The Real Madrid Foundation

“For a Real Education: Values and Sport”
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1. The Real Madrid Foundation

Video Link
1. The Real Madrid Foundation

The Real Madrid Foundation is, since 1997, the institution that channels the social commitment of Real Madrid C.F.

Its **MISSION** is to express the solidarity commitment of Real Madrid FC; to preserve the club's historical heritage; to promote the inherent values of sport as its main asset, and to promote the integral education of children and youth, as well as the social inclusion of the most vulnerable.

Its **VISION** is to be a universal reference in the use of sport as an educational and integration tool.

Its **VALUES** are Self-esteem, Autonomy, Fellowship, Equality, Motivation, Respect and Health.
The Real Madrid Foundation has the following foundational aims:

- **enhance** all cultural aspects linked to sport;

- **promote**, in Spain and abroad, the values inherent in sports practice and the promotion of this as an educational tool capable of contributing to the integral development of the personality of those who practice it and also as a factor of social integration for the benefit of those who practice it suffer from any type of marginalization;

- **contribute**, through international cooperation in socio-sporting matters, to human development and social inclusion of the most vulnerable and disadvantaged groups in developing countries.
1.2. Areas of activity:
Sports – Training Division – Cultural – Communication

### National Area
- For children and youth between the age of 5 and 17
  - Social Sport Schools. Football and Basketball.
  - Adaptive and Inclusive Schools
  - Basketball in Hospitals
- Adults and Elderly
  - Football and Basketball in Prisons
  - Emprendeporte: Unemployment
  - Elderly
  - Homeless
  - Sports physiotherapy for rare diseases

### International Area
- Social Sport Schools. Football and Basketball.
- Sports are complemented by nutrition programs, school reinforcement or health care.
- Auditing and monitoring of the projects guarantee the quality of the model

### Campus and Clinics Programs
- They complete the educational offer of the entity, both in Spain and abroad.
- Different duration of the programs and profile of the participants. Specific sports educational content.
1.2. Areas of activity:
Sports – Training – Cultural – Communicación

Training

- Elaboration and update of the didactic material "For a REAL education: Values and Sports".

- Internal training of our sports technicians nationally and internationally and promotion of training for beneficiaries and families of the programs.

- Diffusion of the educational project in congresses and prestigious international and national research journals.

- Development of training projects for external entities.
1.2. Areas of activity:
Sports – Training – Cultural – Communicación

**Historic Heritage Centre**

- Organization of charitable events to finance the different projects of the Foundation.
- Custody of documentation and objects from the Real Madrid FC and ongoing exhibitions.
- Application and design of the Corporate Identity.

**Communication and Fundraising**

- Communication of social action through internal and external channels and media.
- Publishing communication material.
- Fundraising
1.3. The data

**AMERICA:**
- **164 SCHOOLS**
- **22,650 BENEFICIARIES**
  - Argentina
  - Brazil
  - Chile
  - Costa Rica
  - Ecuador
  - El Salvador
  - Guatemala
  - Haiti

**AFRICA:**
- **57 SCHOOLS**
- **7,742 BENEFICIARIES**
  - Angola
  - Benin
  - Burundi
  - Cameroon
  - Cape Verde
  - Comoros
  - Côte d’Ivoire
  - Democratic Republic of Congo
  - Equatorial Guinea
  - Ghana
  - Kenya
  - Madagascar
  - Malawi
  - Morocco
  - Mozambique
  - Namibia
  - Nigeria
  - Rwanda
  - Swaziland
  - Tanzania
  - Togo
  - Tunisia
  - Uganda
  - United Republic of
    - Zambia
  - Zimbabwe

**SPAIN:**
- **162 PROJECTS**
- **13,204 BENEFICIARIES**

**EUROPE:**
- **12 SCHOOLS**
- **806 BENEFICIARIES**
  - Azerbeijan
  - Bulgaria
  - Hungary
  - Italy
  - Portugal
  - Romania
  - Turkey
  - United Kingdom

**THE MIDDLE EAST:**
- **47 SCHOOLS**
- **3,038 BENEFICIARIES**
  - Bahrain
  - Iran
  - Jordan
  - Kuwait
  - Lebanon
  - Malaysia
  - Palestinian
  - Qatar
  - Saudi Arabia
  - United Arab Emirates

**ASIA-PACIFIC:**
- **26 SCHOOLS**
- **5,634 BENEFICIARIES**
  - Australia
  - Cambodia
  - China
  - India
  - Indonesia
  - Japan
  - Korea
  - Malaysia

**MORE THAN 105,000 BENEFICIARIES IN 80 COUNTRIES**
**TOTAL OF 988 PROJECTS AND ACTIVITIES**

- **468 SOCIAL-SPORTS PROJECTS**
  - 77 COUNTRIES
  - 53,074 BENEFICIARIES

- **46 CAMPUSES**
  - 10 COUNTRIES
  - 5,092 BENEFICIARIES

- **474 CLINICS**
  - 45 COUNTRIES
  - 47,853 BENEFICIARIES
2. National Area
2.1. The data

<table>
<thead>
<tr>
<th>Number of projects</th>
<th>165</th>
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<tbody>
<tr>
<td>Number of Beneficiarios</td>
<td>13.500</td>
</tr>
<tr>
<td>Scholarships</td>
<td>73%</td>
</tr>
</tbody>
</table>

Spain
2.2. The Real Madrid Foundation in Spain
2.3. Programs in the National Area

Social sports activities that reinforce the values and the integration of different groups. They mix boys and girls, adults and elders and groups of different status and / or with different abilities.

