



FUNDACIÓ FC BARCELONA



**REPORT  
2009/10**





**FUNDACIÓ FCBARCELONA**



# INDEX

<b>Presentation</b>	<b>4</b>
<hr/>	
<b>XICS</b> International Network of Solidarity Centres	<b>12</b>
<hr/>	
<b>JES</b> Workshop on Solidarity and Sport	<b>36</b>
<hr/>	
<b>EiC</b> Sport and Citizenship	<b>42</b>
<hr/>	
<b>La Masia</b>	<b>52</b>
<hr/>	
<b>ALLIANCES WITH THE UN</b> UNICEF, UNESCO and UNHCR/ACNUR	<b>58</b>
<hr/>	
<b>Acts and Events</b>	<b>72</b>
<hr/>	
<b>Actions to raise awareness and collaborations</b>	<b>74</b>
<hr/>	
<b>Agreements and Partners</b>	<b>75</b>
<hr/>	
<b>Communication and Visibility</b>	<b>76</b>
<hr/>	
<b>The FC Barcelona foundation begins a new chapter</b>	<b>78</b>
<hr/>	





## GREETINGS FROM THE PRESIDENT

The report that you have in your hands before you is a summary of the activities carried out by the FC Barcelona Foundation during the season 2009/10, responsibility for which lies with the previous Board of Directors at the club since the Presidential Elections only took place at the end of the season, and the new Board did not take over until the 1st of July, the first day of this new stage in the Foundation's history.

Starting in the season 2010/11 the FC Barcelona Foundation begins a new chapter. We are following a new road through which we want to redefine our mission and our management model. On the one hand we would like bring the Foundation closer to Catalonia, developing more programmes on Catalan soil. We are convinced that, our country, Catalonia, needs help on a social level and a club like FC Barcelona cannot ignore that fact. Above all given that sport in general, especially football, in recent times, has become an acknowledged tool for social cohesion.

On the other hand we would like transparency to be the key to all the Foundation's activities; a concept that has to be present in all our actions, from economic management to the strategic decisions taken in each of our projects.

From now on there will be greater synergy between the club's interests and the activities of the Foundation. The Foundation's philanthropic activities should strengthen the club's strategic plans and expand its territory at the same time. Similarly, there is the need to rethink the Foundation's financing, to explore new ways of generating funds to allow it to obtain greater reserves for the implementation of its programmes.

Furthermore, in this new chapter we want to bring FC Barcelona members closer to the Foundation, so that they can participate in, and at the same time benefit from its projects. As owners of the organisation, they have the right to know first hand just what form the club's corporate social responsibility takes and the Foundation has the obligation to inform and explain on that very issue.



**SANDRO ROSELL I FELIU**  
President FC Barcelona

## LETTER FROM THE DIRECTOR GENERAL

The history of FC Barcelona is characterised by the club's ongoing commitment to help Catalan Society progress and by its readiness to play an active social role. The nature of this commitment has developed over time as social circumstances and therefore the needs of society have changed.

For several years now, the means by which the club expresses the social values that defines it as an organisation has been the FC Barcelona Foundation. Our job is to take on the club's sense of service and to serve as a channel for FC Barcelona's contribution to a society that is ever changing and has ever changing needs.

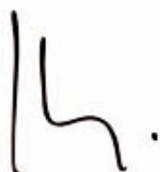
We are contributing to the work of three agencies within the United Nations (UNICEF, UNESCO and ACNUR) in world-wide projects aimed at helping people in vulnerable situations, projects that fight against discrimination and inequality and projects that promote peace and human rights.

Through these partnerships and through our own programmes we transform sport and education - the values of sporting fair play - into tools for development and progress, for the education of younger members of society and for social cohesion. We do this from the perspective of an organisation firmly rooted, and committed to, Catalan Society, which is our starting point and the environment in which we find ourselves. We do this with every person in the world in mind, we are a global club and we want sport and Barça also to become global phenomena.

In this report you will be able to see some of the steps we have already taken on this journey, those from the season 2009/10.

As you know, we continue, and will continue to work towards transmitting, on a local and global scale, the values that sport teaches us: the effort needed to progress, both individually and collectively; coming together to pursue collective goals; team spirit and the respect that we owe to one and another; fair play and honesty; humility and perseverance, amongst other key elements that are fundamental to the activities of the Foundation.

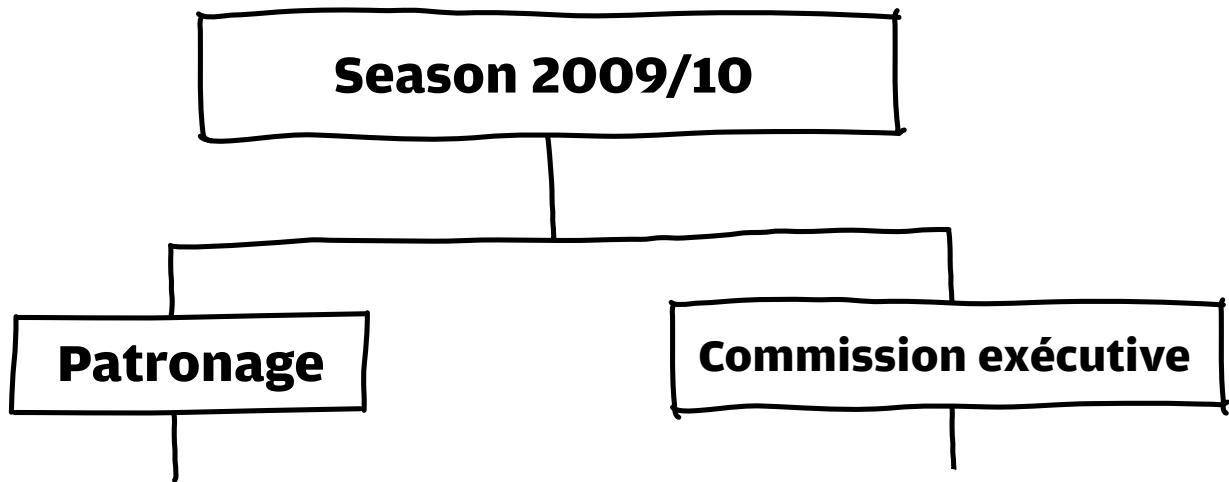
We will strengthen our current programmes and we will open new avenues with sport as the backbone of our activities. We will address ourselves directly to children and young people, helping to build values and always promoting Barça's image. We will do this using our resources to the best of our abilities, with clear goals in mind, with the utmost transparency and with the idea of our members also playing their part in our activities.



**JOSEP CORTADA I VILA**  
Director General FC Barcelona Foundation

---

# Governing Board



Position	Name
<b>President</b>	Mr. Joan Laporta i Estruch
<b>Vice president</b>	Mr. Alfons Godall i Martínez
<b>Board Member</b>	Mr. Joan Boix i Sans
<b>Board Member</b>	Mr. Albert Perrín i Calvet
<b>Board Member</b>	Mr. Rafael Yuste i Abel
<b>Board Member</b>	Mr. Jacint Borràs i Manuel
<b>Board Member</b>	Mrs. Magda Oranich i Solagran
<b>Board Member</b>	Mr. Ramon Alfonseda Pous
<b>Board Member</b>	Mr. Josep M. Àlvarez Suàrez
<b>Board Member</b>	Mr. Josep Amat i Montcunill
<b>Board Member</b>	Mr. Carles Barnils i Vila
<b>Board Member</b>	Mr. Arcadi Calzada i Salavedra
<b>Board Member</b>	Mr. Raimon Carrasco i Azemar
<b>Board Member</b>	Mr. Josep Carreras Coll
<b>Board Member</b>	Mr. Joan Gaspart i Solves
<b>Board Member</b>	Mr. Ricard Huguet i Reverter
<b>Board Member</b>	Mr. Jaume Llauradó i Gràcia
<b>Board Member</b>	Mr. Agustí Montal i Costa
<b>Board Member</b>	Mr. Miquel Roca i Junyent
<b>Board Member</b>	Mr. Joan Rosell i Lastortras
<b>Board Member</b>	Mr. Antoni Tàpies i Puig
<b>Board Member</b>	Mr. Juan A. San Epifanio Ruiz
<b>Board Member</b>	Excm. Mr. I. Urdangarin Liebaert
<b>Board Member</b>	Mrs. Anna Xicoy i Cruells
<b>Board Member</b>	Mr. Joan Porta i Ribalta
<b>Board Member</b>	Mr. Salvador Giner de San Julián
<b>Secretary</b>	Mr. Raimon Bergós i Civit
<b>General Director</b>	Mrs. Marta Segú i Estruch

Position	Name
<b>President</b>	Mr. Joan Laporta i Estruch
<b>Vice president</b>	Mr. Alfons Godall i Martínez
<b>Vice president</b>	President of the ABV (Mr. Ramon Alfonseda i Pous)
<b>Board Member</b>	Mr. Joan Boix i Sans
<b>Board Member</b>	Mr. Albert Perrín i Calvet
<b>Board Member</b>	Mr. Rafael Yuste i Abel
<b>Board Member</b>	Mr. Josep Amat i Montcunill
<b>General Director</b>	Mrs. Marta Segú i Estruch

