



**FUNDACIÓ  
FCBARCELONA**

**REPORT 2011/2012**



**WITH VALUES, YOU WIN**





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FCBARCELONA  
REPORT 2011/2012**

FUNDACIÓ FCBARCELONA







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## GREETING FROM THE PRESIDENT

This season the FC Barcelona professional sports teams have won 17 trophies, a record number that shows once again the sporting excellence achieved by our club. Those sporting achievements take on another dimension when we read the list of activities undertaken this year by the FC Barcelona Foundation, the organisation that represents the club's social conscience. Fortunately, the commitment to help others and the country is not a competition and cannot be measured in terms of trophies.

The work that the FC Barcelona Foundation carries out goes beyond sport. It is something that transcends the euphoria of victory and is today an essential way of understanding our club. Working to improve the lives of those in need, transmitting positive values in this day and age is not something that we do to receive plaudits, we see it as an obligation that brings with it great responsibility. At FC Barcelona we try to do so as best we can, using what is the essence of our club: sport.

Amongst the many projects that you can consult in this report, this year we have made a particular effort to raise awareness of certain issue via three specific campaigns. We have worked to try and promote the value of the Mediterranean diet; we have worked to try and promote respect and tolerance and we have fought for the right of everyone to have equal access to sport, regardless of his or her physical ability. These projects exemplify our desire to bring the Foundation closer to our local area, a priority of ours, as is also the case with *Futbol Net*, a project that reaches into 21 different municipalities in Catalonia. At the same time we have strengthened our working relationships with other high profile Foundations from around the world.

We wanted the FC Barcelona Foundation slogan, 'With values, you win'. A forceful phrase that in reality, that envelops the spirit of our club and of La Masia. In this sentence the verb 'to win' goes beyond the frontiers of sport and competition. With values, you win - that is to say whoever goes in search of positive values, takes them on board and promotes them, enriches themselves as a human being, plays an important role in our society and in the end is a much happier person.

**Sandro Rosell i Feliu**  
President FC Barcelona





## GOVERNING BODIES

### GOVERNING BOARD

The Governing Board of the FC Barcelona Foundation is made up by:

President	<b>Mr. Sandro Rosell i Feliu</b>	Board Members	<b>Mr. Xavier Aguilar i Huguet</b>
First Vice President and director of FC Barcelona	<b>Mr. Ramon Pont i Amenós</b>		<b>Mr. Ramon Alfonseda i Pous</b>
Second Vice President and director of FC Barcelona	<b>Mr. Ramon Cierco i Noguera*</b>		<b>Mr. Carles Barnils i Vila</b>
Third Vice President	<b>Mr. Gabriel Masferrer i Lacambra</b>		<b>Mr. Jordi Bellmunt i Fernández</b>
Fourth Vice President	<b>Mrs. Lola Bou i Camps</b>		<b>Mr. Joan Mas i Brillas</b>
Fifth Vice President	<b>Mr. Ramon Palou i Godall</b>		<b>Mr. Mohammed Chaib Akhdim</b>
			<b>Mrs. Marta Rodríguez de Llauder Santomá</b>
			<b>Mr. Ramon Garriga i Saperas</b>
			<b>Mr. Sergi González i Delgado (secretari)</b>
			<b>Mr. Antonio Lladen i Carratalá</b>
			<b>Mrs. Rosa Maria Lleal i Tost</b>
			<b>Mr. Josep Maldonado i Gili</b>
			<b>Mr. Josep Maria Prat i Puig</b>
			<b>Mr. Enric Roca i Mateo</b>
			<b>Mr. Manel Royes i Vila</b>
			<b>Mr. Antoni Tombas i Navarro</b>
			<b>Mr. Joaquim Triadó i Vila-Abadal</b>
			<b>Mr. Iñaki Urdangarin Liebaert</b>
			<b>Mr. Xavier Pérez i Farguell*</b>
			<b>Mr. Carles Cuní i Llaudet*</b>

\* The Governing Board of the FC Barcelona Foundation in a meeting that took place on the 21st of December, 2011 approved the incorporation of three new board members, Ramon Cierco Noguera, as Vice President and Xavier Pérez Farguell and Carles Cuní Llaudet as board members.

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### PROJECT TEAM

Director General	<b>Josep Cortada i Vila</b>
Project Team	<b>Adrià Alemany i Salafranca</b> <b>Yolanda Antín</b> <b>Cristina Desco i Magallanes</b> <b>Mercè Garriga i Serra</b> <b>Cristina González i Turigas</b> <b>Dolors Julià i Fàbregas</b> <b>Nicolás Rubio i Carretero</b> <b>Laura Sabaté i Amorós</b>
FC Barcelona Communications Department	<b>Marc Parramon i Alcalde</b>

## LETTER FROM THE VICE PRESIDENT

Barça is a multi-faceted club and since the beginning of our mandate over two years ago now, we have felt that the Foundation should be one of the areas treated with the utmost sensitivity. As you can read in this report, currently, the reach of this side of the Club's activities is well defined; an example of this is the firm commitment from the entire organisation toward the ever-growing Foundation project. The Club dedicated 0.7% of its annual income to the Foundation, and for the last two years, the players and coaches at the club have donated 0.5% of their salaries to our social projects.

We are convinced that our formula works for one particular reason: coherence. We try to get across what for us is a prime material. The values behind our projects are a direct reflection of what our sportsmen and women put into practice on a daily basis, from the very youngest in the youth football teams to the stars of the first team. It fills us with great pride to see how public and private organisations recognise the success of our work, and furthermore wish to be involved, safe in the knowledge that promoting positive values is a passionate journey that has rewards for all involved.

Steering the ship is the Governing Board, willing to put their skills to use in order to further the work of the Foundation. Thanks to their work, long term projects such as *FutbolNet* and *Barçakids*, which are reaching further and further into Catalonia. Also one-off campaigns also form part of our work; under the umbrella *We are what we do...* we try to promote values that should not be forgotten in a civilised society. At the same time, we do not want to be isolated from today's reality nor the economically difficult times in which we live. For that reason we also involve ourselves in projects that aim to alleviate some of the problems to be found in today's society. We do not undertake this task alone; we have created partnerships with international organisations such as the Bill & Melinda Gates Foundation, the Pies Descalzos Foundation and UNICEF amongst others, partners of world renown willing to share and learn with the Foundation.

Barça is recognised around the globe as the best team in the world. Now one of the great challenges is to be recognised as the best club in the world, with all that implies with regards to the club off the field philanthropic activities. On the road to achieving that goal, of course, the Foundation has a leading role to play.

**Ramon Pont i Amenós**

First Vice President of the FC Barcelona Foundation



## THE FOUNDATION AT A GLANCE

Created in 1994, the FC Barcelona Foundation is the vehicle through which the club fulfils its corporate social responsibilities. All the projects that are developed use sport as a focal point, principally, with the idea of promoting education and civic values amongst children and young adults in both Catalonia and in the rest of the world.



### 'FUTBOLNET'

Method of social assistance that helps educate via sport and allows youngsters to deal with such ideas as social harmony, discrimination, gender equality, etc.



### 'WE ARE WHAT WE DO...'

This project's aim is to raise awareness of different values and positive behaviour that need to be promoted in society such as healthy eating, respect, social cohesion and social integration.



### 'BARÇAKIDS'

This is a programme aimed at 6 to 12 year olds that is designed to promote and consolidate their value system through activities, workshops and sports games at school. The programme also offers teaching resources on-line.

