

REPORT 2015/2016



FUNDACIÓ  
FCBARCELONA



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**REPORT 2015/2016**



**FCBARCELONA**  
*més que un club*





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'FutbolNet' **12 - 21**

'Barçakids' **22 - 27**

'Making dreams come true' **28 - 31**

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# Greetings from the President

**A**fter the electoral victory in July 2015, on starting our new mandate, my colleagues in the Board of Directors and we agreed that the FCB Foundation had to be one of the key pillars of the Strategic Plan which maps out the direction the Club is to follow until 2021. If we are indeed *More than a Club*, it is because we have a unique way of approaching sport and social responsibility. We demonstrate this by applying the values in which we believe, the ones that we impress upon our players from when they are youngsters at la Masia and the same ones we use to try and educate young people and children in Catalonia and countries all around the world via our Foundation.

Our mission is to help children and young people from the most vulnerable areas of society via the medium of sport and the communication of positive values. We want to contribute to a more inclusive and equal society. The Foundation does this, basing its work on commitment, solidarity, passion, leadership and innovation.

This season the Foundation's governing board has approved a plan for the body to become the focus of the charity vocation and commitment of FC Barcelona. We want to contribute to the education of

children in the most vulnerable areas of society using the potent tool that is sport and the universal language of football. This year alone some 700,000 children around the world have benefitted from the Foundation's work.

Over the years we have realised that the formula *sport+Barça+values* has an extraordinary ability to bring change. This capacity to have an influence in society

of a club like ours, a global leader in its field, has served to amplify the diffusion of our message and the putting into practice of those values. A great example of this is the record of our ten year partnership with Unicef, which has just been extended. Another is our agreement with the Johan Cruyff Foundation which helps to keep alive his selfless

spirit and his footballing legacy, something which will always be part of our Club.

We feel proud of our Foundation and of what we have achieved. However, we would be wrong to think that our work is done. Our ability to help the children who need it most should go hand in hand with our excellent on the field. Humbly, but with great ambition, we are ready to face this challenge; making the world a better place for young people, a world where they can be free and respected and one in which they can develop as people.



## **Josep Maria Bartomeu i Floreta**

President of FC Barcelona and president of the governing board of the FCB Foundation

# Governing Bodies

## Governing Board

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

### President

Josep M. Bartomeu i Floreta

### First Vice President

Jordi Cardoner i Casaus

### Second Vice President

Ramon Pont i Amenós

### Third Vice President

Dídac Lee i Hsing

### Fourth Vice President Secretary

Maria Teixidor i Jufresa

### Five Vice President

Ramon Cierco i Noguer

### Board Members

Xavier Aguilar i Huguet  
Ramon Alfonseda i Pous  
Felip Boixareu i Antolí  
Sor Lucía Caram  
Mohammed Chaib i Akhdim  
Carles Cuní i Llaudet  
Ramon Garriga i Saperas  
Antoni Guil i Román  
Rosa M. Lleal i Tost  
Josep Maldonado i Gili  
Xavier Pérez i Farguell  
Enric Roca i Mateo  
Antonio Tombas i Navarro  
Joaquim Triadú i Vila-Abadal

## Executive Committee

### President

Jordi Cardoner i Casaus

Ramon Pont i Amenós  
Dídac Lee i Hsing  
Maria Teixidor i Jufresa  
Ramon Cierco i Noguer

## Project Team

### Director General

Josep Cortada i Vila  
Mària Vallès i Segura

### Team

Yolanda Antín  
Cristina Desco i Magallanes  
Mercè Garriga i Serra  
Pilar Guinovart i Masip  
Nicolàs Rubio i Carretero  
Bruno Ramos i Carrascosa  
Laura Sabaté i Amorós

### FC Barcelona Communications Department

Marc Parramon i Alcalde

## Educational Council

This council is a consultative body of the FC Barcelona Foundation in the area of teaching and education:

### Council

Francesc Torralba  
Miguel Martínez i Martín  
Francesc Pedró  
Jordi Riera i Romaní  
Enric Roca i Casas  
Teresa Triadú Vila d'Abadal  
Carles Folguera i Felip  
Pilar Aguilar  
Gonzalo de Castro







## Letter from the First Vice President

**T**he writer Ralph Waldo Emerson used to say that great men were always non-conformists. At FC Barcelona we do not settle for being the biggest club in the world, nor being the most successful over the last decade or so, nor being the club with most fans around the world. We do not rest on our laurels because we are 'More than a Club.' We receive so much feeling and emotion from the world, we want to pay back to society part of what it gives to us. That means helping the most vulnerable children in a practical way and also allowing them to experience magical moments of great happiness thanks to the excitement that our club helps to generate.

In all of this, the FC Barcelona Foundation plays a key role. It is the area that represents the concept of 'More than a Club' of which we feel so proud. For that reason we felt that it needed a new direction, a new vision. They say that the best way to start something is to stop talking about it and get on with doing it. We could not agree more. In the last few months the Foundation has added to its team with a new director general, Mària Vallès, arriving. We have put together a new strategic plan for 2016-2021 which will be the bedrock of our social work over the next few years. And, more

importantly, we are excited about the prospect of carrying this out together. When I say 'together', I say it thinking about you, the FC Barcelona members. In the same way that the football team needs your voice, your support at Camp Nou and away from home, the Foundation also needs to feel your support from the sidelines. The Foundation's projects are also your projects, as you deserve them.



We have more than enough reasons to feel proud of the work of our Foundation. This year alone we have increased our contribution to Unicef to the tune of two million euros a year until the year 2020, an historic moment in a relationship that celebrated its tenth anniversary in 2016. We have teamed up with the charity legacy of one of the Club's great symbolic figures, Johan Cruyff in order for it to do justice to his memory. We have also worked together with another courageous figure from the Club's recent history, Éric Abidal. The Club has joined the efforts of the Frenchman's Foundation to help fight against child cancer. Here at the FCB Foundation will never stop believing in these causes and many more in which we are working which will be presented soon. That is our commitment and we are convinced that it is yours too, the Barça fans.

### Jordi Cardoner i Casaus

FC Barcelona first vice president and vice president of the FCB Foundation



# THE FOUNDATION

More than  
**700,000**  
beneficiaries

**31**  
areas  
of Catalonia

**49**  
countries  
in the  
world

Sport for development:

- Access to education
- Promoting values and healthy habits
- Reduction in violence
- Inclusive sport



## Barçakids

**7,000** beneficiaries

**56 schools** taking part in Catalan speaking areas



## FutbolNet

In Catalonia, **10,700** beneficiaries in **18** centres

In the world, **100,000** beneficiaries in **44** countries



# AT A GLANCE



## Making dreams come true

**1,000** dreams come true for sick children  
**47.000** schools taking part in Catalan speaking areas



Five values

**EFFORT**

**TEAMWORK**

**RESPECT**

**MODESTY**

**AMBITION**

The Foundation  
in 2 minutes:



