the school in Cameroon.



Students from the basketball school in Ivory Coast.

It is worth highlighting some of the initiatives that have taken place during the season.

The start of the season in **Angola** saw coaches-educators from the social-sports schools in Luena receive training, which was delivered online. Nearly 300 beneficiaries at risk of social exclusion receive values-based education through sports, thanks to the support of Manos Unidas and their collaboration with the congregation of the Esclavas del Divino Corazón.

Meanwhile, the Foundation presented in **Cameroon** a social clinic for 120 children from juvenile centres, who will receive scholarships for this educational and sporting experience. The event was attended by the mayor of the city; the clinic will be run together with the Akwandies agency, which collaborates with leading NGOs in the country such as OFAD (African Women Organisation in the Diaspora) and Dani dome for Africa to identify the beneficiaries. The delegation visited the permanent social-sports school located in the country's capital, Yaoundé, in the Mimboman neighbourhood, a settlement characterised by a lack of resources and educational, health and sports infrastructures. The project has been in operation since 2012 with the Salesians of Don Bosco Association, whose facilities represent the only leisure and recreational option for the boys and girls in the neighbourhood. The beneficiaries include boys and girls from the vocational training centre, as well as children from Mimboman, all from families with limited resources who can suffer from malnutrition. In addition to sports and educational activities, beneficiaries receive extra academic tutoring and computer training, a school supplies kit, and snacks after tournaments, which reflects in the improvement of their academic development.

The beneficial effects of the initiative, such as enhanced academic performance and reduced dropout rates, are also apparent in projects implemented in **Ivory Coast**. This season, Emilio Butragueño and Enrique Sánchez, welcomed Luis Naranjo, director of the NGO SED (Health,

Education, and Sport), at Real Madrid City to renew the collaboration between the two entities in the country. The two social-sports schools that have been developed jointly have provided support to more than five hundred children at risk of exclusion for the past eight years in the city of Korhogó, specifically in the Marcellin Champagnat school and in Bouaké.

The education in values through sport, a characteristic feature of the Foundation's social intervention methodology, contributes to an improvement in the educational quality of the beneficiaries and in all other aspects of their lives, also increasing their chances of finding work by reducing school dropout rates and illiteracy, which could otherwise lead to begging, violence, and harmful habits. The Foundation's educational methodology combines the playing of sport with the assimilation of positive, educational and constructive human values.

In order to perfect their knowledge of the methodology, the coaches-educators of the Foundation's social-sports schools in Alexandria and Cairo (**Egypt**) received in-person training in football and values this season. Together with local partners –Salesian Missions in Alexandria and Manos Unidas with the Coptic Patriarchate in Cairo– 250 children at risk of social exclusion were educated in values through sport. Meanwhile, in Egypt, the social-sports project in Cairo was reinforced in collaboration with FAME, thanks to the financial support from Mohammed Bin Rashid Al Maktoum Global Initiatives, MBRGI. A team from this school was able to take part in the Alma Cup 2023 at Real Madrid City.

Likewise, this season also saw the reinforcement of the social-sports projects in **Equatorial Guinea**, which are run together with the Piarists as partners for local implementation in Bata and thanks to the support of the Dr Palomo Foundation, that runs a specific sexual and reproductive education programme for the young participants.



Students from the social-sports school in Alexandria, Egypt.

Education and training in various areas to promote healthy hygiene and nutrition habits are key complementary activities in the projects of the Real Madrid Foundation. In **Kenya**, where the collaboration with ANIDAN continues on the island of Lamu, the project has received the support of Abbott, within the framework of the global alliance with the Foundation in the area of nutrition, an aspect that directly affects children and their families. Nutrition workshops were held with beneficiaries, coaches and families in an area where nutrition problems are considerable. The Kapsabet project, run in partnership with the Sananda Association, we consolidated in the country.

The renewal and reinforcement of certain projects in Africa continues to be a fundamental necessity. Therefore, the managing director of the Foundation, Julio González Ronco, and Iker Casillas, deputy to the general manager, welcome to the auditorium of Real Madrid City the president of the NGO Sport and Education for a Better Future, Ángel Manzano, renewing the collaboration agreement to ensure the sustainability of the social-sports

projects in **Madagascar**. Madagascar is one of the countries that invests the least in education in the world and 51% of its population suffers from malnutrition. The partnership dates back to the 2013-14 season, with a basketball social-sports school in the 67 Ha neighbourhood, the most vulnerable in Antananarivo. There are currently seven basketball social-sports projects in operation, five in Antananarivo and two in Majunja, all of them in public schools. More than five hundred children between the ages of 5 and 14 participate in the social-sports schools run by the Foundation and this NGO with the collaboration of the partner on the ground SEPA (Sport et Education pour l'Avenir). Likewise, the project with the NGO Coconut Water continues in the city of Tulear. Once again, some beneficiaries of the project were taken on a European tour for their medical check-ups while also giving musical performances.

With the celebration of the Club World Cup in Rabat in February, the work of the Real Madrid Foundation in **Morocco**, which began in 2006 in Tangiers, in collaboration with the Cervantes

Association, in the sports facilities of the Spanish Embassy, took on particular interest this season; since then, it has been extended to the territories of Marrakech, Benguerir, Mohammedia, Benykhlef and Tetouan. In total, the Foundation serves more than 2,000 vulnerable children in the country and has an inclusive basketball school for children with disabilities in Tetouan. It has been working in collaboration with the Paideia Association since 2011 with four schools in Marrakech, Benguerir, Khemis Anjra (financed with the support of Mohammed bin Rashid Global Initiatives) and in Tangier, with the support of Endesa. The projects are carried out in socio-educational spaces that provide accommodation to children from very vulnerable families. In addition to the sports sessions that follow the methodology of the Foundation, the boys and girls receive ongoing academic reinforcement and educational support to improve their academic performance. Moreover, since 2014, with the Fatema Foundation, two social-sports schools have been set up in Mohammedia and Benykhlef, to cater to more than a hundred beneficiaries at risk of social exclusion, with academic difficulties and

from low-income families in the most deprived areas of the city. All of them take part in sports and educational activities, receive extra academic tutoring, language and computer classes, among other subjects. Finally, for the protection of children with disabilities, the first and only inclusive school of the Foundation in Africa is operated in collaboration with Manos Unidas and the Hanan Association in Tetouan. This programme is well established and widely recognised in the country, as it complements the beneficiaries' social-sports education with medical check-ups, vaccination campaigns, personal hygiene, and psychological support. The project was once again visited this season and a team of beneficiaries from these schools participated in the Alma Cup 2023 held in Madrid.

Also together with Manos Unidas and our partner on the ground SOS Pairs Educateurs, we consolidated the social-sports school project in the capital of **Mauritania**, in Nouakchott, where the Foundation collaborates with three public schools in one of the city's most vulnerable neighbourhoods.

In the case of **Mozambique**, the Foundation consolidated its projects with a major social impact in different neighbourhoods of Maputo, together with the NGO Cesal and the Salesian Missions. These projects are run together with neighbourhood associations that focus on protecting the rights of children, in a country with high rates of child exploitation. The coaches-educators from the schools received in-person training in football and values this season to train 1,700 beneficiaries at risk of social exclusion who receive an education in values through sport in the Foundation's projects in collaboration with local partners.

This season, the collaboration has been renewed for the operation of the social-sports school in the communities near the Gorongosa national park, for which the executive vice-president of the Foundation and the deputy to the general manager welcomed the president of the NGO Crusade for Children, María Díaz de la Cebosa, at Real Madrid City. The project was launched in 2018 to support almost a thousand children in vulnerable situations, in a programme that aims to promote education, health and resources in rural areas. This area suffers from high rates of illiteracy, particularly pronounced among women, 71% of which are illiterate. The project trains them as community leaders in an area where the majority of the population live below the poverty line and with very high rates of HIV and other sexually transmitted infections.



Children playing football at school in Gorongosa, Mozambique.



Students from the social-sports school in Gorongosa, Mozambique.



New Foundation school in collaboration with KCMC and the Pedro Jaén Foundation for albino children and children with xeroderma pigmentosum in Moshi (Tanzania).

The coaches of the social-sports schools in **São Tomé and Príncipe** also participated in an in-person training session on football and values provided by the Foundation this season. The project, in partnership with the Filhos de São Tomé Foundation, was launched in 2019 in the towns of Caué and Neves. There, more than 300 children at risk of exclusion are cared for thanks to the support of the Franciscan Sisters. The country's Minister of Sports and the Portuguese ambassador wanted to show their support for the schools by participating in the presentation of diplomas. Of note is the support of important local companies, such as Agripalma. During its third season, the number of projected beneficiaries increased, and for the third consecutive year, the International Solidarity Marathon was organised in São Tomé coinciding with Real Madrid's first corporate volunteer experience there.

Africa is one of the continents where the Real Madrid Foundation works intensively with Salesian Missions. This strategic alliance is key to the presence of the Foundation's projects on the continent, ensuring the quality of the projects and the suitability of the shared values that are

transmitted. In Salesian schools, young people learn what the sporting values mean to them, with sport being a fundamental element of the Salesian educational and preventive strategy, while at the same time covering their basic nutritional needs. The case of **Senegal** stands out, with five active social-sports schools. In the capital, Dakar, together with the Piarist Schools, while in Diourbel, the project is run with the Xaley Foundation. The other three schools, in Dakar, Thies and Tambacounda, have been in operation for a decade with Salesian Missions on the ground.

This is also the case of the Foundation's social-sports schools in **Tanzania**, which have been running since 2019 at the Don Bosco Oysterbay Vocational Training Center in Dar es-Salam, where 180 beneficiaries in vulnerable situations receive education in values through sport thanks to the support of Salesian Missions. This season, the coaches received in-person training (for the first time after the pandemic) in football, basketball and values. While these projects are being consolidated, the Foundation continues to expand its network of support and

has initiated a new partnership in the country with the Kilimanjaro Christian Medical Centre (KCMC), in collaboration with the Dr. Pedro Jaén Foundation, to develop a social-sports project in Moshi aimed at integrating albino and xeroderma pigmentosum children. This project will be carried out alongside the Good Samaritan Foundation of Tanzania, through the Regional Dermatology Training Centre. Albinism is a genetic condition that affects melanin production. This impairment is linked to skin cancer and other serious diseases. The social-sports school will promote social inclusion and provide opportunities for children with albinism and xeroderma pigmentosum to develop their skills in safe spaces. It will also emphasise the importance of healthy habits and education. The children will receive *coaching* in sporting values and academic support to improve their personal and sporting skills. The programme will be delivered by qualified coaches and educators trained by the Foundation and adapted to the local context to ensure maximum impact and sustainability. The new project is also supported by Abbott's nutrition programme. To contribute to its sustainability, the Pedro Jaén Foundation

organised a charity dinner at the Madrid Casino with the participation of Real Madrid icons such as Emilio Butragueño, Felipe Reyes, Iker Casillas, Santiago Solari, Ricardo Gallego and Álvaro Arbeloa to support this charity event.

The event organised at the school in **Uganda** was also an act of celebration marking its first year of operation. The project with the XCALIBUR Foundation together with Youth Sport Uganda, is supported by MTN Uganda and the country's Ministry of Youth and Sport. In the framework of this anniversary, an in-person training session was also held with the participation of local authorities.

Finally, it is worth highlighting that we continued with our **Humanitarian Aid programmes** in Africa, through our partnership with the Missionaries of Africa (White Fathers), bringing aid and hope to the poorest, mainly in Burundi, Rwanda and the Democratic Republic of the Congo, although there have also been other occasional donations to African countries through other entities and institutions, such as Ethiopia or Mali.



Beneficiaries of the school in El Salvador with Fundamadrid.

AMERICA

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, United States, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Trinidad & Tobago, Uruguay and Venezuela.

During the 2022-23 season, the Foundation laid the groundwork for strengthening the impact of social-sports projects and schools in America, as well as in other geographical regions, following the Theory of Change model. This aims to enable girls, boys, and young people in situations of vulnerability or social exclusion to develop holistically and improve their lives, ultimately becoming agents of change in their communities. These projects are the backbone of actions that bring well-being to the beneficiaries, their families and the community in general, using educational sport.

Particularly noteworthy is the launch of four new social-sports projects in the Americas, located in Guatemala, through the collaboration agreement with the Carlos F. Novella Foundation.

There are 126 projects in 22 countries involving 17,055 beneficiaries.



Hugo Sánchez with the children of the social-sports school in Chihuahua, Mexico.