## ALLIANCE WITH THE BILL & MELINDA GATES FOUNDATION

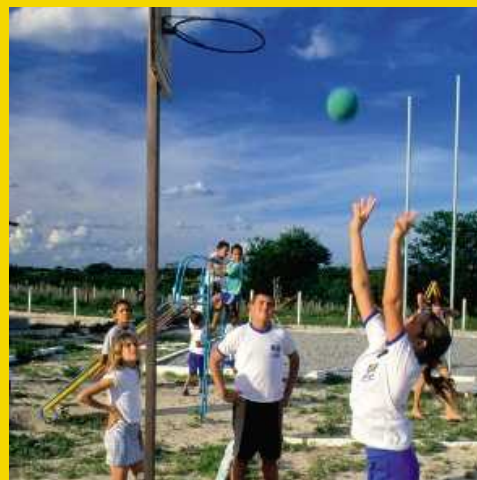
Under the slogan 'More than a goal, end polio', the FC Barcelona Foundation and the Bill & Melinda Gates Foundation are working together to try to eradicate the disease.





### ALLIANCE WITH THE PIES DESCALZOS FOUNDATION

Thanks to this collaboration sporting and recreation spaces are being built in Cartagena (Colombia) and in Miami (USA) with social projects via sport also being put into place.



### ALLIANCE WITH UNICEF

Ground breaking agreement in the world of sport through which FC Barcelona donates 1.5 million Euros annually to UNICEF to help carry out projects jointly to aid vulnerable children around the world.



### ALLIANCE WITH THE INTER-AMERICAN DEVELOPMENT BANK

Project carried out in Rio de Janeiro that attempts to promote social inclusion in the favelas through sport.

### ALLIANCE WITH THE LEO MESSI FOUNDATION

The goal is to promote education, health, sport and development in some of the more disadvantaged areas of Catalonia and Argentina.



#### XICS

The 'International Network of Solidarity Centres' for children and young adults from all around the world at risk from social exclusion offer extra-schooling, psycho-social support and allows children and young adults access to sports and leisure activities.

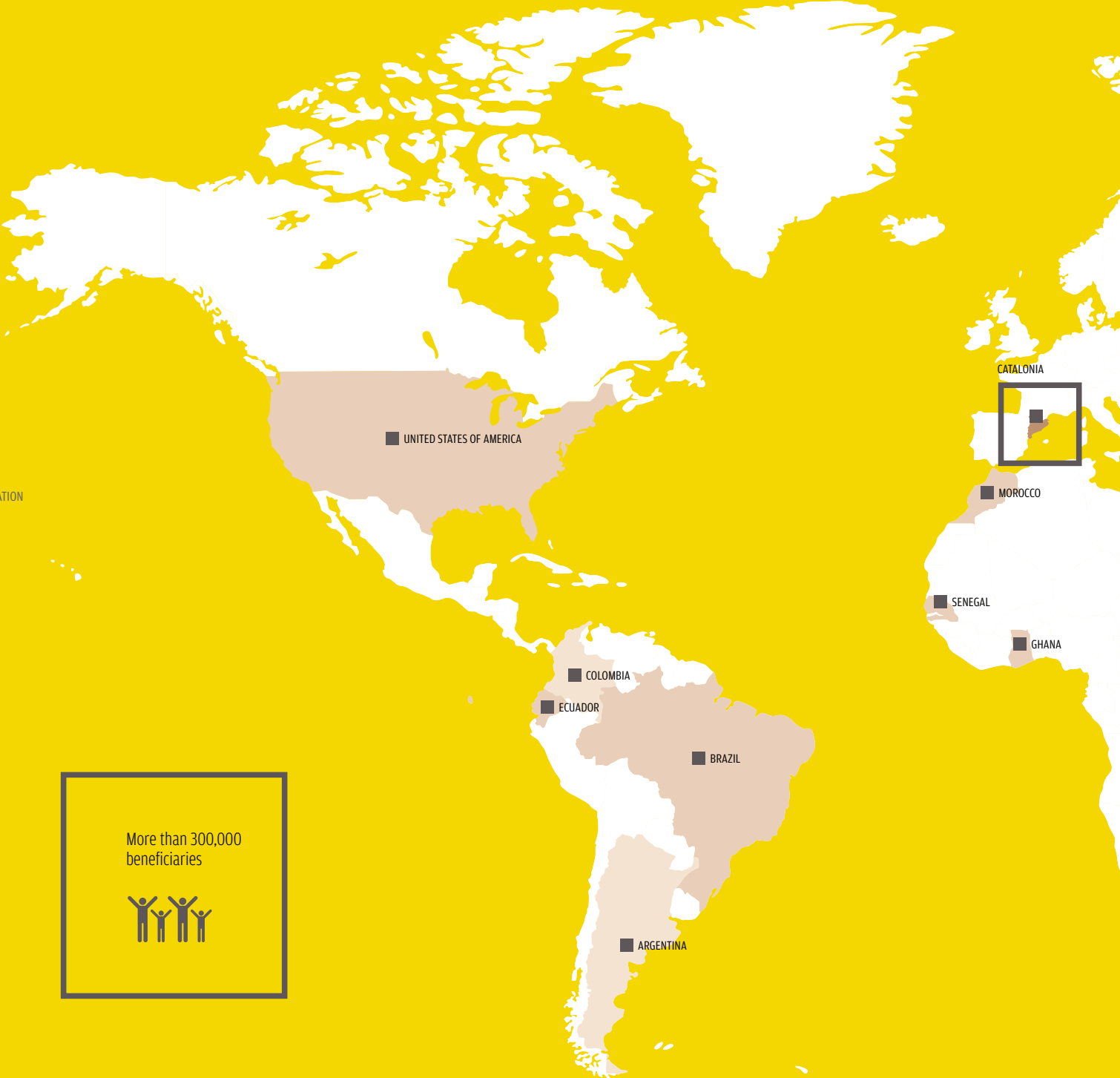
#### MANUEL VÁZQUEZ MONTALBÁN AWARD

Award for outstanding journalism in the field of sport.