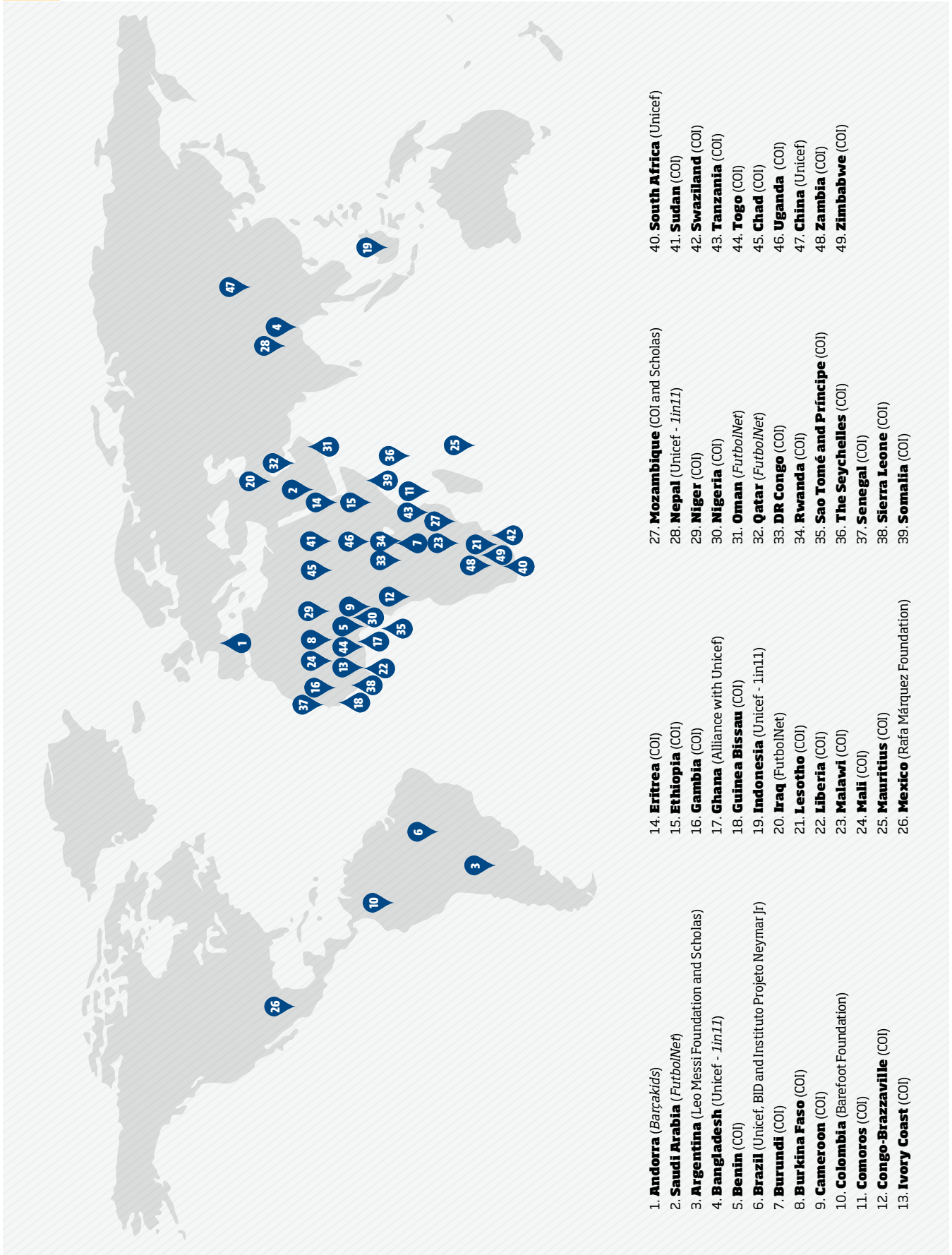
## Alliances



Barça gives 2 million euros annually for educational projects in Brazil, Ghana, South Africa and China.

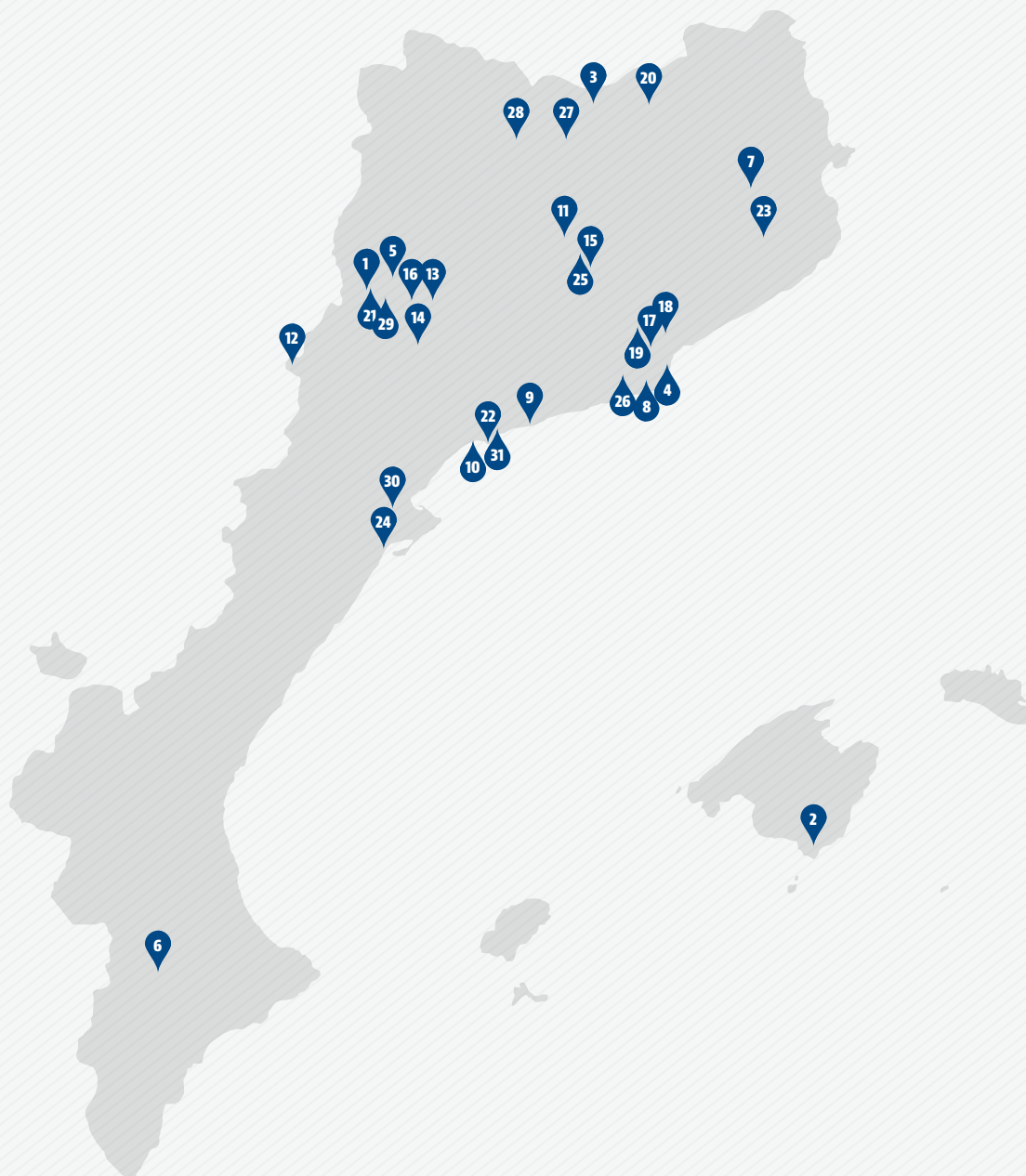


# THE FOUNDATION IN THE WORLD



- 1. **Andorra** (*Barçakids*)
- 2. **Saudi Arabia** (*FutbolNet*)
- 3. **Argentina** (Leo Messi Foundation and Scholas)
- 4. **Bangladesh** (Unicef - *JinJI*)
- 5. **Benin** (COI)
- 6. **Brazil** (Unicef, BID and Instituto Projeto Neymar Jr)
- 7. **Burundi** (COI)
- 8. **Burkina Faso** (COI)
- 9. **Cameroon** (COI)
- 10. **Colombia** (Barefoot Foundation)
- 11. **Comoros** (COI)
- 12. **Congo-Brazzaville** (COI)
- 13. **Ivory Coast** (COI)
- 14. **Eritrea** (COI)
- 15. **Ethiopia** (COI)
- 16. **Gambia** (COI)
- 17. **Ghana** (Alliance with Unicef)
- 18. **Guinea Bissau** (COI)
- 19. **Indonesia** (Unicef - 1in11)
- 20. **Iraq** (FutbolNet)
- 21. **Lesotho** (COI)
- 22. **Liberia** (COI)
- 23. **Malawi** (COI)
- 24. **Mali** (COI)
- 25. **Mauritius** (COI)
- 26. **Mexico** (Rafa Márquez Foundation)
- 27. **Mozambique** (COI and Scholas)
- 28. **Nepal** (Unicef - *JinJI*)
- 29. **Niger** (COI)
- 30. **Nigeria** (COI)
- 31. **Oman** (*FutbolNet*)
- 32. **Qatar** (*FutbolNet*)
- 33. **DR Congo** (COI)
- 34. **Rwanda** (COI)
- 35. **Sao Tomé and Príncipe** (COI)
- 36. **The Seychelles** (COI)
- 37. **Senegal** (COI)
- 38. **Sierra Leone** (COI)
- 39. **Somalia** (COI)
- 40. **South Africa** (Unicef)
- 41. **Sudan** (COI)
- 42. **Swaziland** (COI)
- 43. **Tanzania** (COI)
- 44. **Togo** (COI)
- 45. **Chad** (COI)
- 46. **Uganda** (COI)
- 47. **China** (Unicef)
- 48. **Zambia** (COI)
- 49. **Zimbabwe** (COI)

