



FUNDACIÓN
Real Madrid

INSTITUCIONAL PRESENTATION
INTERNATIONAL AREA

Season 2023 -2024



REAL MADRID FOUNDATION

The history of the Real Madrid Foundation is being written every day alongside boys and girls at risk of social exclusion, alongside minorities and refugees, people with diverse abilities, the homeless, the unemployed, the imprisoned, the elderly and all those who are exposed to vulnerability risks

Florentino Pérez





FUNDACIÓN
Real Madrid



Real Madrid

INTRODUCTION

The Real Madrid Foundation (RMF) is the means through which Real Madrid C.F. implements socio-educational and international development cooperation programs throughout the world as part of its Corporate Social Responsibility.

The Real Madrid Foundation was established in 1997 as a non-profit organization and was qualified in 2008 as an NGO by the Spanish Agency for International Development Cooperation (AECID).

The Real Madrid Foundation's framework of action is the UN Convention on the Rights of the Child and the 2030 Agenda for Sustainable Development.

The Real Madrid Foundation is committed to the ten principles of the UN Global Compact to which Real Madrid C.F. is a partner.

In 2019 the Real Madrid Foundation received the EFQM 300+ European Seal of Excellence in recognition of the quality of its management and its commitment to continuous improvement. In 2022 this Seal of Excellence was renewed. Previously, in 2011 the RMF was awarded the ISO 9001 Quality Seal.



INTRODUCTION

The Real Madrid Foundation seeks to build enthusiasm and passion for sports in order to support education of the children and youth around the world

Why?

Sport is much more than just a physical exercise: it is a means to achieve personal and social development

Sport is a tool to promote peace and social cohesion

Sport is the healthiest way to enjoy leisure time

Sport is an instrument to promote education & health and to develop life skills



FUNDACIÓN
Real Madrid

OUR MISSION

The Real Madrid Foundation is the instrument through which Real Madrid C.F. is present in society and develops its social and cultural awareness programs

In Spain

Social sports schools for children and youth aged 5 to 17

Programs for the elderly, people with disabilities, the unemployed, the homeless and immigrants

Social sports programs in prisons, foster homes and hospitals

Internationally

Social sports schools for children and youth aged 5 to 17 in vulnerable situation and/or at risk of social exclusion

Social sports programs for children with special needs

Humanitarian aid through sports



OUR VALUES

Personal Values

Autonomy

Self-esteem

Motivation

Health

Social Values

Equality

Respect

Fellowship



FUNDACIÓN
Real Madrid



Social Sports
School



MODEL OF INTERVENTION: INTERNATIONAL SOCIAL SPORTS SCHOOLS

Flexible and dynamic approach easily adaptable to the context and reality of each country

Comprehensive development of children and youth is promoted through values-based educational football/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.