THE FOUNDATION WORLD MAP

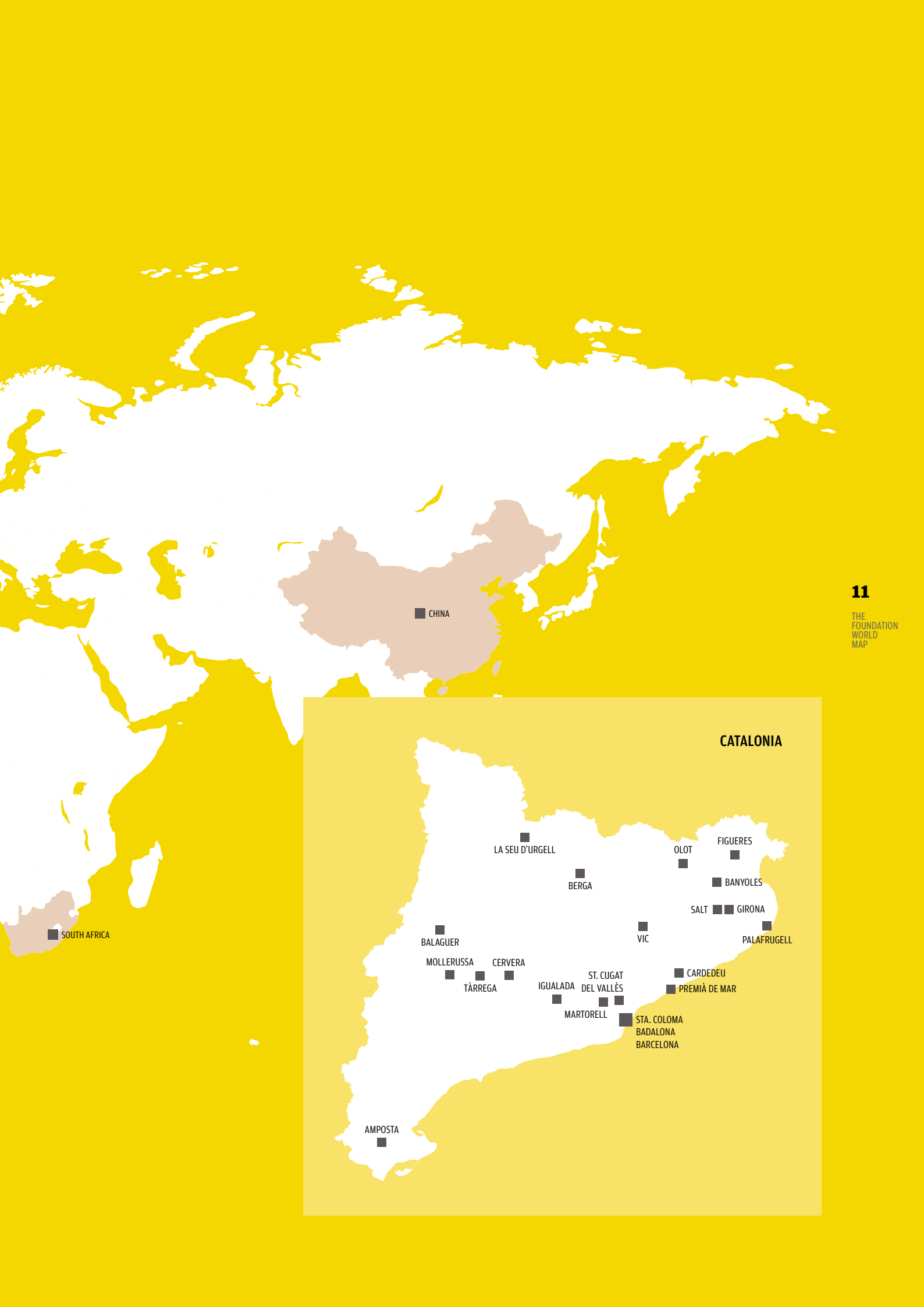
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THE FOUNDATION WORLD MAP



More than 300,000 beneficiaries





■ CHINA

■ SOUTH AFRICA



CATALONIA

■ LA SEU D'URGELL

■ OLOT

■ FIGUERES

■ BERGA

■ BANYOLES

■ SALT

■ GIRONA

■ PALAFRUGELL

■ BALAGUER

■ VIC

■ MOLLERUSSA

■ CERVERA

■ CARDEDEU

■ TÀRREGA

■ IGUALADA

■ ST. CUGAT DEL VALLÈS

■ PREMIÀ DE MAR

■ MARTORELL

■ STA. COLOMA  
BADALONA  
BARCELONA

■ AMPOSTA

# CAMPAIGNS







## CAMPAIGNS

### ‘WE ARE WHAT WE DO, WE ARE WHAT WE EAT’

The first campaign in the *We are what we do...* umbrella was put together to raise awareness of and promote good habits among children in relation to healthy eating and exercise, using the examples of the first team players, the youngsters at La Masia and FCB veterans.





**Presentation at La Masia**

The project was got under way between the months of September and December of 2011 and benefitted from collaborations with the Fundació Alcía, the Fundació SHE, the Generalitat de Catalunya and different councils around Catalonia, including that of Barcelona.

The presentation of the campaign took place on the 22<sup>nd</sup> of September at the old La Masia grounds and boasted contributions from the eminent cardiologist Valentí Fuster and the world famous chef Ferran Adrià. Representing the club were the President Sandro Rosell and the directors Carles Vilarrubí and Ramon Pont.



## CAMPAIGNS

### ‘WE ARE WHAT WE DO, WE ARE WHAT WE EAT’

#### Activities for all Catalonia with more than 110,000 beneficiaries

During the la Mercè Festival in Barcelona in 2011 activities were organised at Jardinetes de Gràcia in Barcelona with workshops on better nutrition and sporting events attracting more than 12,000 people.

Furthermore, there were informative chats about good dietary habits with healthy eating packs given out in over 50 sports' centres in Catalonia with 17,000 children benefitting.

During the three months of the campaign a series of conferences were held at University Centres with experts in nutrition, medicine and sport taking part. The talks helped to explain FC Barcelona nutritional policy, both from a sporting and a medical point of view encompassing sport at both professional and youth level.



‘WE ARE WHAT WE DO, WE ARE WHAT WE EAT’



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CAMPAIGNS  
WE ARE  
WHAT  
WE EAT

**Also at Camp Nou**

In order to bring the message to FC Barcelona members and fans the campaign also took advantage of the day of the Barça-Mallorca at Camp Nou to hand out to the crowd a leaflet titled '10 ways for a 10 out 10 diet' as well as over 70,000 apples.

The campaign came to an end at the Pavelló Poliesportiu Mar Bella with a 5 a side football competition in which over 600 children took part aged 6 and 7.

*We are what we eat* received recognition from organisations specialised in the area, examples of which were an award from the Patronat Fira de les Garrigues and an honorary diploma awarded by the Foundation for a Mediterranean Diet for 'the valuable contribution to the furtherment of the virtues of a Mediterranean Diet' by the project.



## CAMPAIGNS

### 'WE ARE WHAT WE DO, WE ARE WHAT WE RESPECT'

The aim of this campaign is to promote respect, tolerance and peaceful co-existence, especially among young people, based on different examples derived from sports and from football in particular.

The campaign used the Internet as one of its main avenues for spreading its message. It offered various audiovisual material via the website [www.somelquefem.cat](http://www.somelquefem.cat) and through the FC Barcelona social network sites and in general the response was positive. Amongst the material were ten pieces of advice about how to respect opponents on the field of play given by students at the FCB School.



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CAMPAIGNS  
WE ARE  
WHAT  
WE RESPECT



‘WE ARE WHAT WE DO, WE ARE WHAT WE RESPECT’

**Presence at specialised events**

*We are what we respect* was also present at the Children’s Festival of Barcelona. There, more than 40,000 children visited the project’s stand where they were able to enjoy various educational games based on sport and mutual respect. The FC Barcelona also added its support to the project with Cesc Fàbregas, Thiago Alcántara and Andreu Fontàs also visiting the stand and spending some time with the younger children.

The campaign also made its presence felt at the ‘Training and Jobs Fair’ in Girona where it was visited by some 6,500 students. It was also visible at the Palau Blaugrana during the basketball match between Barça Regal and Zalgiris Kaunas through various projects designed to promote the campaign.



## CAMPAIGNS

‘WE ARE WHAT WE DO, WE ARE WHAT WE RESPECT’

### Lilian Thuram's contribution

The former blaugrana Lilian Thuram visited Barcelona to give several informative talks on the subject. The Frenchman met 30 women who belonged to organisations that worked to fight against violence against women; he gave a talk to 18 educational staff in the Raval neighbourhood of Barcelona and also gave a similar to 250 young people at the Sala Roma at Camp Nou. Following that he had dinner and then took part in an educational session with residents at La Masia.