## THE FOUNDATION IN CATALAN SPEAKING AREAS



- |   |   |   |
|---|---|---|
| 1. <b>Alpicat</b> ( <i>FutbolNet</i> )  | 11. <b>Cardona</b> ( <i>FutbolNet</i> )           | 22. <b>Salou</b> ( <i>FutbolNet</i> )                     |
| 2. <b>S'Alqueria Blanca</b> ( <i>Barçakids</i> )  | 12. <b>Fraga</b> ( <i>Barçakids</i> )             | 23. <b>Salt</b> ( <i>Barçakids</i> )                      |
| 3. <b>Andorra la Vella</b> ( <i>Barçakids</i> )   | 13. <b>Ivars d'Urgell</b> ( <i>FutbolNet</i> )    | 24. <b>Sant Carles de la Ràpita</b> ( <i>FutbolNet</i> )  |
| 4. <b>Badalona</b> ( <i>Patio 14</i> )  | 14. <b>Juneda</b> ( <i>FutbolNet</i> )            | 25. <b>Sant Joan de Vilatorrada</b> ( <i>Barçakidss</i> ) |
| 5. <b>Balaguer</b> ( <i>Barçakids</i> )   | 15. <b>Manresa</b> ( <i>Patio 14</i> )            | 26. <b>Sant Joan Despí</b> ( <i>Patio 14</i> )            |
| 6. <b>Banyeres de Mariola</b> ( <i>Barçakids</i> )  | 16. <b>Mollerussa</b> ( <i>Barçakids</i> )        | 27. <b>La Seu d'Urgell</b> ( <i>Barçakids</i> )           |
| 7. <b>Banyoles</b> ( <i>FutbolNet</i> / <i>Patio 14</i> )   | 17. <b>Mollet del Vallès</b> ( <i>Barçakids</i> ) | 28. <b>Sort</b> ( <i>FutbolNet</i> )                      |
| 8. <b>Barcelona</b> ( <i>Barçakids</i> / <i>FutbolNet</i> / <i>Comemos sano, comemos de mercado</i> ) | 18. <b>Montmeló</b> ( <i>Barçakids</i> )          | 29. <b>Torrefarrera</b> ( <i>FutbolNet</i> )              |
| 9. <b>Calafell</b> ( <i>FutbolNet</i> )   | 19. <b>Parets del Vallès</b> ( <i>Barçakids</i> ) | 30. <b>Tortosa</b> ( <i>Barçakids</i> )                   |
| 10. <b>Cambrils</b> ( <i>Barçakids</i> )  | 20. <b>Puigcerdà</b> ( <i>FutbolNet</i> )         | 31. <b>Vila-seca</b> ( <i>FutbolNet</i> )                 |
|   | 21. <b>Rosselló</b> ( <i>FutbolNet</i> )          |   |





FutbolNet

## 'FUTBOLNET' IN CATALONIA

### What is it?

*FutbolNet* is a programme that since 2011 uses football as a means of reflecting upon values amongst children and young people. The children involved take part in two weekly sessions of two hours each during which one particular value is worked upon through games and a football match. The match is divided into three parts: in the first the rules of the game are decided, based on the value in question: in the second the game is played and in the third the behaviour of the players is evaluated and a winner is named, and it is not always the team who scores the most goals.

### Aimed at:

Boys and girls between the ages of 8 and 21, chosen by the Foundation and local organisations according to criteria of vulnerability.

### Where is it applied?

In the sporting facilities of the Catalan educational centres and in other free spaces provided by public entities.





## 10,700 beneficiaries in Catalonia

*FutbolNet* was applied this season in 18 centres around Catalonia and reached some 10,700 beneficiaries.

The project included leisure and cultural activities that helped to reinforce the work carried out in the sporting sessions and that helped to bring the group together outside of the sporting environment. One of the highlights was a trip to the Camp Nou Experience and various exchanges and meetings between the different beneficiaries of the project.

'FutbolNet' was also present in the Barcelona local patron festival, 'La Mercé' and also in the city a FutbolNet Festival took place in the Harry Walker square in the Nou Barris neighbourhood with participants in the project present as well as youngsters from the area, both groups being able to enjoy the photographic exhibition of the project.

Furthermore, other festivals were laid on in various other locations for the local community to become more familiar with the project. In some areas, summer camps were set up that included games and water attractions to make the most of the seasonal atmosphere.

## 'FutbolNet' areas in Catalonia



### Barcelona Province

- Barcelona: (El Raval, Sant Andreu, Nou Barris, Besòs i el Maresme and Sants)
- Cardona
- Manresa



### Tarragona Province

- Calafell
- Salou
- Sant Carles de la Ràpita
- Vila-seca



### Lleida Province

- Alpicat
- Ivars d'Urgell
- Juneda
- Rosselló
- Sort
- Torrefarrera



### Girona Province

- Banyoles
- Puigcerdà



This season the methodology of *FutbolNet* placed special emphasis on consolidating the social inclusion of those participating, one of the key fundamentals of the project. This inclusive ideal was carried out in all the areas in which where the project was implemented. Gender inclusiveness, inclusiveness in sport amongst children with physical and learning difficulties were worked on as well as extensive community work to integrate youngsters from different backgrounds and culture.

To achieve this objective, exhaustive training was given on the subject of inclusive techniques and dynamics to the professional staff involved in order to get the most out of the educational methodology. This knowledge allowed those with disabilities to participate and to mediate. The designated objective was that of normalising this inclusion in the area of sport and that of promoting education in values via extracurricular activities.



## 'FutbolNet and Diversity' for youngsters with disabilities

The 2015/16 season was one of consolidation for *FutbolNet and Diversity* as a sporting and educational offering in values for children and youngsters with disabilities.

The mission was to use the sporting initiative as a tool for social inclusion and development for children and youngsters with disabilities. Via sport, games and team challenges, the beneficiaries put into practice the values associated with sport.

During the season around twenty boys and girls aged between 8 and 21 with various disabilities took part in the project.

## Itinerant photography exhibition

This exhibition, presented this season, was on show during the year at the five 'FutbolNet' centres in the city of Barcelona, as well as at the Nou Barris festival.

On view were 87 photographs signed by their creator Tino Soriano and accompanied by text from the journalist Jordi Rovira which explain the value of the *FutbolNet* programme as a social project and the impact of the project around the world.

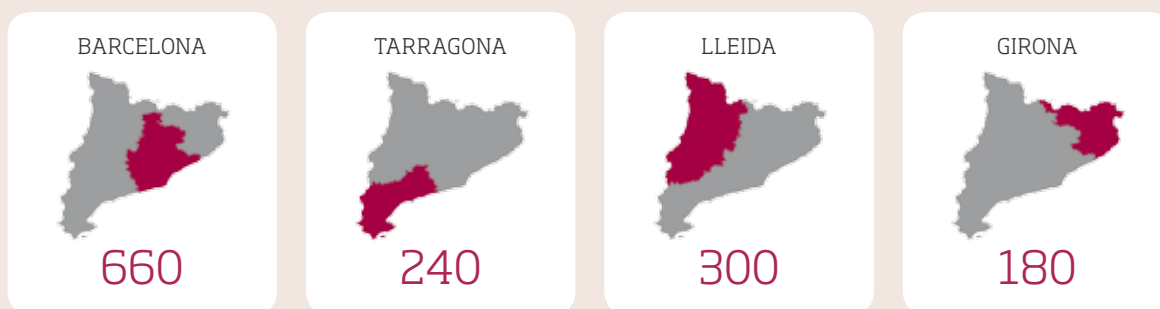


## Social Days 'Probitas'

During this season *FutbolNet* also played a leading in the social days organised in collaboration between the Department of Supporters' Clubs at FC Barcelona and the Probitas Foundation. These social days have as their objective that those benefitting from Probitas grants work during one day on healthy habits and values at the FC Barcelona facilities, in this instance, applying the *FutbolNet* methodology.