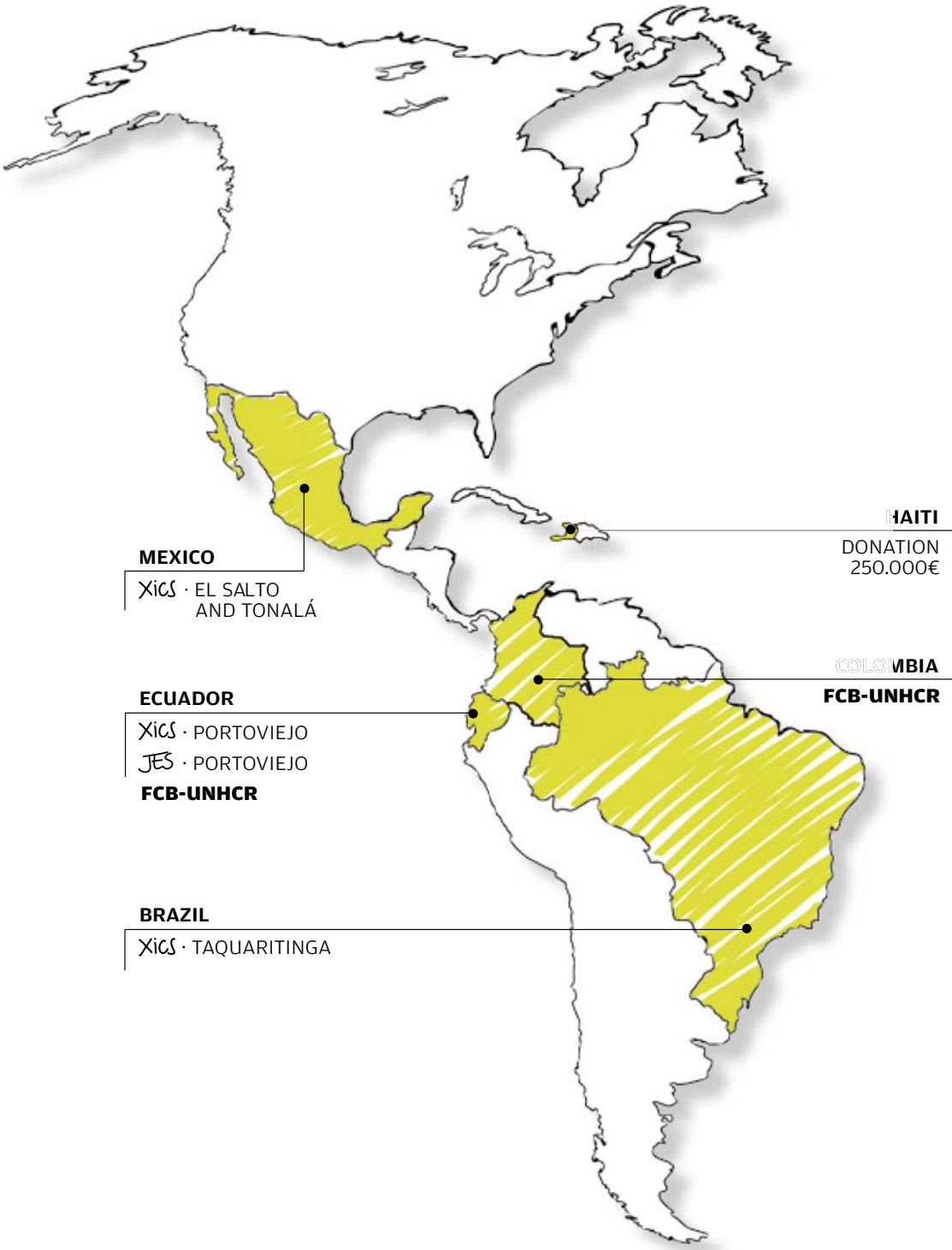


Position	Name
<b>President</b>	Mr. Sandro Rosell i Feliu
<b>Vice president and directive of FC Barcelona</b>	Mr. Ramon Pont i Amenós
<b>Vice president</b>	Mr. Gabriel Masfurrell i Lacambra
<b>Vice president</b>	Mr. Ramon Canela i Piqué
<b>Vice president</b>	Mrs. Lola Bou i Camps
<b>Vice president</b>	Mr. Ramon Palou i Godall
<b>Board Member</b>	Mr. Xavier Aguilar i Huguet
<b>Board Member</b>	Mr. Ramon Alfonseda i Pous
<b>Board Member</b>	Mr. Carles Barnils i Vila
<b>Board Member</b>	Mr. Jordi Bellmunt i Fernández
<b>Board Member</b>	Mr. Joan Mas i Brillas
<b>Board Member</b>	Illustrious Mr. Mohammed Chaib Akhdim
<b>Board Member</b>	Mrs. Marta Rodríguez de Llauder Santomá
<b>Board Member</b>	Mr. Ramon Garriga i Saperas
<b>Board Member and secretary</b>	Mr. Sergi González i Delgado
<b>Board Member</b>	Mr. Antonio Llarden i Carratalá
<b>Board Member</b>	Mrs. Rosa Maria Lleal i Tost
<b>Board Member</b>	Excm. Mr. Josep Maldonado i Gili
<b>Board Member</b>	Mr. Josep Maria Prat i Puig
<b>Board Member</b>	Mr. Enric Roca i Mateo
<b>Board Member</b>	Excm. Mr. Manel Royes i Vila
<b>Board Member</b>	Mr. Antoni Tombas i Navarro
<b>Board Member</b>	Mr. Joaquim Triadú i Vila-Abadal
<b>Board Member</b>	Excm. Mr. Iñaki Urdangarín Liebaert

Position	Name
<b>General Director</b>	Mr. Josep Cortada i Vila
<b>International Project Coordinator</b>	Mrs. Laura Sabaté i Amorós
<b>International Project Coordinator</b>	Mrs. Christelle Boulanger
<b>International Project Coordinator</b>	Mrs. Maria Mora i Genis
<b>International Project Coordinator</b>	Mrs. Yolanda Antín
<b>Finance Manager</b>	Mr. Adrià Alemany i Salafranca
<b>Fund-raising</b>	Mr. Francesc Adell i Martínez
<b>Projects Technician</b>	Mrs. Pilar González i Aragón
<b>Direction Assistant</b>	Mrs. Cristina Desco i Magallanes
<b>Patronage Assistant</b>	Mrs. Mercè Garriga i Serra
<b>Communication</b>	Mr. Marc Parramon i Alcalde



# The Foundation World Map





**CATALONIA**  
 XICS · STA. COLOMA DE GRAMENET  
 XICS · EL CARMEL I ENTORN  
 JES · IRES  
 JES · FOUNDATION UNIVERSAL FORUM OF CULTURES

**NEPAL**  
**FCB-UNHCR**

**INDIA**  
 XICS · BATHALAPALLI AND ATMAKUR

**BRUSSELS**  
**FCB-UNESCO**

**MOROCCO**  
 XICS · TANGIER

**SENEGAL**  
 XICS · RICHARD TOLL

**MALI**  
 XICS · BAMAKO  
 JES · BAMAKO

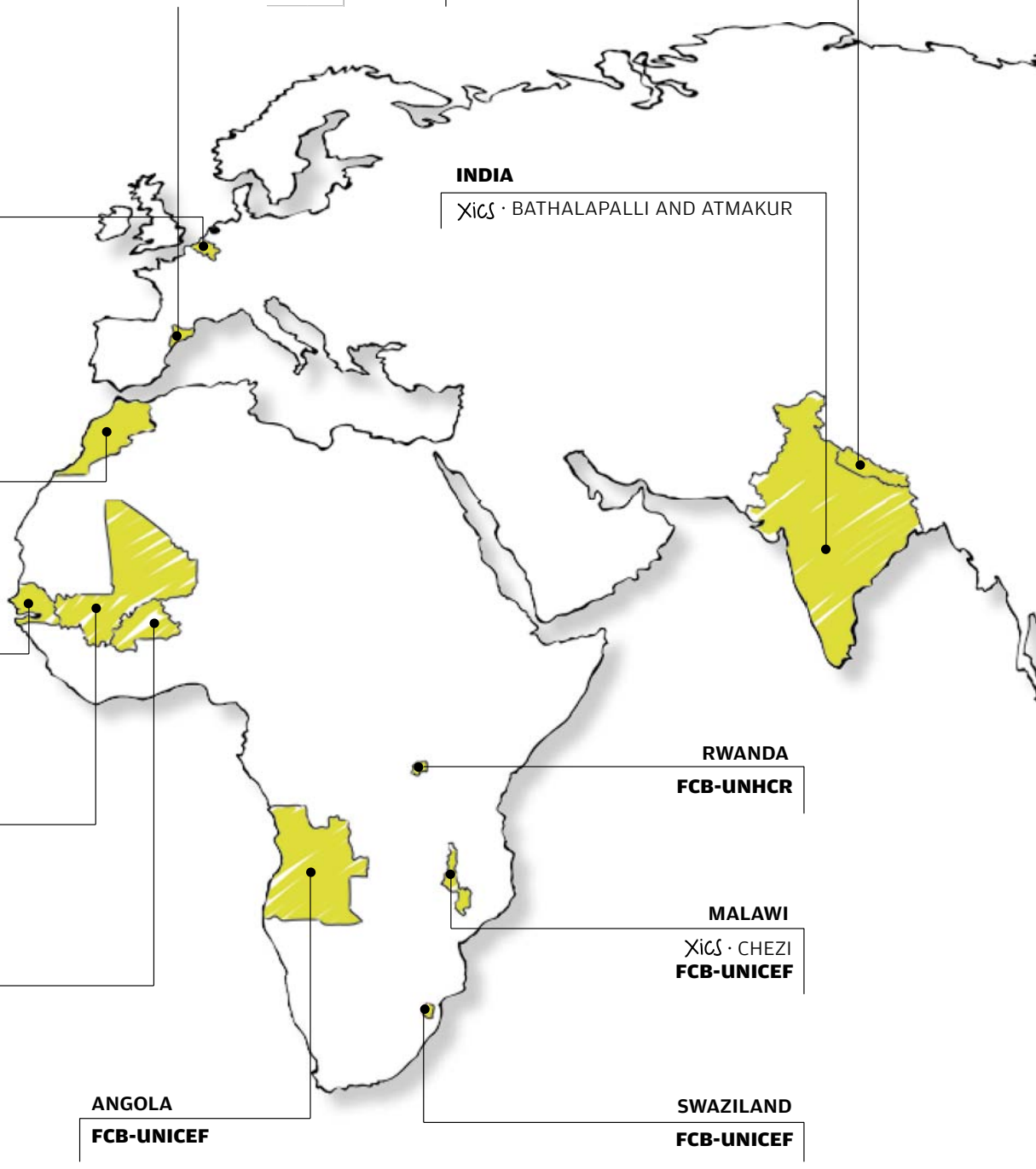
**BURKINA FASO**  
 XICS · OUAGADOUGOU

**ANGOLA**  
**FCB-UNICEF**

**RWANDA**  
**FCB-UNHCR**

**MALAWI**  
 XICS · CHEZI  
**FCB-UNICEF**

**SWAZILAND**  
**FCB-UNICEF**

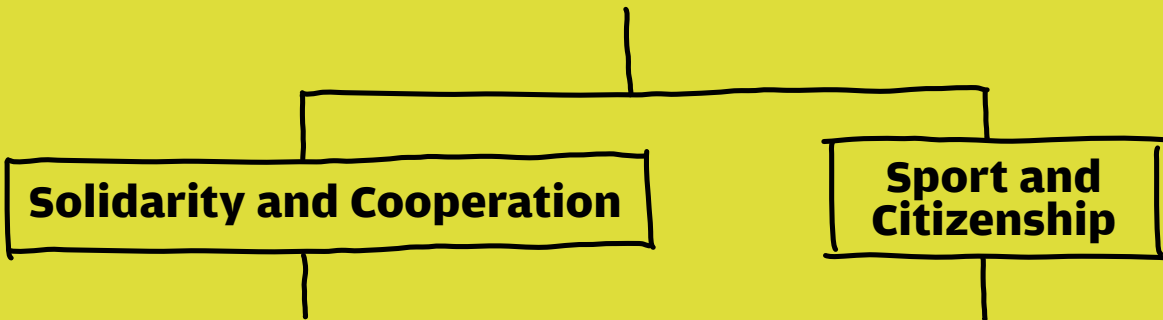


More than  
220.000  
beneficiaries

# The Foundation

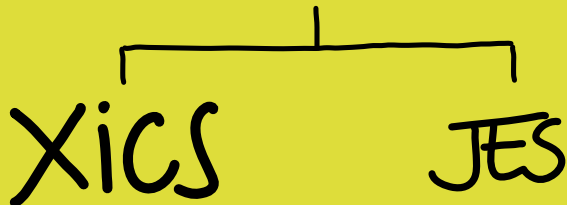
## Own Programmes

Using sport as a tool for education and for social inclusion, the Foundation have created various programmes that promote key values, access to fundamental rights and the overall welfare of children.



Those who benefit in this area are vulnerable children, at risk of social exclusion throughout the world.

In this area we find programmes and initiatives of an educational, cultural, scientific and civic nature.



Network of International Solidarity Centres

Workshops on Solidarity and Sport



Web page with more than 50,000 visits.

In Barcelona (Horta-Guinardó and Ciutat Vella), Tarragona, Caldes de Montbui, Sant Feliu de Codines, Castelldefels, Sant Vicenç dels Horts and Mataró.

- **Catalonia** (Barcelona and Santa Coloma de Gramenet)
- **Ecuador** (Portoviejo)
- **Brazil** (Taquaritinga)
- **Mexico** (El Salto and Tonalá)
- **India** (Bathalapalli and Atmakur)
- **Morocco** (Tangier)
- **Senegal** (Richard Toll)
- **Mali** (Bamako)
- **Burkina Faso** (Ouagadougou)
- **Malawi** (Chezi)

- **Morocco** (Tangier) 2007
- **Senegal** (Richard Toll) 2007
- **Catalonia** (el Raval, Barcelona) 2007
- **Catalonia** (Santa Coloma de Gramenet) 2008
- **Catalonia** (Barcelona, Camp Nou) 2008
- **Honduras** (San Pedro Sula) 2008
- **Ecuador** (Portoviejo) 2009
- **Catalonia** (Barcelona, IRES) 2009
- **Catalonia** (Barcelona, Fundació Fòrum de les Cultures) 2009
- **Mali** (Bamako) 2010

# at a glance

## Collaborative Programmes with the United Nations

Three United Nations' Agencies have joined forces with the Foundation.  
As our anthem says, 'together, we are strong'.

**UNICEF**

The agreement with United Nations Agency for Children has allowed the implementation of projects to combat AIDS and promote its prevention, principally in Sub-Saharan Africa.

**UNESCO**

The collaboration with the United Nations agency for education, science and culture enables the fight against racism, raises awareness about drugs and promotes education and literacy.

**UNHCR / ACNUR**

The agreement with the UN High Commission on Refugees has as its objective the implementation of educational and sporting programmes in the context of refugees and the displaced. The MES project belongs to this area.







# XICS

## **International Network of Solidarity Centres**

The objective of the XICS programme is to give the world's most at risk children aid that responds to their needs in education, health, nutrition as well as their psychosocial needs, to help them forge a brighter future for themselves.

The four-year old XICS project now reaches more than 15,000 people that attend classes and benefit from the centres' services. Amongst them are 500 teenagers who are now moving towards a professional working life thanks to the training they have received. 5,000 adults, all of them family members of children benefiting from the programme, are also receiving literacy classes in the XICS Centres.



# Xics Santa Coloma

## Location

Santa Coloma de Gramanet, Catalonia

## Direct beneficiaries

80 children and young people between the ages of 7 and 19.  
62 families

## Indirect beneficiaries

400

## Activities and results

### Academic improvement

Thanks to weekly classes on study techniques a considerable improvement has been registered in those students following the programme. Furthermore, absenteeism has declined in the centres attended by those students involved in the programme.