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CAMPAIGNS  
WE ARE  
WHAT  
WE RESPECT



‘WE ARE WHAT WE DO, WE ARE WHAT WE RESPECT’

The project managed to reach organisations most in need of specific material with regards to this subject. It was able to communicate to young people the need for respect and tolerance in order for a peaceful co-existence, and that sport is a vital conduit for these values.

*We are what we respect* was supported by the Department of Family and Social Welfare at the Generalitat de Catalunya, Barcelona City Council, UEFA Social Responsibility section, the UNESCOCAT Centre and l’Obra Social La Caixa.





## CAMPAIGNS

### 'WE ARE WHAT WE DO, WE ARE WHAT WE ACHIEVE'

The campaign *We are what we achieve* was designed to raise awareness about the situation of people with physical disabilities, to promote the role of the school as a space for normalisation and equal opportunities for all, and to show that through the practice of physical activity you can create paths to knowledge, teaching and mutual learning.

The Foundation has undertaken the project with the help of the Guttman Institute, the International Paralympic Committee and also the Generalitat de Catalunya, Barcelona City Council, l'Obra Social de La Caixa and the Leo Messi Foundation.



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CAMPAIGNS  
WE ARE  
WHAT  
WE ACHIEVE



‘WE ARE WHAT WE DO, WE ARE WHAT WE ACHIEVE’

**Training Sessions**

Amongst other activities, the campaign offered various training sessions for teachers and youngsters. The first of these took place on the 23rd of March at Camp Nou in which medical staff from the PE staff at the Guttman Institute explained to over 150 Catalan educationalists various methodologies to allow children with physical disabilities to practice sport on a daily basis in a simple and effective way. Also discussed were the ideas of functional diversity in the school environment, the concept of inclusive schooling and co-operative learning.



## CAMPAIGNS

### 'WE ARE WHAT WE DO, WE ARE WHAT WE ACHIEVE'

On the 13<sup>th</sup> of April, also at FC Barcelona's facilities, an Inclusive Sports Festival took place with over 700 students from the Barcelona, Maresme, Bagès and Vallès Occidental areas taking part. The event allowed the students to participate in sporting disciplines based on co-operative and inclusive physical activity. As well as sports such as hockey and handball, the event also included more original activities such as adventure sports, multicultural dances, juggling and giant jigsaws.



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CAMPAIGNS  
WE ARE  
WHAT  
WE ACHIEVE



‘WE ARE WHAT WE DO, WE ARE WHAT WE ACHIEVE’

**Isidre Esteve's contribution**

The campaign also saw rally driver Isidre Esteve make a contribution. In a conference on the 30 of May at the Sala Roma at Camp Nou his comments and thoughts were emotionally received by an audience from the educational community and from organisations representing people with reduced mobility.

Isidre Esteve wanted to put across some of the values that he has learned during his life such as modesty, living with success and teamwork. Positive and persistent by nature, the rally driver from Oliana presented the audience with his current projects and his hopes for the future. During a vibrant speech, Esteve related some of the most relevant episodes of his career and life such as the accident in 2007 that led him to lose the use of both his legs.



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CAMPAIGNS  
WE ARE  
WHAT  
WE ACHIEVE



## CAMPAIGNS

### MARATHON AGAINST POVERTY

The Foundation played an active part in TV3 and Catalunya Ràdio's campaign *Marathon against Poverty*, with the aim of supporting organisations and individuals who work to help fight against poverty in our country. The money raised went towards social projects in areas such as social assistance, housing, finding work and child care.

The 'Marathon' was unveiled at an event that was attended by the President of FC Barcelona, Sandro Rosell, the Mayor of Barcelona, Xavier Trias, the President of the CCMA, Brauli Duart, the Director of TV3, Eugeni Sallent and the Director of Catalunya Ràdio, Fèlix Riera,



MARATHON AGAINST POVERTY

On the day of the 'Marathon', Sunday the 27<sup>th</sup> of May, a futsal game took place at the Palau Sant Jordi involving two teams comprised of the FC Barcelona first team players - one team was coached by Pep Guardiola, the other by Tito Vilanova. The match ended in an 8 all draw and was a tremendous spectacle for all involved.

The money raised from the sale of tickets for the match was donated the 'Marathon' fund. Furthermore, the FC Barcelona players who took part in the game offered a personal donation of 300 Euros per goal - therefore the 16 goals scored added a further 4,800 Euros to the total. At the same time the Club donated another 200,000 Euros to the project collected by the radio station la COPE.

In total Barça's contribution to the project was over 700,000 Euros. That was added to the Marathon fund that ended the day having gathered over 4 million Euros for the project.



# PROGRAMMES







## 'FUTBOLNET'

*FutbolNet* is a project that attempts to educate children and young people via the promotion of the positive values of that come from playing sport, in this particular case, football. During the season 2011/12, the FC Barcelona Foundation developed this programme of Social Action in 5 areas of Catalonia: Banyoles, Olot, Salt, Santa Coloma de Gramanet and the neighbourhood of Carmel in Barcelona. On an international level, the project has also been developed in Rio de Janeiro (Brazil) with the help of the Inter-American Development Bank and the MAPFRE Foundation.

The project was officially presented at an event that took place on the 20th of April of this year at the Palau de la Generalitat. Present at the event were the President of FC Barcelona, Sandro Rosell and also the President of the Generalitat, Artur Mas as well as other representatives from other private and public institutions.



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PROGRAMMES  
FUTBOLNET



In each area *FutbolNet* has worked with 60 young people identified by local social services as being socially vulnerable. The Foundation has discovered the effectiveness of the programme of methodology with regards to social development through sport. The programme is based on a series of rules that produce social interaction between those taking part - it obliges them to understand one another and use the tools available to resolve conflicts and to get along. One of the main features is the absence of a referee who is replaced by a 'teamer', a figure who accompanies the participants in the game without intervening.



## 'FUTBOLNET'

The project *FutbolNet* was carried out over 24 weeks in 2 weekly sessions of 2 hours each and under 6 different modules of values: Commitment, Respect, Tolerance, Strength, Team Work and Responsibility. During this period in each area a local festival has been celebrated in which the projects was opened up to the community, offering other leisure activities and increasing for one day only the number of participants. The project also received support from the civic institutions in each area as at the Barça Supporters' Clubs in the area.



On the 30<sup>th</sup> of June, 2012 more than 300 beneficiaries of the projects from the five area involved took part in a festival at the Mini Stadium to celebrated the end of the project for the year.

*FutbolNet* is a project that is carried out by the FC Barcelona Foundation in collaboration with the Department of Welfare and Family at the Generalitat de Catalunya, the Barcelona, Girona, Lleida and Tarragona district councils, l'Obra Social de La Caixa, the Catalan Consumer Agency and Llet Nostra as well as the local councils of the participating areas.



