



Report Fundació FC Barcelona 2010/11



With the collaboration of:



Report 2010/11



FUNDACIÓ FC BARCELONA



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Greetings from the President

We have been through an intense and highly successful season that will go down in history thanks to the record number of trophies won. However, the season 2010/11 will also be remembered as the year that the FC Barcelona Foundation changed direction. As you can clearly see in this report, during this time there has been a substantial move towards Catalonia and, in particular, towards the FC Barcelona members. We have always been aware that, close to home, there are issues that need to be addressed and we strongly believe that the Foundation has the strength and ideas to do just that.

This year, food poverty in Catalonia has been one of the issues that we have tried to address. The club as a whole has been involved but those who really have made a difference have been the Barça members and fans. Thanks to them we have shown that when the Foundation works hand in hand with the club's very core, placing it at the centre of its initiatives, that is when the best results are attained. We will continue to explore these avenues as we believe that this is the best way for the Foundation to tap into its potential.

This season we have also opened our arms up to the world with projects that go beyond our own borders, projects that use sport as an instrument to transmit the values that define the club. We have not forgotten to be transparent, working sensibly in our financial and technical management.

Here is where I would like to congratulate in particular the hard work of the Governing Board, an active group formed by people of great standing who have been outstanding in their selfless commitment to the club. They are the people who lead the projects and come up with the ideas that make the Foundation recognised at home and admired around the world.



Sandro Rosell i Feliu
President **FC Barcelona**

Letter from the Vice President

It is often said that Barça is more than a club and there is no lack of evidence to justify that statement. One such example is without doubt is their commitment to humanitarian causes and the FC Barcelona Foundation is the instrument through which the club best expresses that commitment. Barça are a world leader in the world of sport and our objective is that it is also a leader in the area of Foundations. The extraordinary strength of our club is the best tool we have to achieve that goal.

Our sporting reputation is admired all over the world and sport involves many values that we share. We want to instil these values in young people, reaching out to them via the enormous potential that the club possesses. That potential is based in the correlation between words and deeds as shown by the Barça players out on the pitch. That is something that will help us on our way.

The Foundation has made substantial changes with regards to its vision and its objectives. Thanks to a governing board that has worked hard from the very beginning, we have begun on a new path that is borne out of the needs of our members, our environment and our country. The best example of the new priorities for the Foundation is the collaboration with the 'Banc dels Aliments'. We maintain our commitment to international projects via partnerships with other foundations to move forward with shared initiatives in which we can work together to help children and young adults around the world. Examples of this are the agreements we have made with the Bill & Melinda Gates Foundation and the Foundation 'Pies Descalzos', as well as renewing our alliance with UNICEF.

Barça's global reach is unique and its ability to help others is both a challenge and a responsibility that the club feels passionately about. A Barça committed to humanitarian issues makes us all greater.



Sr. Ramon Pont i Amenós
Vice President of the **FC Barcelona Foundation**

Governing Board

Patronage

The governing board is the body that oversees the FC Barcelona Foundation and it is composed by:

Position	Name
President	Mr. Sandro Rosell i Feliu
First Vice President and FC Barcelona Board Member	Mr. Ramon Pont i Amenós
Vice president	Mr. Gabriel Masfurroll i Lacambra
Vice president	Mr. Ramon Canela i Piqué*
Vice president	Ms. Lola Bou i Camps
Vice president	Mr. Ramon Palou i Godall
Board Member	Mr. Xavier Aguilar i Huguet
Board Member	Mr. Ramon Alfonseda i Pous
Board Member	Mr. Carles Barnils i Vila
Board Member	Mr. Jordi Bellmunt i Fernández
Board Member	Mr. Joan Mas i Brillas
Board Member	The Distinguished Mr. Mohammed Chaib Akhdim
Board Member	Ms. Marta Rodríguez de Llauder Santomá
Board Member	Mr. Ramon Garriga i Saperas
Board Member and Secretary	Sr. Sergi González i Delgado
Board Member	Sr. Antonio Llarden i Carratalá
Board Member	Ms. Rosa Maria Lleal i Tost
Board Member	His Honour Mr. Josep Maldonado i Gili
Board Member	Mr. Josep Maria Prat i Puig
Board Member	Mr. Enric Roca i Mateo
Board Member	His Honour Mr. Manel Royes i Vila
Board Member	Mr. Antoni Tombas i Navarro
Board Member	His Honour Mr. Joaquim Triadú i Vila-Abadal
Board Member	His Highness Iñaki Urdangarín Liebaert

*Mr. Ramon Canela left the Board of Directors via a written communication received on the 17th of May, 2011.