The local partners of each project are responsible for the implementation of the social-sports school model that characterises the socio-educational intervention of the Real Madrid Foundation. This season, follow-up visits were made to Argentina, Bolivia, Brazil, Colombia, Ecuador, the US, Guatemala, Mexico, Nicaragua and Panama, and a quality audit was carried out with EY in the Foundation's schools in Colombia. Training in the methodology was also conducted for coaches and staff of the Foundation's projects in Brazil, Chile, Costa Rica, USA, El Salvador, Haiti, Honduras, Mexico, Panama, Paraguay, Dominican Republic and Uruguay.

The Foundation also renewed its association with collaborating entities and patrons such as the Mapfre Foundation for the benefit of projects in Brazil, the US, El Salvador, Mexico, Panama, Paraguay, Peru and the Dominican Republic; with AT&T for the benefit of projects in Mexico; and with Globalvia for the benefit of the projects in Chile and Costa Rica, demonstrating once again their support for the social, educational, and cooperative work that these programmes represent. In this regard, also noteworthy is the work being carried out with the Inter-American Development Bank (IDB), in which the Foundation plays an important role as a member

of the Private Sector *Coalition for the recovery of Latin America and the Caribbean* and of the *21st Century Skills Coalition*. Of significance is its work with migrant populations in Barranquilla, Colombia, through a social-sports school aimed at children coming from Venezuela. Similarly, a strategic project was launched in Guatemala to address migrant populations, specifically focusing on preventing migration and promoting the integration of returning migrants into the country.

In terms of major partnerships, of pivotal importance are the collaboration agreements

established with Millicom-Tigo and Abbott for the second year running. The agreement with Millicom-Tigo contributes to reducing the digital and promotes digital transformation in the socio-educational sphere in schools across Bolivia, Colombia, Costa Rica, the US, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and Paraguay. This initiative enhances the future employability of beneficiaries and their families, especially women, while also educating them on the responsible use of the internet and preventing cyberbullying.



Solari, on the 20th anniversary of the Foundation's first international community sports school in González Catán, Buenos Aires (Argentina), with the Work of Father Mario.

Meanwhile, the significant partnership with Abbott to combat malnutrition has resulted in training workshops on nutrition ("Future Well Kids"), as well as the identification (using the MUAC z Score tape) and management of malnutrition cases among beneficiaries of social-sports schools in Brazil, Colombia, the US, India, Israel, Kenya, Mexico, and the United Kingdom. Of note was kicking off of the season with a training course on good nutrition habits and a clinic in Stockton, California, and the launch of the "Fighting Malnutrition" campaign, which included a 5 and 10-kilometre sporting challenge around the Real Madrid City.

This year marked 20 years of partnership with the Presbítero José Mario Pantaleo-Obra del Padre Mario Foundation in **Argentina**. The Foundation has four social-sports schools in the country, three of them in the Province of Buenos Aires. The Alfredo Di Stéfano school is run in the Gonzalez Catán community, catering boys and girls who play football and basketball while also extra academic tutoring, computer classes, talks about nutrition, health, and violence prevention,

among other activities. To celebrate this anniversary in Madrid, an emotional ceremony was held with Emilio Butragueño, and Real Madrid's Director of Football, Santiago Solari, travelled to Argentina to visit the school and the beneficiaries.

The other schools in Argentina are located in the town of Máximo Paz, where work is carried out with the Spanish NGO CESAL and the Cultura y Educativa Nuestra Señora de Luján Foundation, and where a new sports centre was inaugurated this season, increasing the number of beneficiaries; in the town of San Martín, in a school in collaboration with Pequeños Pasos, where children and adolescents are attended to with sports-educational sessions, additional academic tutoring, and a family school as a healthy space for learning; lastly, in the city of Buenos Aires, in conjunction with the Valores y Deporte Civil Association, promoted by Claudio Marangoni, socio-educational activities have continued, incorporating not only football and basketball, but also psychosocial support, workshops and talks for families.

In **Bolivia**, meanwhile, the Alalay Foundation supports, among others, children and young people without families. Children living on the streets in the departments of La Paz and Santa Cruz de la Sierra. The schools run in conjunction with Alalay have seen ongoing growth, especially this season through the partnership with Millicom-Tigo, with activities focused on leadership and empowerment of women, alongside efforts to raise awareness of digital tools. It is also important to highlight the continued support of Banco Mercantil Santa Cruz as a main funder and collaborator; in this sense, the Foundation participated in the Centamaratón organised by the Bank to contribute to the economic sustainability of these projects.

The holistic development of underprivileged children is also the objective of the Foundation's three schools in **Brazil**, in alliance with Salesian Missions and the Salesian Congregation in the country. These schools benefit boys and girls from favelas in São Paulo, Niteroi, and Rio de Janeiro. This season, the social-sports school in Rio de Janeiro, located in the Jacarezinho

favela, continued to promote the inclusion and education of children from the favela. It supports them in building their life projects so that they become proactive individuals in improving their living environment, using sport as a tool for inclusion. Additionally, it offers workshops on health and good practices, capoeira, crafts, and computer skills, with the support of Abbott. Meanwhile, in São Paulo, with the collaboration of Fundación Mapfre and Abbott, work is being carried out in two locations to implement sports and educational activities in the disciplines of football and basketball. These activities are complemented with extra academic tutoring, medical check-ups, educational talks for beneficiaries and their families, as well as computer classes, career guidance, and job placement assistance, among other things. Finally, in Niteroi, the social-sports school "Deporte por la Paz" continued to operate, benefiting children from the favelas. With the assistance of Abbott, in addition to engaging in educational football activities, participants take part in workshops on values, extra academic tutoring sessions, and computer classes.



Training at the football social-sports school in Armenia, Colombia.

Also, in the social-sports schools of the Foundation in **Santiago de Chile**, beneficiaries receive healthcare, nutritional support, psychosocial assistance, and other cultural and recreational activities. This is provided by the Friends of Real Madrid Foundation in Chile, which runs the two projects in the country, specifically in the communes of Renca and Estación Central, in the capital, with the support of SEK Schools, SEK University, Unión Española, and Globalvia as the main patron. This season, a group of beneficiaries travelled to Madrid for a week, sharing the court and training with other beneficiaries from schools in Spain.

In the case of **Colombia**, the Foundation has been working for 15 years with the Revel Foundation (the oldest partner in the country), the Concívica Foundation and the recent collaboration with the CME- Camillian Religious. The schools benefit girls, boys and young people who are victims of violence and come from disadvantaged backgrounds, with the aim of preventing child labour and the recruitment of minors by gangs, as well as integrating different groups and attending to migrants. The three partners implement projects that also benefit from the strategic alliances with Millicom-TIGO, in digital literacy, and with Abbott, in nutrition, in Armenia,

Bogotá, Cartagena, and Barranquilla, with the collaboration of the Inter-American Development Bank. The project in Barranquilla caters to children who, in addition to sports activities focused on values (football and basketball), receive workshops on conflict resolution, violence prevention, and the eradication of xenophobia. They also enjoy nutritious snacks and psychological care, among other training activities aimed at improving communities.

Psychological care is especially necessary in some contexts where the Foundation's projects are carried out, such as the social-sports school

in San Pedro de Montes de Oca, in **Costa Rica**. With the financial support of Millicom-Tigo, this project complements the weekly sports and educational activities with assistance from the Psychology department of the Universidad Latina. They provide courses to acquire emotional and social development skills, having detected cases that require specialised and personalised attention at the Psychology Clinic of the Universidad Latina. Both this project and the social-sports school of the Foundation in San Pablo de Heredia, with support from Globalvia, focus their efforts on serving a vulnerable child and youth population facing delicate

psychological, emotional, and social exclusion situations. In addition to an education in values through sport, beneficiaries receive classes in mathematics, physics, chemistry, English, and digital literacy with Millicom, aimed at reinforcing learning and improving academic performance throughout the entire season. A group of beneficiaries, as a reward for their academic performance and values, was invited by Globalvia to travel to Real Madrid City; and Universidad Latina awarded 3 of the school's beneficiaries a scholarship to study for a university degree.

The connection between social-sports projects and educational entities is a key factor in providing continuity to the comprehensive education of the beneficiaries and improving their future prospects. In **Ecuador**, the project partners are the SEK International University, the SEK International School, the University of the Americas, the Núñez Learning and Training Centre and the Cecilia Rivadeneira Foundation, which have continued to strengthen their capacities to provide comprehensive care in the 6 social-sports schools that have resumed face-to-face activities this season. At the school with the Cecilia Rivadeneira Foundation, work is done with the family members of children undergoing oncological treatment. Meanwhile, in the other schools the beneficiaries come from poor backgrounds and complex social environments (violence, alcoholism and drug addiction, with high early school dropout rates).



Children from the social-sports school in Pile, Ecuador.

Preventing violence in contexts of poverty is key in social-sports projects across much of Latin America. During this season, in **El Salvador**, work has continued in collaboration with Fundamadrid as a local partner, protecting and offering opportunities to girls, boys and young people who are in a situation of vulnerability because they live in areas with high levels of gang activity (maras). There is a real risk of children being recruited by criminal gangs and becoming exposed to violence and drugs in the departments of San Salvador, La Libertad, Cuscatlán, Santa Ana, and San Miguel. Alongside sports and educational sessions, workshops on education in values, leadership training, and multicultural programmes have been implemented. In the municipality of Ateos, Department of La Libertad, the social-sports school, in partnership with CESAL, provided support to children at the "Ícaro" Youth Development Centre, where work is carried out on preventing violence through strategies for youth participation and engagement with families and the community, extra academic tutoring, psycho-pedagogical support, medical and nutritional check-ups, family counselling and cultural activities. All of the Foundation's schools in El Salvador benefit from the alliance with Millicom-Tigo which promotes online child protection through the Conéctate Segur@ programme and the Conectadas programme, in which former students, mothers, sisters and guardians of the beneficiaries participate. School staff also benefit from the Maestr@s Conectad@s programme.

Sport becomes an instrument of social inclusion for these young people, helping them solve conflicts with classmates, motivating them in their studies and develop language skills, as well as reducing dropout rates. This is also the case in the **United States**, where work has continued in 13 social-sports schools in Colorado, Florida, Massachusetts, and

Virginia, catering to immigrant children. In the case of Miami, work is carried out with the International Studies Foundation, in the project "Soccer at the Parks", which works with the methodology of the Real Madrid Foundation in the city's parks. In the case of Massachusetts, meanwhile, work is carried in conjunction with the Mapfre Foundation with the network of public schools in Lawrence and Webster, where students participate in basketball activities in the winter and football in the spring, while in Lawrence only value-based basketball is played, although this season football training was carried out to reach more beneficiaries.

Meanwhile, the football social-sports schools in Arlington, Virginia, in collaboration with the Arlington Soccer Association, focus on working with children and young people from public schools in the southern part of the city. About 90% of the beneficiaries are immigrants or come from disadvantaged backgrounds. Therefore, nutritional collaboration with Abbott was implemented this season, similar to the projects in Denver and Miami. Additionally, in Denver and Miami, in-person training was conducted for the professionals who run the schools to enable them to diagnose the nutritional status of the children.

In **Guatemala**, the beneficiaries of the projects also come from environments closely intertwined with gangs, criminal activity, and violence. Ten years after opening the first project in the country with the Carlos F. Novella Foundation, the Real Madrid Foundation now has ten social-sports schools established across three territories. Four of these schools were inaugurated this season with the aim of creating hubs for community development in San Juan and El Progreso. The new beneficiaries will join the children in Guatemala City who have already managed to change the course of their lives and are striving for a better future.



Children from the social-sports school in El Salvador



Coaches and children from the social-sports school in Guatemala.



Children at the community sports school in San Pedro Sula, Honduras.

Respect for life and identity, striving for self-improvement and the necessary social integration are also the objectives of the schools in San Juan Sacatepéquez, where children from the indigenous Cachiuel culture, 50% of whom are girls, were given support. All the beneficiaries of the schools in Guatemala receive, in addition to sports and educational activities, extra academic tutoring; workshops on the prevention of violence, alcoholism and drug addiction; psychosocial workshops, robotics, schooling for families and, thanks to the alliance with Millicom-Tigo, digital transformation programmes. Moreover, this season saw the launch of the pilot project "Preventing migration and promoting the integration of deported migrants in Guatemala", in collaboration with the Inter-American Development Bank. The project involved 1,300 children and young people from social-sports schools and 75 adult family members of migrants in 6 workshops on awareness, leadership, and empowerment in each of the three territories.

Migration is also a phenomenon in **Haiti** in the direction of the Dominican Republic, which often leaves many children neglected. There, the Real Madrid Foundation continues to work with children who lack access to public education at the social-sports school in Anse-à-Pitre, in

collaboration with the Aymy Foundation. The goal is to ensure the protection of street children, orphans, or those in foster care by providing them with shelter, food, healthcare, education, and psychological support.