## 'BARÇAKIDS'

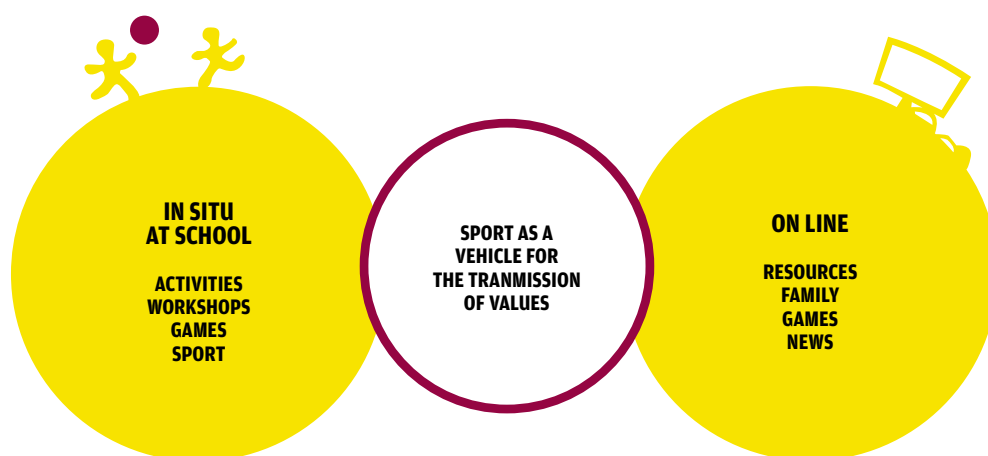
*Barçakids* is a programme aimed at children between the ages of 6 and 12 that attempts to promote a value system in children via educational principles involved in sport and in its inclusive and active participation. During the season 2011/12 work was done on its creation and its application in pilot schemes.

The programme has two main areas: one is *in situ*, and the other is on line.

The *in situ* aspect is carried out at schools over a three-day period and consists of applying a series of activities, workshops and games that are coordinated by a team of educational staff from the project with the aim of developing the values in question.

The virtual presence consists of a web site that aims to build on the *in situ* project, offering teaching and recreational resources for the educational community (teachers, educationalists, parents, children).

Pilot schemes were set up in March and June of 2012 at 12 schools around Catalonia in Barcelona, Cardedeu, Banyoles, Amposta, Girona, Sant Cugat del Vallès, Salt, Berga, la Seu d'Urgell and Premià de Mar.



**The 10+1 'Barçakids' values**

The programme *Barçakids* develops across various teaching modules based on different values. It starts with the premise that these values form a network of moral and ethical systems, both on a personal and collective level



VALUES	Related Values
0. Commitment	All values.
1. Respect	Tolerance, Equality, Caring, Honesty.
2. Self esteem	Self knowledge, Truthfulness, Self sufficiency, Acceptance.
3. Strength	Motivacion, Strength, Perseverance, Caring.
4. Responsibility	Diligence, Discipline, Caring, Teamwork.
5. Excellence	Persistence, Organising time, Patience
6. Happiness	Joy, Enthusiasm, Acceptance of situation Friendship.
7. Pluralism	Positive competition, Dialogue, Diversity, Equality.
8. Collaboration	Teamwork, Confidence in others, Working in a team.
9. Solidarity	Generosity, Gratefulness, Fairness, Diversity.
10. Humility	Happiness, Gratefulness, Strength, Equality.

## XICS

### INTERNATIONAL NETWORK OF SOLIDARITY CENTRES

In January the Foundation and Intervida unveiled an a three year agreement in which the latter, an NGO specialising in International Cooperation and child education, took over the administration of the XICS Centres in Senegal, Burkina Faso, Mali and Ecuador, countries in which Intervida is already highly active.

In total some 680 children in these areas, which are characterised by a lack of basic services, attend the centres and receive non-formal education, extra classes, reading, writing and IT classes. The beneficiaries also participate in sporting and cultural activities and receive medical and nutritional support.

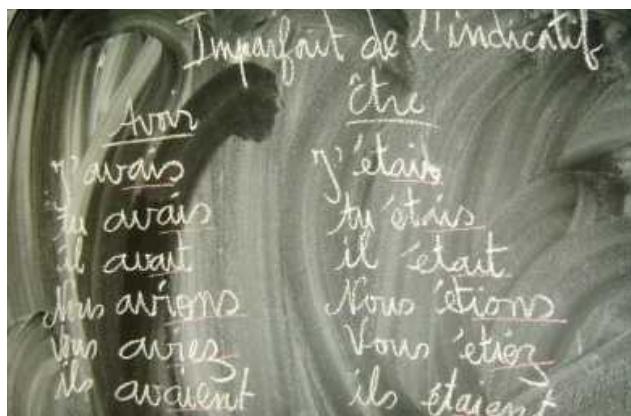


## INTERNATIONAL NETWORK OF SOLIDARITY CENTRES

The running of the centre in Morocco, situated in Tangier, is being carried out in collaboration with the Casal dels Infants and four local associations: Zakhura, AICEED, CHIFAE and Soura. During the season 2011/12 an educational programme was developed to fight against children dropping out of school. The scheme was aimed at 2,000 children and was carried out via training activities and professional work experience. During an official visit to Morocco in March the President

of the Generalitat Artur Mas met with some of the Foundation staff responsible for the centre in order to see the project close up.

The centres in Santa Coloma de Gramanet and Carmel (Barcelona) continued under the control of the Foundation. During the season there were changes at these centre as they became vehicles for the *FutbolNet* programme whilst at the same time maintaining their function as a space for extra tuition.





# FC Barcelona and the Bill & Melinda Gates Foundation Team-up to End Polio

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## ALLIANCE WITH THE BILL & MELINDA GATES FOUNDATION

The FC Barcelona Foundation and the Bill & Melinda Gates Foundation came together in July 2011 to form a collaboration that had as its principal aim the complete eradication of the disease polio, which is currently 99% eradicated.

Polio is an infectious disease which attacks the body's nervous system and can result in irreversible paralysis. It is spread in places with poor hygienic conditions and principally affects young people and children. There is no cure for polio, but an effective vaccination does exist, which is administered in various doses during childhood.

Global campaigns against polio have reduced the cases of the disease by 99%. In 1988 the disease killed or paralyzed nearly 350,000 people throughout the world, while in 2010 less than 1,500 cases were reported. Even so, the disease persists in Pakistan, Afghanistan, India, and Nigeria. Polio could be the second disease to become completely eradicated after smallpox.



## 40

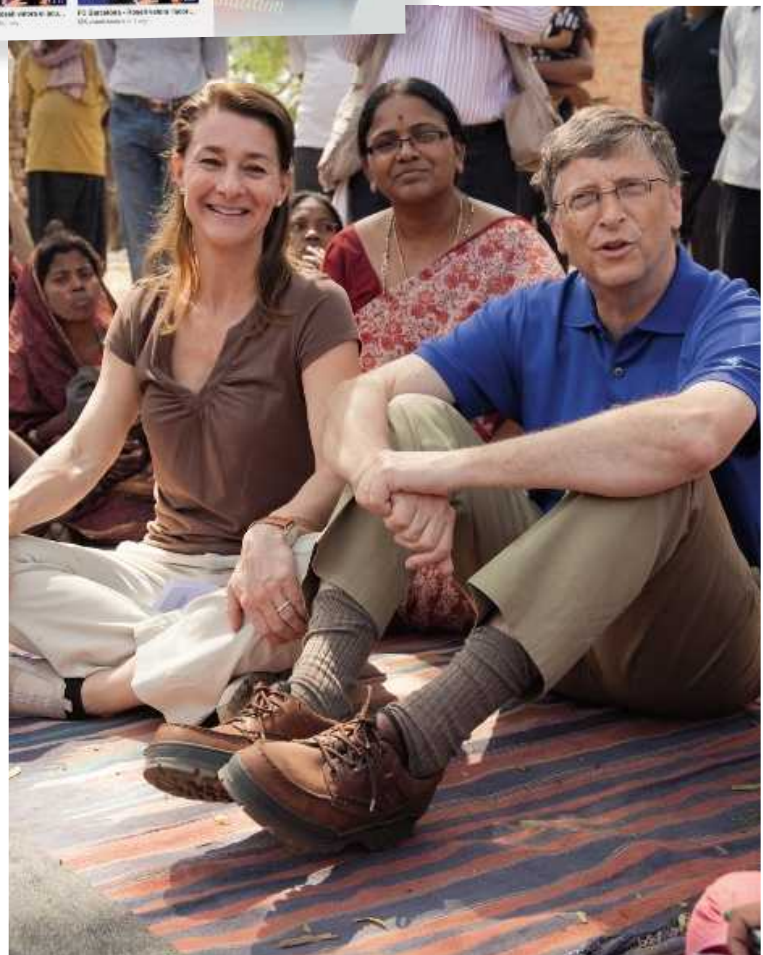
ALLIANCES  
BILL &  
MELINDA GATES  
FOUNDATION



## ALLIANCE WITH THE BILL & MELINDA GATES FOUNDATION

The alliance's official presentation took place in Washington DC on the 29<sup>th</sup> of July, 2011 and featured the presence of Bill Gates, Sandro Rosell and Pep Guardiola.