# 'FutbolNet' in Catalonia in numbers

..... **10,700** beneficiaries .....



320 at the Probitas Social days  
9,000 at the **'FutbolNet'** stands

**'FutbolNet'**  
Centres



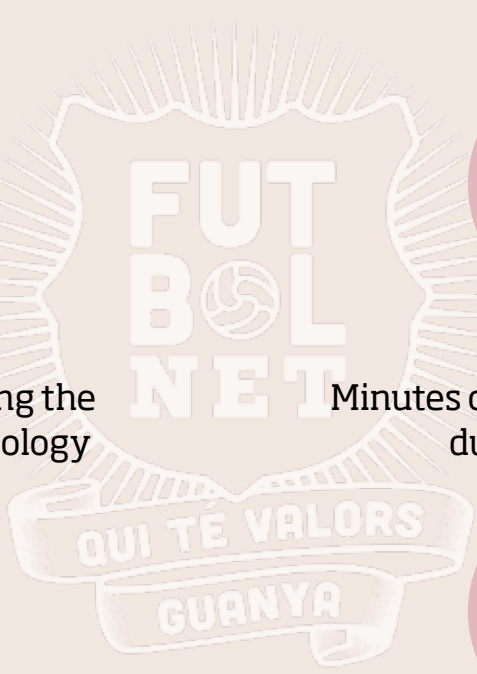
Educators trained using the **'FutbolNet'** methodology



Methodology manuals  
given out



Minutes of values-based football  
during the season



## 'FUTBOLNET' IN THE MIDDLE EAST

For the fourth successive year the Foundation has joined forces with Shell in the development of the *FutbolNet* project for youngsters between the ages of 7 and 16 in various countries in the Middle East. This project saw more than 4,500 people participate with 206 local educational staff involved. By country, some 1,660 children took part in Iraq, 1,220 in Qatar, 1,200 in Oman and 430 in Saudi Arabia.

The programme in these countries offers between 48 and 96 hours of extracurricular activities for boys and girls who normally would not have the chance to take part due to a lack of opportunity or means.

In these areas, *FutbolNet* adapted to the different cultural contexts in order to satisfy the need of the local institutions involved. The methodology on which the initiative is based is outlined in a manual that brings together various exercises designed specifically to respond to the educational needs in each area.

The Foundation communicated its philosophy for the programme to some 206 local educational staff through annual seminars and a periodic monitoring of the implementation of the project via staff dispatched to the various areas. At the end of the season the results of the implementation of the project were evaluated by an independent agency which corroborated the excellent outcomes in all fields.



## Consolidation of female participation

One of the main challenges of the project in these areas was the consolidation of female access to sport. *FutbolNet* once again offered girls a chance to practice sport in a safe environment with Foundation trained coaches and an atmosphere which is comfortable within a cultural climate that does not encourage female participation.

During the season 500 girls took part in the project in Oman, Iraq and Qatar and the number will continue to grow in the next few editions with the start of a programme dedicated to girls in Saudi Arabia and with greater participation in Qatar where it will reach 50% of the total.





## Family involvement

In order to achieve a greater educational impact, the programme has added activities orientated towards the beneficiaries' families. In Qatar, day workshops were held to help raise awareness of subjects such as a healthy and balanced diet where the families, mainly Bedouin, were able to compare their own knowledge of the subject with that the Foundation's team. In Oman, on the other hand, days of debate were held in various communities around the country where the methodology of the programme and its potential benefits for the children were debated.



## Revision of contents

Looking ahead to next season, the programme bring in new contents and exercises in order to remain attractive and effective for the children who want to take part. Part of that development is the introduction of an on-line platform that will allow education to continue off the field and also allow families of participants to have a more active role in the initiative. The platform will be introduced in pilot form in Qatar next season.







Barçakids

Qui té  
valors,  
guanya

Qui té  
valors,  
guanya

Qui té  
valors,  
guanya

# BARÇAKIDS

## What is it?

*Barçakids* is a program that attempts to promote and consolidate a system of values in children via the principles of sport, play and active and inclusive participation. It is applied in schools and each session takes place over an entire school day.

## Who is it aimed at?

At children between the ages of 6 and 12 (Primary Education). At the same time, the project can also involve the families of the children and the educational community.

## Where is it applied?

In Catalonia and other Catalan speaking areas (Valencia, Franja de Ponent, Catalunya Nord (France), the Balearic Islands, Andorra and Alghero in Sardinia).

During the season 2015/16 the *Barçakids* project been applied in schools in Catalan speaking areas. For the fourth consecutive season the project to promote values has been available in public and private schools and has been tested and assessed once more this year by the FC Barcelona Foundation's Teaching Council.



Via oral expression activities, written expression activities and games, the project works on the following values with the children:

Effort

Respect

Modesty

Team work

Ambition



## 'Barçakids' and the Chinese community

In the month of October the Foundation carried out a special 'Barçakids' session with 150 children aged between 6 and 12 from the Catalan Chinese community.

The activity took place in collaborations with the Fundació Educativa Xinesa de Catalunya (FEX) and was held at the Escola Pia Nostra Senyora of Barcelona. It celebrated the news that from 2015/16 the Chinese Popular Republic will incorporate football into its curriculum for both Primary and Secondary education.



[www.fc bkids.cat](http://www.fc bkids.cat)

### On line resources

Beyond the in situ sessions, the educational staff, the families and children have been invited to continue working on the values on line via the educational portal [www.fc bkids.cat](http://www.fc bkids.cat). During the 2014/15 season the website consolidated its offer of educational resources as well as incorporating new ones. Also new articles have kept being published and new games have been created which have been very well received by the teachers and children.



## 'Barçakids' magazine

The monthly magazine *Barçakids* that is published on the final Sunday of each month with the newspaper *El Punt Avui* ran to 11 editions this year with a reach of 40,000 copies for each edition.

The publishing project has the ambition to be a educational and entertaining tool to promote the values derived from sport. Amongst the most notable contents are reports about the latest news at FC Barcelona, articles on culture and science, the comic strips Sportman i el xiulador, stories and healthy recipes amongst others.



*Barçakids* videoblog (Chapter 1)



*Barçakids* videoblog (Chapter 2)



"Effort is when you fail in an activity but try again until you get it right!"

Escuela Sant Jordi.  
Montmeló



"Ambition is achieving your dream, making a big effort in what you want to accomplish."

Escuela Vedruna.  
Balaguer

"Teamwork is doing something in tandem, passing the ball to friend or when you are about to score, hugging and doing things together as a team"

CEIP José de Calasanz.  
Fraga



"Respect is treating everyone well. An example: if somebody falls over, help them like you would like them to help you."

Escuela Pompeu Fabra.  
El Prat de Llobregat




"When you lose you have to accept it and not blame other and complain. That is modesty"

Escuela Vidal i Barraquer.  
Cambrils





A young boy with short dark hair is shown in profile, looking towards the left. He is wearing a red and blue vertically striped FC Barcelona jersey with the club's crest on the chest. A woman with blonde hair, wearing a dark jacket, is leaning in from the left, using a white marker to sign the jersey. The background is a blurred stadium setting with metal railings and blue seats.

Making dreams come true

## 'MAKING DREAMS COME TRUE'

This season the Foundation has helped make the dreams of around 980 seriously ill children from around the world come true with the help of the Fundación Ilusiones/Make-A-Wish Spain and the Fundación Pequeño Deseo amongst other social organisations.

Visits to first team training sessions for the children were organised, allowing them to meet the players and spend a little time with them. Other requests have also been granted such as attending a game at Camp Nou, visiting the Camp Nou Experience and more than 220 children from around the world received signed shirts and postcards from the first team players. According to medical studies that follow the development of these children, this project produces a notable improvement in the child's mental and emotional well being.



Following the Christmas tradition, the first team players were accompanied by the Board of Directors and the members of the Foundation on a visit to various hospitals to hand out gifts to more than 700 hospitalised children as part of the *A dream for a gift* project. The visits took place on 4 January 2016 and took in the following centres: Hospital Sant Joan de Déu, Hospital de la Vall d'Hebron, Hospital de Sant Pau, Barcelona Children's Hospital, Hospital de Barcelona, Cotto-lengodel Padre Alegre and Casa Ronald McDonald.

Prior to the trip to the hospitals, the first team took part in an open training session at the Miniestadi for which more than 5,000 tickets were offered up to various social organisations.