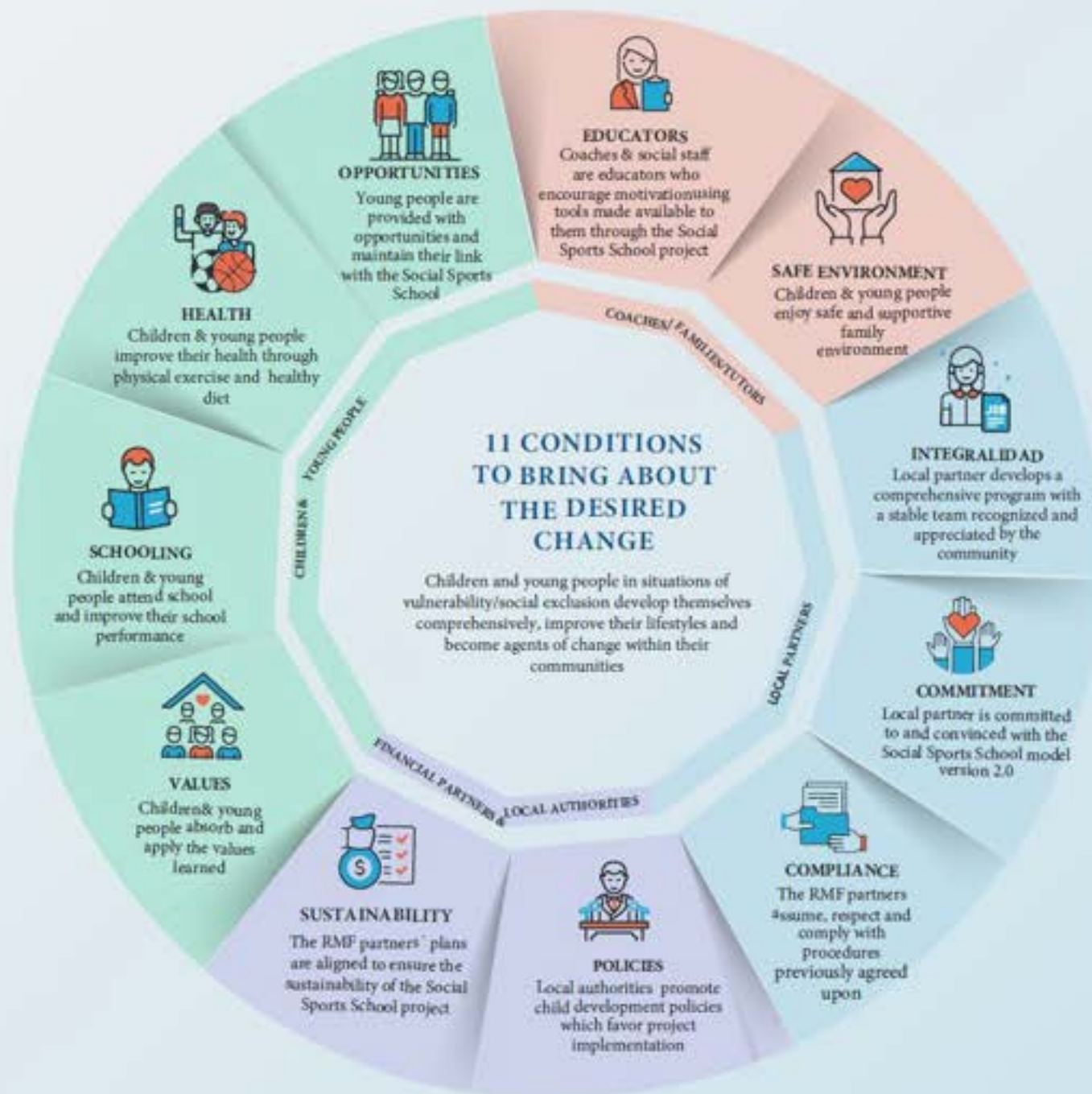


FUNDACIÓN
Real Madrid



DESIRED CHANGE & CONDITIONS

WHAT CONDITIONS SHOULD BE CREATED TO BRING ABOUT THE CHANGE WE WANT TO SEE?





FUNDACIÓN
Real Madrid



Sports activities

- Weekly football and basketball trainings
- Training in values
- Training sessions adapted for children with functional disabilities
- Social sports tournaments with adapted regulations
- Community friendly tournaments
- Practice of other sports



FUNDACIÓN
Real Madrid





Copa Alma



مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives



FUNDACIÓN
Real Madrid

SOCIAL & EDUCATIONAL ACTIVITIES

Educational support

Medical check-ups

Complementary nutrition

Family integration and psychosocial support

Vocational guidance

Integration into labor market

Summer and winter camps

Artistic, cultural and recreational experiences

Psychological support

Other sports activities

21st century skills workshops

School performance monitoring







FUNDACIÓN
Real Madrid





FUNDACIÓN
Real Madrid



FUNDACIÓN
Real Madrid

Committed to the 2030 Agenda and contributing to the Sustainable Development Goals



Promoting child and youth education in values in line with the SDG's

Fostering healthy habits and nutritional support to improve health

Encouraging the development of personal and social skills through equal opportunities

Empowering women and girls, promoting gender equality and combating gender based violence

Implementing a culture of peace, social inclusion and respect for diversity

Creating safe spaces for practicing sports in order to achieve individual and collective development



FUNDACIÓN
Real Madrid

STRATEGIC AND COMPLEMENTARY OBJECTIVES



The objectives designated as **STRATEGIC** are those inherent to the very nature of the activity of the Real Madrid Foundation (founding object) and are aligned with the mission, vision and values.



The **COMPLEMENTARY OBJECTIVES** are those to which we contribute through the development of our intervention model, through our particular way of working.



And there is a third group of objectives to which we **CONTRIBUTE INDIRECTLY**, thanks to the comprehensive nature of our intervention.