Child protection is the main objective of the projects in all countries. In **Honduras**, with the Diunsa Foundation, a partner of the Real Madrid Foundation since 2011, efforts continued this year to provide support to girls, boys and young people who come from contexts of violence, alcohol and drug use, exploitation and trafficking, as well as children at risk of being recruited by gangs. The three social-sports schools, "Forming Champions", in San Pedro Sula, Tegucigalpa, and La Ceiba, continue to follow the methodology of the Real Madrid Foundation in football and basketball. Additionally, beneficiaries received extra academic tutoring (English and IT skills), medical check-ups, school supplies, nutritious snacks after each training session, and support for their families. Millicom-Tigo also continued to provide support through its digital transformation programmes: Conéctate Segur@, Conectadas and Maestr@s Conectad@s.

The support of businesses in social activities is another fundamental aspect of the intervention



Beneficiaries from schools in Mexico, in collaboration with Bafar Foundation.

model of the Foundation, which involves various community stakeholders. This is the case of the projects in **Jamaica**, where the Foundation continues with the work started in 2010 in partnership with the Spanish-Jamaican Foundation (the result of an alliance between Spanish business owners) to help the children of dysfunctional families, so that sport and its values become a catalyst for change. During the season, the collaboration agreement between the two entities was renewed with the aim of continuing to implement the activities in the coming years, thus giving continuity to the project.

The financial and technical sustainability of the social-sports schools around the world, the increase in the quality of training and comprehensive care and the measurement of the impact of these action on the lives of the beneficiaries, their families and their communities, are the main objectives of the Foundation and, for this reason, constant effort is crucial to consolidate the schools. In the case of **Mexico** there are schools in the states of Campeche, Chihuahua, Chiapas, Michoacán, Oaxaca and Yucatán, and they are implemented by the Foundation's local partners: Ayuda en Acción, Grupo Bafar foundation and CESAL.

As in other American countries, Mexico has benefited from the partnership between the Real Madrid Foundation and Abbott, allowing the schools in the country to offer a nutritional programme that is implemented alongside social-sports activities. This season, an in-person Abbott training course was held in Oaxaca for project staff in Oaxaca and Guaquitepec, on the use of malnutrition measurement tools.

In the community of Guaquitepec, in Chiapas, the collaboration with Ayuda en Acción continued, with the implementation of value-based football and basketball activities; while in Oaxaca and Unión Hidalgo, the Foundation continued its work with CESAL and Crecemos-DIJO on two social-sports schools: one for football and basketball, with the collaboration of BIMBO and DEMEX. Also in partnership with CESAL and the YES Edimar organisation, another football social-sports school is run in Campeche. Meanwhile, the Grupo Bafar foundation, with whom the Real Madrid Foundation operates social-sports football schools in the states of Chihuahua, Michoacán and Yucatán, received a visit from Hugo Sánchez, Real Madrid legend, who travelled to Chihuahua to participate in the "Une-T" Charity Golf Tournament, for the sustainability of the social-sports schools.





Extra academic tutoring at the school in Itaguá, Paraguay.

The Real Madrid Foundation's social-sports school in **Nicaragua** continued to support children in vulnerable situations, exposed to alcoholism and domestic violence. The projects combine football in values with extra academic tutoring, healthy eating and hygiene workshops, and art and music workshops, and they benefit from the regional agreement between the Foundation and Millicom-Tigo, with the Digital Transformation programmes.

Also benefiting from this alliance against the digital divide are the social-sports schools of the Real Madrid Foundation in **Panama**, which are run in collaboration with the Friends of Real Madrid Foundation in Panama (Farmep) and the Office of the First Lady of the Nation. Currently, the Real Madrid Foundation, with the support of the Mapfre Foundation, is present in Panama City and in Chitré—which has reopened its doors after the pandemic—to cater to children who come from violent environments, with high levels of delinquency and drugs. 40% of the beneficiary population are migrants. These comprehensive projects also include nutrition workshops and delivery of healthy snacks, addiction prevention workshops, and extra academic tutoring.

The regional alliance with Millicom-Tigo, which has already benefited more than 7,000 children from the Foundation's schools in the Americas, has taken a further step forward in **Paraguay**, where it collaborates with CESAL and Casa Virgen de Caacupé (CAVICA) to help children and young people having run-ins with the law, thanks to the support of the Mapfre Foundation, using football as a tool. Along with football activities and reinforcement and training workshops, robotics has been incorporated and a Telecentre equipped by Tigo-Paraguay with computers, tablets and internet so that the beneficiaries can participate in the ConéctateSegur@, Conectadas and Maestr@s Conectad@s workshops run by Millicom-Tigo.

Education in values through sport and comprehensive care for vulnerable children is common to all of the Real Madrid Foundation's international social-sports projects. In **Peru**, in collaboration with the Society of Jesus, work has been carried out since 2012 in two schools in El Agustino, Lima that serve girls, boys and young people at risk; in the case of Huachipa, Lima, meanwhile, work is carried out with CESAL in the Warma Yachay school, which also offers comprehensive care to beneficiaries and their families. In the rural area of Pampa

Cangallo, in Ayacucho, which has been badly affected by guerrilla warfare, the Foundation collaborates with the Kusi Ayllú organisation with an educational model for the whole community.

The important support of the Mapfre Foundation to the schools and projects of the Real Madrid Foundation in Latin America also reaches the **Dominican Republic**, where two schools are run in collaboration with the Salesian Society of the Antilles and the Saint Juan Bosco Antilles Salesian Inspectorate, with the aim of providing comprehensive training to children and adolescents, promoting their social inclusion and reducing child labour and delinquency. The annual sports meeting between the two schools was once again celebrated during the season and Sonia Álvarez Cibanal, head of the Department of Cooperation with Central America, Mexico and the Caribbean of the Spanish Agency for International Development Cooperation (AECID) visited these projects together with authorities from the Ministry of Sports of the Dominican Republic, highlighting the work of the Real Madrid Foundation in the country.

This season, it was also possible to resume the projects that were still affected by restrictions

following the pandemic in South America. This is the case in **Trinidad and Tobago**, where the Real Madrid Foundation worked to maintain and strengthen the relationship with Atlantic LNG, the main partner and collaborator of the two schools in the country since 2011, located in Port of Spain.

In **Uruguay**, the social-sports school in Montevideo is run thanks to the collaboration of the Cervantes School and is named after José Emilio Santa María, the Real Madrid legend. In addition to educational football and basketball, the beneficiaries participate in internal tournaments and events with other sports schools and colleges and they receive talks given by psychologists and nutritionists, related to bullying, nutrition and health.

Finally, activity in **Venezuela** continues to be limited, but the coaches from the Friends of Deportivo Petare Foundation, within the framework of the cooperation agreement that the Foundation signed with the Andean Development Corporation, implement our methodology, "For a Real Education: Values and Sport" in which they were trained by the Real Madrid Foundation.

ASIA-PACIFIC

Australia, Bhutan, Cambodia, Philippines, India, Indonesia and China.

As in the rest of the international projects, in the Asia-Pacific region this season, efforts focused on strengthening the impact of the social-sports projects, intensifying the Foundation's contribution with training for non-sports project staff and organising meeting spaces between the Foundation's partners on the ground and the beneficiaries of the projects, especially in Cambodia and the Philippines. Likewise, through the alliance with Abbott, staff training in the field of nutrition was promoted in some schools along with joint inter-school training sessions, which allow for the exchange of experiences.

This season, it was possible to resume face-to-face activities in almost all the schools, with the exception of the Banjarbaru school in Indonesia, the San Carlos school in the Philippines and the schools in China, which started the season with some restrictions that limited the activities and the participation of the children.



The community sports school in Trichy (India), in collaboration with the IIMC, is supported by Roadis.

There are 24 projects in 7 countries involving 2,680 beneficiaries.



Training of beneficiaries at the community sports school in Bhutan.

In **Australia**, the social-sports schools programme is run in two public secondary schools in collaboration with the Department of Education of the state of New South Wales. Warramong High School has put a lot of enthusiasm into the social-sports project, making it the incentive for its study support programme for students with

difficulties. Boys and girls of over thirty different nationalities have participated in the school's training and educational activities. In June, a friendly inter-school match was held and the participants were thrilled; the beneficiaries of the Wellington Sports School travelled to Wollongong for the first time to participate and show what they had learned

and to assimilate and practice team values. All of this, with the aim of promoting respect, equality, camaraderie, motivation to try hard and responsible independence, among other aspects. In addition, the young people had the opportunity to enjoy some beach time and engage in various recreational activities in a space for integration.

The social-sports schools are fundamental to promote a healthy use of leisure time also in the case of **Bhutan**. This season, a visit to the school was made in collaboration with Tintefish. Gangteng Monastery, Khewang Lhakang and Gogona Temple are the three monasteries where the project takes place in the Gangtey Valley in the north of the country.



Bhutanese monks take part in social and sports activities.



Students from the Battambang social sports school, Cambodia.

The beneficiaries are all child monks. For them, football training is their only recreational activity. In this way, they work on the value of health, which complements their daily discipline. A novelty for them is the introduction of friendly tournaments, in which the beneficiaries of the three monasteries get together to play matches. The visit also served as a prospecting opportunity for expanding the schools in the country with the Bhutanese Ministry of Education.

The social-sports school in Battambang, **Cambodia**, which was visited this season by a delegation from the football school run in collaboration with Global Football Management (GFM), the Foundation's partner in Japan, is quite different. This initiative is part of the twinning of schools, as GFM has been supporting Battambang's social-sports project

for the past four years. The social-sports school in Battambang, in partnership with the NGO Sauce, provides support each year for about a hundred beneficiaries affected by polio or who have been victims of landmine accidents, which are widespread in this province. This group is particularly vulnerable because the Cambodian education system is not prepared for their inclusion in public schools and, as it is mainly an agricultural country, they also suffer many difficulties in finding work. Thanks to the work of the NGO Sauce, the aim is to ensure access to primary education for all children and young people of school age, as well as accompanying people with physical disabilities, dignifying the work of farmers and offering an accessible health service. The boys and girls enjoyed a day of inclusive football and other activities such as a visit to the SAUCE textile factory and an exhibition of traditional Cambodian dances.



Match between students from the community sports school in Battambang (Cambodia).



Participant in the Alma Cup in Cambodia.

A delegation from the Foundation travelled to Cambodia where the coaches of all the Foundation's schools in the country enjoyed a joint training session in the capital, and the first edition of the Alma Cambodia Cup was held, with the participation of more than a hundred children. The beneficiaries of the Battambang school together with the teams of the Foundation's social-sports school in Phnom Penh, which is run with the collaboration of For the Smile of a Child (PSE), were able to enjoy a few days of coexistence in which they were empowered as agents of change in their communities, to which they will pass on the Foundation's message of values.

Finally, the football pitch of the social-sports school in Battambang once again hosted the Bishop Cup, an annual event in which values are promoted through football. Kike Figaredo, Apostolic Prefect of Battambang, played in one of the friendly matches on the final day of the tournament.

With the focus on the holistic development of the children in the schools, this season the Real Madrid Foundation also promoted the training of the staff of the schools in Battambang and Davao del Sur (Philippines) in the area of Child Protection, aware that guaranteeing the physical and emotional safety of minors is the cornerstone of their development. The pilot experience has been positive and the local partners were grateful to be able to expand their knowledge in this field.

In **Philippines**, work was done to increase the quality of the social impact of the schools and projects by holding joint training days for the technicians of all the projects, which also allows them to establish a support network for implementation in their respective schools. Training on child protection was also organised for the coaches of the schools run in collaboration with Anakk in Davao del Sur. Also this season a quality audit was carried out with EY in the two projects run in collaboration with the Roxas Foundation in the country, and in the school in collaboration with the Santiago Foundation. The recommendations drawn from this process will be used to achieve the highest quality standards.



Lunch at the schools of San Cruz de Davao, Philippines.



Students from the social-sports school in Santa Cruz de Davao, Filipinas.

The coaches-educators of the Foundation's social-sports schools in the Philippines met for the first time in person at the 2nd Football Training Days in the city of San Carlos, thanks to the collaboration of local partners: The Anakk Foundation, Roxas Foundation and Santiago Foundation. The sports delegate of the San Carlos City Council, Marty Cui, attended the first day to show his support for the programme, which in addition to sport, promotes local cultural development, social cohesion and community spirit. After the online training carried out at the beginning of the season, around thirty local coaches took part in this course. A trainer travelled from Madrid to continue the football and values training on the educational methodology. More than five hundred children at risk of social

exclusion benefit from these comprehensive child support projects in the Philippines. The aim is to provide a healthy recreational-educational space, cover their basic needs and prevent them from dropping out of school.