During the season via FC Barcelona official media channels the challenge of ending polio was publicised with various news items and videos which featured several first team players, the President Sandro Rosell, the coach Pep Guardiola and Bill Gates himself. The topics included the announcement of one whole year without a case of polio in India, the release of a promotional video that coincided with the World Day against Polio and the meeting between Bill Gates and Sandro Rosell in February in Madrid.



## ALLIANCE WITH THE PIES DESCALZOS FOUNDATION

The FC Barcelona Foundation and the Pies Descalzos Foundation, whose founder is the singer Shakira, presented their collaborative agreement in Miami during the club pre-season tour of the United States.

The alliance between the two organisations attempts to use their joint resources to help disadvantaged children in the United States of America and Colombia. With sport as the medium for education and the transmission of values, both entities brought together their ideas and their ability to attract young people in order to provide them with the necessary social and education tool for both individual and collective development.



During the presentation of the agreement member of the FC Barcelona board and first team highlighted the great opportunity that this collaboration supposes and the value of using sport, in particular football as a social tool. For her part, Shakira, the signer and founder of the Pies Descalzos Foundation, highlighted the importance of sport and the pull that it can have amongst young people thanks to FC Barcelona.

During the season work has been carried out on the construction of two multisport facilities: one in Miami, in a disadvantaged neighbourhood with a high incidence of Latino immigrants and the other in Cartagena, Colombia, in one of the schools built by the Pies Descalzos Foundation. These facilities, still under construction, will offer a space where sport can be practised and where educational activities that promote positive values through football can also be practised.



## ALLIANCE WITH UNICEF

This season the FC Barcelona Foundation has contributed 1.5 million Euros to UNICEF projects aimed at promoting education and sport amongst vulnerable children.

The money has gone towards programmes designed to help some 16,000 children in four different countries: Brazil, China, Ghana and South Africa. Centres have been provided with sporting material and have received help improving their infrastructure to allow them to provide sporting activities. At the same time more than 5,000 coaches and teachers have begun training courses to teach them how to include the positive values of sport into their educational programmes.



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ALLIANCES  
UNICEF



During the tour of the United States in the city of Dallas the Foundation and UNICEF came together to reaffirm their commitment to their alliance at an event that included the FC Barcelona first team players David Villa and Thiago Alcántara as well as children from the city itself. The Foundation was also present at an event in October to commemorate the 50th anniversary of the UNICEF Spanish Committee. On the 10th of May Camp Nou received a very special visitor as the Director General of UNICEF Anthony Lake, along with the Vice President of the Governing Board of the Foundation Ramon

Pont and first team player Marc Bartra, took part in an event at the Sala París in which a group of children put their questions to those present.

Furthermore, the German photographer Kai Löffelbein received the Photo of the Year prize, awarded by the UNICEF's German committee and 'GEO' magazine for his depiction of a child in a toxic electronic residue dump in Ghana.





## ALLIANCE WITH THE IDB (INTER-AMERICAN DEVELOPMENT BANK)

This season the cooperation between the IDB (Inter-American Development Bank) and the Foundation, with the support also of the MAPFRE Foundation, led to the implementation of the *FutbolNet* project in the neighbourhood of Complexo do Alemão in Rio de Janeiro, Brazil.

The project aims to help 13 favelas in the neighbourhood, including a total of 250 youngsters between the ages of 8 and 16 who live in the area. The index of human development in Complexo do Alemão is the lowest of all the 126 neighbourhoods in Rio de Janeiro. In the area life expectancy is just 64.5 years and 14% of the population is illiterate. The neighbourhood has almost 90,000 inhabitants of which 26% are under 15 years of age.

Prior to the launching of the project, training sessions on the methodology of *FutbolNet* with educational staff and monitors took place in Rio. The programme has had a great impact on individual and collective development in the area and the response from the community in Complexo has been very positive.



## ALLIANCE WITH THE LEO MESSI FOUNDATION

This season the Foundation, together with the Leo Messi Foundation, has launched the awareness campaign 'Win the battle to the Silence. Win the battle to the Chagas disease'. The campaign's goal is to raise awareness of the danger of Chagas disease amongst the population, the importance of getting tested, and in the event the disease is contracted, the importance of receiving the necessary treatment.

The campaign's presentation took place at Camp Nou on the 12th of April during which a video was shown that tells the story of Miguel Baltasar García, an 85 year old Argentinian who is infected with Chagas and who thanks to his fighting spirit manages to meet his hero, Leo Messi.

The campaign was also supported by the Catalan Agency for Cooperation and Development, the Leo Messi Foundation, the IDB (Inter-American Development

Bank) and the Catalan Health Institute's International Health Program (PROSICS), and received collaboration from the Neglected Disease Department of the World Health Organization (WHO), FindeChagas (International Federation of Associations for People Affected by Chagas), ISGlobal (Barcelona Institute for Global Health) and the Mundo Sano Foundation.

The Leo Messi Foundation also took part in the *We are what we achieve* project, allowing the Argentine superstar's image to be used in the audiovisual material for the project.

Furthermore, the Foundation also worked together with the Leo Messi Foundation on the redevelopment of the Specialist Out Patients Centre for Children at the Germans Trias i Pujol Hospital that allowed visitors to rise by 25% annually, from 20,000 to more than 25,000.







## 'MAKING DREAMS COME TRUE'

This season the Foundation has helped make the dreams of 42 seriously ill children and their families come true with the help of the Fundación Ilusiones® / Make-A-Wish® Spain and the Fundación Pequeño Deseo, along with support from other Foundations from around the world.

The requests were varied in nature, from meeting one of the first team football or basketball players, to being allowed to watch a private training session, a League of Champions' League match or having a shirt signed by one of their heroes.



The ideas came from all over the world, from Catalonia itself to as far away as New Zealand and the United States. Lots of children offered their own gifts to the players, many of which were created by the children themselves using products from their homelands.

None of this would not have been possible were it not for the help of the first team players and coaching staff.



## 'A DREAM AS A GIFT'

This year the FC Barcelona first team players, President Sandro Rosell and a healthy number of the FC Barcelona Board of Directors gave out more than 4,000 presents to children in various hospitals around the city of Barcelona. The visits took place on the 5<sup>th</sup> of January 2012 at the following places: Sant Joan de Déu Hospital, Vall d'Hebron Hospital, Sant Pau Hospital, Hospital del Mar, Germans Trias i Pujol Hospital, Barcelona Hospital and Barcelona Children's Hospital.