### New training

Those benefitting also have had access to the project Mans a l'Obra, which prepares them for secondary studies and/or professional training. Also, a new theatre workshop has been developed.

### Advances in family therapy

During the season 22 families have received family therapy: 65 interviews and 170 contacts formed part of the programme which follows the development of those involved. Parents have been enthusiastic in their participation and there has been an improvement in family roles.

### The centre and the community

The XICS centre has taken part, as an organisation in its own right, in various sporting and cultural events in the neighbourhood, reinforcing its role in the community in Santa Coloma. The team have initiated a series of continuing training courses that best suit the needs of those benefitting from the project.

- **6.1%** of minors in Santa Coloma de Gramanet live in homes without adequate facilities.
- **14.2%** of minors live in high-risk homes.
- **5.9%** of adolescents truant or/and have problems attending school.
- **25%** of adolescents in Santa Coloma fail at school or abandon their studies.
- **529** young people from the city are inscribed in programmes of insertion into the working world.

Source: Santa Coloma de Gramanet City Council 2001, 2005







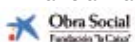
**CARLES PUYOL**

FC Barcelona

'When I visit hospitals and the doctors tell me that it means so much to the children that at times they don't need to take their medicine for a week, that is enough for it to be a moral obligation to help as best you can'.



**Financial Partners**



Programa Caixa Proinfància  
FEDAIA

**Executive Partners**

EDUVIC, SCCL

**Collaborating Partners**

Santa Coloma de Gramenet City Council



# XICS Ecuador



**Financial Partners**  
Portoviejo City Council  
Manabí Provincial Council  


**Executive Partners**  
Fe y Alegría Association

**Collaborating Partners**  
Archdiocese of Manabí  
Handmaids of the Sacred Heart



### Location

Las Cumbres Neighbourhood, Portoviejo

### Direct beneficiaries

250 children and 100 adults

### Indirect beneficiaries

2,300

## Activities and Results

### Professional Training

Professional training has been offered to youngsters and adults to allow their inclusion in resource-generating activities (RGA). Classes in IT, automatic embroidery, catering and Public Relations have been offered.

### Commitment and Community Work

The community has been involved in all the activities organised by the centre, participating in teams of community clean up workers or preparing food in the centre's kitchen. Furthermore, participation has been high in the workshops to raise awareness and health and hygiene issues.

### Project Impact

In the neighbourhood of Las Cumbres, an area forgotten by the local and national urban planners that is renowned for its high rates of violence, poverty, drug addiction and alcoholism, improvements are being felt due to the work carried out by the XICS Centre.

During the year the families that still lives in the area of the municipal dumping ground were given special attention with the aim of offering them alternatives to their current situation.



- **41%** of Ecuadorian women have been the victims of domestic violence, a figure that rises to 70% in some studies.
- Extreme poverty affects more than **32%** of the population in Ecuador.
- **18%** of Ecuadorian children less than five years old have stunted growth due to malnutrition.
- Illiteracy amongst Ecuadorian children between the ages of 9 and 18 runs at **9%**.

Sources: World Bank, 2008 and UN Development Programme, 2007

# XICS Brazil

## Location

Taquaritinga SP, Brazil

## Direct beneficiaries

407 children and adolescents between the ages of 6 and 18, and 63 adults.

## Indirect beneficiaries

1,500

## Activities and results

During the season sporting, educational and cultural activities were carried out. Amongst them, extra literacy classes, IT classes, dance, theatre and music. The sporting activities included football, basketball, volleyball, athletics and judo. All the activities carried out were mixed.

### Vocational training and psychological support

Thanks to the vocational training courses, 60% of beneficiaries have found their first job. 30% of children and adolescents inscribed with needs have received psychological attention.

### Work with families and the community

At least 70 family therapy sessions were carried out each month. Also, training sessions covering health and hygiene were initiated for the beneficiaries, their families and the community in general. Integration activities were also promoted with the help of local organisations.

- **75** million Brazilians earn less than a dollar a day
- In Brazil there are **2.08** doctors per 1,000 inhabitants
- **4.2%** of the Brazilian population live in extreme poverty
- **12%** of the Brazilian population are illiterate.

Sources: Unicef, 2006

### Financial Partners

Grup Fischer  
 Prefeitura Municipal de Taquaritinga  
 Usina Santa Adélia SA  
 Edmilson J.G. de Moraes (Instituidor)

Roca Brasil LTDA  
 Rede Recapex de Taquaritinga LTDA  
 City Bank - Projeto Citiesperança  
 Farmácia Ética Naturalis





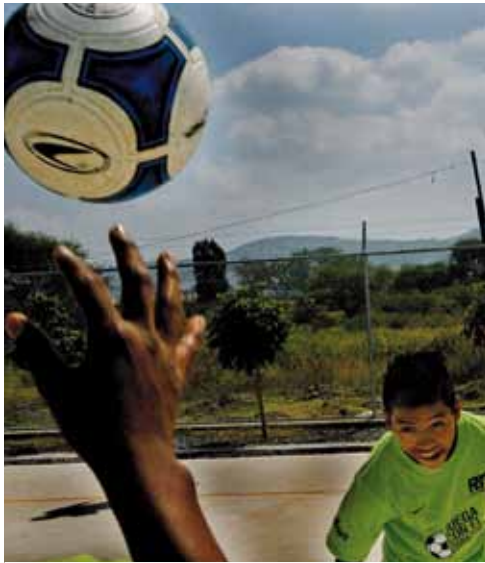


**Executive Partners**  
Fundação Edmilson *Semeando Sonhos*  
SENAC (Serviço Nacional  
de Aprendizagem Comercial) - Jaboticabal  
Faculdade UNIESP de Taquaritinga

**Collaborating Partners**  
ONGs, Igrejas, Poder Público  
e Privado do Município, Voluntários.



# Xics Mexico



**Executive Partners**  
Fundación Rafa Márquez Fútbol y Corazón

**Collaborating Partners**  
Tonalá City Council, El Salto City Council



**RAFA MÁRQUEZ**  
 FC Barcelona  
 'I know that poverty is a serious problem that we can't solve in one go, but, if we can bring a smile to one child's face, then that is worth the effort'.

## Location

A centre in Tonalá and another in El Salto, both in Jalisco State, Mexico

## Direct beneficiaries

300 children between the ages of 5 and 14 in Tonalá  
 300 children between the ages of 5 and 14 in El Salto

## Indirect beneficiaries

1,950

## Activities and results

### Nutritional, medical and psychosocial support

Workshops on nutrition to instil healthy eating habits have taken place and a daily menu has been offered aside from frequent nutritional check ups. Furthermore, general medical support has been offered with a dental programme that has allowed a total of 500 young people to receive treatment.

### Educational and sporting activities

Classes in IT, reading, vocabulary and diction have been given as well as workshops on study techniques, learning strategies and classes in drawing, dance and music.

Through the sporting activities the concepts of gender equality, fair play and social integration have been reinforced.



- In Jalisco **45.1%** of children live in poverty.
- In Mexico **4.9** million minors between the ages of 6 and 14 are working full time.
- **10.5%** of children do not receive adequate schooling.
- **73.6%** of the population do not have access to social security.

Source: IMAJ, CONEVAL, 2008



## Location

One centre in Bathalapalli and another in Atmakur which can be found in the district of Anantapur in the Andhra Pradesh state in the south of India.

## Direct beneficiaries

101 boys and girls between the ages of 6 and 12 in Bathalapalli  
100 boys and girls between the ages of 11 and 15 in Atmakur

## Indirect beneficiaries

600

## Activities and results

The centre in Atmakur began its work in March, 2010 whilst the centre in Bathalapalli has cemented its place in the life of the local community.

### Services in Bathalapalli and Atmakur

Activities in the centre this season have included extra classes for mathematics, science, English and IT - subjects that are not taught at any of the official centres in the area. The children have also enjoyed nutritional supplements on a daily basis, as well as medical and psychosocial support.

### Workshops and Sport

Workshops on hygiene, health and educational talks with the families have also been set up. Various sports have also been included in the activities such as football, hockey, khokho and kabbadi which help promote integration amongst boys and girls from different castes and villages.

The centres have also paid special attention to the integration of *dalits* (groups excluded from the caste systems) into the population as a whole.



Bathalapalli  
Atmakur

- Approximately **20%** of the Indian population between the ages of 6 and 14 do not attend school
- Only **30%** of the population has access to continuous health care
- Only **53.7%** of Indian women can read; the figure for men is **75.3%**
- **15.77%** of the population of Andhra Pradesh live below the poverty line
- Infant mortality in India is at **43%**, and is higher in females than in males.

Source: Official Indian Census, 2001





**Financial Partners**  
Vicente Ferrer Foundation

**Executive Partners**  
Vicente Ferrer Foundation/RDT-WDT



# XICS Morocco



**Financial Partners**



**Executive Partners**  
Zakoura Foundation

**Collaborating Partners**

Ministerial Delegation for Education Tangier-Asilah  
Ministerial Delegation for Health Tangier-Asilah  
Wilaya Tangier-Tetuán  
Tangier City Council



## Location

Neighbourhood of Beni Makada in Tangier

## Direct beneficiaries

247 children and more than 60 adults

## Indirect beneficiaries

3,500

## Activities and results

During the season activities involving extra school classes, IT and theatre were carried as well sporting activities and medical check ups.

### New this season

Courses in IT, theatre, French and art were provided for the teachers in the neighbourhood schools with the objective of helping them improve their skills in the classroom and combat truancy.

### Integration of the XICS centre into the neighbourhood

This season the sports facilities have been opened at the weekends and during school holidays with competitions and activities organised for the all the children and young adults of the neighbourhood.

In the neighbourhood of Beni Makada many people have benefitted from the events that have taken place in the centre, which has become an important meeting point for the local community.

### Gender equality

Women enrolled in the literacy courses have also taken part in the sporting activities, taking an important step forward in the daily battle in the community for sexual equality.



- **20%** of children enrolled in primary education abandon their studies before reaching their final year.
- **40%** of women in Morocco are illiterate.
- **12%** of girls who live in urban areas have arranged marriages before reaching adulthood.
- **75%** of the people in the region of Tangier-Alisah who live beneath the poverty line can be found in the neighbourhoods of Beni Makada and Charfi Mghogha.

Sources: UN Development Programme 2007, UNICEF 2009



# XICS Senegal

## Location

Richard Toll, Senegal

## Direct beneficiaries

360 children between the ages of 3 and 20. 120 mothers and 30 fathers

## Indirect beneficiaries

2,000

## Activities and results

### Formal Education

167 children between the ages of 6 and 14 have attended three times a week to receive extra schooling. The centre also dedicated time to the children for sports activities and beginners' courses in IT.

40 children between the ages of 3 and 5 - from the most at risk families at the centre - have also benefitted from a daily service that allows them to participate in activities that stimulate their psychomotor development.

### Non-formal education

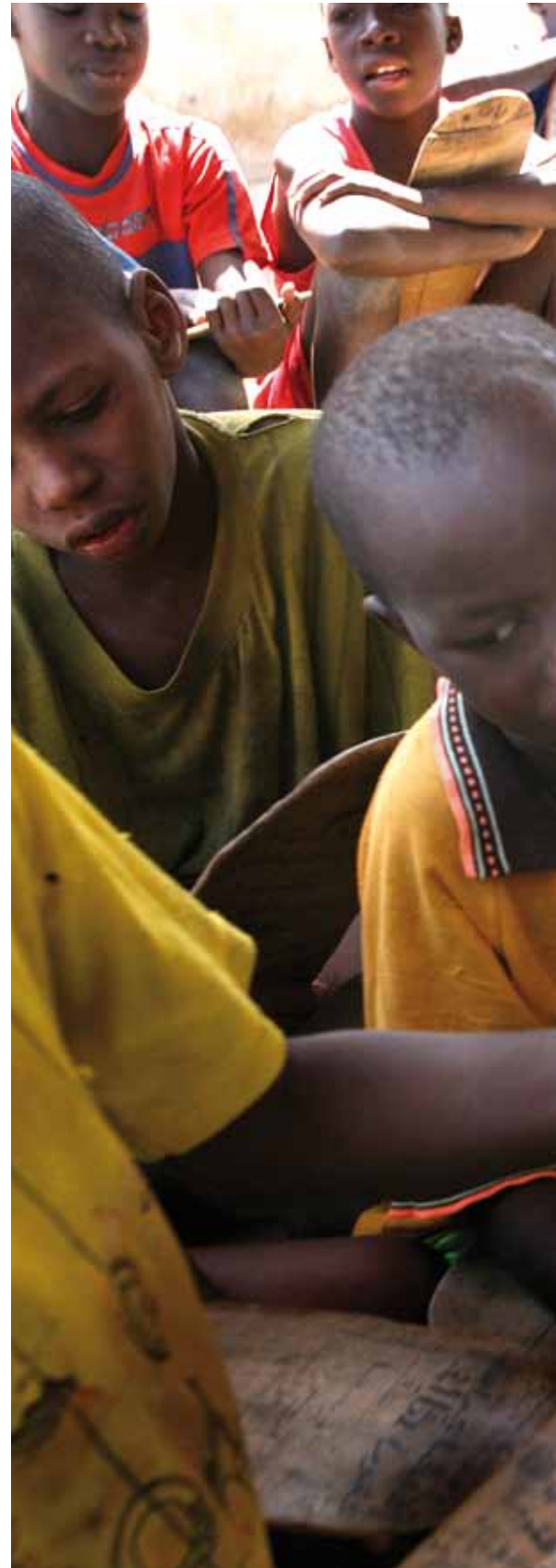
150 young people between the ages of 14 and 20 have received literacy classes and vocational training in dressmaking, fabric dyeing, metalwork, carpentry, hairdressing and electronics.