Similar objectives are pursued by the Foundation's social-sports projects in **India**, in collaboration with the Esperanza y Alegría Foundation (FEYA) and the Institute for Indian Mother and Child (IIMC Spain), which this season resumed normal activities after several seasons with restrictions. The coaches participated in a classroom training at the end of the year which allowed them to refresh their knowledge of the methodology of the Real Madrid Foundation. In addition, a delegation from the Foundation travelled to Calcutta to



Children from the schools in Kolkata, India.



Children from the schools in Indonesia.

identify a new project, while Dr Sujit, founder of IIMC Kolkata, visited Spain and had the opportunity to meet with representatives of ROADIS, the school's patron. Finally, thanks to Abbott's support, a workshop was organised with the participation of all the coaches of the eight Real Madrid Foundation projects in the country, to detect possible cases of malnutrition among the beneficiaries. In Spain, the traditional charity events of both partners were held, the Churriana tournament in the case of the IIMC and the Esperanza y Alegría Foundation dinner, with the collaboration of the Foundation.

The external quality and management audits, carried out by EY in different projects each season, aim to help improve and enhance the social intervention in each country. Schools

in **Indonesia** were successfully audited this season. In collaboration with the International Social Sports Development Foundation (ISSDF), which in turn works with several local partners: the Barito Putera Foundation in Banjarbaru, the University of Yogyakarta in Yogyakarta, these schools continue to be consolidated. However, the Banjarbaru project was limited by restrictions due to the increase in COVID cases in the area.

Also in the **People's Republic of China** there were several lockdowns due to an outbreak of the virus which had negative impact on the development of the social-sports schools, leading to restrictions for several months. The Foundation reinforced the frequent online support to coaches of the Tong Liao school in this second year of the project.

EUROPE

Bulgaria, Hungary, Italy, Poland, Portugal, United Kingdom, Romania and Ukraine.

In Europe, the Real Madrid Foundation focused all its efforts on helping to integrate refugees of Ukrainian nationality in existing social-sports schools, especially in countries bordering Ukraine, as is the case of the new social-sports school in Poland with UK SALOS of the Salesian Missions, which stands out for its role of integrating Ukrainian refugees in the town of Elk. In addition, intensive prospecting was carried out in Moldova and Slovakia for a possible expansion of projects in Chisnu, and it is also worth highlighting the approval of funds from the EU for the opening of three new social-sports schools of the Real Madrid Foundation in Ukraine together with Salesian Missions, which will be put into operation in 2023-24. A new social-sports project has also been identified in Brescia, Italy, which will start next season.



*18 projects in 8 countries involving
1,585 beneficiaries*

*The President greeted the beneficiaries of the
Ukrainian schools during his visit to Ciudad
Real Madrid.*



The Alma Europa Cup included teams from the MENA region sponsored by MBRGI.

An important aspect of the season was the extension of the UPS Foundation's collaboration with the Real Madrid Foundation to include European projects outside Spain, which has contributed to the sustainability of the social-sports schools in Romania, the United Kingdom and Portugal, in a strategic alliance with great potential.

As every season, visits of beneficiaries to Real Madrid City have been organised. This season saw the welcoming of groups of beneficiaries from the Foundation's schools in Romania, Manique (Portugal) and Ukraine, as well as the 12 delegations from European social-sports schools and MENA countries that participated in the 9th edition of the Alma Cup social-sports tournament in Madrid, which promotes coexistence among beneficiaries and the exchange of experiences among coaches.

Among the participants in the Alma Cup was the Vidin social-sports school from **Bulgaria**, which is run in collaboration with the Friends for Sports Foundation. Despite a two-year suspension due to the pandemic, the school continued its activities throughout the season following the in-person training provided by the Real Madrid Foundation. Bulgarian coaches participated with great commitment after receiving training from the Real Madrid Foundation. The project started in 2015 in the town of Vidin, on the border with Romania, one of the regions with the worst educational and socioeconomic indicators in Bulgaria. It targets 60 children from disadvantaged backgrounds who learn football and values in the municipality's sports facilities.

The 9th Alma Cup (this year with the support of MBRGI) also included the participation of the Real Tanoda social-sports school of the Real Madrid Foundation from **Hungary**, which is run in collaboration with the Foundation for Youth Education in Felcsút, of which the Puskas

Academy is a part. The season proceeded smoothly with football and basketball activities focused on values, and the collaboration agreement between both entities was renewed for another four years without any changes.

The Real Madrid Foundation visited most of the European projects throughout the season. A delegation from the organisation visited the social-sports school in Milan, **Italy**, which is run in collaboration with the associations Portofranco—dedicated to educational support—, and Fatima Traccia,—which works with children through sports activities—, with the aim of offering a comprehensive education through sport that avoids school dropout among a socially vulnerable group, with the support of the Mapfre Foundation. This season the coaches-educators received training in the Foundation's methodology.



Training at the social-sports school in Milan, Italy.



Leisure activity with the children of the Royal Tanoda School in Felcsút, Hungary.



Match between Ukrainian children and students of Real Madrid Foundation community sports schools at Luis Aragonés sports centre (Madrid).



Students from Portuguese schools visited Ciudad Real Madrid.

The training of the coaches in the educational methodology of the Foundation is the first step of the project to implement a new social-sports school this year in the city of Elk, **Poland**. It has 140 beneficiaries including refugee children from Ukraine and has been created in close collaboration with Salesian Missions (Spain), the Salesian Province of Eastern Poland and the Salesian NGO "UKS SALOS Elk". The agreement was signed at Real Madrid City with Emilio Butragueño. In its first year, activities included football and basketball training sessions and a summer camp along with a range of socio-educational activities providing psychological, nutritional, medical and educational support.

Salesian Missions is also the partner in one of the social-sports projects in **Portugal**, in the "Sportbosco" social-sports school in Manique, which celebrated its tenth anniversary this year and commemorated this landmark with

an event attended by the ambassador of the Real Madrid Foundation, Ricardo Gallego. It is worth highlighting the social impact of this school, which is supported by Endesa, in the immediate environment of the beneficiaries, as well as in the improvement of their academic performance. A group of children from this school visited Madrid this season and shared the pitch with the Fernando Martín adapted school and the wheelchair school and they also attended a Real Madrid football match at the Santiago Bernabéu stadium; they also participated once again in the Alma Cup, as did the Alma Branca social-sports school in Guimarães, which is managed by the Alma Branca Club Association in collaboration with the Foundation, with the support of the UPS Foundation and its volunteer activities. A follow-up visit was carried out in Guimarães to check the implementation of the recommendations issued during the EY audit, with very positive results.

For its part, the football and basketball social-sports school in Vila Real de Santo Antonio and Castro Marim continued its activity this season, with the support of the Municipal Chamber, which this season, following the visit of the Real Madrid Foundation, incorporated social activities with families and with the beneficiaries themselves, thus complementing the sports part of the project.

But it is not only the schools in our neighbouring country that received support from the UPS Foundation; the social-sports school of the Foundation and Kinetic Foundation in Croydon, **UK**, have also started to receive its support from

this season. Additionally, Abbott has provided assistance by implementing courses against malnutrition. Furthermore, a social tournament was organised with employees from the UPS office in London, which was attended by the president of UPS in the United Kingdom, Ireland, and Nordic countries, Rick Fletcher. The tournament concluded by offering employment opportunities to beneficiaries over 16 years old. A delegation from the Real Madrid Foundation made a follow-up visit to this school after the EY audit, which verified the improvements in the quality of management and the implementation of the methodology.



Activity with UPS in the school in London, United Kingdom.



Children from the Romanian Foundation's school in Ciudad Real Madrid.

The other country supported by the UPS Foundation this season was **Romania**, where the social-sports schools of the Real Madrid Foundation in Bucharest are run in collaboration with the FDP Protagonist in Education Foundation, with whom the collaboration agreement was renewed and which stood out

this season for the inclusion of new beneficiaries from **Ukraine**, in districts 3 and 6. A group of beneficiaries visited Madrid, where the general director of UPS Spain, Romina Lorenzo, received them and they were able to enjoy a Real Madrid women's match as part of their sporting and cultural activities.

Support in the face of the situation of the Ukrainian people has therefore been diversified along different lines. The social-sports schools in Ukraine, in collaboration with Epicentr for Children, and with the support of the Epicentr K supermarket chain, made a significant effort to continue their activities in all locations (Kiev,

Irpin, Jmelnitski and Ternopil), despite the situation and it is worth highlighting the forced relocation of the Irpin project when school number 3 was rendered unusable as a result of the conflict. The seven schools are in high demand and the total number of beneficiaries has increased by 14% to 715 children and girls. Power generators were installed in all the social-sports schools to ensure that activity did not cease in the face of constant power cuts. During this season Epicentr for Children was supported by CESAL and the Madrid City Council who ensured the continuity of the activity with funds earmarked to provide humanitarian and psychosocial support to the beneficiaries and families of these seven social-sports schools.

A group of beneficiaries was received by the president of Real Madrid and the Foundation, Florentino Pérez, accompanied by the first team goalkeeper, Lunin, as part of a motivational visit to these war children. During the visit, they enjoyed various social and sporting activities and were received by the mayor of Madrid, José Luis Martínez Almeida. Additionally, they watched a football match live between Real Madrid and Shakhtar Donetsk.

The participation of 16 beneficiaries in the 9th Alma Cup was another important element for the beneficiaries and coaches who were able to spend time together and exchange experiences with beneficiaries from other projects in Europe and the Middle East. During the summer they set up a camp for 200 children in the Kremets area, 70 km from Ternopil, which will be attended by beneficiaries from Irpin, Kiev, Ternopil and Jmelnitski to improve their psycho-emotional situation.



The beneficiaries from Ukraine were received by the Mayor of Madrid.

THE MIDDLE EAST

Saudi Arabia, Bahrain, United Arab Emirates, Israel, Jordan, Kuwait, Lebanon and Palestine.

In the Middle East, this season, the Foundation reinforced its objective of promoting education in the values of citizenship, peace and reducing fundamentalism (SDG16), the active participation of girls and coaches in equal conditions (SDG5) and the promotion of healthy lifestyle habits (SDG3) in line with the Sustainable Development Goals of the 2030 Agenda. There are 24 active social-sports projects in 8 countries, with a total of 3,263 children learning and playing.

The line of action with refugees in **Palestine, Lebanon and Jordan** (SDG10), continued, where humanitarian aid projects are promoted through sport, providing support to Syrian, Palestinian and Iraqi refugees. For girls, boys and young people uprooted from their countries of origin, sport is much more than a recreational activity. It offers them a chance to be included and protected, and to develop and grow with the full protection of their rights.



Beneficiaries from Middle Eastern schools took part in the Alma Europa Cup for the first time.

There are 24 projects in 8 countries involving 3,263 beneficiaries.



Iker Casillas visited the Abu Dhabi school.

Sport is used as a powerful tool in the refugee communities, strengthening social cohesion and promoting stronger ties with host communities.

Particularly noteworthy is the support received from Mohamed Bin Rashid Al Maktoum Global Initiatives (MBRGI), which has consolidated itself as one of the strategic allies of the Real Madrid Foundation in the MENA region, with actions in **Morocco**, **Egypt**, and **Jordan**, and sponsor of the 9th Alma Cup Europe. In addition, the good relations with local partners in the **United Arab Emirates** also persist.

In terms of equality, with great confidence in the effort to integrate women's sport in **Saudi Arabia**, the framework collaboration agreement with Riyadh Schools, a leading educational institution in the country, has been renewed for three years, and the collaboration with Baniyas Sport also continues, consolidating it as one of the most important and stable partners of the Real Madrid Foundation in the Middle East. The schools in Abu Dhabi (United Arab Emirates) continued with their activity this season and received a visit from Iker Casillas, deputy to the general manager of the Real Madrid Foundation,

who visited the school where the youngsters and their families received him with great enthusiasm at the Armed Forces Officers Club facilities.

This year has also seen the renewal of the collaboration with the Royal Humanitarian Foundation of **Bahrain**, an entity with a long history of collaboration with the Foundation, specialising in the integration of orphaned children in the country.

Also noteworthy is the unconditional support of the Alyousif Charity Institution of Kuwait,

which maintains its strong collaboration with the Real Madrid Foundation's social-sports projects in the region. Iker Casillas, deputy to the general manager, visited the Real Madrid Foundation's projects in Kuwait, both the Educational Football Programme at the American School of Kuwait, and the social-sports school that has been run since 2012 together with the Al-Yousifi Charity Institution. For the beneficiaries and their families, it was an unforgettable experience.



Students from the social-sports schools in Jordan.