Prior to the visits to the city's hospitals on the same day, the 5th of January, the FC Barcelona first team carried out a public training session at the Mini

Stadium to which the Foundation invited more than 4,000 associations involved with children with disabilities.

This season the campaign *A Dream as a Gift* was extended as members of the youth football teams at the club and a number of former players visited various CRAE (Residential Centres for Educational Action) on the 19th of December 2011. Some 175 young people aged between 4 and 18 years of age received presents at six of the centres in Barcelona. This was possible due to the willingness to help from the youth team players at FC Barcelona and the members of the 'Agrupació Barça Jugadors.'



## 'LLETRES, AL CAMP!'

On the 10<sup>th</sup> of April, coinciding with the Barça-Getafe fixture at Camp Nou, the third edition of the *Lletres, al Camp!* initiative took place. The project is to promote the arts in Catalan and to celebrate the Sant Jordi's Day, and since 2005, it has been supported and ran by the Institute for Catalan Arts and the FC Barcelona Foundation.

The team of writers who took part in this year's edition were: Blanca Busquets, Maite Carranza, Feliu Formosa, Julià de Jòdar, Andreu Martín, Lluís Muntada, Marta Pessarrodona, Jordi Puntí, Adrià Targa, Emili Teixidor and Antoni Vives.



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MORE  
ACTIVITIES  
LLETRES,  
AL CAMP!  
MVM  
AWARD

## VIII MANUEL VÁZQUEZ MONTALBÁN AWARD

On the 5<sup>th</sup> of June the Basque journalist Santiago Segurola received the Vázquez Montalbán award in the category of sports journalism. The awards ceremony took place at the Palau de la Generalitat and was attended by the Councillor for Culture of the Generalitat Ferran Mascarell as well as the FC Barcelona President Sandro Rosell.

In other awards handed out by the Catalan Journalists' Association, Rosa Marqueta and Fran Llorente took the prize in the category of culture and politics.





## OTHER ACTIVITIES AND EVENTS

### Space for the Foundation at the Barça Festival

The Foundation had its own area at the Barça Festival in which a small sized football pitch was mounted to allow children to take part in games that promoted positive values.

### The Foundation at the Basel Campus

Eight youngsters between the ages of 12 and 20 had the opportunity to train alongside professional footballers and be their coach at the Special Youth Campus 2011, which took place in Basel with the collaboration of the FC Barcelona Foundation.

### Charity dinner for disabled children

The Foundation donated two first team shirts and a football for the charity auction organised by Invest for Children and the Theodora Foundation at simultaneous charity dinners in Barcelona and Madrid.



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MORE  
ACTIVITIES  
OTHER  
ACTIVITIES AND  
EVENTS



**Promotion of social harmony between young Israelis and Palestinians**

The Foundation cooperated with the Catalan Cooperation Fund in the visit to Barcelona of some fifty young Israelis and Palestinians from the sports clubs of Shoaffat in East Jerusalem and Hapoel Katamon in West Jerusalem.

**Visit by young Brazilian musicians**

More than one hundred young musicians belonging to the Goiás Youth Symphony Orchestra in Brazil came to Camp Nou to see the Barça-Mallorca match live thanks to the efforts of the Foundation. The youngsters all belonged to a project supported by Endesa Brazil that gives young access to musical training.



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MORE  
ACTIVITIES  
OTHER  
ACTIVITIES AND  
EVENTS



## OTHER ACTIVITIES AND EVENTS

### A new multimedia space for the Foundation at the Museum

This season a new space in the FCB Museum dedicated to the Foundation was launched. It is 90 square metres in size and situated to the left of the main entrance. The main attraction is an audiovisual effect that uses 37 cubes.

### The Palau welcomes the Special Olympics walk

The Foundation once again this year gave its support to the 14<sup>th</sup> Catalan Special Olympics walk that ended at the Palau Blaugrana. The event, which promotes the integration of people with physical disabilities into sport, saw more than 2,000 people take part.



**Support for ‘Fes la teva cistella’**

The Foundation gave its support to a project set up by Catalan Basketball Foundation and Caritas Catalunya. The campaign was ‘Fes la teva cistella’ and its aim was to collect food and raise money, which was then distributed by Caritas.

**Involvement in the Diada del Soci Solidari**

The Ministry for Social Welfare and Family and the Foundation shared out 26,000 tickets for the game between Barça and Hospitalet to various tertiary sector organisations in Catalonia.

**Visit of the YaLa Delegation**

Six young people aged between 15 and 30 years of age from Israel and Palestine belonging to YaLa (Young Leaders Movement) visited the Barça training ground and the club’s other facilities. The group is an initiative set up by the Peres Centre to promote social harmony between the two communities.



## OTHER ACTIVITIES AND EVENTS

### Keita and his young teammates

The Foundation oversaw a meeting between Seydou Keita and a group of 12 young Malians who had all been adopted by Catalan families. They were all part of Fretanisso, a group concerned with adoptive families in Africa, founded in 2008.

### Presence at the 'Global Sports Forum'

Sandro Rosell shared the stage with Consuelo Crespo, the President of Unicef in Spain, at the Global Sports Forum. During the talk that had as its title, 'The role of philanthropy in sport', President Rosell explained the work done by the Foundation.



**Promotion of professional training for young people**

In support of the Caritas project 'Young people out of work', the Foundation signed an agreement that allowed some 50 youngsters to get work experience at FC Barcelona in areas such as maintenance, storage, gardening and auxiliary services.

**Creation of the FC Barcelona Foundation Forum**

This year the Foundation has set in motion the creation of a Forum that acts as a space for cultural and sporting debates arising from the Club's activities. The Forum has an assessing committee that is presided over by Jaume Llauredó.

**'The magic shirt', promoting reading in Catalan**

For the Barça-Madrid match The Foundation gave out 90,000 copies of the short story 'The magic shirt' by Víctor Panicello with the aim of promoting reading in Catalan amongst young people. On Sant Jordi's Day the story was also given out at the children's wards of eight Catalan hospitals.

**Visit from young people from the ASCIB**

Some twenty beneficiaries from the ASCIB (Associació Sociocultural Ibn Batuta) took the Camp Nou Experience tour in the month of June. The organisation works to give social, cultural and humanitarian aid to immigrants from North Africa, especially young people, living in Catalonia.



## ACTIONS TO RAISE AWARENESS AND COLLABORATIONS

### Collaboration in the project 'Together for Africa'

With the help of the FC Barcelona first team players the Foundation gave its support this season to the 'Together for Africa' initiative headed by the Obra Social La Caixa. The project's aim was to raise money to help the humanitarian emergency situation in the Horn of Africa. The project came to end in June with more than 150,000 Euros raised.

### Fragile X syndrome

Coinciding with the Barça-Granada game various activities were carried out in collaboration with the Catalan Fragile X syndrome Association to raise awareness of the issue and to show the Foundation's support for those suffering from the syndrome and their families.



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MORE  
ACTIVITIES

ACTIONS TO RAISE  
AWARENESS AND  
COLLABORATIONS



**Minority diseases**

In order to publicise minority diseases the Foundation invited 12 children who suffered from various diseases to the basketball match between Barça Regal and Mad-Croc Fuenlabrada. At the end of the game the children had their photograph taken with members of the Barça Regal team.

**Breast Cancer**

At the FCB-Racing de Santander football game pink bows were handed out at Camp Nou as a symbol of the fight against the disease. A message of support was also broadcast on the video scoreboard and the Camp Nou announcer Manel Vich also mentioned the Club's involvement in the cause at the game.