### Health and Nutrition

All the people using the centre have received a daily nutritious meal and have been able to use the centre's medical facilities comprising of a nurse and a doctor.

### Activities for the community

For the fathers of the children at the centre, literacy classes, IT beginners' classes, sports activities and health awareness classes have been available. A group has also been created to help women begin income-generating activities.



- Only **53%** of children in Senegal attend school.
- **39%** of women in the country are illiterate.
- Senegal is ranked 140th (out of a total of 178 countries) in the Human Development Index.
- In Senegal there are 0.1 doctors per 1,000 inhabitants.
- **20.3%** of the population lives below the poverty line.



**Financial Partners**  


**Executive Partners**  
ASBEF

**Collaborating Partners**  
Richard Toll Municipality  
Barcelona SIDA 2002  
IDEN (Senegal Department

of Inspection of National Education)  
CDFP (Senegal Departmental  
Centre of Professional Training)



# XICS Mali



**Financial Partners**  
 caacid

**Executive Partners**  
Enda Mali  
Mutuelle Benkan

**Collaborating Partners**  
Municipio Commune II Bamako  
Centro Père Michel (Salesianos de Don Bosco)



**SEIDOU KEITA**  
FC Barcelona  
'I am very grateful to Barça for what they are doing in my country. It is a great demonstration that Barça is a great club with a big heart'.

## Location

Bamako, Mali

## Direct beneficiaries

173 children between the ages of 6 and 20 and 31 women

## Indirect beneficiaries

900

# Activities and results

### Schooling

100 students benefitted by having their matriculation costs paid; also, extra classes were offered three days a week to those students having most trouble with their homework and with the core subjects.

### Reintroduction to schooling

26 boys and girls benefitted from a programme to reintroduce them back into formal schooling within the Malian primary educational system.

### Professional training

33 young people have received literacy classes and vocational training (dressmaking, fabric dyeing, metalwork, carpentry, hairdressing, electronics).

### Adult literacy

31 mothers have benefitted from 4 hours a week literacy classes in the local language (Bambara).

### Other activities

A medical and nutritional study of those benefitting has been carried out and awareness-raising sessions on hygiene and health have also been implemented. In these sessions the topics of personal hygiene, the prevention of sexually transmitted diseases and the problem of inter-family violence were all raised.

Also, beginners' classes in IT, drawing and singing were also offered as well as the organisation of local sporting tournaments.



- Only **43%** of children in Mali attend school.
- **67%** of the adult population are illiterate.
- The country is ranked 166th (out of a total of 178 countries) in the Human Development Index).
- In Mali there are 0.1 doctors per 1,000 inhabitants.
- **57.3%** of the population live below the poverty line.

# XICS Burkina Faso

## Location

Bogodogo neighbourhood, Ouagadougou, Burkina Faso

## Direct beneficiaries

100 children between the ages of 8 and 18.

## Indirect beneficiaries

500

## Activities and results

The construction of the centre was completed in October 2009. The centre was opened on the 16th of November by President Joan Laporta and Ministers from the country's Sport and Education Department.

The XICS Centre has offered a nutritious daily meal to all the children at the centre as well as psychosocial, medical and educational assistance.

### Orphans, street children and the 'garibús'

Children have been grouped into classes according to their previous education and teaching has begun. Enrolled in the centre are children who have been affected by the terrible floods of 2009, street children and the 'garibús' (children from the Islamic Schools).

### Access to new technology

Computers have been installed in the centre, a great step forward for the young adults and children in the neighbourhood as they now have access to new technology.



- Literacy amongst adults in Burkina Faso stands at just **28.7%**.
- **85%** of women are illiterate.
- More than **45%** of the population lives below the poverty line
- **39%** of children suffer from chronic malnutrition.
- In Burkina Faso there are 0.06 doctors for every 1,000 inhabitants.

Sources: UNICEF, 2009 and UN World Food Programme, 2009







**Executive Partners**  
Fabao Espoir  
Solidarité Jeunes

**Collaborating Partners**  
Burkina Faso Ministry for Social Action and Solidarity  
Ouagadougou City Council



# Xics Malawi



**Executive Partners**  
Active Africa

**Collaborating Partners**  
The Sisters of María Mediadora  
St. Mary's Rehabilitation Centre Mary's Meal





## Location

Chezi, Malawi

## Direct beneficiaries

120 children and youngsters between the ages of 7 and 18

## Indirect beneficiaries

600

## Activities and results

During the season extra academic classes have been scheduled, sporting activities and workshops also as well as daily nutritional cover and free medical assistance. The centre was opened by the Director General of the Foundation, Marta Segú, in May 2010.

### The teaching staff and the plan of activities

The team of sports teachers has also been strengthened with a female member of staff in order to help promote the role of women in the country.

In the summer of 2009, Ramon Riberola, the fitness coach for Barça Sorli Discou, visited the centre and played a role in the planning of the sporting activities to be carried out during the year.

### Sporting and educational infrastructure

This season the construction of a football ground in the centre was completed, a facility that also has an annex that contains an area for basketball, volleyball and athletics.

Furthermore, a new building with changing rooms, a covered area for rainy days, toilets and a well has also been built.



- Life expectancy is **53** years of age in Malawi.
- Infant mortality for children under 5 is **10%**.
- **74%** of the population live under the poverty line.
- The number of orphans in the country is **1,100,000** in a total population of 14 million inhabitants.

Source: UNICEF, 2006

# XICS El Carmel i Entorn

## Location

El Carmel, Barcelona. Catalunya

## Direct beneficiaries

80 young people between the ages of 10 and 16 years of age, and 30 families.

## Indirect beneficiaries

470

## Activities and results

The project was presented officially on the 18th of May 2010 at the IES Ferran Tallada sports grounds with President Joan Laporta and Barcelona Mayor Jordi Hereu present.

The centre is located in the IES Ferran Tallada school and during the season work was done on the make up of the educational activities as well as in the selection of beneficiaries and the preparation of the classrooms in the school. The centre will offer extra academic classes, sports activities, workshops, IT classes, professional and social training, psychological support and family guidance.

- In 2004, **8.7%** of the population of the district of Horta-Guinardó is foreign and **11%** of the population are under 17 years of age.
- **71%** of male ESO secondary school students take part in sport. The figure for female students is 39%.

Source: Barcelona District Horta-Guinardó Council, 2005



### Financial Partners



Programa Caixa Proinfància  
FEDAIA

### Executive Partners

EDUVIC, SCCL  
Fundació Barcelona Formació  
Professional

### Collaborating Partners

Barcelona City Council  
Institut Municipal d'Educació  
de Barcelona

# 1st Forum XICS-JES

Between the 14th and 19th of September 2009, the first XICS-JES (Workshop on Solidarity and Sport) Forum took place in the Centre Esplai del Prat de Llobregat. 25 members of the XICS Network took part, amongst them, centre directors, social educationists and teachers from the following countries: Morocco, Senegal, Mali, Burkina Faso, Malawi, Brazil, Ecuador, Mexico, India and Catalonia.

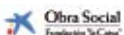
## Objectives

The objective was to share experience and improve the management model and the activities in each centre. Each of the centres' representatives presented an appraisal of the current situation of their XICS, a profile of those benefiting and the socio-educational activities carried out.

## Contents

The training sessions were dedicated to psychosocial work with the families of those who benefit, to the use of tools to carry out monitoring of activities and to the use of sport as an educational tool. A great number of the conferences carried out during the forum were organised by representatives from various NGO's such as Médecin Sans Frontières, Save the Children and organisations belonging to the Caixa Proinfancia programme.



**Financial Partners**  
 Programa Caixa Proinfancia  
 FEDAIÀ

**Collaborating Partners**  
 Ajuntament de Santa Coloma  
 de Gramenet

## Projects with Leo Messi

FC Barcelona Foundation and Lionel Messi Foundation have started this season various projects for vulnerable children in Argentina. Among them, the fight against Chagas disease and the refurbishment of a sports area in Rosario.











OUR OWN PROGRAMMES

JES

## Workshop on Solidarity and Sport

The main objective of the JES project is to provide to teachers and other professionals who work with children the necessary resources to use sport as an educational tool, a way of transmitting values and promoting social inclusion and harmony. This season the team that delivers the programme have been putting the final touches to the training material. During the 2009/10 season four new Workshops on Sport and Solidarity have taken place: JES Ecuador, JES Mali, JES Foundation Institute for Social Reintegration (IRES) and JES Foundation Universal Forum of Cultures. In its four year existence, the programme has now directly benefitted some 2,000 children and teachers and indirectly benefitted a total of 9,000 people.





# Ecuador

## Location

This workshop took place in the neighbourhood of Las Cumbres in the city of Portoviejo. As well as the users and the teaching staff at the XICS Centre, students and staff from another 18 centres in the province also took part in the workshop.

## Activities and Results

Amongst the theoretical content of the workshop, the benefits of practicing sport was a point of emphasis as was the key points for planning sporting activities and the necessary framework in which sport can be an educational tool. Sexual equality and sport for the disabled were other key training topics.

**City** Portoviejo  
**Beneficiaries: Children and young people** 125 **Teachers** 40  
**Date of event** 13<sup>th</sup> to the 16<sup>th</sup> of October 2009



**Collaborating Partners**  
Fe y Alegria

# JES

# IRES

## Foundation Institute for Social Reintegration

Children and young adults from the Foundation Institute for Social Reintegration (IRES) along with their monitors and family members took part in a series of educational activities with sport as the focus. These activities were carried out at the facilities at Camp Nou where the participants were also able to enjoy a tour of the stadium and of the club's Museum. The day ended with a reception for all involved that was attended by the FC Barcelona President Joan Laporta.

**City** Barcelona  
**Beneficiaries: Children and young people** 57  
**Teachers** 13  
**Date of event** 3<sup>rd</sup> of October 2009



JES

# Foundation Universal Forum of Cultures

Boys and girls from all over the world were able to enjoy a day of games and sport within the activities put on during the Campus for Peace, which each year is organised by Foundation Universal Forum of Cultures. The youngsters and their guardians were also able to enjoy a guided tour of the facilities at Camp Nou and the club's Museum.

**City** Barcelona  
**Beneficiaries:** Children and young people 200  
**Teachers** 20  
**Date of event** 1<sup>st</sup> and 15<sup>th</sup> of October 2009



# JES

# Mali

## Location

The Foundation this season took the JES (Workshop on Sport and Solidarity) to the XICS Centre in Mali, situated in the neighbourhood of Téléphone Sans Fils in the capital Bamako. The workshop was attended not only by the teachers and users of the centre, but also by other children and teaching staff from educational centres in the area.

## Activities and Results

Talks took place such as 'Sport as an educational tool for at risk children and young adults', and 'The necessary framework in which sport can be an educational tool.' Professionals from 9 centres took part and working relationships were established between the different neighbourhood schools. Also present were two teachers from both the XICS Centre in Morocco and the XICS Centre in Burkina Faso.

**City** Bamako  
**Beneficiaries: Children and young people** 180 **Teachers** 53  
**Date of event** 22nd to the 26th of February 2010



### Collaborating Partners

Centre Père Michel de Salesians de Don Bosco  
 Centre d'Animation Pédagogique  
 Mutuelle Benkan

Commune II Bamako Council  
 ENDA Mali







OUR OWN PROGRAMMES

# EiC

## **Sport and Citizenship**

The programmes in the area of sport and citizenship single out the attitudes and values of sport that contribute to the personal growth of children and teenagers. At the moment, after three years of its use in Catalan schools, the 'Play It' website ([www.juga-la.cat](http://www.juga-la.cat)) has received over 54,000 visits and the programme 'Team Up, Live Together' has helped extend this idea to 50 different sporting clubs, reaching some 7,000 participants. Within the area of sport and citizenship there have also been cultural, social and research initiatives.