Foundation Team

General Director	Josep Cortada i Vila	7
Foundation Team	Adrià Alemany i Salafranca Yolanda Antín Cristina Desco i Magallanes Mercè Garriga i Serra Pilar González i Aragón Cristina González i Turigas Dolors Julià i Fàbregas Nico Rubio i Carretero Laura Sabaté i Amorós	
Department of Communication FC Barcelona	Marc Parramon i Alcalde	

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.

Fair Football

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



Alliance with 'Banc dels Aliments'

Driving force behind the campaign to collect 'Let's send hunger packing' designed to raise awareness of the problem of hunger in Catalonia and help to combat it.

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.



Play it!

Educational on-line resource that promotes civic values via experiences gained from taking part in sport orientated towards Primary and Secondary School children.

www.juga-la.cat

Project that offers teaching resources linked to the idea of physical activity for teachers, monitors and other professionals who work with children and young adults at risk of social exclusion.

Sport for Education

→ More than
220,000
beneficiaries

Alliance with the Inter-American Development Bank (IDB)

Project carried out in Rio de Janeiro to redevelop 18 'Olympic villages' (sports facilities in the city favelas) that help promote social inclusion via sport.



The FC Barcelona Foundation and the Pies Descalzos Foundation are working together on the project "Football for youth development and a healthy life" which includes the construction of sporting and recreational areas in Cartagena (Colombia) and Miami (United States).

Alliance with the ' 'Fundación Pies Descalzos'

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 UNESCO

Fight against racism and violence in sport with the objective of promoting education and literacy amongst vulnerable children.

Team Up

Project that promotes models of behaviour based fair play and sportsmanship between members of youth sports' clubs.

www.femequip.cat

Manuel Vázquez Montalbán Award

Award for outstanding journalism in the field of sport.

The Foundation World Map





Catalonia

✕ Manlleu ✕ Salt
✕ Vic

✕ Caldes de Montbui
✕ Mataró

Sant Vicenç dels Horts ✕
✕ Sta. Coloma de Gramanet
✕ Barcelona
✕ Castelldefels

Malawi

Swaziland





Projects

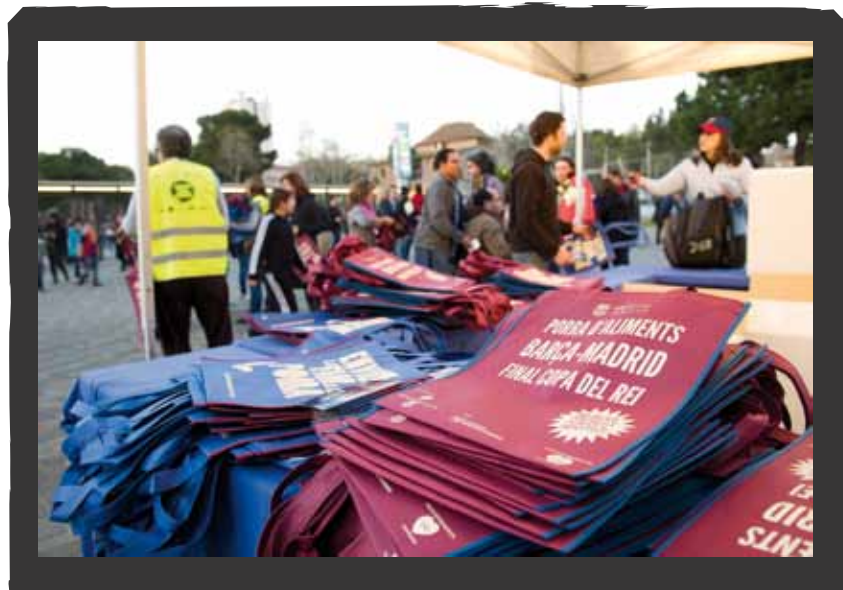
'Let's Send Hunger Packing'



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'Let's send hunger packing' is the name of the food collection campaign led by the FC Barcelona Foundation and the 'Fundació Banc dels Aliments' that took place in the month of April.

FC Barcelona Club members and Barça fans took part in the campaign by delivering donations in person the club or by making donations via www.envielafamilaporra.org. Fifteen schools from all over Catalonia also took part in the collection process, as did five FC Barcelona Supporters' Clubs and the companies who lent their name to the campaign; Arròs Montsià, Pastes Gallo, Llet Nostra, Borges and Sorli Discau. The campaign also received support from the Love Comes Foundation.