**Outside collaborations:**

- Donation of packs of material: 150
- Donation of invitations to club sports events to non-profitable organizations: 19,000
- Donation of invitations to visit the club's facilities to non-profitable organizations: 1,500





## BOARD OF DIRECTORS' ACTIVITIES

Underneath there are details of the some of the most important activities this season concerning member of the Governing Board of the FC Barcelona Foundation:

Date	Activity
22.09.11	Presentation of the campaign <i>We are what we eat</i> . Barcelona
18.10.11	Event for the 50th anniversary of UNICEF's Spanish committee. Madrid
20.10.11	Meeting of young Isrealis and Palestinians with the Catalan Cooperation Fund. Barcelona
30.11.11	Presentation of the Foundation Space at the FCB Museum. Barcelona
15.11.11	Charity even for multiple sclerosis. Barcelona
24.11.11	Charity dinner for the Raval Solidari Foundation. Barcelona
25.11.11	Dinner Fundació Ulls del Món. Barcelona
26.11.11	Dinner for the Associació Pro Disminuïts Físics i Psíquics. Sant Cugat del Vallès
27.11.11	Special Olympics Walk. Barcelona
21.12.11	Presentation of the campaign <i>We are what we respect</i> . Barcelona
05.01.12	Hospital visits for the campaign <i>A Dream as a Gift</i> . Barcelona
22.02.12	Rotary Event against Polio. Barcelona

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ACTIVITIES  
BOARD OF  
DIRECTORS'  
ACTIVITIES



- 22.03.12 Presentation of the campaign *We are what we achieve*. Barcelona
- 12.04.12 Video Presentation to raise awareness of Chagas Disease. Barcelona.
- 19.04.12 Sant Jordi Reading at Catalan Parliament Auditorium. Barcelona
- 25.04.12 Press conference for the concert by the Foundation for the Fight against AIDS. Barcelona
- 14.05.12 Charity event for Projecte Home Catalunya. L'Hospitalet de Llobregat
- 24.05.12 Visit from students from Tampa University (USA). Barcelona
- 04.06.12 Opening of the rebuilt Children's Out Patient Unit at the Germans Trias i Pujol Hospital. Badalona
- 05.06.12 Manuel Vázquez Montalbán Awards. Barcelona
- 08.06.12 7th European Congress FIEP and 1st Catalan Congress for PE and Sport. Barcelona
- 16.06.12 Rotary Benefit Dinner at Camp Nou. Barcelona
- 30.06.12 'FutbolNet' Festival at the Miniestadi. Barcelona



## COMMUNICATION AND VISIBILITY

### Own media channels and communication tools

The Foundation's projects once more this year have had great coverage in the FC Barcelona official media channels via the website (fcbarcelona.cat), Facebook (facebook.com/fundaciofcb i facebook.com/fcbarcelona), Twitter (fcbarcelona\_cat/\_es/\_eng), the REVISTA BARÇA and the news programming of Barça TV.

On the website 120 new stories were published about the Foundation's projects. Facebook ends the season with more than 92,000 friends, an increase of almost 50% with regards to last season.

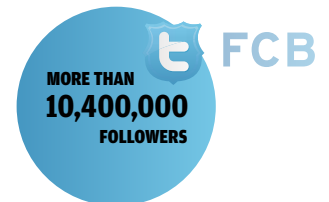
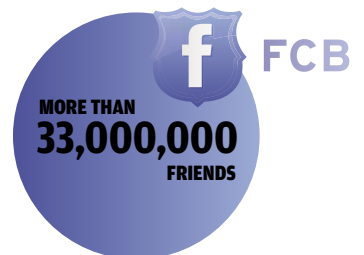
The Foundation has created 12 promotional videos this season that have been used to raise awareness of the following projects:

- World Polio Day with the Bill & Melinda Gates Foundation
- *We are what we eat*
- *We are what we respect*
- *We are what we achieve*
- *Beat the Silence. Beat Chagas Disease*
- *FutbolNet*

These videos had more than 527,000 views on the FC Barcelona official YouTube channel as of the 30th of June. All the videos have been on heavy rotation during the season on Barça TV and in many cases have been shown during advertising breaks without cost on other channels such as TVE and TV3.



### The Foundation on the net. Season 2011/12



Revista Barça



El 9 Esportiu



Mundo Deportivo



Sport

**External Media**

In reference to media outlets not connected to the club, the FC Barcelona Foundation has had a strong presence. During the season 2011/12, the Foundation's projects have been covered in the sporting media and in the many general and specialised press outlets as well as being covered by various national general television channels.

In total more than 1,000 value impacts\* about the Foundation have taken place in the media

Below we highlight some of the most important of those in the non-sporting media:



Date	Media / Programme	Project
24-09-11	Com Ràdio / <i>Amunt i avall</i>	<i>We are what we eat</i>
29-01-11	<i>El Periódico / Cuaderno del domingo</i>	Visits to training sessions by seriously ill children
07-02-11	<i>El Mundo</i>	<i>We are what we respect</i>
20-02-11	Ràdio 4 / <i>Directe 4.0</i>	The Foundation in general
27-12-11	RAC1 / <i>El món a RAC1</i>	<i>We are what we achieve</i>
22-03-12	Catalunya Ràdio / <i>Solidaris</i>	<i>We are what we achieve</i>
28-03-12	La 2 / <i>Para todos La2</i>	<i>Together for Africa</i>
13-04-12	Cadena Ser / <i>Hoy por hoy</i>	<i>We are what we achieve</i>
13-04-12	BTV / <i>Connexió Barcelona</i>	<i>We are what we achieve</i>
04-04-12	TV3 / <i>Export.cat</i> (pendent d'emissió)	<i>We are what we eat</i>
02-05-12	<i>Diario Médico</i>	Alliance with the Leo Messi Foundation
23-05-12	TV3 / <i>Sense Ficció</i>	Visits to training sessions by seriously ill children
27-05-12	TV3 / <i>Marató de la pobresa</i>	<i>FutbolNet</i>
23-05-12	<i>Compromiso RSE</i>	The Foundation in general

\*articles or citations in which details of the projects are explained.



Ara



L'Équipe



La Vanguardia



Diario Médico

## AGREEMENTS AND PARTNERS

### Catalan Fund for Cooperation with Development

The Catalan Fund for Cooperation with Development and the Foundation signed an agreement in the month of September to work together on the project 'Sport for Education and Co-existence as a vehicle for bringing peace to the communities of Palestine and Israel'.

### Special Olympics Catalunya

In February the Foundation and the Special Olympics Catalunya extended the agreement that sees the Foundation committed to supporting activities that promote sport for the people with learning difficulties.

### Step by Step Foundation

In the month of February the Foundation signed an agreement with the Step by Step Foundation through which both parties work together to raise awareness of and dedicate research to the area of spinal cord injuries.

### Club Natació Sabadell Foundation

The agreement signed in May with the Foundation of the Sabadell swimming club was related to their possible participation in the awareness campaign *We are what we do*.

### Catalan Consumer Agency

The Foundation and the Catalan Consumer Agency joined forces in June to help educate youngsters via the project *FutbolNet*.



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## **Collaborating Partners**

**Qatar Foundation**

**Nike**

**Obra Social La Caixa**

**Etisalat Herbalife**

**ACCD**

**Unicef**

**Pies Descalzos Foundation**

**Inter-American Development Bank (IDB)**

**The Bill & Melinda Gates Foundation**

**The Leo Messi Foundation**

**Intervida**

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