# PLAY-IT!

## New this Season

During the season a new educational guide 'Play-it!' was put together as well as a space for collaborations between the organisations from the fields of social work, education and sport.

With the IBE (Barcelona Institute of Sport) an 'Area IBE' on the 'Play-it!' website has been created with activities related to biathlon, triathlon and sportsdays.

With La Fundació Catalana de l'Esplai an 'Area Encerta l'Estiu' has been created where a list of summer camps can be found where sport and its values are a basic for fun and learning.

## Presentation at the CosmoCaixa

On the 27th of February, 2010, around 30 teachers and educational professionals attended a training session led by educationalist Toni Moga, one of the creators of 'Play-it!' in which he explained the thinking behind the project.

## 'Play It!' at the Sala París

150 children from Primary Year 6 took part in an educational day at the Sala París where they made use of the resources set out in the project 'Play It!'. In groups a quiz was organised about values as well role-plays centring on gender equality in sport. The day was rounded off with a visit from the FC Barcelona Women's volleyball team.

### Monthly breakdown of visits in 2009/10 to 'Juga-la.cat'

	General visits	Pages visited	Pages per visit
<b>September</b>	4,695	45,258	9.64
<b>October</b>	4,868	43,614	8.95
<b>November</b>	5,113	44,107	8.62
<b>December</b>	5,521	42,062	7.61
<b>January</b>	6,971	72,831	10.44
<b>February</b>	5,868	55,294	9.42
<b>March</b>	5,732	43,295	7.55
<b>April</b>	6,057	50,771	8.38
<b>May</b>	5,836	45,263	8.06
<b>June</b>	4,252	44,165	7.32
<b>TOTAL</b>	<b>54,913</b>	<b>486,660</b>	<b>8.83</b>





Encerta l'estiu



dóna la volta a les teves vacances





# TEAM-UP, LIVE TOGETHER

The programme to promote positive values in the under 16's in local sports clubs this year has been implemented in 8 towns and cities in Catalonia: Caldes de Montbui, Castelldefels, Sant Vicenç dels Horts, Sant Feliu de Codines, Mataró, Tarragona and Barcelona: Ciutat Vella/Horta-Guinardó.



The club plays a part in the implementation of the programme via:

- 'On-line' training for the coaches in each discipline
- Talks with parents
- Sports material
- Workshops for the sports' club directors

Figures for the 'Team Up, Live Together' project 2009/10

**8** Towns and cities  
**50** Clubs involved  
**6,791** Children

**761** Sports coaches  
**24** Sporting disciplines



# Barcelona (Ciutat Vella and Horta-Guinardó)

The Ciutat Vella project was presented on the 27<sup>th</sup> of January, 2010 to several social organisations.

## CIUTAT VELLA

Club	Sport played	Sportspeople	Coaches
CFS Centre Compartir	Futbol sala	55	13
Club de Futbol Barcelona	Football	198	18
Escola Pia Sant Antoni	Multidisciplinary	337	27
Fund. Centre Obert			
Joan Salvador Gavina	Multidisciplinary	90	7
		680	65

In Horta-Guinardó the presentation took place on the 21st of January and involved many clubs with a long sporting tradition in the neighbourhood.

## HORTA-GUINARDÓ

Club	Sport played	Sportspeople	Coaches
Club Judo Salle Horta	Judo	60	2
Cultural Deportiva Carmelo	Football	250	20
Associació Esportiva Tarr	Football	386	16
Club Voleibol Vall d'Hebron	Volleyball	320	40
Club Bitlles Siuranenc d'Horta	Catalan Bowling	15	5
Club Horta Futbol Sala	Futbol sala	70	10
Club Voleibol AA Llars Mundet	Volleyball	108	12
CB Santa Rosa de Lima - Horta	Basketball	150	8
Korfbal Club Barcelona	Korfbal	23	8
		1.382	121

# Mataró

In this area the FEFC has strengthened its efforts to promoted social integration and participation in a population with a high number of immigrants from North Africa.

Club	Sport played	Sportspeople	Coaches
IES Josep Puig i Cadafalch	Multidisciplinary	85	15
Club DE Futbol Rocafonda	Football	191	12
Iluro Hoquei Club	Field Hockey	65	20
Centre Natació Mataró	Waterpolo	150	6
	Swimming	150	8
	Table Tennis, Triathlon	50	4
AEE Escola Tomàs Viñas	Multidisciplinary	54	7
Club Hoquei Mataró	Roller Hockey	110	20
Club Joventut Handbol Mataró	Handball	137	13
Club Volei Mataró	Volleyball	42	8
		1034	113

## Caldes de Montbui

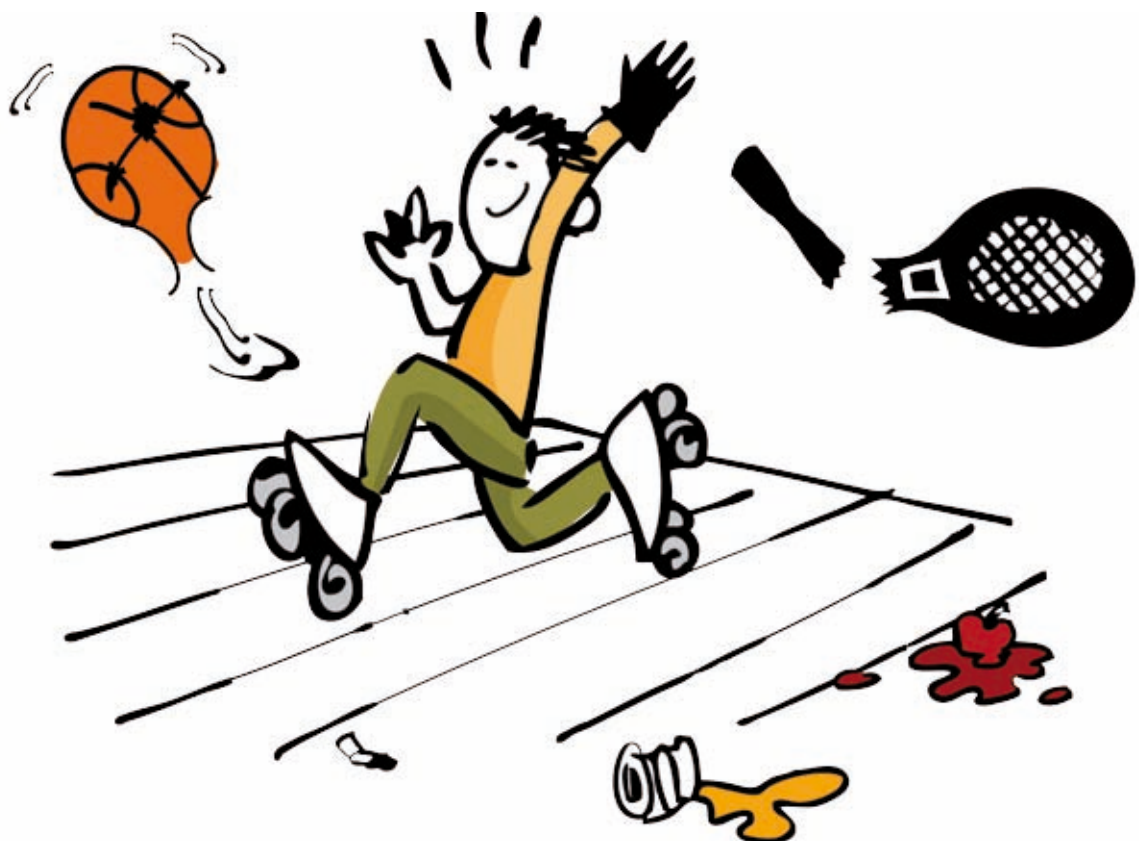
In the second year el Pla català de l'Esport a les Escoles has continued to follow the programmes. One of the highlights was the Memorial Rosario Sánchez with 700 participants.

Club	Sport played	Sportspeople	Coaches
Associació Futbol Sala Caldes	Futbol sala	650	60
Club Bàsquet Caldes	Basketball	140	25
Club Escacs Caldes	Chess	10	3
Club Futbol Caldes	Football	300	40
Club Hoquei Caldes	Roller Hockey	111	10
Club Natació Caldes	Swimming	210	40
Esport Ciclista Calderí	Cycling	15	1
		1436	179

## Sant Vicenç dels Horts and Sant Feliu de Codines

Sant Vicenç dels Horts continued for a second year and the monitors from Pla Català de l'Esport a l'Escola de Sant Feliu de Codines, also involved in the FEFC programmes enjoyed the advantage of on-line training.

Club	Sport played	Sportspeople	Coaches
Club Handbol St. Vicenç Esportiu	Handball	80	4
UE Sant Vicenç-AT. Vicentí	Football	73	14
Penya Barcelonista Sant Vicenç	Football	140	24
Club Futbol Sala Bar Mi Casa	Futbol sala	57	7
Club Bàsquet Joventut St. Vicenç	Basketball	70	13
Escola Esportiva Municipal	Multidisciplinary	135	14
Agrupació Esportiva Municipal	Football	160	18
Vigym	Rhythmic Gymnastics	102	11
		817	105



# Castelldefels

In their second year of following the programme, Castelldefels grouped together 9 long standing clubs from the area with the rugby first team also taking part.

Club	Sport played	Sportspeople	Coaches
UD Vista Alegre	Football	206	30
Unió Esportiva Castelldefels	Football	342	34
FSF Castelldefels	Futbol sala (Women)	65	9
Club Patinatge Castelldefels	Skating	70	6
Bàsquet Joventut Castelldefels	Basketball	14	2
Olympia Hockey Club	Field Hockey	30	15
Castelldefels Hockey Club	Field Hockey	100	4
Castelldefels Rugby Unió Club	Rugby	58	10
Club d'Escacs Castelldefels	Chess	9	3
		894	113

# Tarragona

El Nàstic Club, one of the most well known clubs in the city, backed the programmes by involving all its areas in the activities.

Club	Sport played	Sportspeople	Coaches
Nàstic Club	Basketball Rhythmic Gymnastics Athletics Table Tennis Tennis	175	20
Handbol Club Tarragona	Handball	50	4
		225	24





## A Dream as a Gift



On the 7<sup>th</sup> of January 2009, the first team players carried out their traditional visit to local hospitals to hand out presents to young patients. This year, thanks to a donation from the Foundation and from the company Josmar, more than 5,000 gifts were handed out at the following hospitals: Sant Joan de Déu Hospital, Vall d'Hebron Hospital, Hospital del Mar, Sant Pau Hospital, Germans Trias i Pujol University Hospital Badalona, Barcelona Hospital and the Barcelona Children's Hospital.

## VI M. Vázquez Montalbán Awards



Ramon Besa, journalist from the newspaper 'El País', was the winner of the VI Manuel Vázquez Montalbán International Press Award 2010 in the field of Sports Journalism, awarded by the Foundation and the Catalan Journalists' Association. In the field of the Culutral and Political Journalism, the winner was the journalist Luz del Carmen Sosa Carrizosa.

## ‘Lletres, al camp!’



This initiative to promote reading in the Catalan language run jointly by the Foundation and the Institute of Catalan Literature took place on the 24<sup>th</sup> of April 2010 at Camp Nou, coinciding with the match between FC Barcelona and Xerez. The writers who took part were: Sílvia Alcántara, Miguel Cardell, Jordi Coca, Najat El Hachmi, Guillem Frontera, Miguel Pairoli, Teresa Pascual, Màrius Sampere, Jordi Sierra i Fabra, Carme Torras and Lluís Vilarrasa.



