Real Madrid Foundation

Universal Spirit
REAL Commitment
What is REAL MADRID FC?

116 years of History
92,000 members
12 Champions Leagues
600 millions fans
In what world does it develop?

8,500 niños mueren cada día por desnutrición severa

El reclutamiento de niños soldados aumenta en Sudán del Sur tras la violencia desatada este verano

Las maras de Honduras matan a los niños que no se unen a la banda

8.500 niños mueren cada día por desnutrición severa

En España viven 2,5 millones de personas con discapacidad, según el Imesco

España es el segundo país de la UE con más pobreza infantil, superado sólo por Rumanía

Hay 774 millones de personas analfabetas en el mundo

España cuenta con 40,000 personas sin hogar y un millón y medio de familias en infraviviendas

Unicef alerta de que la vida de 70 millones de niños está en peligro

Prácticamente la mitad de los refugiados en el mundo son niños

Faltan familias para acoger a los 18.000 niños que siguen en centros de menores en España
Why a Foundation?

- It is the Real Madrid FC way to answer the world needs, to contribute in the improvement of a better future, and to give back to society a part of the support that the Real Madrid FC has received and that it makes it the best club in the world.

- It is a non profit entity, created in 1997, that uses football and basketball as a tool for promoting the education in values through sports, the integration of people at risk of exclusion and humanitarian cooperation.

- To allow the children in the world, whatever their circumstances and abilities are, to enjoy sport as a means of education, integration and cooperation with those most in need.
What is Real Madrid Foundation?

- Passion
- Emotion
- Influence
- Power
- Social-media power
- Phenomenon
- Company
- Sport Culture
- Entertainment
- Industry

- Education
- Cooperation
- Inclusion
- Training
- Catalyst
- Phenomenon
- Sustainability
- Sport
- Culture
- Motivation
- Integration
What does the Foundation do?

- **Institutional**
  - Events
  - Advertising campaigns
  - Collaborations
  - Attention to target groups

- **Projects and programs**
  - Social sports schools: National & international
  - Generators: Campus & Clinics

- **Heritage**
  - Archive
  - Cataloging
  - Exhibitions
  - Asset management

- **Financial support**
  - RMFC Annual contribution.
  - Membership fees.
  - Generation of resources.
  - Sponsors and public grants
Events

Charity Circuit Popular Races

Volunteer Office

Annual Corazón Classic Match
70,000 attendees
Collaboration of the “Legends”
Sponsorships and Adhoc Campaign

Exceptional events such as the concert “Plácido en el alma” or the Gala of the Foundation.
Heritage: The Club history and culture

248,000 catalogued objects

- More than 5,000 objects catalogued each season
- 18,224 images
- Collections with more than 1,600 pieces.
- 100 material loans for writers, media, books...
- Academical collaboration for studies

Real Madrid FC is part of the collective social memory for more than one century ago.
How do projects and programmes work?

- **Methology**
  
  Education in values for integration is based on our specific methodology *For a Real Education: Values and sports* which is flexible, unique and registered. It is our main asset and what differentiates us from others.

- **Partners**
  
  NGOs, Foundations, Entities, Public Administrations… Each Project may have different agents depending on the country, the group or the circumstances: fighting against the maras in Latam; working with child soldiers; working in refugee camps; improving the lives of children with disabilities through adapted sport, or accompanying the elderly, the abandoned or the prisoners through sports.
Projects in Spain

- 37 SOCIAL SPORTS SCHOOLS OF FOOTBALL
- 36 PROJECTS IN FOSTER HOUSES
- 19 ADAPTED SOCIAL SPORTS SCHOOLS (AUTISM AND FOOTBALL; BASKET ON WHEELCHAIR; BASKET AND FOOTBALL FOR S. DOWN...)
- 9 SOCIAL-SUPPORT BASKET SCHOOLS
- 43 PROJECTS IN PRISONS
- 6 ELDERLY PROGRAMS
- 12 HOSPITALS WITH ACTIVITY
Social sports schools in the World

Flexible and dynamic approach that easily adapts to any context

To promote the integrated development of children and youngsters through sports (football and basketball)

Beneficiaries are admitted in the social sports schools without any kind of discrimination

Under no circumstance will the social sport schools be used as a talent pool for the Real Madrid C.F.

Social activities include:

- Psychological support
- Medical check up
- Nutritional support
- Tutoring, among others
Training and Methodology

**BASKETBALL**

“Initiation into Basketvalues”
Specific training course for coaches.

- Course in values and basketball
- Training Courses in their respective cities
- Coaches follow our methodology each year

**FOOTBALL**

“Training football, learning values”

- On-line courses for continuity.
- International Courses and Practices for coaches:
  Specific courses for planification and design of the training session with values
Projects in the world

AFRICA
31 Countries
56 Projects
6,657 Beneficiaries

ASIA-PACIFIC
6 Countries
25 Projects
5,104 Beneficiaries

MIDDLE EAST
9 Countries
44 Projects
2,816 Beneficiaries

AMERICA
22 Countries
166 Projects
21,871 Beneficiaries

EUROPA
8 Countries
12 Projects
905 Beneficiaries

INTERNATIONAL TRAINING
1,200 Trainers
Campus & Clinics

More than 15 **Campus** in different countries
More than 4,500 participants

More than 100 **Clinics** in 44 countries
More than 35,000 kids

Educative and entertainment reference of a rising sector
Football managed to stop, for a moment, The First World War. How is it not going to help improve the world?