Collection in person and on-line

The campaign was open to all, whether it be by delivering goods in person or via the campaign's official website. Those who decided to deliver their donation in person were able to do so during the month of April at designated areas at the following sporting events:

- Saturday 2nd of April, Regal FCB - Biskaia. Palau Blaugrana.
- Saturday 2nd of April, USAP - Toulon. Estadi Olímpic Lluís Companys.
- Saturday 2nd of April, FCB - Almería. Camp Nou.



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Aside from collecting as much food as possible, the campaign had another goal; the idea of raising awareness amongst Catalan society about the issue of hunger close to home. For that reason various material was produced, for example, a TV campaign, triptychs and more than 40,000 bags that were distributed amongst the crowd at sporting events to allow them to return donations at the next sporting event.

100.000 beneficiaries

The more than 200 tonnes of food that was collected was distributed amongst the more than 300 organisations that benefit from the work of the 'Fundació Banc dels Aliments'. The food was given out according to demand and was destined mainly for soup kitchens, church dioceses and other associations. It was estimated that around 100,000 people benefited from the campaign 'Let's send hunger packing'.

Awareness of problems close to home

The campaign came out of the FC Barcelona Foundation's awareness of the problems closest to home for Catalan society. In Catalonia there are 1,325,000 people living below the poverty line. The 'Banc dels Aliments', who in 2008 helped some 50,000 people, currently help more than 150,000 people. This growth is evidence of the necessity to strengthen efforts to collect food and support the 'Banc dels Aliments' so that they can carry out their vital community work.



In partnership with:



“Fair Football”



“Fair Football” is a programme based on the methodology of ‘Futbol 3’ that aims to re-educate children and young adults via sport. The FC Barcelona Foundation is developing the project in neighbourhoods in Catalan cities that have been identified as priorities for social and community intervention by recognised organisations in the area of Catalan community work as well as by local public institutions.

The project was presented at the FC Barcelona Club Offices on the 7th of April by the President of FC Barcelona Sandro Rosell, the Mayor of Manlleu, Pere Prat, the Mayor of Salt, Iolanda Pineda and the Mayor of Vic, Josep Maria Vila d’Abadal.

The methodology applied

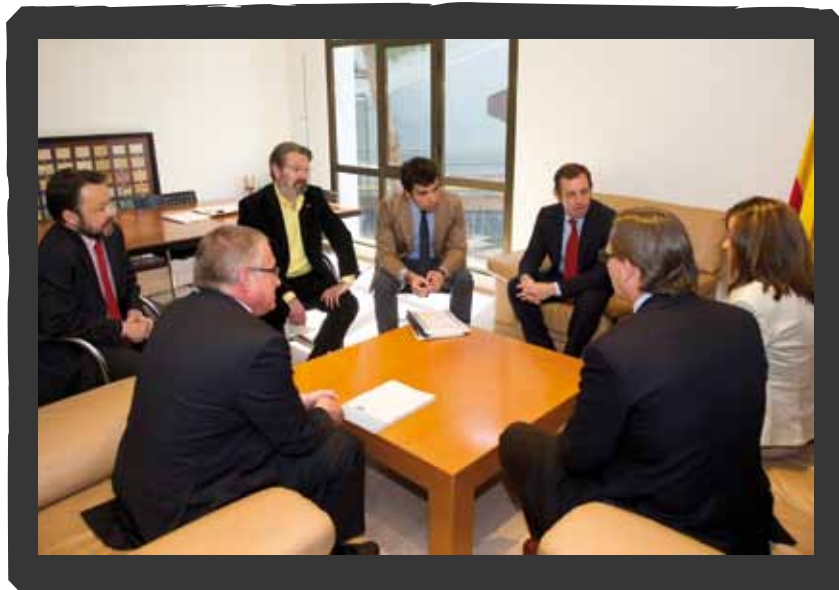
'Futbol 3' is a method of social intervention never used before in Catalonia, but that has had recognised success in both Colombia and Germany. It uses an innovative method that re-educates via sport. For two months groups of youngsters from different cities work with the project, touching on themes such as coexistence, discrimination, gender etc, always via sport.

The key to 'Futbol 3' is dialogue. Via this tool, the players not only enter into a relation of mutual respect and understanding, but they also gain in self-confidence and feel a sense of responsibility.

'Futbol 3' has three phases:

- A pre-game discussion.
- A game of football.
- A chat following the game.

The dialogue becomes, therefore, a part of the game, not just a complement. Some of the premises established by the methodology are, amongst others, the obligation of fair play and the need to promote the role of women in sport.