## R+D+I (Research, Development and Innovation)

In the area of research, development and innovation the following research was funded within the MuscleTech project: ‘Muscle and tendon injury markers’ by Roser Cussó; ‘Sporadic exposure to hypoxia as a tool to aid recovery from muscle damage’ by Ginés Viscor and ‘Longitudinal studies of hamstring injuries in sportsmen and women’ by Ramon Balius. The Foundation also contributed to promoting research into a vaccine to eradicate infant AIDS via the programme HIVACAT run by Irsi Caixa Hospital Clínic and co-directed by the doctors Bonaventura Clotet and Josep Maria Gatell







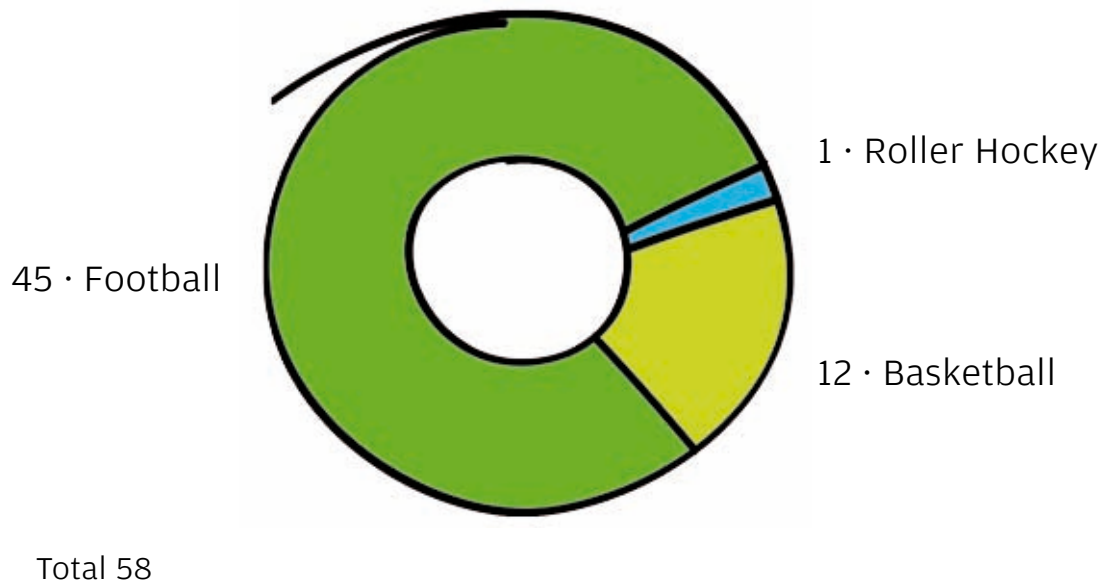


# LA MASIA

La Masia is a benchmark within the Foundation's educational field. Since 1979 this sports residence, which was the first in Spain, has become a symbol in which the high level of achievement in sport and personal development go hand-in-hand.

# La Masia

Number of residents per sport season 2009/10.



## Activities Season 2009/10

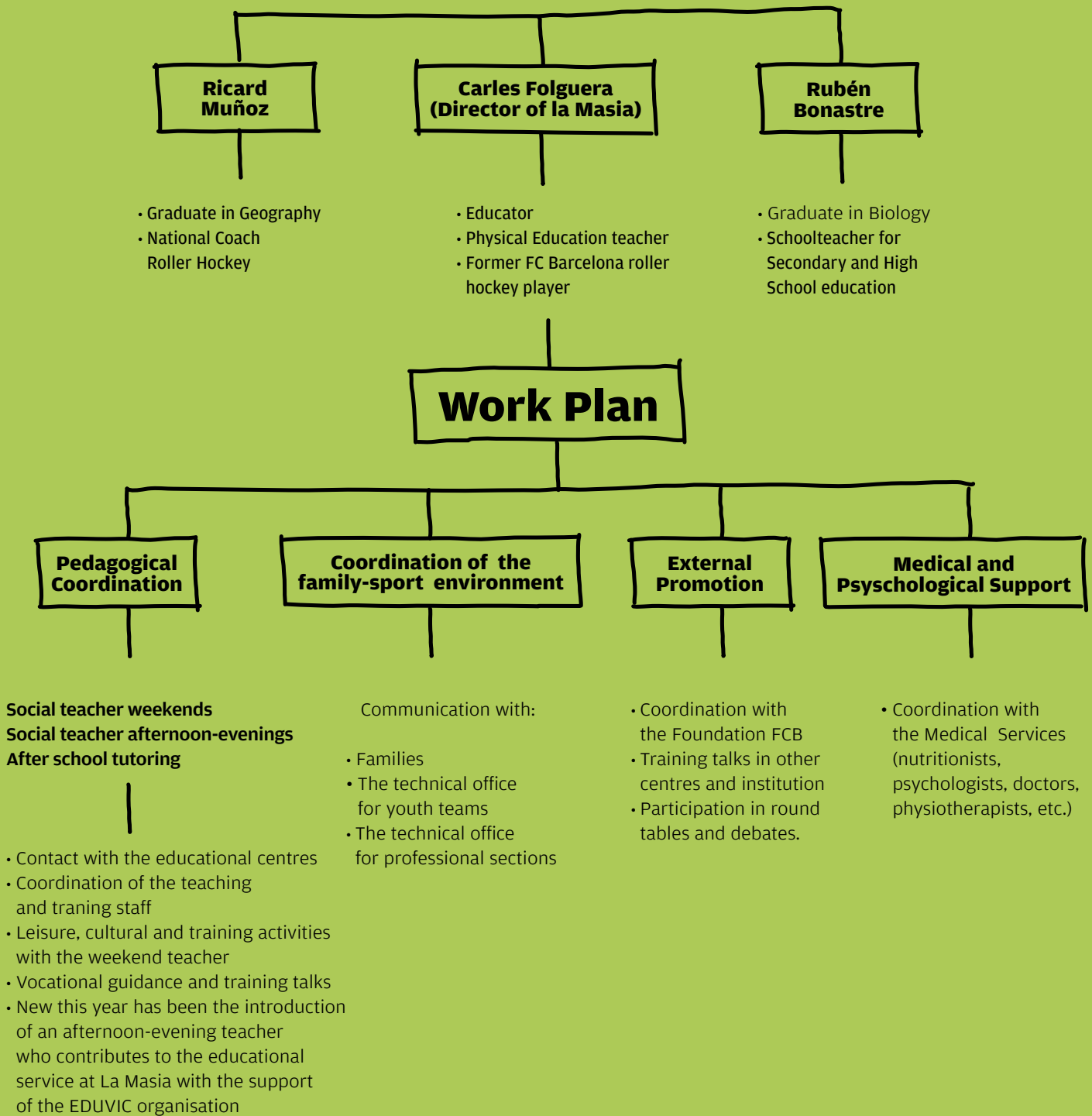
The residents have taken part this season in the following socio-educational activities:

- Talk entitled 'Safe Internet', led by Catalan Police Officers Xavier Boned and Begoña Gámez on the dangers of the Internet, the use of images on the net and digital information (2 March 2010).
- A visit by the Escolanía de Montserrat Choir School to La Masia (21 September 2009) and a return visit by the residents of La Masia to the school in Montserrat (15 February 2010).
- This year weekend activities have included cultural trips in the city of Barcelona, table tennis, paddle, foot-volleyball and other games.
- Talk with a disabled football team from Sierra Leone (18 May 2010) with the aim of discussing sport as a way of overcoming difficulties in life.

# The Staff

The team of professionals at la Masia has the aim of answering the needs of all the residents on coordination and team work. Pedagogues, psychologists, doctors, cooks, etc. unite forces to form a family which is the immediate environment of sportsmen during their stay at La Masia.

Structure of the areas and team work during the season 2009/10:



**Social teacher weekends**  
**Social teacher afternoon-evenings**  
**After school tutoring**

- Contact with the educational centres
- Coordination of the teaching and training staff
- Leisure, cultural and training activities with the weekend teacher
- Vocational guidance and training talks
- New this year has been the introduction of an afternoon-evening teacher who contributes to the educational service at La Masia with the support of the EDUVIC organisation

Communication with:

- Families
- The technical office for youth teams
- The technical office for professional sections

- Coordination with the Foundation FCB
- Training talks in other centres and institution
- Participation in round tables and debates.

- Coordination with the Medical Services (nutritionists, psychologists, doctors, physiotherapists, etc.)





La Masia celebrated its 30th anniversary on the 23rd of October 2009 and was voted best Catalan sports organisation in the El Mundo Deportivo Gala which took place on the 21st of January 2010.













PROGRAMMES IN COLLABORATION  
WITH THE UNITED NATIONS

# ALLIANCES WITH THE UN

## UNICEF, UNESCO and UNHCR/ACNUR

With the projects developed thanks to alliances with United Nations agencies, this season more than 200,000 vulnerable children and young people have been helped, amongst them orphans, those affected by AIDS, refugees and the displaced. Raising awareness on the subject of AIDS in children and the problems of racism and xenophobia, and helping children and young people who are refugees or are displaced are two areas on which the Foundation and the United Nations have decided to focus via various programmes and campaigns.

# Alliance with UNICEF

During the season 2009/10, within the framework of this alliance, two important decisions have been taken. On the one hand, the alliance now forms an active part of the thematic humanitarian fund for HIV/AIDS in the South and East of Africa (ESAR), which covers 20 different countries. On the other hand it has also been behind the campaign to raise awareness of the problem of Childhood AIDS in Africa



## Work in Malawi

With the aim of helping children who have been orphaned or have lost close family members due to AIDS as well as helping other vulnerable children between the ages of 6 and 12, a network of children's centres named Children's Corners has been created.

During the season more than 2,100 orphaned children have received psychological support from people who have suffered the same experience and from community figures trained within the programme.

Furthermore, via the Community Based Children Centres, there has been provision for the basic needs of vulnerable children and orphans between 3 and 5 years of age with regards to nutrition, early stimulation, preparation for schooling and protection against violence.

Given the exposure of orphaned and vulnerable children to violence and various forms of exploitation, a programme to protect boys and girls who are highly at risk has been implemented. A justice system more suitable for children and young people has been developed, a more welcoming space for the victims of violence and abuse as well as the perpetrators, which helps prevent recidivism and helps work with the children with the end of social

integration. Similarly, a pioneering project in the country has been set up to help the victims of sexual violence; the so-called One Stop Centres are manned by a comprehensive team of doctors, psychologists, police, judges and social workers from the victims of sexual violence support group.

## Work in Swaziland

Since 2006 a comprehensive project has been underway to help to control AIDS in children through various programmes: early detection of the HIV virus in babies, and a thorough programme to prevent transmission of the virus from mother to child and to provide access to treatment for children and mothers in a country where 27% of the population is infected with HIV.

With regards to the figures for 2008, the number of pregnant women who have taken the HIV test has risen by 68% with the wait for results having also been reduced from 20 days to just 2. 67% of all infected mothers are now receiving the necessary treatment.

Thanks to the programme of access to treatment for AIDS in children, at the moment 8.6% of all people in treatment are children, a figure that is still too low but one that until recently had not been reached in Swaziland.



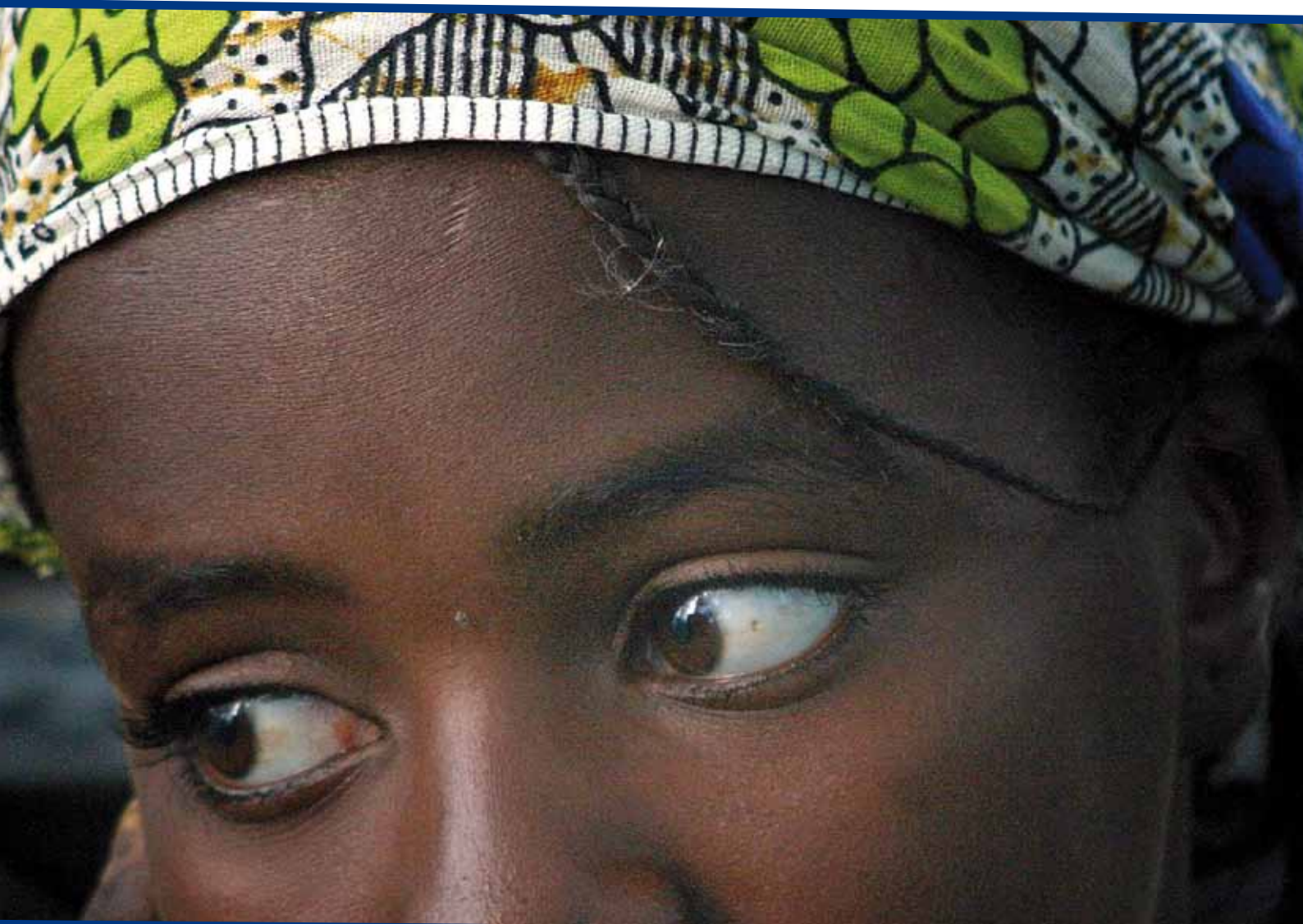


**JOSEP  
GUARDIOLA**

FC Barcelona  
'We are different, instead of being paid to wear the name of a sponsor, we pay to wear the UNICEF name on our shirt'.