FUNDACIÓN
Real Madrid

MAJOR STAKEHOLDERS

The Real Madrid Foundation will always be the pillar of the Social Sports School project and its start-up but it needs to establish partnerships with the three key agents:

Financial
and other sponsors
Donors

Local authorities

Local partner

INTERNATIONAL AREA LONG-TERM COMMITMENTS

Social Joint Venture with the leading stakeholders in each country

Ad-hoc Communication Plan to promote the partnership

Institutional visits schedule for each country involving its main authorities

The Real Madrid Foundation's Corporate Image and Co-Branding

Specialized and continuous advice on sports & socio-educational project management

Particular and unique training methodology for coaches



FUNDACIÓN
Real Madrid





ADVICE, MONITORING AND EVALUATION





FOOTBALL & BASKETBALL OWN METHODOLOGY:

“For Real Education: Values & Sports”



Nuestras principales guías didácticas...

Para complementar la formación del profesorado...

Para los peques... y no tan peques...

Proyecto de seguridad vial...

Para las familias...

The image displays a collection of educational materials. On the left, under 'Nuestras principales guías didácticas...', there are several book covers including 'VALORCESTO', 'REAL', 'La afición de los', 'Cuaderno del Alumno', and 'CANTIN PARA CANTIN'. In the center, under 'Para complementar la formación del profesorado...', there are books like 'ENSEÑANDO VALORES', 'SALVETA BLANCA', 'Educación Vial Adaptada', and 'DIGIJIANDO VALORES'. To the right, under 'Para los peques... y no tan peques...', there are children's books such as 'ESTRELLAS DEL VALORCESTO', 'APRENDIENDO CON BALORCITO', and 'APRENDIENDO CON VALORCULO'. At the bottom center, there are cartoon characters of a basketball and a soccer ball. On the far right, under 'Proyecto de seguridad vial...', there are circular graphics and a book titled 'Educación Vial Adaptada'. Below that, under 'Para las familias...', there are books like 'CARRAN', 'PROYECTO PORTUGAL', and 'El partido en casa'.