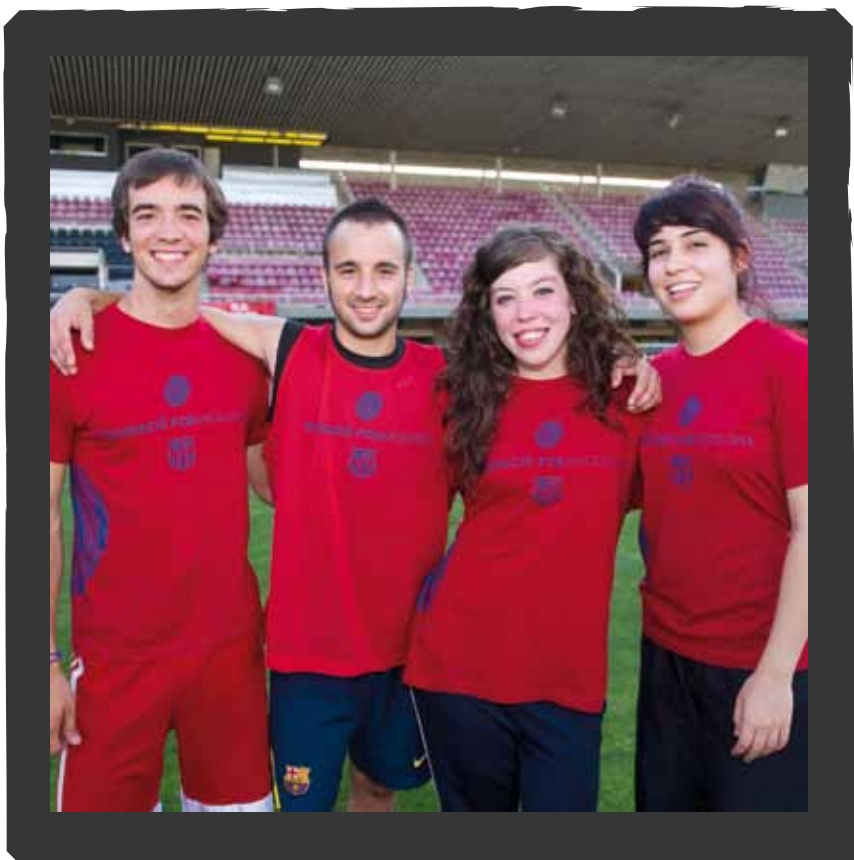


Pilot Project

During the season 2010/11 the Foundation has worked together with the Salt, Manlleu and Vic town councils in order to identify the neighbourhoods in need of help via the project in each of the municipalities. Furthermore, in the month of June at the Mini Stadium a pilot project was carried out with beneficiaries from the XICS Centres in Santa Coloma de Gramanet and El Carmel (Barcelona).

The municipality of Manlleu

The municipality of Manlleu, situated in the region of Osona, has a population of 20,450 inhabitants according to Idescat figures for 2010. The number of inhabitants aged between 0-14 years is 3,672, some 18% of the total population. Furthermore, some 4,236 inhabitants were born abroad, some 20.7% of the total population.



The municipality of Salt

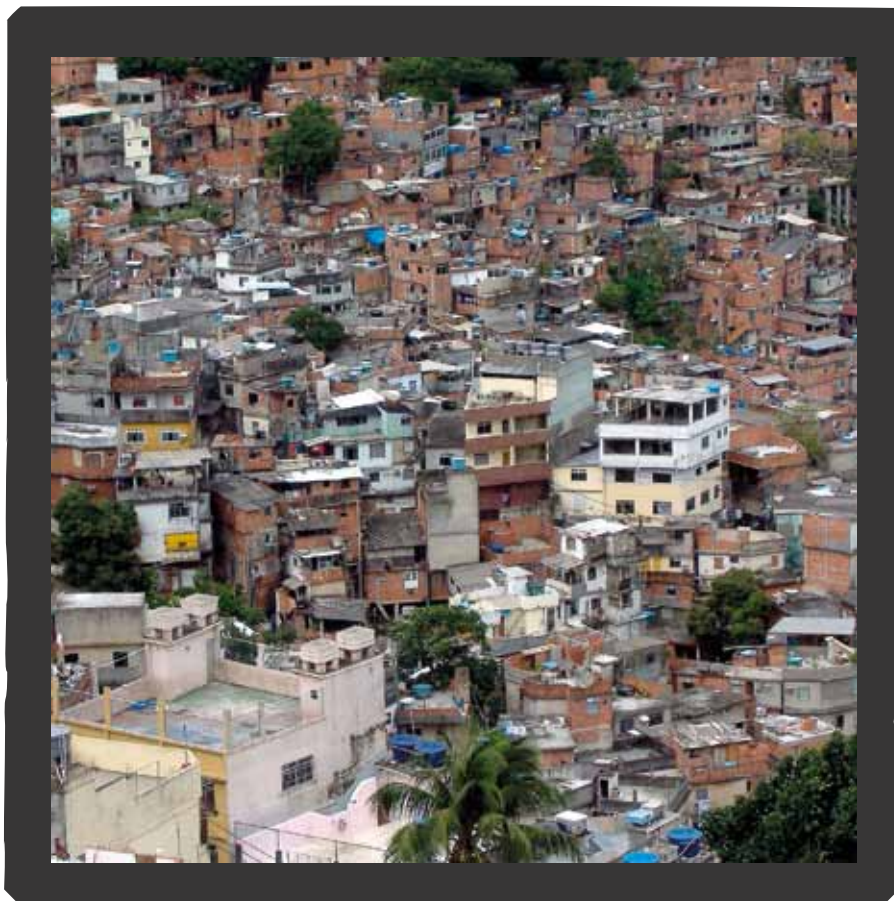
The municipality of Salt, situated in the region of Girona, has a population of 30,304 inhabitants according to Idescat figures for 2010. The number of inhabitants aged between 0-14 years is 5,817, some 19.1% of the total population. Furthermore, some 11,533 inhabitants were born abroad, some 40% of the total population.