This season, thanks to the support of Mohamed Bin Rashid Al Maktoum Global Initiatives (MBRGI), the Foundation was able to continue with and reinforce the activity in the UNRWA refugee camps in Baqaa, **Jordan**. Meanwhile, we continued our activity in **Palestine** with the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), thanks to the support of Baniyas Sports. Collaboration with the Latin Patriarchate of Jerusalem was also reinforced for projects in **Palestine, Israel** and **Jordan**, and it is worth noting the addition of Abbott's support in the area of nutrition.

The Fratelli project is a flagship refugee programme in **Lebanon**, which arose from the collaboration between the Lasallian and Marist brothers with the mission of guaranteeing the education of hundreds of Syrian refugees. This project aims to ensure the entry and continuity of these children in the Lebanese educational system.

The monitoring of projects and the training of coaches were conducted both in-person and remotely. Meanwhile, online training sessions are proving to be highly beneficial in maintaining contact and motivation among coaches,

complemented by other ongoing training initiatives such as the "Foundation Match."

Due to the continued plight of refugees in the region, work has focused on inclusion and the promotion of a culture of Peace and the reduction of fundamentalism. Through the social-sports schools, the Real Madrid Foundation's methodology is complemented with health and nutrition programmes, medical check-ups and psychological support that. These, along with the teaching of values through sport, generate a safe space in which children and young are able to overcome

challenges they face and make the right decisions that will in future enable them to integrate into the society in which they live and to help integrate others.

PROMOTION OF EDUCATIONAL SPORTS



Carlo Ancelotti and Real Madrid first-team players share a day with the children taking part in the Campus Experience at Ciudad Real Madrid.

PROMOTION OF EDUCATIONAL SPORTS: CAMPUS, CLINICS AND EDUCATIONAL FOOTBALL PROGRAMME

The Foundation's second main area of focus is promoting high-quality educational sports that reaches all children who wish to participate, regardless of whether they are in vulnerable situations or not. In this case, the Foundation's methodology as an educational tool aims to promote the appropriate use of leisure time, perfect skills, and use sport as a comprehensive educational tool for holistic development. This involves campus programmes, clinics and the Educational Football Programme, which in addition to working in the field of education, also contribute to the sustainability of social-sports projects for children in need and to the support and promotion of Real Madrid fandom worldwide.



First-team players greet the Campus Experience students.

EDUCATIONAL FOOTBALL PROGRAMME

With 46 projects in 13 countries, Real Madrid Foundation's Educational Football Programme now reaches 4,150 children around the world—boys and girls who learn positive values while improving their game and enjoying their favourite sport. The Foundation's Educational Football Programme is a line of activity which combines high-quality sports training with the positive values of sport and social commitment, supporting the sustainability of social-sports projects for the comprehensive care of vulnerable minors in each geographical area where both lines of activity coincide. This season also saw the expansion to Kuwait, Qatar, Turkey, Oman, UAE (Dubai) and in Brazil, 5 new sites were opened in conjunction with the EA Agency, bringing the total to 10. Some of these 46 programmes also include children who have been granted full or partial scholarships for the activity.

Iker Casillas, deputy to the general manager of the Real Madrid Foundation, and Santiago Paz, CEO of Chamartín Latam, presented the Educational Football Programme that was inaugurated in Montevideo (Uruguay), for 260 children.

Roberto Carlos and former player Julio César presented the Educational Football Programme for Nuevo León, Mexico, in collaboration with BRMatters. The high-quality educational advisory programme will start next season in Monterrey and will help with the sustainability of the Foundation's social-sports projects in the country. To kick off the programme, a social clinic was organised, which was attended by the Secretary for Equality and Social Inclusion of Nuevo León (Mexico), Martha Herrera, as it was the first educational football clinic for women that the Real Madrid Foundation has held in Mexico.



Iker Casillas visited the Football Programme in Doha.

With the support of Brmatters and CSD (Creative Softgoods Design), as well as the support of the Ministry of Equality and Social Inclusion and the sponsorship of Value, Comex, Innovasport and HEB, 125 participants from different parts of the Mexican state received a scholarship to enjoy a unique educational experience on the San Bernabé pitches; two coaches from the Real Madrid Foundation travelled to Nuevo León to lead the experience.

This line of activity was also expanded to Brazil, where the Foundation inaugurated a new Educational Football Programme, based

in Barra de Tijuca (Rio de Janeiro), together with the EA Agency. Currently, around 2,000 children take part in 10 locations where this sports advisory programme is being run. The inauguration event, which brought together the students and their families, was attended by the director of the Campus and Clinics Area of the Real Madrid Foundation, Andrés Muntaner, heading the delegation that presented the educational methodology of the Real Madrid Foundation. The programme took place this season in ten locations: Alphaville, Águas Claras, Brasília, Camaçari, Camboriú, Panamby-SP, Porto Alegre, Rio de Janeiro-

Barra de Tijuca, Salvador and Teresina, thanks to the collaboration of the EA Agency.

In addition, the participants of the Football Programme that kicked off in June with the Elite Sports Experience in Doha (Qatar) received a visit from Iker Casillas. The deputy to the general manager of the Foundation took part in the training session that took place at the Al Jazeera Academy facilities, and gave these children an exclusive experience that they will not forget. The project, which was presented in April, combines the educational methodology of the Real Madrid Foundation,

For a REAL Education: Values and sport, with the technical training aspects of the Real Madrid youth academy, within the framework of physical and sports education for children between 5 and 17 years of age. The objective for this first year is to have more than 150 participants by the end of the course. The Foundation's local partner in this case is Elite Sport Experience, and the Educational Football Programme will start in the Tabiya school, which belongs to the Ta'allum educational group in Qatar.

This line of programmes is being run with great success in the Asia-Pacific region in Japan, Singapore, South Korea and Uzbekistan, with 16 projects in four countries catering to more than 2,000 students. Similar advisory services are offered the Middle East, in addition to the one mentioned in Qatar, in Oman, Turkey, Dubai, Kuwait and Egypt, with a total of 17 projects in six countries.

In the Americas, in addition to the aforementioned projects in Brazil, Mexico and Uruguay, the Dominican Republic has two projects along these lines, making a total of 13 Educational Football Programmes on the other side of the Atlantic, serving 1,548 children and young people.

The Educational Football Programme projects stand out for their quality of training for both the coaches and the participants, combining the methodology of the Foundation with the teachings of the Real Madrid Sports Area, an approach that reaches all children, whether they are socially disadvantaged or not, because education is the basis for the holistic development of any person, whatever their circumstances.



Casillas at the presentation of the Educational Football Programme in Doha, Qatar.

CAMPS BASKETBALL

- 13TH INCLUSIVE BASKETBALL CAMPUS FOR BOYS AND GIRLS WITH AND WITHOUT A WHEELCHAIR.
- 1ST URBAN BASKETBALL CAMPUS, IN COLLABORATION WITH RANDORI.
- 13TH BASKETBALL COMMUNITY SPORTS CAMPUS IN MADRID.
- 8TH ADAPTED BASKETBALL CAMPUS FOR YOUNG PEOPLE WITH SEVERE MENTAL DISABILITIES.

CAMPS FOOTBALL

LOCATIONS
18

4 DIFFERENT MODALITIES
(COMMUNITY SPORTS, GOALKEEPERS,
MAX AND BILINGUAL)

MORE THAN 1,100
PARTICIPANTS
FROM **60** NATIONALITIES

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



Emilio Butragueño visited participants at a clinic in Valdebebas.



Felipe Reyes, at the social-sports basketball campus held in the pavilion at Real Madrid City.

CAMPUSES

The appropriate use of leisure time for all schoolchildren, in addition to weekends, is put to the test during the holidays. Real Madrid Foundation's Campuses reached 5,197 participants in the summer of 2022 at 18 football venues and 565 at six basketball venues, both inside and outside Real Madrid City.

A recreational-educational phenomenon that continues to grow summer after summer and that allows all children around the world to enjoy their holidays, taking advantage of their leisure time to continue their education in values with sport as a tool and their favourite sport as a

vehicle. Participants in the campuses were delighted to receive visits from Álvaro Arbeloa and Felipe Reyes in basketball, while Ricardo Gallego presented the campuses in Jaén.

The Real Madrid Foundation presented at the headquarters of the Spanish Federation of Municipalities and Provinces (FEMP) the summer campuses held in 10 provinces throughout 2022, within the framework of collaboration between the two entities. The event was attended by the secretary general of the FEMP, Carlos Daniel Casares, and the managing director of the Real Madrid

Foundation, Julio González Ronco, who ratified the agreement to continue advancing in their collaborative efforts. Also taking part were the Real Madrid ambassador Felipe Reyes; Francisco Reyes, president of the Provincial Council of Jaén and of the FEMP's Provincial Councils and Island Councils Committee; and María José de la Fuente, vice-president of the Provincial Council of Palencia and mayor of Baltanás, who explained their experience in the framework of the campuses.

Particularly noteworthy this season was the organisation, for the first time, of an urban

basketball campus at Christmas. It was held at the Mater Immaculata school in Madrid, in collaboration with Randori, and the sessions lasted from 8 am to 4 pm.

The successful football campuses at Real Madrid City kicked off in June 2022 with more than a hundred boys and girls during the last fortnight of the month. A large turnout of people was expected to come and experience recreational-educational activities related to football and values for an appropriate use of leisure time, which is what these sessions are all about.

The campuses bring together children of around 130 nationalities, aged between 5 and 17, who come together to play their favourite sport in 15 venues. In addition to Real Madrid City, campuses were held in other locations such as Aguilar de Campoo (Palencia), Alcañiz (Teruel), Beas de Segura (Jaén), Dúrcal (Granada), Las Palmas, Linares (Jaén), Las Palmas (Jaén), Dúrcal (Granada), Las Palmas, Linares (Jaén), Manzanilla (Huelva), Marbella, Moraleja (Cáceres), Talayuela (Cáceres), Villamuriel de Cerrato (Palencia), Tenerife, Santa Eulària des Riu (Ibiza) and Zaragoza.

From 11 June to 2 September, the Foundation's campuses welcomed new participants every week, who were able to take part in the various programmes: Campus Experience, Campus Experience MAX, Campus Experience Goalkeepers, Campus Experience Linguistic Immersion, Campus Experience Football and Gaming in both internal and external modalities. The basketball campuses, meanwhile, began on 26 June, with the following modalities: Social-sports Campus, Adapted Campus, Inclusive Campus and Urban Campus, welcoming around five hundred children and young people with and without disabilities.

The sports campuses are a recreational-educational and respite tool for parents which the Real Madrid Foundation has been carrying out for more than 20 years in Spain and abroad. They allow children to gain an insight into the Foundation's methodology, allow them to play wearing badge of their dreams and, at the same time, guarantee parents the highest quality in execution, offering the widest range in both disciplines with unique and pioneering modalities that distinguish them from the experiences offered by any other competing club.

Specialised sports campuses are a growing phenomenon around the world, but the values-based methodology and the accumulated experience of the Real Madrid Foundation in its social-sports schools, educational projects and training programmes on five continents for more than two decades, make the Foundation's campuses unique.



Lucas Vázquez greeted the participants of a campus at Real Madrid City.

CLINICS

In this line of promoting educational sport, the other phenomenon on the rise each season is that of the clinics; a model that allows for high quality educational and training activities anywhere in the world lasting between 3 and 5 days. Iker Casillas, deputy to the general manager of the Foundation travelled at the beginning of the season to the Turkish city of Antalya, where a clinic was held in the facilities of the Regnum Carya hotel for the fifth consecutive year in collaboration with Be Free Football and Spanish Way. During the months of June and September, more than 500 boys and girls enjoyed this unique experience of football training and values.

The clinics in July are the first of the season and take place at the same time as the summer campuses. The difference lies in the fact that they are held outside our borders, have a shorter duration, and focus more on technical and tactical aspects. The programme of training clinics was deployed this season in 35 different countries (in twenty of which there are no permanent projects of the Foundation) with almost 40,000 participants, 11% of whom are socially disadvantaged, with 665 clinics held outside Spain and 116 in Real Madrid City, doubling the activity of the previous year. Below is a description of the most clinics which this season were most notable due to the fact they were new to because of the group of participants to which they catered.

The Foundation was able to return to Japan to hold clinics after more than two years of hiatus due to pandemic restrictions. They were held together with Wakatake Group in three cities: Mie, Saga and Tokyo, located at different geographical points across the country. The goal is to rekindle excitement among those boys and girls with an educational experience focused on improving technical skills, combining the didactic methodology in values during the sessions with the technical-tactical base of the Real Madrid youth academy.



Weir and Kathellen greeted the US participants at a clinic at Real Madrid City.