# Mercat de Santa Caterina





Especialistes en pa

MENGEM SA  
MENGEM DE  
MERCAT

Activitats educatives per a  
les escoles de Primària i ESO

Campaigns

## 'TANT SE VAL D'ON VENIM'

Due to the worst migratory crisis in Europe since the Second World War, the FC Barcelona Foundation launched the campaign *Tant se val d'on venim* in collaboration with the Red Cross in order to help the refugees arriving to the continent.

The campaign involved the whole Club and was based on three basic objectives: raising awareness, raising money and integration. The idea was to use FC Barcelona's media profile and that of its players to help involve citizens in the plight of the refugees. The Foundation helped to involve the whole Barça family (members, fans and supporters' club members) as well as sportsmen from the Club and other collaborating bodies (sponsors and suppliers) to raise money for the Red Cross.

The campaign was launched on 20 September to coincide with the league game between FC Barcelona and Levante. Various means were set up by which the Club accepted donations to the campaign and efforts to raise awareness of the topic were led by the first team and the captains of the professional sections. Information points were set up outside the stadium and the players made their way out on to the field wearing campaign t-shirts.





During the season as a whole, fans and supporters' club members made donations on-line via SMS and collection boxes set up on match days at both the Palau Blaugrana and Camp Nou. With regards to integrations, the supporters' club movement was the main component in the drive to help welcome newly arrived refugees. The Supporters' Club Confederation helped to distribute communication kits to help promote the campaign amongst businesses, schools and colleges in each area. With the collection boxes, posters, billboards, flyers and campaign wristbands, the supporters' clubs attempted to involve as many people and organisations as possible, showing once again their commitment to charity and social work.

Aside from the efforts noted above, talks were arranged in conjunction with the Red Cross and money was raised via various events amongst which were those laid on by the municipal markets all over the regions of Catalonia.



# #INVULNERABLES

The FC Barcelona Foundation, the Department of Social and Family Welfare, l'Obra Social "La Caixa" and the Rosa Oriol Foundation presented the *#Invulnerables* project on the 19 November 2015, a pilot programme that aims to fight against poverty and that will be implemented in 10 different locations in Catalonia chosen because they fulfil local criteria with regards to the risk of poverty and social exclusion: el Vendrell, Figueres, Girona, Lleida, Lloret de Mar, Manlleu, Manresa, Salt, Tarragona and Tortosa.

The programme is aimed at vulnerable children and families and its objective is to become a force in the fight against poverty and to provide basic necessities such as healthy food, education, the promotion of out of school sport and education for children and young people.



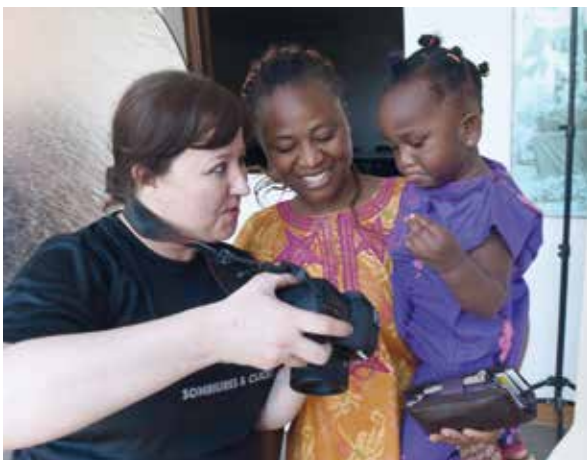
The *#Invulnerables* project was also presented to the Catalan business community in January in Manresa and in May in Viladecans. The aim was for the local entrepreneurs to back the public-private initiative.

The FC Barcelona Foundation's contribution to this social initiative is the *Barçakids* and *FutbolNet* projects that promote working on values via sport to facilitate social inclusion and the personal development of those participating.

In Manresa, one of the pilot towns for *#Invulnerables*, *FutbolNet* began with 106 children taking part between the ages of 6 and 14 in sessions programmed at the end of the school year.

*#Invulnerables* was also promoted via a social media campaign using the hashtag *#Invulnerables* with the idea of bringing to light the joint efforts and commitment of the organisations involved to combat inequality.





## 'EAT HEALTHILY, SHOP AT THE MARKET'

The Foundation ran for the second successive year the campaign *Eat healthily, shop at the market* in conjunction with the Association of Barcelona Markets in order to instil in youngsters and children the importance of a balanced diet and regular exercise.

The initiative offers teachers educational material on the subject for work in the classroom and that is complemented with a visit for each class to a municipal food market in Barcelona.

During the last school year more than 6,200 pupils took part in the initiative from more than 100 schools in Barcelona and the surrounding metropolitan area. The visits to the markets took in the *La Concepció* and *Santa Caterina* markets in the centre of the city.

This year, with the goal of improving the educational experience, the tours of the markets were led by experienced guides with products related to the campaign being given out.

Furthermore, new teaching material was produced for the younger students. Based around the story *The mysterious secrets of the Barcelona markets*, educational projects were launched for primary schoolchildren. The proposal received a great reception and more than 1,200 children took part.







## FRUIT IN SCHOOLS

For the second consecutive year the Foundation collaborated with the campaign *Fruit in schools*, initiated by the Catalan Department of Agriculture, Farming and Fishing. On this occasion RCD Espanyol and the Department of Education and Health also added their weight to the campaign under the slogan *At school, fruit is the best!*

The initiative, directed at every school in Catalonia, distributed more than 600 tons of fruit and vegetables to more than 1,200 participating centres. The donations to primary schools were accompanied by educational workshops.







Alliances

## ALLIANCE WITH UNICEF

For yet another season, the alliance with Unicef has continued working to make living conditions better for children in Ghana, South Africa, China and Brazil.

The Foundation invested 1.5 million euros in education projects set up by Unicef to improve education through sport.

The projects in China have focused on rural parts of the country and have aided the most at-risk children that have suffered from such rapid migration from the countryside to urban centres. The actions included the distribution of sports packages to almost 400 schools and improved training for more than 100 experts (social workers, psychologists, paediatricians, health workers, etc.). The partnership's involvement in this country benefited more than 200,000 boys and girls.

In Brazil, work was done to consolidate the training programmes on inclusive education for disabled children through sport. *The Open doors for inclusion and My team gets grade 10 projects* coached 500 workers at schools and sports clubs and directly benefited more than 15,000 youngsters.





Work continued in South Africa on offering opportunities to adolescents affected by the legacy of apartheid and the endemic violence in the country. Sport was used as an instrument to foster leadership and create spaces for dialogue on such issues as violence and gender relations. The different workshops helped more than 7,400 teenagers.

In Ghana, the alliance reached 1,000 schools by providing them with new sports equipment and offering training workshops to more than 2,500 teachers.

As well as its education projects, the Foundation also supported Unicef with its campaign to support the victims of the earthquake in Ecuador on 16 April 2016, which affected more than 250,000 children.



The FCB Foundation and Unicef projects

## Alliance extended until 2020

On 25 February the FC Barcelona Foundation and Unicef extended their alliance. This event took place as part of the celebrations to commemorate the 10th anniversary of the signing of the first agreement in September 2006.

Unicef and FC Barcelona, as such, strengthened their commitment towards children and the Club's position as the club for children. Thanks to this new agreement, the Foundation will increase its economic contribution to Unicef to 2 million euros per season with the aim of implementing projects that promote improving education for young people and children via sport. The new agreement will last until 2020 and will see an increase of 0.5 million to continue the work of making the world a better place for children.





Under the slogan *Together to make millions of dreams come true*, at Camp Nou the president of FC Barcelona, Josep Maria Bartomeu and the executive director of UNICEF Anthony Lake, sealed the extension of the alliance. At the event first vice president of FC Barcelona Jordi Cardoner and Carmelo Angulo, president of the Spanish Commission of Unicef were also present along with some 20 children who had benefitted from the agreement.

The first team players also wished to add their little bit to the event with Sergio Busquets, Jordi Alba, Adriano, Claudio Bravo, Arda Turan and Andrés Iniesta all involved in a video in which the two organisations outlined the projects under way to help children.



Video for alliance extension

## '1 in 11'

The *1 in 11* project, launched by the FC Barcelona Foundation, Unicef and Reach Out to Asia (ROTA), has been in place for two years now. After the successful campaign last season in which 3 million euros were raised, efforts were focused this time around on implementing educational projects in Nepal, Bangladesh and Indonesia.