## AIDS Thematic Humanitarian Fund

The Barça-UNICEF alliance has this season become part of the thematic humanitarian fund for HIV/AIDS in the South and East of Africa (ESAR), which covers 20 different countries.

This season the work of the group has centred on two main activities.

- The prevention of transmission of the virus between adolescents. They have been taught how to take responsible decisions and amongst young males awareness has been raised on the subject of the prevention of the spread of HIV.
- The campaign Brothers for Life, which is directed especially at African males to help them to adopt a new role in today's society, promoting a model of responsible sexual behaviour that protects partner and family. Several FC Barcelona first team players, Seydou Keita, Touré Yaya, Thierry Henry and Lionel Messi have taken part in the campaign to publicise the project during World Cup 2010 in South Africa.

## Awareness campaign: ‘AIDS is also a children’s issue’

For the first time the Foundation and UNICEF launched a Europe wide campaign, especially targeting children, young adults and their parents, to help publicise the plight of the young boy and girls in Africa who live with AIDS.

The campaign, titled ‘AIDS is also a children’s issue’, was presented officially on the 29th of November, a date that coincided with the FC Barcelona-Real Madrid match. Using as its mascot Dubu, a teddy bear with the word AIDS sewn into his front, the objective is to make the public in Europe aware of the lack of access to treatment that children with HIV/AIDS suffer in Africa, and of the stigma associated with infection around the world.

For the campaign a short publicity video was filmed with players from the FC Barcelona taking part, amongst them Víctor Valdés, Dani Alves, Zlatan Ibrahimovic and Andrés Iniesta. A website was also set up ([www.dubucontrasida.org](http://www.dubucontrasida.org)) to raise awareness in young people and adults of the problems of HIV/AIDS and of the discrimination suffered by those affected by the virus around the world.

## Leo Messi named UNICEF Goodwill Ambassador

As stipulated in a clause in the alliance agreement between FC Barcelona and UNICEF in which it states that FC Barcelona have the right to name a representative of the club as a UN Global Ambassador, on the 11th of March 2010 first team player Leo Messi was named UNICEF Goodwill Ambassador.

He is the first FC Barcelona sportsman to receive this distinction from a United Nations agency. Messi will have the opportunity to promote the well being and rights of the most vulnerable via various UNICEF projects and awareness raising campaigns.

*L'osset Dubu diu:  
 la SIDA també és  
 cosa de nenç*



# Alliance with UNESCO

This season the academic area of this alliance has been strengthened thanks to the creation of a new UNESCO-FCB-UOC University Chair. At the same time the fight against racism has been continued thanks to the inclusion of an anti-racist clause in the players' contracts at top ranking clubs in the ECA.



## UNESCO-FCB-UOC University Chair

On the 27<sup>th</sup> of May 2010, a new UNESCO-FCB-UOC University Chair was created in sport as a tool for peaceful conflict resolution and to promote social cohesion. At the presentation the President of FC Barcelona, Joan Laporta, the Dean of UOC, Imma Tubella and the Director of the UNESCO Centre Catalonia, Miquel Àngel Essomba were all in attendance.







### **Principal Areas**

The University Chair concentrates on three main areas: Teaching and Training, Research and Diffusion with the organisation of conferences, international seminars and publications. The course is directed at professionals within education, psychology, sport and primary healthcare as well as Non-Governmental Organisations and associations related to the co-operation in development and human rights.

The courses will offer procedures, attitudes and skills to enable students to analyse and apply the possibilities of sport as a tool for participation in education and the transmission of values within contexts of low social co-existence and high levels of conflict.

### **Pioneering Initiative**

Studies will be carried out virtually via the Universitat Oberta de Catalunya (UOC). A master's degree is offered divided into two parts:

- Postgraduate I in Sociology, Education and Human Rights
- Postgraduate II in Psychology, Geopolitics and Human Rights

This is the first time that FC Barcelona, with the UNESCO seal of approval and the academic quality ensured by the UOC, has established an agreement with a university to promote postgraduate studies - an initiative that is also pioneering in the world of football and sport.



## Anti-Racist Clauses in Sportspeople's Contracts

One of the cornerstones of the collaboration with UNESCO was 'Young People's Voices against Racism'. Supported by the European Parliament and the Coalition of European Cities against Racism, it comprised of youngsters from around Europe investigating projects and activities to help combat racism on a global scale.

As a result of the conclusions reached, since July 2009, the Association of European Clubs (ECA), which represents the most important 144 clubs in Europe, has promised the inclusion of anti-racist clauses in the contracts of their sportsmen.

In the case of FC Barcelona, David Villa's contract has been the first to contain such a clause.

## 'Let's Kick Racism into Touch'

To mark the international day for the Elimination of Racial Discrimination, on the 21<sup>st</sup> of March the Foundation and UNESCO made public a manifesto against this disease and also announced a year long anti-racist campaign. The campaign took as its starting point the game between FC Barcelona and Osasuna on the 24<sup>th</sup> of March unveiling a banner containing an anti-racist message. The crowd at the game and the players from the FC Barcelona league winning side of 1984/85, who that day were receiving their own tribute before the game, were able to stamp messages on a sign to help raise awareness on the dangers of racism amongst the general public.



# Alliance with UNHCR/ACNUR

The season 2009/10 has seen various events that have underlined the club's commitment to helping the situation in which 42 million refugees and displaced person around the world live. Several visits to refugee camps were undertaken, new projects in Colombia were initiated and the MÉS campaign was also maintained and strengthened







## Work in Rwanda

Activity has centred on promoting education via the reconstruction of sports areas in the three refugee camps, complementing construction of a multi-functional centre in the Kiziba camp and on financing for vocational training for teenagers and women in the Kiziba and the Nyabiheke.

**Refugees from the Democratic Republic of Congo** 54,000.  
**Area affected** 3 refugee camps (Kiziba, Nyabiheke, Gihembe and a transit centre at Nyagatare).  
**Project benefits** 24,320 children under the age of 18 and 8,123 adults.

## Work in Nepal

Sports tournaments were organised in the seven Bhutanese refugee camps together with the host population to promote social harmony and integration via sport. Also, sporting material and musical material in the form of traditional instruments were distributed amongst the refugees. Concerts and dance competitions were organised in which issues of domestic violence as well as spreading information about the prevention of AIDS/HIV.

**Refugees from Bhutan in Nepal** 57,375.  
**Area affected** 7 refugee camps in the northern province of Mechi.  
**Project benefits** 42,000 children and 9,200 adults.



## Work in Ecuador

Infrastructure has been improved in ten schools in the provinces of Pichincha and Santo Domingo, the areas that have received the greatest number of refugees from Colombia. In the centres computer suites have been installed, leisure and sporting areas have been repaired and the school's external walls have also been repaired.

In the Apafano welcome centre in the province of Sucumbios a sports field has been added, the centre repaired and educational and recreational material purchased.

**Refugees from Colombia in Ecuador** 45,000.

**Area affected** The provinces of Esmeraldas, Imbabura, Sucumbios, Santo Domingo and Pichincha.

**Project benefits** 7,300 children and 1,900 adults.

## Work in Colombia

With the aim of protecting the local population from forced displacement, and of protecting the younger members of the population from recruitment by local guerrilla forces, the Foundation has helped to set up the project 'Fair Play' in four Colombian regions. Thanks to this project, via educational and sporting activities, young people are learning to live together peacefully. Furthermore, income generating activities have been set up for displaced women in the area of Chocó, in Nariño a community area and health unit have been provided whilst in Putumayo a youth centre and library have been created.

**Refugees in Colombia** 4,5 million.

**Area affected** regions of Arauca, Chocó, Nariño and Putumayo.

**Project benefits** 1,750 children and 1,100 adults.





## Visit to Rwanda

On the 4th of March 2010 a delegation headed by President Joan Laporta and the director Magda Oranich paid a visit to the Kiziba refugee camp located in the Rwandan district of Karongi. The camp houses more than 18,000 refugees displaced by the 12 year old conflict in neighbouring Democratic Republic of Congo.

During the visit a multi purpose centre was opened in which cultural events, community meetings, educational activities, workshops and sports activities can all take place. The area has been named Barça Hall.

## MÉS Project

This season the MÉS Project involving the Foundation, Nike and ACNUR/UNCHR, has grown with two new lines of products going on sale. Also, a limited edition Barça shirt, just 1899 were produced - the figure corresponding to the year FC Barcelona was formed - was produced, a shirt that was worn by the first team in the Gamper pre-season match on the 19th of August 2009. The shirts went on sale by auction via EbaySolidario.

With this initiative, the Foundation joined the global campaign led by ACNUR/UNCHR to promote access to sport and education for 9 million young people through [www.ninemillion.org](http://www.ninemillion.org)



## The Cruyff Foundation's activities

The FC Barcelona Foundation have given total or partial funding during the season 2009/10 the following activities carried out by the Cruyff Foundation to help children and young people with physical and/or mental disabilities.

- Carrilet School of Special Education: activities to help motor skills
- Comkedem Catalan Youth Association: wheelchair hockey school
- 'Vela Sin Límites' and 'Escuela Timberland de Vela Adaptada': beginners' courses and beyond in sailing.
- Aspace Sports: physical activities for children with cerebral palsy.
- Eusebio Foundation: football camp for children with hearing difficulties.
- Adana Foundation: for people with problems due attention deficit with or without hyperactivity (ADHD)
- Megan Ski Club CENHID project: beginners' courses in adapted skiing
- Foot reflexology: a project particular to the Cruyff Foundation that deals with relaxing the nervous system.
- Catalan Sports Federation for the Physically Disabled (FCEDF): promoting wheelchair basketball.

## Educational talks in Catalan prisons

The former professional footballer Julio Alberto Moreno, representing the FC Barcelona Foundation, carried out during the season a series of talks in various prisons in Catalonia with the aim of helping the inmates in their rehabilitation programmes. These talks were carried in conjunction with the Deputy General's Office of Programmes of Rehabilitation and Health of the Generalitat of Catalonia.

The institutions visited were:

**CP Tarragona**  
**CP Ponent**  
**CP Homes (La Modelo)**  
**CP Dones (Wad Ras)**

**CP Joves**  
**CP Quatre Camins**  
**CP Brians 1**  
**CP Brians 2**

**CP Figueres**  
**CP Girona**  
**CP Lledoners**



# Acts and Events



## Childhood Prize 2009

On the 20<sup>th</sup> of November 2009 the Foundation was awarded the 2009 Childhood Prize by the Department of Social Action and Citizenship of the Regional Government of Catalonia. The award came in recognition of the Foundation's commitment to children all over the world. The prize was handed over by the 'Councillor' for Social Action and Citizenship, Carme Capdevila.

## Donation from the Santa Oliva FCB Supporters' Club

On the 25<sup>th</sup> of October the Santa Oliva FCB Supporters' Club handed over to the Foundation a cheque worth €5,175 to help with the building of a water well in the XICS Centre in Burkina Faso. The money was collected by the club through the sales of the book 'Miradas Solidarias'.

## LiberPress Catalunya Prize

On the 23<sup>rd</sup> of October the Vice President of FC Barcelona and patron of the Foundation Joan Boix received the LiberPress Catalunya prize in the city of Girona in Catalonia. The award came due to the charity work carried out by the club through the FC Barcelona Foundation.