Camavinga, alongside the participants of a Real Madrid Foundation clinic at the Real Madrid City.

Basketball clinics were also been resumed in Japan, in collaboration with Medical innovation & Resources consulting. The prefectures of Tokyo, Kanagawa, Chiba and Mie hosted this experience of technical improvement in basketball with values, which was attended by 210 boys and girls between 6 and 17 years of age.

Still in Asia, in Thailand, and in collaboration with YKK ASAO (South Asia and Oceania), with whom the activity was also resumed after

a two-year hiatus, a social-sports clinic was held at the Super Star Arena in Bangkok. In this initiative, 300 children in vulnerable situations enjoyed an unforgettable experience with three days of football and values. The participants were selected by local NGOs such as Duang Prateep Foundation, SOS Children's Village, The Orphanage Foundation of Thailand and The Good Shepherd Thailand, which work with socially disadvantaged children in the city, such as a group of refugee children from Middle

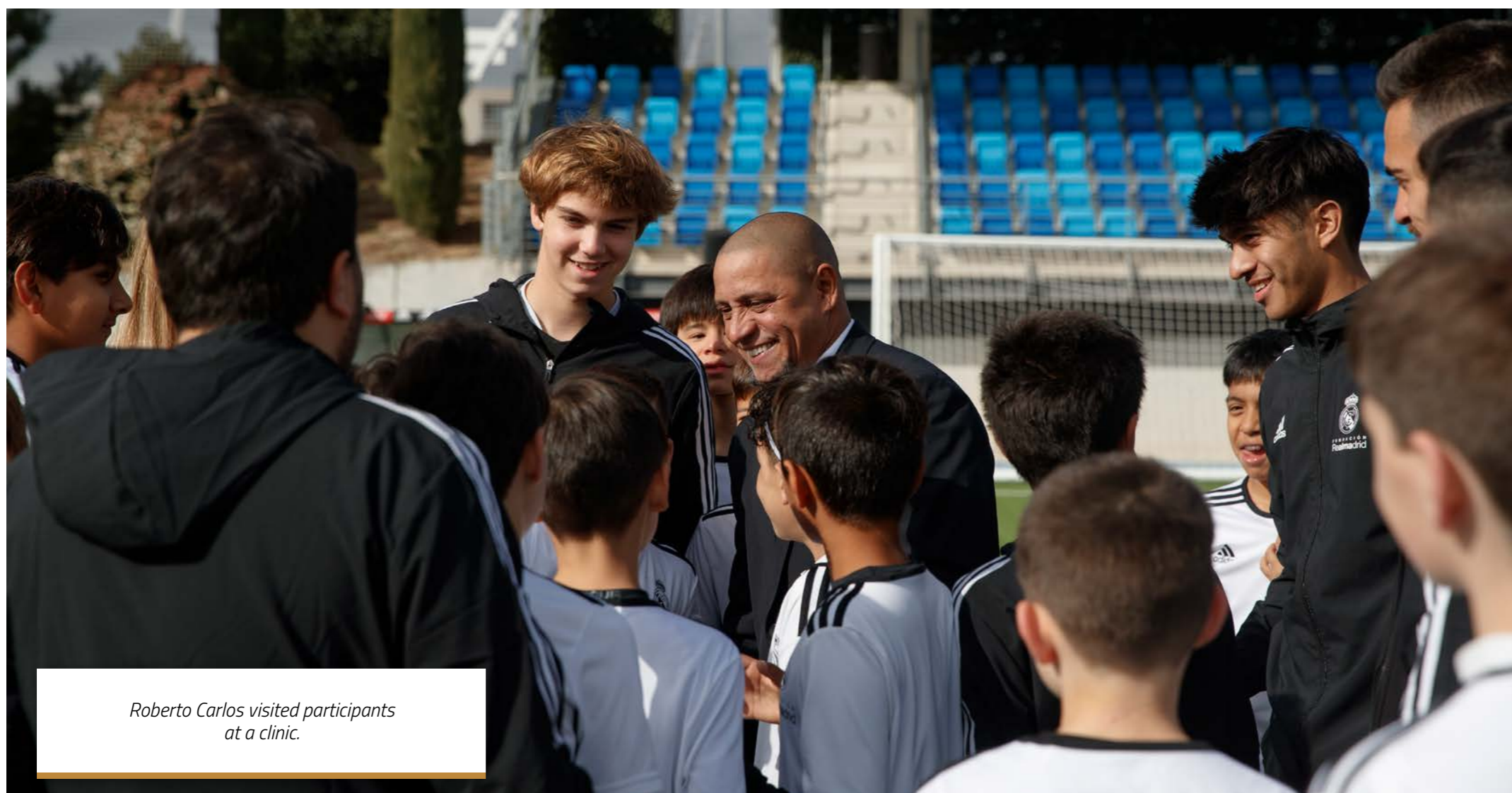
Eastern and Asian countries. It is worth noting that the Foundation has been working with YKK ASAO since 2012.

In addition, the Real Madrid Foundation held its first basketball clinic in Singapore, in partnership with Spanish Sporting Ventures. The Singapore Basketball Centre hosted this experience of technical improvement in basketball with values, which was attended by fifty boys and girls aged between 6 and 13 years old.

Meanwhile, the city of Pembroke was the setting for the first clinic of the Foundation held in Malta, in collaboration with Campus and Sports Events. The experience involving technical skills training in football with values was attended by 65 boys and girls aged between 6 and 17. Two coaches from the Foundation, specially trained in the organisation's methodology and endorsed by the Sports Area of Real Madrid, carried out the training sessions at the Pembroke Athleta Sport Club facilities.

After five years without activity, the educational clinics of the Real Madrid Foundation returned to Australia this season, in collaboration with SDA Agency. Andrés Muntaner, Director of Campus and Clinics, together with a technical coordinator, attended the presentation of these courses that will take place in Sydney and Melbourne during the months of September and October 2023. Caulfield Grammar School in Melbourne and The King's School in Sydney will host the first post-pandemic clinics in the country.

Particularly noteworthy are the first clinics ever to be held in Namibia and Cameroon. A social clinic was presented at the City Council of Douala (Cameroon) held between 19 and 25 June for 120 children from juvenile centres, who were granted scholarships to participate in this sporting and educational experience. The event was attended by the mayor of the city, who was very enthusiastic about the regular organisation of these clinics, twice a year in Douala and in one of the alternate cities in the country. The clinics will be run together with the Akwandies agency, which collaborates with leading NGOs in the country such as OFAD (African Women Organisation in the Diaspora) and Dani dome for Africa to identify the beneficiaries.



Roberto Carlos visited participants at a clinic.

Meanwhile, the Moses van der Byl Primary School in Katutura (Windhoek, Namibia) hosted the first of four social clinics that the Foundation will implement this year in collaboration with the Ministry of Sports, Youth, and National Service and the Ministry of Education, Arts, and Culture of that country. A delegation from the Real Madrid Foundation sealed the agreement in Windhoek, with the support of the Spanish Embassy and the Ministry of International Relations and Cooperation. This alliance aims to educate and train Namibian children through sport and values such as motivation, equality, camaraderie, respect, health, autonomy and teamwork, following the methodology of the Foundation *For a Real education: Values and sport*.

In Chile, the Foundation and TMF Sport held a football clinic for young people from the National Service for Minors (Sename), in the Valparaíso region. In this case, it involved young people who are serving precautionary measures and sanctions in the juvenile justice centre of Limache, for whom sport acts as effective tool in their educational and reintegration process.

Likewise, in Nuevo León (Mexico), the first educational football clinic for women organised by the Real Madrid Foundation was held in collaboration with Brmatters. The Foundation will develop an Educational Football Programme next season in partnership with Brmatters and CSD (Creative Softgoods Design), with the support of the Secretary of Equality and Social Inclusion and the sponsorship of Value, Comex, Innovasport, and HEB. More than a hundred participants from different parts of the Mexican state received scholarships to enjoy this experience.

The clinics for foreigners constitute a permanent line of activity at the Real Madrid City throughout the year. In this regard,

different groups from various countries train on the Valdebebas pitches every week. Iker Casillas received a hundred players from the Foundation's clinics at Real Madrid City. Boys and girls from Germany, Austria, Belgium and France who participate in the activity run in collaboration with Kohfahl Ballstrategien and with the support of Adidas, for example.

The clinics in Valdebebas were visited by players such as Camavinga and Lucas Vázquez from the first team, or Caroline Weir, Kathellen Sousa, Møller and Svava, from Real Madrid Women's team. Numerous first team players also spoke with beneficiaries of the Foundation's programmes during the American pre-season tour.

The auditorium of the Real Madrid City hosted many other presentations of educational football clinics, such as those mentioned above in Mexico or those in Japan, with the collaboration of Takuhiro Nakai, player of Real Madrid Castilla.

Real Madrid ambassador Roberto Carlos, meanwhile, presented together with Gonçalo de Menezes, director of STE, and Emili Castells, Sponsorship Marketing Manager of Palladium Hotel Group, the clinics of the Real Madrid Foundation that will be held in summer 2023 in two Caribbean resorts of the Palladium Hotel Group. The sport and values experiences will be run in collaboration with Sports Tourism Education (STE), with whom the Foundation

has already collaborated in various tourist destinations.

Finally, it is worth highlight the presentation of the clinics in Jerusalem. Emilio Butragueño, Real Madrid's Director of Institutional Relations, received the president of Royal Jerusalem Football Club, Samer Abdelrazzak, and the senior project manager of the Israeli Ministry of Regional Cooperation, Yaron Lior, to present the third edition of the educational clinics that will be held from 23 July to 18 August in two venues in Jerusalem. Each week, more than 450 boys and girls at each venue will receive a scholarship to train in football and learn values with coaches from the Real Madrid Foundation, thanks to the support of public institutions.



Møller and Svava greeted participants from the United States at a clinic at Real Madrid City.

TRAINING



FIRST SPORT TECH SCHOOL
IN SPAIN WITH LINARES
CHAMBER OF COMMERCE

1468 TRAINING PLACES,
COVERING 67,867 PEOPLE

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

2480 HOURS
OF
CLASSROOM AND ONLINE
TRAINING

SEVILLE FESTIVAL OF
NATIONS AWARD FOR ITS
CONTRIBUTION TO OUTREACH
THROUGH SPORT

NEW EUROPEAN UNION
DIGITAL TRANSFORMATION FUNDS

*Felipe Reyes at the Foundation's International
Coaches Congress in Madrid.*



Real Madrid Foundation at the "Technology, Entrepreneurship and Sports Forum: New Employment Sources" in Linares (Jaén).

TRAINING

During this season, the Training Division has imparted 1,468 online and offline training activities along 8 programme lines with 4,364 participants.

All the educational activity of the Real Madrid Foundation is based on the methodology *For a Real Education: Values and Sport*, developed by the Foundation's academic group and updated each year with the accumulated experience of more than a thousand coaches-educators in education, cooperation and inclusion projects around the world.

The methodology is broken down for implementation in specific manuals: *Coaching football, teaching values, Introduction to Basketball with Values, Inclusive Football and Basketball with Values* and *Values that change lives*. It is worth noting that these are manuals that are unique and exclusive to their field, especially those related to inclusive sports, drafted and registered by the Foundation, which is a benchmark in the instrumental use of sports for social and educational intervention, development cooperation, and social inclusion of all vulnerable groups.

To ensure the constant and continuous training of all the sports coaches working in the Foundation's projects, programs, activities, and schools worldwide, the Training Division carries out specific face-to-face and online courses, as well as the International Coaches Congress, and uses the OTT 2.0 platform, Sport Values Academy TV, to reach the greatest number of people with this unique, pioneering, and avant-garde training philosophy, which uses sports to educate in values, improving lives from childhood.



On-site training with coaches at the community sports school in Baqa'a, Jordan.

on values for the whole of society, while contributing to the financial sustainability of the organisation.

Particularly noteworthy in this new line of training for companies and large groups is the case of the National Employment Service of Colombia (SENA), the courses for the Spanish Federation of Municipalities and Provinces (FEMP), and the training sessions with the Real Madrid youth academy, in addition to the ongoing training for professionals and technicians from Foundation projects worldwide, beneficiaries, and families using audiovisual means: exclusive videos and interactive educational content Felipe Reyes, ambassador of Real Madrid, was in charge of inaugurating the Awareness Days on education in values organised by the Training Area both in person and online. The aim of these sessions was to create a space for meeting and exchange of ideas between professionals in the education sector, together with the Spanish Federation of Municipalities and Provinces (FEMP), based on the methodology *For a REAL Education: Values and sport*.