During this time work has been carried out to improve access and the quality of the educational system in those three countries. In Nepal, more than 500 children benefitted from extracurricular programmes. In Bangladesh, amongst other indicators, work sessions were developed for 240 educational staff and teachers, reaching more than 137,000 students. 500 primary schools also received sporting material. In Indonesia the work was focused on children with disabilities. Almost 500 students from 24 schools took part in two inclusive sporting festivals and by the end of 2017 it is predicated that more than 2,800 teachers will have undergone training in inclusive education.







Elsewhere, the Foundation took a series of preparatory trips to get ready for the implementation of the *FutbolNet* project. During next season the educational methodology will be adapted to the particular needs of each country and training will take place so that the programme can be put into practice via the local Unicef offices.

The incorporation of *FutbolNet* into Unicef programmes is a recognition of the quality and success of the initiative and is a chance to improve it further and adapt it to new contexts.



## ALLIANCE WITH THE JOHAN CRUYFF FOUNDATION

As part of this alliance, in the month of March the FC Barcelona Foundation, the Foundation Cruyff and the "l'Obra Social 'la Caixa'" signed an agreement to launch the creation of 15 Cruyff Courts around Catalonia, including their maintenance and promotion, prioritising underprivileged areas.

The objective of this three sided agreement was to follow up the legacy left behind by Johan Cruyff and promote social inclusion for children and young people at risk via sport.

In these football areas two specific projects were also developed: the *Cruyff Courts 6vs6*, a championship for girls and boys aged between 10 and 12 years of age that brings together all the Cruyff Courts and also a *Community Program* that aims to teach children how to organise their own tournaments.



## What are Cruyff Courts?

Cruyff Courts are small football pitches that are free to use and whose objective is to promote sport and promote values such as responsibility, integration, teamwork and personal achievement as well as fighting against infant obesity.

On 27 May, the Sergio Busquets Cruyff Court was opened in Badia del Vallés and on 7 June, one bearing the name of Carles Puyol in his home town of Pobla de Segur was also opened. Both Sergio Busquets and Carles Puyol were present at both events.



“Johan’s legacy is immense, both as a player and as a coach. We will always be grateful to him. His face used to light up when you talked to him about his foundation’s projects.”

**Carles Puyol**

“I am very happy because I played here and it would have been great to have had a pitch like this. Enjoy it and respect the 14 Johan Cruyff rules. I would like to thank both organisations who have made this project possible”

**Sergio Busquets**



“Adding our support to this project means adding our support to one of the symbols of FC Barcelona, Johan Cruyff. The power of these three entities make an unstoppable team.”

Josep Maria Bartomeu  
FC Barcelona president



“To achieve our goals, we have to work together”

Johan Cruyff  
Founder of the Cruyff Foundation

## Development of the 'Pati 14' project



With regards to the *Pati 14* project through which the three bodies are attempting to redesign school playgrounds in Catalonia, the season saw improvement to the sporting facilities at the following centres:

ESCUELA POMPEU FABRA  
Mollerussa (Lleida)



ESCUELA BALDIRI REIXAC  
Banyoles (Girona)



ESCUELA PAU PICASSO  
Badalona (Barcelona)



ESCUELA SERRA I HUNTER  
Manresa (Barcelona)



ESCUELA ROSER CAPDEVILA  
Sant Joan Despí (Barcelona)



ESCUELA MIQUEL UTRILLO  
Sitges (Barcelona)



*Pati 14* focuses on the improvement of space for sport at schools via painting and drawings, as well as with additional sporting material that promotes physical activity and encourages kids to be active to help fight childhood obesity. The goal wall, the circle of creativity and the athletics track are some of the options offered to the educational centres.



## ALLIANCE WITH THE BILL & MELINDA GATES FOUNDATION



The alliance began in 2011 between the FC Barcelona Foundation and the Bill & Melinda Gates Foundation now also involves the organisation, Global Citizen, an online community of people who want to be kept up to date with and take part in the great challenges facing our society. Aside from poverty, also on the organisation's agenda since its inception in 2012 amongst other topics are eradicating polio, increasing access to sanitation and the battle for gender equality.

During the US tour of the summer of 2015, the Foundation, the Bill & Melinda Gates Foundation and Global Citizen made public their desire to work together to fight against extreme poverty. With that objective in mind and under the slogan *Let's Beat Extreme Poverty*, a campaign was launched with a video to raise awareness that included Iniesta, Messi, Piqué and Ter Stegen calling for everyone's help in the battle against extreme poverty.



BILL & MELINDA  
GATES foundation



The young people who showed a great commitment to this cause 'online' were entered into a draw for the chance to see three games in the season: Barça v Roma in the Champions League and the league meetings between Barça and Atlético Madrid and Barça and Valencia.

During the 2015 Club World Cup in Japan, a meeting took place in Tokyo between Josep Maria Bartomeu and Bill Gates to discuss the work that was being carried out by the Foundation and the Bill & Melinda Gates Foundation. They were accompanied by vice president Jordi Cardoner and the first team players Arda Turan and Aleix Vidal. The date was the most important event on FC Barcelona's social agenda and signified the first personal contact between president Bartomeu and Bill Gates.



2015 Bill Gates annual letter

## ALLIANCE WITH THE IOC

For the third consecutive year, the *Olympic Africa FutbolNet Cup* for the continent of Africa took place with the aim of transmitting positive values to children and young people via sport. The tournament took place in 34 different countries, divided up into the following regions.

| REGIONAL TOURNAMENT HOST | PARTICIPATING COUNTRIES  |
|--------------------------|--|
| RWANDA                   | Burundi<br>Uganda<br>Tanzania<br>Rwanda<br>DR Congo  |
| IVORY COAST              | Mali<br>Burkina Faso<br>Ivory Coast<br>Sierra Leone  |
| SENEGAL                  | Gambia<br>Guinea Bissau<br>Senegal   |
| SUDAN                    | Sudan<br>Ethiopia<br>Somalia   |
| LESOTHO                  | Lesotho<br>Swaziland<br>Mozambique   |
| CHAD                     | Chad<br>Cameroon<br>Congo  |
| TOGO                     | Togo<br>Niger<br>Benin<br>Nigeria<br>Sao Tomé  |
| ZIMBABWE                 | Zimbabwe<br>Malawi<br>Zambia   |
| THE SEYCHELLES           | Mauritius<br>The Comoros<br>The Seychelles   |
| SWAZILAND                | Swaziland<br>Mozambique<br>Lesotho   |
| GAMBIA                   | Gambia<br>Guinea Bissau<br>Senegal (Somone)<br>Senegal (Gandiaye)<br>Liberia<br>Sierra Leone |





## More than 90,000 participants

During the season 39 local tournaments were held in 34 different countries and a donation of material (balls and shirts) in the Olympafrica centres where the tournaments were taking place.

In total more than 90,000 boys and girls took part and in some countries the number of girls was greater than that of boys. This last fact is highly relevant as one of the main objectives identified at the start of the season was to increase participation amongst girls. For that end new sports were introduced into the methodology.



The season saw the end of the first phase of the alliance with the IOC and with it, very pleasing results.

More than **340,000** boys and girls took part in the different tournaments in **34** different countries.

More than **8,400** shirts were distributed

More than **11,700** bibs were given out

More than **2,800** footballs were given away

The next phase of the alliance is already under way and will focus on the incorporation of young girls into sporting activities as well as adapting the methodology to local priorities.

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## ALLIANCE WITH SCHOLAS

In the month of January, the president of Scholas, José María Corral, met with the first vice president Jordi Cardoner to reinforce the agreement between Pope Francis, Scholas and the FC Barcelona Foundation. During the meeting which took place in Barcelona, it was agreed to create a working group to monitor the activities developed by the interested parties.

Since that moment, the Foundation and Scholas have worked together to apply the *FutbolNet* project in Argentina and in Mozambique. The Foundation also sent sporting material

to the South American country ready for the launch of the project which aims to promote values via sport. Both organisations are clear about the those who should benefit from the project and where it should be carried out.

The Scholas organisation has a worldwide network of educational centres set up by Pope Francis and which have as their goal the integration of educational communities all over the world, with special emphasis on those with less resources than others.