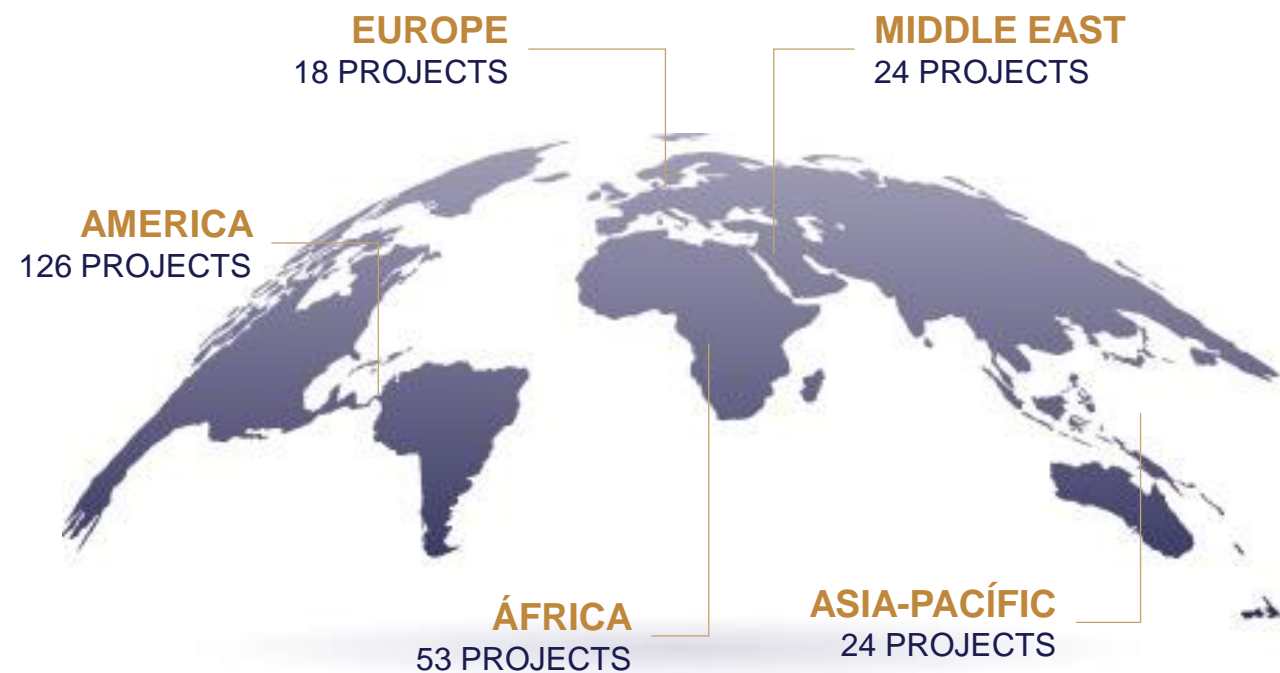








INTERNATIONAL PRESENCE



Number of Projects : **320**

Number of Countries: **70**

Number of Beneficiaries: **41.437**



EUROPE

18 PROJECTS

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

1.585 BENEFICIARIES

MIDDLE EAST

24 PROJECTS

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

3.263 BENEFICIARIES

AMERICA

126 PROJECTS

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

17.055 BENEFICIARIES

AFRICA

53 PROJECTS

Angola / Benin / Burundi / Cape Verde / Cameroon / Chad / Ivory Coast / Egypt / Gabon / Equatorial Guinea / Kenya / Madagascar / Morocco / Mauritania / Mozambique / Nigeria / DR Congo / Rep. of Congo / Rwanda / Sao Tome and Principe / Senegal / Sierra Leone / Tanzania / Togo and Uganda

10.738 BENEFICIARIES

ASIA-PACIFIC

24 PROJECTS

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

2.680 BENEFICIARIES







EVALUATION AND RESULTS

The most relevant contributions of the international social schools program are identified around the following aspects: the acquisition of values, creation of safe spaces and generation of a sense of belonging among children and adolescents. Positive changes of the program are also observed in the field of school performance and health improvement.

*International Social Sports Schools Program Evaluation and M&E System designs
developed in cooperation with Transformancy
March 2020 - October 2022*

Study report on the influence of the values of the Real Madrid Foundation's educational program on beneficiaries aged 10 to 16 at risk of social exclusion attending the social sports schools of Europe that are part of the partnership created with the UEFA Foundation for Children.

*Evaluation of the Social Sports Schools in Romania, Italy, United Kingdom, Portugal
and Spain
The Real Madrid Foundation Training Department Academic group
October 2021*

A 31% reduction in domestic violence within the environment of minors attending social sports schools.

*Impact study developed by Alalay Foundation (Bolivia)
November 2019*

EVALUATION AND RESULTS

More than 55% of participants develop protective factors against violence such as communication capacity, decision-making, self-esteem or self-control which minimize the risk of psychological and physical violence.

*Impact study developed by Alalay Foundation (Bolivia)
November 2019*

Overall, the evaluation has revealed that the social sports schools project of Bucharest has the potential to positively impact children's lives, reinforce values and improve their psychological and physical well-being. In an effort to promote gender mainstreaming, it is important to highlight the achievement of having reached 42% of girls participating in the program.

*External Evaluation of the Social Sport School in Bucharest (Romania) by Ideofactum and Stone Soup
consultancies specialized in social projects impact evaluation
November 2018*

EVALUATION AND RESULTS

- Positive changes, perception and assimilation of values
- Positive changes at both behavioral and attitude levels (respect, coexistence rules, tolerance, discipline, social awareness, self-esteem)
- Changes at the school performance level (greater willingness to learn, better behavior, learning more easily)
- Increased support networks and creation of friendships
- Positive changes in lifestyle habits and prompted interest in taking care of oneself (body&self-esteem).
- Improved family atmosphere
- Greater sense of belonging
- The social sports schools in Niteroi and Rio de Janeiro are protection, education and culture spaces

*External Evaluation of the SOMOS-Fundación Real Madrid in Brasil developed by FLACSO BRASIL
and supported by CAF - Development Bank of Latin America
September 2018*

95.8% of beneficiaries improve their school performance.

*Impact study developed by Concivica Foundation (Colombia)
December 2018*

EVALUATION AND RESULTS

100% of beneficiaries are enrolled in school and 85% of them improve their school performance.

*Impact study developed by the Latin University of Costa Rica (Costa Rica)
December 2017*

Beneficiaries and their families have improved their physical well-being by turning sport into their new lifestyle, consuming nutritious food, attending regular medical, dental, optometric and physical therapy check-ups, and undergoing respective treatments if needed.

*Impact study developed by Universidad Latina de Costa Rica (Costa Rica)
December 2017*



GRACIAS