It is worth highlighting the continued partnership with Gonvarri for road safety education for the youngest beneficiaries of the social-sports schools. This programme is implemented through a series of specific sessions with training materials designed by the Real Madrid Foundation for this purpose, utilising basketball courts and techniques for road safety education. This contributes to fostering the autonomy of the beneficiary players in social-sports projects, which are adapted and inclusive.

Felipe Reyes closed the 3rd International Congress "For a REAL Education: Values and Sport", organised by the Foundation, which was held in the Real Madrid City on 25 and 26 March 2023. The congress was held in person for the more than 200 football and basketball coaches from the national area of the Real Madrid Foundation, and in online mode for all the teaching staff of the social-sports schools in the international area of the Foundation and for professionals in education through sports who wanted to participate in the congress. More than 1,300 people from 21 countries connected live through the Foundation's OTT platform. The main objectives of the congress were to explore in more detail the promotion and planning of educational values during the introductory stage in football and basketball, develop possible alternatives to traditional teaching models, analyse relevant factors in

the prevention of all types of violence in the sports settings, emphasise motivation as an essential aspect in the early training stages from a holistic perspective, and present practical proposals in football and basketball. This type of conference also provides the participants with an opportunity to learn about the main findings of the research carried out in the educational-sports programme of the Real Madrid Foundation.

During this season, the Training Area surpassed 2,480 hours of in-person and online training spread across 1,468 sessions, reaching 67,867 individuals. This effort doubled the activity of the previous season and its projection was recognised by the EU with the award of digital transformation funds to continue the evolution and development of the platform with the "Prometeo" project.

In this regard, the training of coaches in developing countries is crucial as it provides significant added value to their professional careers by equipping them with a certification of achievement delivered by top specialists from a leading organisation in socio-educational sports like the Foundation. This means that coaches become beneficiaries of the Foundation's activity while also facilitating the implementation of the intervention model by directly transmitting the organisation's philosophy to children and young people during their weekly training sessions.

Of particular note in terms of the diversification of lines of work and the expansion of knowledge, is the consolidation of training for companies, groups and individuals unrelated to the Foundation's projects, as a way of promoting educational sports based



Iker Casillas presented the Sportech School together with the President of Linares Chamber of Commerce (Jaén).

SPORT VALUES ACADEMY TV

The EU's support for the evolution and development of the OTT Sport Values Academy TV platform confirms that it is a unique interactive online training channel with exclusive content and enormous potential for growth and expansion across five continents. It is a useful and effective tool aimed at enhancing sports education and educational sports, thereby potentially improving the lives of millions of children worldwide. It achieves this by training their trainers and educators, as well as the children themselves, their families, and anyone interested in the educational values of team sports. It is worth noting the ratification of Adidas and Egeda's support for the eLearning platform, which continued for another season.

Training, technology and sport have also been key to the agreement with Linares Chamber of Commerce to set up the first Sport Tech school in Spain, based on the platform and experiences implemented in clinics in the Real Madrid youth academy and around the world, integrating digital advancements into training sessions and providing technological skills learning through the OTT platform.

The Foundation's efforts were recognised with the Festival of Nations Award in Seville for its contribution to Solidarity Sports through the OTT Sport Values Academy TV platform, which now has nearly 70,000 registered users and remains the only platform worldwide with content on educational and values-based sport.

Moreover, as a leader in the field, the Foundation, through the Training Area, participated in various events including the Iberian Basketball Congress with the presentation "Gender Impact on the Acquisition of Educational Values in the Real Madrid Foundation's Social-Sports Schools"; the European College of Sports Science Congress in Seville; the 1st Sport and Values Conference in La Nucía (Alicante); and the International Congress on Sport for Children and Young People in Lisbon; as well as in roundtable discussions such as "The Importance of Emotional Intelligence" organised by Platino Educa and "Management and Training in Women's Sports" organised by the Woman Forward Foundation, among other engagements.



EVENTS AND COMMUNICATION

FORO LUIS DE CARLOS

DEPORTE Y SALUD

“HABLA EMOCIONAL DE LA ELA”



Four Luis de Carlos Forums have been held, including the 'Tribute to Amancio Amaro' and the forum dedicated to ALS disease, with the special presence of Miguel Ángel, a Real Madrid legend.



INSTITUTIONAL EVENTS AND COMMUNICATION

The Foundation celebrated its 25th anniversary this season with special actions such as the issuing of an ONCE lottery ticket featuring the Foundation's logo. The ONCE Social Group and the Foundation issued the ticket for the lottery on 11 September 2022, which pays tribute to the Foundation's 25 years of work and social-sports projects around the world. A total of 5.5 million tickets featured this image in the hands of the 19,000 ONCE vendors, all of whom are people with disabilities. The event, held in the auditorium of Real Madrid City, was presided over by Enrique Sánchez, executive vice-president of the Real Madrid Foundation; Iker Casillas, deputy to the general manager of the Foundation; and Miguel Carballada, president of the ONCE Social Group. The three were accompanied by a group of blind footballers, who at the end of the event took part in a demonstration with Casillas, who faced several penalties from them.

Also, in September, the international football industry congress, World Football Summit Europe 2023, celebrated the 25th anniversary of the organisation in Seville with a specific panel on the social work of the Foundation: "Football as a Social Tool: Education, Cooperation, and Inclusion". The more than two thousand attendees were able to learn first-hand about the work of the entity that channels the club's corporate social action on the five continents.



The racing circuit attracted over 6,500 participants. The Madrid race featured Lázaro Arbeloa as an ambassador.



Attendees at the Luis de Carlos "Art and fanbase" Forum enjoyed a musical performance.

During the month of October, 25 buses of Empresa Municipal de Transportes de Madrid, EMT, displayed a collection of historical posters of Real Madrid representing the historical evolution of the 75 years of the Santiago Bernabéu stadium, which coincided with the celebration of the 75th anniversary of EMT. The Environment and Mobility delegate, Borja Carabante and the managing director of EMT, Alfonso Sánchez, attended the presentation of the mobile exhibition titled *A journey through history*. Real Madrid was represented at the event by Emilio Butragueño, director of Institutional Relations; Iker Casillas, deputy to the general manager of the Real Madrid Foundation, and Isidoro San José, representing the Real Madrid Veterans Association. They all boarded a municipal bus *vinyl-marked* for the occasion, travelling from the Santiago Bernabéu stadium to the Plaza de Cibeles, the usual venue for Real Madrid's celebrations. The complete exhibition can be seen on the website <https://www.realmadridfundacion.org/>

Likewise, Álvaro Arbeloa represented the Foundation at the 5th Edition of the Costa Cálida Sport Business Congress Region of Murcia held at the Teatro Circo, with a presentation on the 25 years of the Foundation and how the foundations of sports clubs play a very important role in society as an effective tool for training and education.

Nevertheless, the anniversary has not stopped the celebration of signing events and partnerships this season, which are necessary for the maintenance and growth of social activities. Real Madrid City hosted 43 institutional events, including a presentation of the signing of the agreement with the CSAI Foundation in the presence of the president of Real Madrid and the Foundation, Florentino Pérez,

and the Minister of Health, Carolina Darias, who signed the collaboration between the State Foundation for Health, Childhood and Social Welfare (CSAI) and the Real Madrid Foundation to fight against childhood obesity. Thanks to this agreement, both foundations will launch an educational campaign to combat childhood obesity, which will include training sessions through the OTT Sport Values Academy TV platform, as well as practical activations in schools and social-sports projects run by the Foundation to assist more than 8,000 children each week in various lines of activity in Spain.

The year 2023 kicked off with the traditional presentation of the Real Madrid Foundation's campaign *At Christmas, no child without a gift*, in collaboration with the Community of Madrid and with the support of entities such

as El Corte Inglés, CYP Brands, Arditex and Promoestrategia. The campaign assists more than 2,000 children residing in 11 children's care centres and homes (where the Real Madrid Foundation has permanent projects), as well as children hospitalised in public and private hospitals in the Community of Madrid. The event was attended by Emilio Butragueño, Director of Institutional Relations of Real Madrid; Enrique Sánchez, Executive Vice-President of the Real Madrid Foundation; Iker Casillas, Deputy to the General Manager of the Real Madrid Foundation; Concepción Dancausa, Regional Minister of Family, Youth and Social Policy of the Community of Madrid; Silvia Valmaña, Managing Director of Childhood, Family and Fostering of Birth Rate of the Community of Madrid; and José Manuel Miranda de las Heras, Manager of

the Madrid Social Care Agency. Real Madrid legends Roberto Carlos and Felipe Reyes made a symbolic presentation of gifts to the children under the care of the Community of Madrid who attended the event.

In the same month, the president, Florentino Pérez, took part in the presentation of the book *The Fourteenth. The Champions League of comebacks*, which was held in the auditorium of Real Madrid City. In addition to the author of the work, Enrique Ortego, the event was attended by José Creuheras, president of Grupo Planeta and Atresmedia; Enrique Sánchez, executive vice-president of the Real Madrid Foundation; Nacho, Modrić and Carvajal, captains of the first team football squad; coach Carlo Ancelotti and legends such as Roberto Carlos, Casillas, Arbeloa and Felipe Reyes.



Florentino Pérez and the then Minister of Health, Carolina Darias, signed a collaboration agreement with CSAI Foundation to fight childhood obesity.



Arbeloa in the event against malnutrition organised by Abbott at Real Madrid City.



Presentation of the book 'La Decimocuarta' at the auditorium in Ciudad Real Madrid.

In February, the president again supported the work of the Foundation by welcoming the CEO of Endesa, José Bogas, to Real Madrid City to sign the renewal of the partnership between the electricity company and the Real Madrid Foundation, which is now in its 13th season. The alliance ensures the sustainability of the social-sports, adapted and inclusive basketball schools in Spain, Portugal and football in Morocco to bring sport and its values closer to children at risk of exclusion.

In terms of events, as a benchmark in the sector, the Foundation is asked to participate in a multitude of forums, conferences and round tables. Among these it is worth highlighting the Foundation's participation in the *Brazil Futebol Expo 2022*, the annual international congress in Rio which, on this occasion, in addition to the presentation of the educational, social-sports and educational sport promotion programmes – which was given by Andrés Muntaner, director of Campuses and Clinics–, a clinic was organised in which fifty boys and girls from the Foundation's sport promotion programmes in São Paulo were able to take part.

Meanwhile, the managing director of the Real Madrid Foundation, Julio González Ronco, participated in the Forum *Encuentro Madrid 2022*, which took place in the auditorium of the Pablo VI Foundation (Madrid). The open dialogue, organised by the NGO Cesal and whose director general, Pablo Llano, acted as moderator, was also attended by Kostiantin Berezhnij, vice-president of Epicentr for Children (Ukraine), one of the Foundation's social collaborators on the ground, among other speakers.

The Foundation also took part in the seminar *The management and training of women's sport: challenges and opportunities*, organised by

the Woman Forward Foundation, and in the conference *Sport and faith* held in Pamplona. Meanwhile, the Youth Sports Foundation of the National Sports Council and the High Commissioner against Child Poverty, of which the Foundation has been a part since its creation, organised the Transformational Sport Congress, which held sessions in Valladolid and Madrid. Julio González Ronco participated in the roundtable discussion *Football Clubs as Elements of Social Transformation* within the framework of the congress in Valladolid, while Silvia Montes Jovellar, Director of National Projects of the Foundation, participated in the conference held at the Congress of Deputies.

In June, the Foundation was asked to take part in the training seminar on Sport and Integration organised by the Ministry of Culture, Sport and Tourism of the Community of Madrid.

In terms of campaigns and dissemination, it is worth highlighting the overall increase in followers on social media following the setting up of the Genuine team profile in January, which in only six months exceeded 130,000 followers, along with an increase in followers on the professional network LinkedIn. Additionally, as a result of the Foundation's 25th anniversary, there was a major increase in the number of appearances in print and digital media. Health awareness campaigns were conducted ("Don't Get Caught Offside" for prostate cancer prevention; nutritional campaigns including one with the CSAI Foundation and also "Run Against Malnutrition" with Abbott); as well as charitable campaigns, including the Spanish Red Cross Gold Draw and the campaign asking people to mark "X" in the donation to charity box on their tax returns. Collaboration also extended to promoting Corporate Social Responsibility, among other messages and video messages spread in support of various charitable causes.

LUIS DE CARLOS FORUMS

Once again this past year, the Foundation organised, in collaboration with the Real Madrid Historical Heritage Centre, the Luis de Carlos Forums. The Canopy by Hilton Madrid Castellana hotel hosted the Forum *Real Madrid Universal*, in which Enrique Sánchez, executive vice-president of the Foundation, chaired the meeting moderated by Realmadrid TV journalist Álvaro de la Lama. The event was attended by Madrid legends such as Butragueño, Roberto Carlos, Arbeloa, Gallego, Cristóbal Rodríguez, Felipe Reyes and Romay.