Via technology, the project has attempted to create a global classroom

to promote knowledge in various countries, taking special interest in art and sport as tools for social cohesion and peace. At the moment the project connects more than 400,000 schools in 60 countries.





### **An historic image for the records**

Last season on 5 February 2015, a Club delegation led by president Josep Maria Bartomeu visited the Vatican City to sign an agreement that links the FC Barcelona Foundation and Scholas. An historic moment that opens up a new chapter in the Foundation's history.



## ALLIANCE WITH THE LEO MESSI FOUNDATION

As part of this alliance the *FutbolNet* project was implemented in the city of Rosario for the third consecutive year with the collaboration of the Santa Fe regional government and the Rosario City Council.

In this edition the number of playing fields and coaches doubled as the project was carried out in four different neighbourhoods in the city. One of the innovations of this season has been the introduction of various alternative sports with the intention of attracting more female participation. During the season 33% of the participants were girls.



Fundación Leo Messi  
ELEGÍ CREER



### **'FutbolNet' in Argentina**

In the area of raising awareness of the battle against Chagas disease, the *Beat Chagas* initiative continued to be a priority with the goal of being a tool for the scientific community and those affected by the disease.

The website ([beatchagas.org](http://beatchagas.org)) contains informative material and resource bases for all those who have been touched, in one way or another, by the disease.

In the month of September the presentation of the song *Las Palabras no dan miedo* (Words don't scare), especially written for the *Beat Chagas* initiative, took place. The song was used to round off Chagas month in La Plata with the artists Jofre Bardají, Àlex Rexach and Los Hijos del Sol present.

## ALLIANCE WITH THE INSTITUTO PROJETO NEYMAR JR

This season 2,242 boys and girls took part in the *FutbolNet* activities at the Instituto Projeto Neymar Jr facilities with an attendance rate of 87%. Of all those who participated, 4.6% were girls.

The *FutbolNet* formula at the INJR is an adaptation of the methodology that is applied on both a sporting and educational level. Those who benefit can take part in the project at least twice a week.

In the classroom sessions work is centred on the five core values (effort, respect, teamwork, modesty and ambition). Those taking part agree to the rules inside the classroom and when the session is over, they discuss how it went. The classes have introductory ice breakers, a development phase, which is the main focus and a closing phase which is designed to restore order.





With regards to the sporting sessions in teams, *FutbolNet* is applied in its classic version, dividing the game in three parts. In the first, the rules are proposed, in the second the game is played and in third the behaviour of the players is discussed. As such, the project is much more participant friendly and all in all becomes an experience that can change and one that takes the essence of *FutbolNet* to a practical conclusion.

Aside from the training sessions for professionals from the Instituto on the *FutbolNet* methodology, they were also offered in the month of November an integration day to strengthen the work dynamic and improve communication between them.



## ALLIANCE WITH THE ÉRIC ABIDAL FOUNDATION



On 22 April the FC Barcelona Foundation and the Éric Abidal Foundation signed a five year collaborative agreement that unites the two organisations in the battle against childhood cancer, with the view to raising awareness of the needs of those battling the disease and also of the scientific efforts in the fight against cancer. Both parties are committed to promoting activities that help to improve the quality of life of those children who are suffering from cancer. At the presentation of the agreement which took place at the Ciutat Esportiva, present were young cancer sufferers who not only were able to put questions to Éric Abidal, but also play football with him for a short time.







On 5 May, the former Barça player was named as an ambassador by OCATT (Catalan Transplant Organisation) in an event which took place at Camp Nou. Via this project, the Department of Health, OCATT and the Éric Abidal Foundation are working together with the FC Barcelona Foundation to help promote the donation of organs and tissue for transplants.

In the first three months of 2016 in Catalonia there were 89 organ donors after death, 39% more than the previous year. Thanks to these donations and the 35 living organ donors, as of 31 March 2016, there had been 293 transplants in Catalonia, a 22% increase on the same period the previous year.



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

For the fourth successive season the FC Barcelona Foundation collaborated with the Inter-American Development Bank and the MAPFRE Foundation in implementing the *FutbolNet* programme under the umbrella of the 'Nossa Vila' project. The initiative, with the support of the Rio de Janeiro city council, aims to improve the lives of the children and young people in the city's *favelas* via sport.

During the season, the project was carried out at the Olympic Village Complex in Maré (Rio de Janeiro), one of the poorest areas of Rio de Janeiro, which has a population of almost 150,000 in 16 different *favelas*. The project took place for more than six months with more than 700 participants.





In the month of September there was a seminar on the methodology of the project for 50 educational staff in the Olympic Villages in Rio with the first FutbolNet Festival of the season also taking place, an event which was repeated in the month of June.

During the course there was a notable increase in interest and understanding of the project on behalf of the families, something that led to more children being accompanied by family members for the activities.

*FutbolNet* was also well received by the schools in the local community. Pupils from these centres provided 12 groups during school hours with school staff accompanying them and getting involved in the process. This excellent reception by the educational network was complemented by the gratitude of the Maré community expressed in the community meetings that were attended by the project coordinator.



'FutbolNet' in Rio de Janeiro

## ALLIANCE WITH THE RAFA MÁRQUEZ FOUNDATION



During the season the relationship with the Rafa Márquez Foundation continued, in particular focusing on the methodological assessment of the educational staff working at the organisation in Guadalajara, Mexico. These professionals support the educational staff who implement the *FutbolNet* methodology during the regular session for more than 250 participants.

The assessment of the project revealed the following results:

With regards to the perception of values by the children who take part in the programme, there was a notable positive impact with a reduction in aggressive behaviour detected. With regards to membership of violent gangs, a reduction of 8.6% in those wanting to belong to such a group was recorded in the findings.



## ALLIANCE WITH THE BAREFOOT FOUNDATION



In the month of May, in the run up to the game against Espanyol, an encounter took place between the FC Barcelona Foundation and their strategic partners the Banking Foundation “la Caixa” and the Barefoot Foundation as part of the *Desafío Emprende 16* International Campus that was taking place that week in Barcelona. First vice president Jordi Cardoner, the director general of the Banking Foundation “la Caixa”, Jaume Giró and the president of the Barefoot Foundation, Shakira Mebarak, met with a group of 12 boys and girls from Colombia and Peru who took part in the campus.







+ Activities

## LA MASIA

For the season 2015/16 the Foundation financed the studies of 128 youngsters at La Masia studying at various levels within the educational system (ESO, Batxillerat, University studies etc). The Foundation also bore the costs of extracurricular tuition, language classes and other extracurricular workshops.





## Campaign #VALORSMASIA 2015/16

The sportspeople at La Masia, aware of the principals that form the backbone of their daily educational philosophy, decided to create a social programme, named #ValorsMasia 2015/16, together with the FC Barcelona Foundation and the Day Hospital from the Cancer Unit at Sant Joan de Déu, to raise money for the fight against childhood cancer.

The most important event of the campaign came at Christmas when the residents at La Masia recorded a version of the famous Catalan seasonal song Fum, fum. Fum with the help of the famous singer Mone Teruel. The sportspeople of La Masia visit the Hospital Sant Joan de Déu on 13 and 14 February, coinciding with the World Day against childhood cancer which was celebrated on 15 February. All the youth teams and the professional sports sections at the Club came out on to the field with a shirt that displayed support for the fight against childhood cancer. The campaign raised 4,250 euros. The U14A side donated to the campaign the cheque for 3,765.50 euros that they received for winning the Abu Dhabi tournament.



La Masia also took part this season in a collaboration with the Foundation in a campaign organised by the Platform for the Catalan Language to give support to videogames in Catalan. La Masia also participated in the campaign to support the victims of the earthquake in Ecuador which devastated the country in the month of April. The players from La Masia gave their support to the U19B team player from Ecuador Quique Saverio and had their picture taken with a banner that read: "Weare all Ecuador. The FC Barcelona stands with the victims of the earthquake." This gesture from La Masia came after Unicef's call for help to aid the 250,000 children affected by the disaster.

## 'LLETRES, AL CAMP!'



On 23 April, coinciding with Sant Jordi's day, the patron saint of Catalonia, and the game between Barça and Sporting Gijón, the Institute of Catalan Letters and the FC Barcelona Foundation launched the latest version of the *Lletres al Camp* campaign, an initiative to help promote reading in the Catalan language that also promotes authors who have recently won literary prizes.