## Support for the kidnapped Catalan aid workers

The Foundation, together with the club, on the 1st of December 2009, published a press release in support of the three Catalan aid workers held in Mauritania, in support of their families and the NGO's to which they belonged, Barcelona Acció Solidària. A representative from the Foundation took part in a silent vigil of support that took place at Plaça del Rei in Barcelona on the 17<sup>th</sup> of December 2009. This year the Foundation has also sent material to the African XICS centres via the convoy organised by the NGO from Barcelona.

## Opening Sessions of Sports Foundations

On the 14<sup>th</sup> of January 2010 the Foundation took part in the Opening Nationwide Sessions of Sports Foundations that took place in Tarragona, with 100 different social organisations participating. Under the slogan 'Sports Foundations: our aim is to help', the relationship between sport and charity was discussed as was business' role in sponsoring sport.

## Barça lottery

In association with the La Bruixa d'Or agency from the town of Sort in Catalonia, the Foundation created a Barça lottery within the world famous Christmas Lottery in December 2009. Shares in tickets were sold at Camp Nou, the agency office in Sort and on the internet, and a slice from the earnings from each share was put towards developing projects at the Foundation. The amount collected was €36.000.

## Donation to the people of Haiti

FC Barcelona, via their Foundation, made a donation of €250,000 to Haiti for projects in two vital areas: medical assistance for mothers and children via a cooperation with the organisation Médecins Sans Frontières (MSF), and also the rebuilding and running of a primary school in one of the poorest areas of the city of Port-au-Prince.

## Acts of support during the tour of the USA 2009

During the football first team's tour of the United States in 2009, the Foundation joined the organisation United Against Malaria (UAM) in an event that took place in Los Angeles. Furthermore, during the Experience Music Project (EMP) in Seattle, the Foundation also received recognition of its charity work, above all for its collaboration with UNICEF. At the same event, there was an exhibition of photographs 'HIV/AIDS: life and hopes of orphans in Swaziland' by the photographer Pep Bonet.

## Lecture at the Rovira i Virgili University

At the request of those in charge of post graduate studies in International Cooperation at the Rovira i Virgili University in Tarragona, Marta Segú, together with Yolanda Antín - Foundation projects co-ordinator - gave a lecture on the work cooperative work done by the Foundation in recent years.

## The biggest shirt in the world

The Foundation also played its part in the project led by the former footballer Bjorn Heidenstrom to aid the UN High Commission on Refugees, in which he attempted to make the world's biggest football shirt in time for World Cup 2010 in South Africa. On the 5<sup>th</sup> of September 2010 Gabriel Milito handed over a shirt signed by the whole FC Barcelona squad in an act of support to the world's refugees.



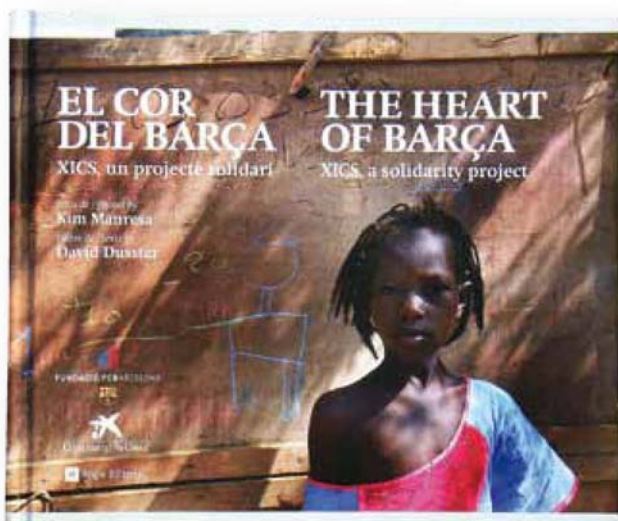
# Actions to raise awareness and collaborations

## A book with the XICS programme as its focus

In April 2009, the Foundation published a 187-page book titled 'The Heart of Barça' that took a look at the individual lives of some of those who have benefitted from the work at the XICS Centres. The images were provided by the photojournalist Kim Manresa and the journalist David Dusster provided the text. Carlos Puyol, Seydou Keita, Rafa Márquez and Josep Guardiola also took part, giving their opinions on the club's work in this area.

## 2010 Solidarity Calendar

FC Barcelona and the newspaper 'Sport' published the 2010 Solidarity Calendar. The proceeds from the sales of the calendar were shared equally between the Foundation and UNICEF.



## OUTSIDE COLLABORATIONS

**Donation of material** 120  
**Donation of invitations to club sports events to non-profitable organizations** 2,100

**Donation of invitations to visit the club's facilities to non-profitable organizations** 1,500

The Foundation helped 57 sick children realize their dream of seeing a first team training session and meeting one of the players. Collaborating organizations: Fundación Pequeño Deseo, Fundación Ilusiones.

# Agreements and Partners

## Obra Social de La Caixa

On the 19th of September 2009, The Foundation and the Obra Social de La Caixa officially presented their collaborative agreement during the closing ceremony of the XICS-JES Forum on Social Action. Some of the projects involved in the collaboration with Obra Social de La Caixa are: the XICS Centre in Santa Coloma, the on-line version of the JES, sporting grants, World Anti-Racism Day and the book 'El Cor del Barça'

## Special Olympics Catalunya

On the 26th of November 2009, an agreement was signed with the Special Olympics Catalunya that will last until 2011 to carry out projects to raise awareness and integrate sport into the lives of people with learning difficulties.

## Fundación Logística Justa and Fundación Cares

The Foundation signed on the 2nd of December 2009, an indefinite agreement with the Fundación Logística Justa and the Fundación Cares, both with links to the Port of Barcelona, to help facilitate the transport of materials destined for the XICS projects.

## Lilian Thuram Foundation

On the 1<sup>st</sup> of July 2009, a three-year agreement was signed with the Lilian Thuram Foundation-Education against Racism with the objective of promoting the battle against racism. Furthermore, the former Barça player has allowed his image to be used in the Foundation's Anti-Racism projects.

### COLLABORATING PARTNERS



# Communication and Visibility

The FC Barcelona Communications Department have once again this year done a good job in publicising the Foundation's various projects via the club's official web site, the newspaper 'Barça Camp Nou', the 'Revista Barça', the magazine 'Revista Barça', and the club's official television channel, Barça TV, via the latter's news programming and the programme 'Reptes Fundació'.

With regards to external media outlets, the FC Barcelona Foundation has been an ever-present topic of interest. During the 2009/10 season, the Foundation's projects have been covered in the sports press and also in the general press, the financial press and publications specialising in health and Social Business Responsibility. The Foundation has received important press coverage on a local, national and international scale.

In particular, the Foundation has appeared on mass audience television programmes such as Televisió de Catalunya's 'Crackòvia'. It has also received coverage

on important radio stations such as Catalunya Ràdio and RAC 1, as well as appearing in newspapers such as 'La Vanguardia', 'El País', 'Expansión', and specialist magazines such as 'Diario Médico' and 'Gaceta Médica'.

The Foundation has also received coverage in the international media: the BBC, Telemundo, RAI, 'The New Times' (Rwanda) and 'El Informador' (Mexico) are some of the organisations that have dedicated space to the Foundation with a total of more than 50 interviews carried out.

In total, on a national scale, there have been more than 190 stories related to the Foundation and the various activities organised surrounding the opening of the XICS Centres, the celebration of the Social Action Forum XICS-JES and the campaign for greater awareness of AIDS in children which coincided with the first Barça-Madrid game of 2010.

Furthermore, this season the Foundation has made its presence felt in the social networking sites. As a first step it has set up an official Facebook page.



**EXPANSIÓN.** July 8, 2009



**AVUI.** July 9, 2009



**LA VANGUARDIA.** October 7, 2009



**EL PERIÓDICO.** November 27, 2009





**AVUI.** December 1, 2009



**EXPANSIÓN.** December 1, 2009



**DIARIO MEDICO.** December 2, 2009



**GIM.** 17-19 December, 2009



**DIARI BARÇA CAMP NOU.** March 14, 2010



**REVISTA BARÇA.** April 2010



**FACEBOOK.** More than 4,000 friends

## Statistical summary of media impact on a national scale

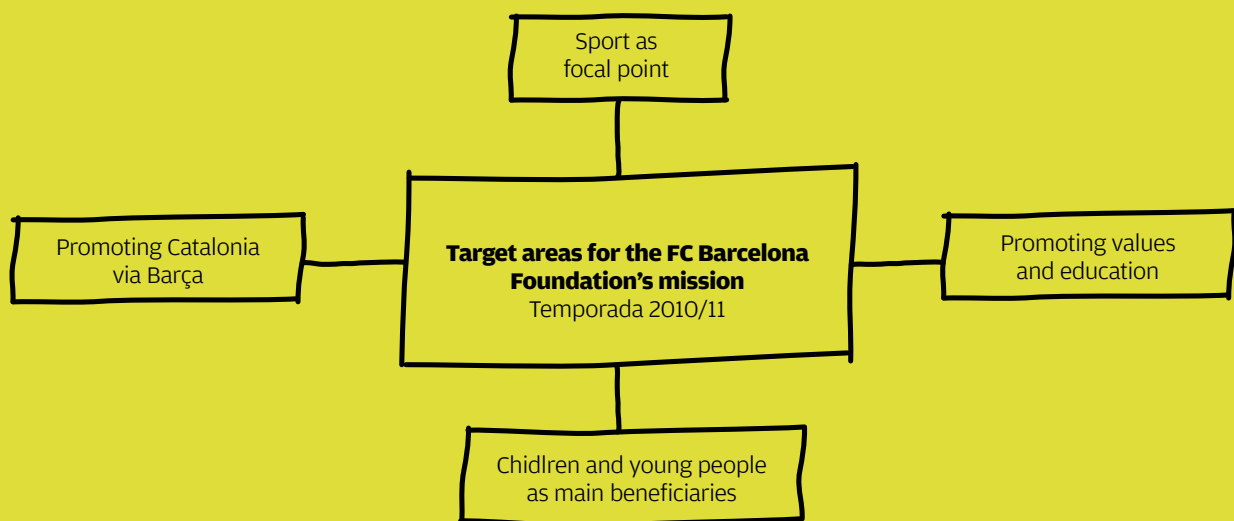
During the season the Foundation appeared almost 190 times in media considered a priority. This is a review of the events that garnered the most coverage.

ECA Agreement	12
XICS-JES Forum	10
Opening XICS Ecuador	7
Opening XICS México	9
Opening XICS Burkina Faso	6
Trip to Rwanda	16
'Child AIDS' campaign	70
Others	58
<b>Total stories published</b>	<b>188</b>

# the fc barcelona foundation begins a new chapter

---

From the season 2010-11, the FC Barcelona Foundation begins a new chapter in its history. This is the outline of our new project which brings together new challenges and a variety of new approaches:



## Plan of action

- Bringing members closer to the club, in terms of activities and communication
- Transparency in management, both on an economic and technical level
- Supporting the strategic plans of the club
- Exploring new areas of financing
- Willingness to lead or co lead projects with counterparts with greater experience and knowledge

## Geographical reach

- In Catalonia, due to Barça's close links to the country and because locally there are also issues to be addressed.
- Around the world, because the needs of the less fortunate countries in the world concerns everybody and the Foundation needs to contribute to the consolidation of Barça as a global brand in social areas also.

## Beneficiaries

- Children and young people from both Catalonia and around the world, without forgetting the needs of older people. All projects will have as a focal point sport with the idea of promoting education and values, and therefore projecting the responsible, civic image that has always characterised FC Barcelona.

## First steps in the project

- Revision of the Governing Board. As of the 28th of July, 2010 this area of the Foundation is now composed of 24 members who have an active role in overseeing each of the organisation's programmes. Josep Cortada i Vila has been named as the new Director General of the Foundation.
- Review of the XICS project and its implementation on Catalan soil.
- Strengthening the alliance with UNICEF with the goal of identifying new objectives and strategic aims.





**Publishers**

Foundation FC Barcelona – FC Barcelona.  
October 2010

**Text and production**

FC Barcelona Department of Communication

**Design, layout and page makeup**

FC Barcelona Department of Communication

**Photography**

Kim manresa, Eduardo Rubio, Photographic Archives  
FC Barcelona Foundation and FC Barcelona Photographic  
Archives of the Foundation's collaborating partners

**Cover Photography**

Kim Manresa

**Printing**

Rotocayfo

**Paper**

R4 chorus gloss. Free stuccoed chlorine 115 grs.





With the collaboration of:



Obra Social  
Fundación "la Caixa"