The death of the Honorary President, Amancio Amaro, set the theme of the second of the year's forums, "Tribute to Amancio Amaro", which was held in the auditorium of the Duques de Pastrana Complex. Enrique Sánchez, chaired the meeting which was moderated by Realmadrid TV journalist Álvaro de la Lama. The event was attended by Madrid legends such as Pirri, Butragueño, Camacho, Gallego and Clifford Luyk.

In April the Luis de Carlos Forum "Art and Fanbase" was held in a new venue: The auditorium of CaixaForum in Madrid. On this occasion, the discussion focused on the role of fans in sport and its artistic manifestations in literature, music and film. Enrique Sánchez chaired the meeting, moderated by Realmadrid TV journalist Cristina Gullón, with the participation of artists such as the actor and producer Antonio Resines, the violinist María José Gómez and the painter Francisco López Herrero, as well as Carlos Marañón, writer and director of *Cinemanía*; Francois Guerin, Real Madrid's director of content, and Manuel Gómez, Real Madrid's director of Supporters clubs.

The season ended with the celebration in June of the first of a series of forums dedicated to health: Health and Sport: Let's talk about ALS". Enrique Sánchez, again, chaired the event, this time jointly with María José Arregui, president of the Francisco Luzón Foundation, in the auditorium of the Duques de Pastrana Complex. It is the first of a series of meetings that will address the current reality of certain diseases or groups of diseases. The panel discussion was made up of one of the club's most legendary goalkeepers, Miguel Ángel, who in December

announced that he suffers from ALS; two other legends, Emilio Butragueño and José Martínez Pirri, accompanied him and were able to learn first-hand about the details of the illness from Dr Jesús Esteban Pérez, a neurologist specialising in neurological disorders and Amyotrophic Lateral Sclerosis (ALS); completing the panel was Dr Elena Isla, a specialist in Sports Medicine at the Sanitas La Moraleja University Hospital Sanitas-Real Madrid Medical Services.

Each Forum was accompanied by an exhibition run by the Historical Heritage Centre. Exhibitions

were also held at the Members' Assembly and at Amancio Amaro's funeral chapel in Real Madrid City and the Santiago Bernabéu stadium respectively, on the occasion of the death of the honorary president.



Luis de Carlos Forum: 'Real Madrid Universal', held at the Canopy by Hilton Madrid Castellana hotel.



FORO LUIS DE CARLOS AMANCIO AMARO



HISTORICAL HERITAGE CENTRE

Real Madrid's Historical Heritage Centre receives, sorts, records, catalogues and digitalises all the objects and documents relating to the sports administration and management of the club, as well as those donated or on loan from historians, writers and journalists and also Real Madrid supporters.

**MORE THAN 276,000 ITEMS HAVE
BEEN CATALOGUED SO FAR.**

*Luis de Carlos Forum in memory of Amancio Amaro
at the Duques de Pastrana complex in Madrid.*

HISTORICAL HERITAGE CENTRE FOR REAL MADRID

In the 2022-23 season, the Historical Heritage Centre, managed by Real Madrid Foundation, catalogued and documented 2,641 collections, bringing the total number of items and documents in the system to 276,072.

Along similar lines, 11,095 documents were digitalised, bringing the total to 215,587. The Historical Heritage Centre managed a total of 284 loans, consisting of 10,568 graphic or physical items, including 16 loans of trophies to Real Madrid Supporters clubs.

These loans and collaborations included participation in the publication of the book: The Fourteenth, the book on Luis de Carlos, a new volume on the history of the Artika Club, as well as the Tribute to Pedro Ferrándiz, Alicante's beloved son. In this regard, there is also ongoing collaboration with the Real Madrid Museum at the Bernabéu Tour, which is undergoing a transformation, and with the farewells of the players Asensio and Benzema, including the organisation of an exceptional monographic auction of Benzema's shirts, as part of the charitable auctions of historic shirts held this season on the occasion of the 25th anniversary of the Foundation.



Exhibition on the figure of Amancio Amaro, commemorating his appointment as honorary President at the Members' Assembly.



Exhibition of historical articles by Miguel Ángel during the Luis de Carlos Forum 'Let's talk about ALS'.

QUALITY, SUSTAINABILITY AND GOOD GOVERNANCE



QUALITY, SUSTAINABILITY AND GOOD GOVERNANCE

Real Madrid Foundation holds the EFQ 300+ quality certification for its processes, and this season has seen the setting up of both the Foundation's union representation committee and the occupational health and safety committee.

Similarly, following this line of excellence in terms of looking after the people who make up the Foundation, the Monitoring Committee carried out its first evaluation of the Equality Plan which was registered last season, following the first year of its implementation. The Equality Plan includes and ratifies the principles and values that the Real Madrid Foundation has adhered to since its beginnings, standing against any form of discrimination. These values recognise the effort, dedication, quality and teamwork of the men and women that make up the organisation's workforce, without any gender distinction.

Additionally, the management processes for personnel, including working conditions and the Onboarding Manual for new hires, have been updated. Measures for preventing money laundering and terrorism financing have been reviewed within the framework of economic processes. Policies regarding work-life balance and co-responsibility, compensation, and professional advancement have also been updated.

The Real Madrid Foundation is bound by the Club's Code of Ethics approved by the Executive Committee in June 2012 and updated on 29 May 2015. Aside from complying with regulatory and normative

frameworks, the Foundation is firmly committed to ethical values and principles of Good Governance that enable the fulfilment of its statutory purposes and ensure the effectiveness of its social contribution. It pursues compliance with the regulations, standards and recommendations of Transparency and Good Governance as

contemplated by Spanish Law 19/2013 on Transparency, Access to Public Information and Good Governance and as advised by the Spanish Association of Foundations.

With the aim of continuing on the path of excellence in governance, the level of transparency and risk control has been

maintained through the monitoring of established procedures and the compliance system that ensures Good Governance.

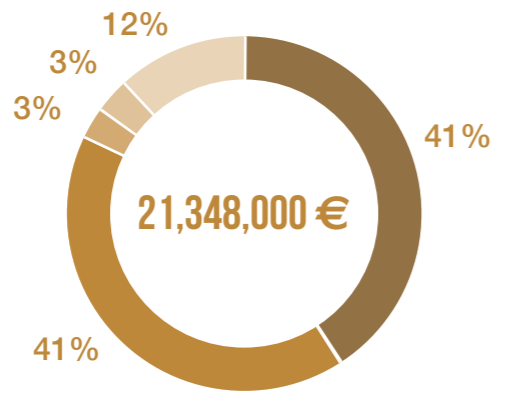


First-team players greet the Campus Experience students.

ECONOMIC DATA OF THE REAL MADRID FOUNDATION

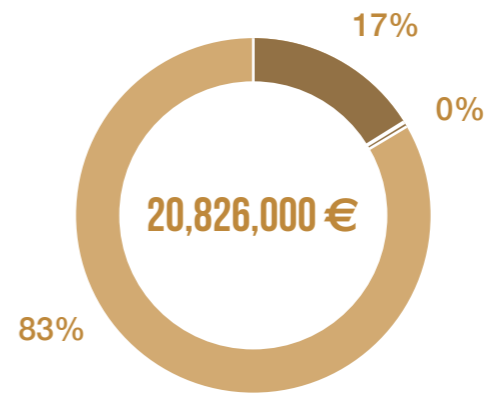


TOTAL DIRECT AND INDIRECT INCOME FINANCIAL YEAR 2022-2023



- Own funds **8,665,000 €**
- Private funds **8,801,000 €**
- Public funds **561,000 €**
- Events and other **737,000 €**
- Local partner funds **2,584,000 €**

BREAKDOWN OF TOTAL DIRECT AND INDIRECT EXPENSES FINANCIAL YEAR 2022-2023



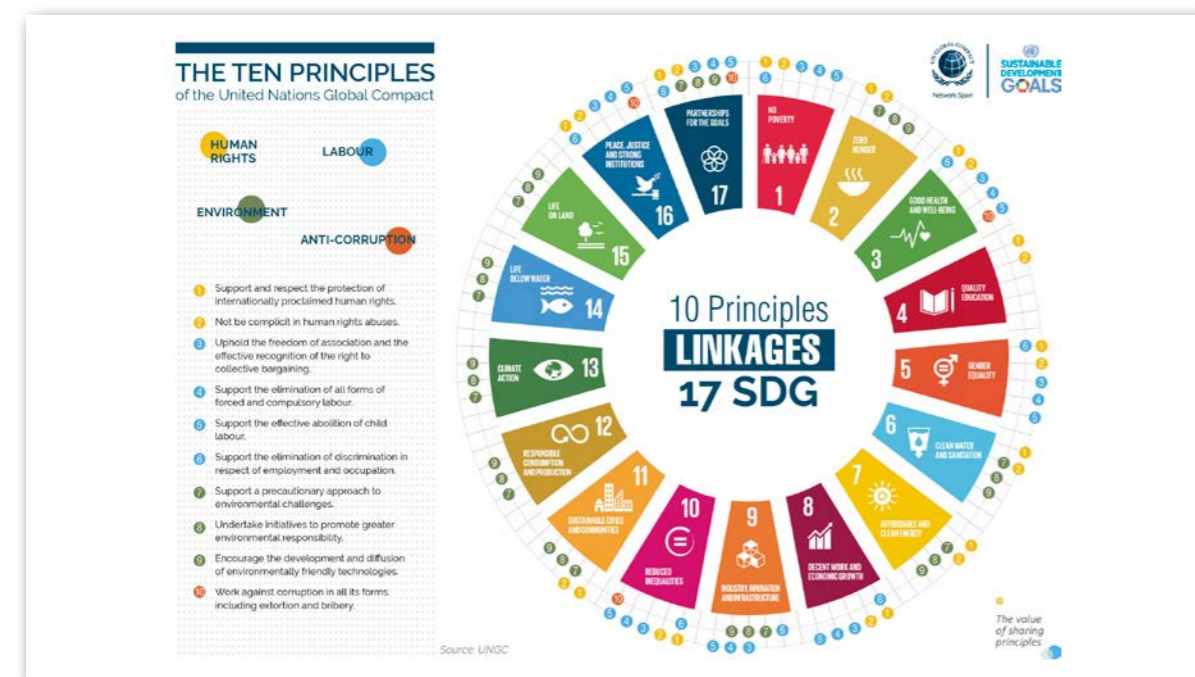
- Management **1,348,000 €**
- Fundraising **383,000 €**
- Mission (Projects to further foundational purposes) **19,095,000 €**



TRANSPARENCY AND BEST PRACTICES

The Foundation presents the results of its annual financial audit to its Board of Trustees and to the Protectorate of Foundations of the Ministry of Education and Sports, and they are published in the Annual Report, as well as on the transparency section of the website.

The Real Madrid Foundation integrates, in its Code of Ethics and Good Governance, the Club's Code of Ethics and the Compliance and Crime Prevention System, adding principles and regulations specific to Good Governance, in accordance with its Statutes and adapted to its institutional identity and social function.



PATRONS AND SPONSORS



COLLABORATING COMPANIES



PARTNER INSTITUTIONS AND ORGANISATIONS



OTHER PARTNER INSTITUTIONS

- | | | |
|--|-----------------------------------|---|
| Albacete City Council | Guadalajara City Council | Rivera & Larrea Sports and Cultural Association |
| Alcobendas City Council | Jerez de la Frontera City Council | San Fernando de Henares City Council |
| Asturian Centre of Madrid | Leganés City Council | San Pablo Pino Montano Sports Club |
| CEIP Jorge Guillen | Madrid City Council | San Sebastián de los Reyes City Council |
| CEIP Josep Tarradellas - Las Tablas | Majadahonda City Council | Segovia City Council |
| Ceuta Football Federation | Mazarrón City Council | Sport Club La Dehesa |
| Colegio Fomento Las Tablas | Mérida City Council. | Tarancón City Council |
| Colegio Menor Nuestra Señora de Loreto | Motril City Council | Toledo City Council |
| Colegio Valdefuentes | Orcasitas Sports Association | Toledo City Council |
| El Pozo Sports Association | Pozuelo de Alarcón City Council | Torrejón de Ardoz City Council |
| Fedefcam | Puerto Lumbresas City Council | Uceda City Council |



LOCAL INTERNATIONAL COOPERATION AND DEVELOPMENT PARTNERS

FRIENDS OF REAL MADRID FOUNDATION



FUNDACIÓN
Realmadrid

Printed in October 2023 in Madrid
Edited by: Real Madrid C.F.