**Children. 5 to 17 years old**

- Football and Basketball Social Sport Schools
- Adaptive and Inclusive Schools
- Schools in Shelters and Detention Centres
- Basketball in Hospitals

**Adults**

- Football and Basketball in Penitentiary Centres
- Emprendeporte. Unemployed
- Physical Activity Program for people over 65 years old
- Physical activity program for homeless persons
- Physiotherapy for people with rare diseases
2.3.1. Social Sport Schools. Football and Basketball

- The program was born in 2004.
- At present, it educates more than 8,000 children in the values of sports in Spain.
- More than 70% of the students receive scholarships.
- The program makes sports as a didactic and integrating tool.
- The participants are not federated, they play a tournament where what prevails is not the result but the performance.
2.3.2. Adapted and Inclusive Social Sports Schools

- **12 Adapted Basketball and 1 Adapted Football Schools**
  For people with deep psychic disability. With quality professionals, programs and facilities.

- **3 Wheelchair Basketball Schools**
  For children who want to enjoy basketball without the pressure of competition, sharing values and technical-tactical learning, in similar conditions to the rest of the children.

- **6 Inclusive Football and Basketball Schools**
  For children with different abilities but with the aim of including them in ordinary socio-sports schools. They are mostly children with Down Syndrome, Autism Spectrum Disorders or General Developmental Disorders.
2.3.3. Social Sport Schools in Shelter Homes and Detention Centres

Residences for Childhood and Adolescence Care are institutions that temporarily assume the care and education of children who lack of an environment that can meet their biological, emotional and social needs.

The Juvenile Detention Centers are specific centers for the execution of judicial measures imposed on minors different to those for adults.

Through the transmission of the values inherent in sports, the Schools favor

- The motivation and autonomy of the beneficiaries
- Personal balance capabilities,
- Interpersonal relationship capabilities,
- Social improvement.
2.3.4. Basketball Program in Hospitals

The Real Madrid Foundation has been developing this program for 9 years in 11 hospitals in Spain.

Thanks to this activity, each year almost 1000 children, young people and also adults affected by diseases that require long hospitalizations, benefit from this program. Likewise, families appreciate this activity that favors the normalization and humanization of their period in the hospital.
2.3.5. Basketball and Football Social Sport Schools in Penitentiary Centers

The Real Madrid Foundation develops for more than 10 years Schools in Penitentiary Centers throughout Spain. In 2016/2017 Season the Real Madrid Foundation was awarded with the Gold Medal for Penitentiary Merit.

The penitentiary centers must be a school where the inmate finds positive motivations for his future return to society, where he acquires values, learns to respect and be respected, and where he finds the appropriate paths by which to redirect his life. The sport schools become an ideal vehicle to enhance these teachings, as well as being an attractive element due to their link to the prestigious image of Real Madrid, by which the inmates have access to a remarkable stimulus and a positive connection with the exterior world.

The practice of sports in prisons helps to minimize tension and reduce the possibilities of incidents and conflicts by fostering positive interpersonal relationships between inmates and also with prison staff.
The increase in life expectancy in today's society has led to an increase in the elderly population. Physical activity improves the quality of life and health and that is the objective of the program.

Among the objectives are:

- Favor the maintenance of the physical qualities of the elderly.
- Facilitate their individual improvement, both physically and psycho-socially.
- Contribute to their self-satisfaction and to the improvement of their social
2.3.7. Emprendeporte. Physical Program for long-term unemployed.

People in situation of long-term unemployment is one of the biggest consequences of the economic crisis.

The objective of this program is the improvement of the general physical and mental condition of the person and at the same time the acquisition of positive values transmitted by sports practice, such as effort, teamwork, autonomy and self-esteem, among others.

Two weekly training sessions, coaching sessions and training workshops for job search form a program in which the achievement of personal challenges is the catalyst for personal improvement.
2.3.8. Physical Activity Program for Homeless people

The Real Madrid Foundation starts working with the group of homeless people in the 2017/2018 season.

The Program pretends to cover that emotional part that favors self-esteem, commitment, overcoming or companionship, aspects that are so badly damaged in the homeless people.

For this purpose a series of sport objectives are established and the fulfillment of them depends exclusively on the person and on the group. Objectives must be achieved during the season.
2.3.9. Sport Physiotherapy Program for people with rare neurological disease

The Real Madrid Foundation wants to assist and support those who need it the most and, therefore, 6 years ago this program was born aimed at assisting people suffering from multiple sclerosis or rare neurological diseases.

The program is developed in collaboration with the Official College of Pharmacists of Madrid, the European University of Madrid, Sanitas and the Foundation for Multiple Sclerosis of Madrid.

Each season since 2013, the program serves 60 people, patients with rare diseases with few resources in Madrid and surroundings.
Thank you very much!