The team of writers that formed the *Lletres al Camp* campaign for 2015 was made up of the following: Xavier Bosch, Empar Moliner, David Plana, Lucía Pietrelli, Josep-Ramon Bach, Francesc Parcerisas, Víctor Obiols, Andreu Carranza, Tània Juste, Anna Maria Vilallonga and Pep Puig.



## ONE TEAM



After several editions in which the beneficiaries were sportspeople from SpecialOlympics Catalunya, this season it was the turn of young wheelchair basketball players from the AFA School de l'UNES Unió Esportiva. The FC Barcelona Foundation chose the UNES-AFA team with the aim of supporting an initiative that empowers the physically challenged, creates an informal space to promote self-reliance and strengthens self-respect. Some fifteen beneficiaries were able to enjoy various *One Team* sessions with the Barça Lassa basketball team. Those sessions took place once a week and counted on the presence of a very special ambassador: Justin Doelmann.

*One Team* is a Euroleague project that is applied in various basketball clubs across Europe and that uses the sport to promote social cohesion amongst young people.



## OTHER ACTIVITIES AND EVENTS

### Day on type 1 infant diabetes

More than 400 people took part in the day on type 1 infant diabetes that was celebrated at the Club's facilities on 30 April. It was an informative session, dedicated to the families of children affected by the disease with the objective of informing them on the latest scientific discoveries that can

help the quality of life of those children affected. The FC Barcelona Foundation launched this initiative in collaboration with the August Pi i Sunyer Institute of Biomedical Research (IDIBAPS), the Diabetes Unit (CID) from the Hospital Sant Joan de Déu i Serunió and the participation of the Catalan Association

of Diabetics (ADC). The FC Barcelona director and representative of the Area of Sport Sciences and Commissioner for FCB Universitat Jordi Monés took part in the day as did Maria Teixidor, FC Barcelona director and vice president of the FC Barcelona Foundation.



### Agreement with the Mundo Sano Foundation and visit to its headquarters

President Josep Maria Bartomeu, vice president Jordi Cardoner and Dr.Silvia Gold, president of the Mundo Sano Foundation signed a collaborative agreement in the month of March involving the FCB Foundation and the Mundo Sano Foundation with the objective of carrying out projects to help early detection and treatment of Chagas disease in Argentina. Jordi Cardoner visited the Mundo Sano headquarters in Buenos Aires and held a meeting with their executive team.



## La Masia in blue for the anniversary of the UN

La Masia was lit up in blue on 24 October to celebrate the 70th anniversary of the United Nations. FC Barcelona and the FCB Foundation join in the celebrations of the landmark date in which famous buildings around the world were lit up in blue.



## XVIII Marxa Special Olympics

The Palau Blaugrana welcomed in November the celebration of the XVIII Marxa Special Olympics, an event that calls for people with learning difficulties to be fully integrated into society. The Club's representative for this even was the director Emili Rousaud, a member of the Prize jury for the National Special Olympics in Catalonia.



## Celebrity game for the TV3 'La Marató'

On 13 December the traditional game during the *La Marató* charity appeal on Catalan TV station TV3 took place, with the money raised going towards research into obesity and diabetes. Nearly 4,000 spectators witnessed the game between two teams formed by a collection of sportsmen, ex-footballer, actors, musicians and journalists.



## **Nobel Peace Prize Winner Muhammed Yunus visits Camp Nou**

2006 Nobel Peace Prize Winner Muhammed Yunus visited the Club in January. Vice president Jordi Cardoner and Board director Dídac Lee welcomed Yunus in the Directors' Box at the stadium and congratulated him on his work around the world, focused on the training for young people.



## **Meetings with the River Plate Foundation**

First vice president Jordi Cardoner held two institutional meetings with the River Plate Foundation. The first took place in December in Tokyo, coinciding with the Club World Cup and the second in Buenos Aires during Cardoner's institutional visit to Argentina. Both bodies shared their programmes and exchanged views on the role of sport in children's education.



## **11th sports journalists' charity book project**

The Foundation collaborated once again with the 11th sports journalists' charity book project that this season was supported by Barça player Javier Mascherano. Proceeds this year when the Catalan Association for Rett's syndrome.



## Visit from the 'Barefoot champions from the mountains'

A basketball team of young Mexicans came to visit the Camp Nou Experience in the month of June, invited by the FC Barcelona Foundation. All of the players belong to the Triqui, an indigenous community who live in the northern part of the state of Oaxaca in Mexico. The basketball team are known as the 'Barefoot champions of the mountains' due to the custom of playing without shoes.



## Agreement with the Fetal Medicine Foundation

In December the Foundation signed a collaborative agreement with the Barcelona Fetal Medicine Foundation. The understanding will help to reinforce the work that this organisation does to raise awareness on fetal illnesses and the research that takes place in this field.



## External collaborations

**290**

Material donations for social organisations

**47,000**

Donated invitations to visit the Club's facilities or for sporting events at the Club to non-profit making organisations

## COMMUNICATION AND VISIBILITY

### Corporate media and social networks

The charitable activities of the Foundation received important coverage in FC Barcelona's own media channels: [fcbarcelona.com](http://fcbarcelona.com), [facebook.com/fcbarcelona](https://www.facebook.com/fcbarcelona), [@fcbarcelona](https://www.facebook.com/fcbarcelona), the REVISTA BARÇA and in the programming of Barça TV.

Self generated news and video content were a constant presence on the Foundation website and on FC Barcelona's official Daily Motion and YouTube channels.

With regards to social networks, the Foundation's Facebook page ended the season with 2.1 million friends.



### Publications: 'Barçakids' magazine and the new REVISTA FUNDACIÓ

During the season 11 more editions of the *Barçakids* magazine were published on the last Sunday of every month with the newspaper *El Punt Avui*. This collaboration between the Foundation and the newspaper helps to project the *Barçakids* values via content about Barça, cultural and leisure topics as well as through stories, illustrations and comic strips.

Vice president Cardoner announced the creation of a new publication focused solely on the social work of the Club. It will be called REVISTA FUNDACIÓ and it will be delivered free to members along with the REVISTA BARÇA. This new project will begin the season 2016/17 and has as its objective the establishment of a new direct channel for members to bring them closer to the social and charity work of the Club.

With regards to external media channels, the Foundation's projects appeared in the sports media as well as in other specialised and general media and also in general television and radio media. In total the Foundation was mentioned over 1,500 times in the media, coverage that would equate to an outlay of more than 2 million euros.



El Barça apuesta por Unicef

El club blaugrana renueva su colaboración hasta 2020 y aumenta la aportación anual de 1,5 a 2 millones de euros

El Barcelona y Unicef, el club de fútbol más popular del mundo, han renovado su colaboración hasta 2020...

O Barça que treina em zona de guerra

El club blaugrana renueva su colaboración hasta 2020 y aumenta la aportación anual de 1,5 a 2 millones de euros



El club blaugrana renueva su colaboración hasta 2020 y aumenta la aportación anual de 1,5 a 2 millones de euros

O Barça que treina em zona de guerra

Equipos y jugadores de élite impulsan con filantropía su imagen internacional



Equipos y jugadores de élite impulsan con filantropía su imagen internacional

Equipos y jugadores de élite impulsan con filantropía su imagen internacional



EL GOVERN, LA CAIXA, EL BARÇA Y LA FUNDACIÓN ORIOL, CONTRA LA POBREZA

EL GOVERN, LA CAIXA, EL BARÇA Y LA FUNDACIÓN ORIOL, CONTRA LA POBREZA

La solidaritat entesa pel Barça

La solidaritat entesa pel Barça



Abidal i el Barça s'uneixen per lluitar contra el càncer infantil

Abidal i el Barça s'uneixen per lluitar contra el càncer infantil



BARÇA I UNICEF RENOVEN LA SEVA ALIANÇA FINS AL 2020

BARÇA I UNICEF RENOVEN LA SEVA ALIANÇA FINS AL 2020



#Invulnerables, nou projecte per lluitar contra la pobresa



Tots units per fer més força contra el càncer infantil

Bill Gates elogia el treball social del club blaugrana

Bill Gates elogia el treball social del club blaugrana

El Barça abre los brazos a los refugiados

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