The municipality of Vic

The municipality of Vic, situated in the region of Osona, has a population of 40,422 inhabitants according to Idescat figures for 2010. The number of inhabitants aged between 0-14 years is 6,998, some 17.3% of the total population. Furthermore, some 9,535 inhabitants were born abroad, some 23.5% of the total population.



Alliance with the Inter-American Development Bank



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In the month of March in 2011, the FC Barcelona Foundation and the Inter-American Development Bank (IDB) signed an agreement to help promote projects that use sport as a tool for development and social inclusion for children and young people in Latin America and the Caribbean who find themselves in vulnerable situations.

Within the confines of this remit, in April in Rio de Janeiro, the FC Barcelona Foundation presented the project 'Alliance for Sport and Development: the road to World Cup 2014 and Olympic Games 2016', which aims to promote social change in the favelas of the Brazilian capital and also counts on the support of the Mayor of Rio de Janeiro, the NBA and the Fundación Mapfre.



The project gives support to the 18 'Olympic Villages' (sporting facilities that can be found in the favelas in Rio) that help promote social inclusion via sport. The initiative is based on, amongst other things, the use of sport as a vehicle to improve the lives of children and vulnerable young people and also to promote activities for conflict resolution, prevention of violence and job creation.

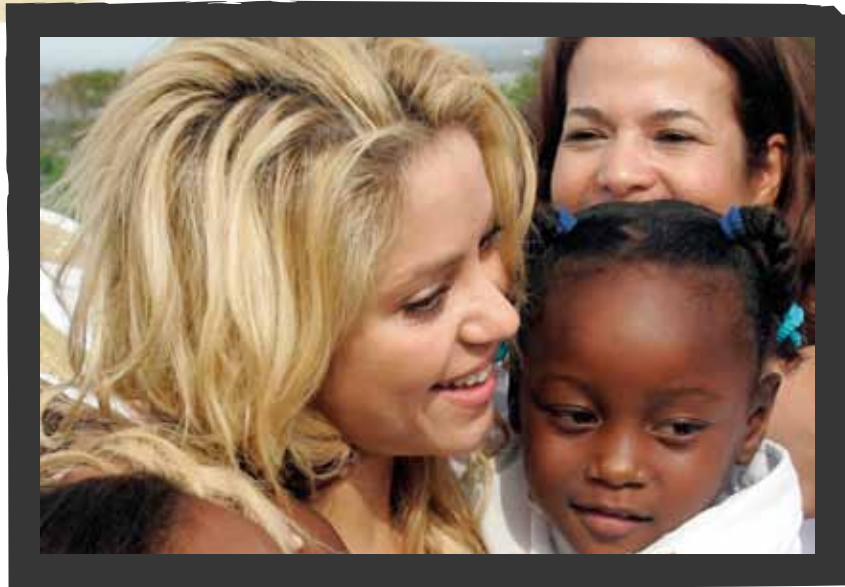
The Inter-American Development Bank was created in 1959 as an association of 19 Latin American countries as well as the United States and it helps to speed up the process of economic and social development in its member states. Currently it has 48 member nations and is a leader in multilateral financing in Latin America and the Caribbean.

Alliance with the Foundation 'Pies Descalzos'



In Columbia on the 27th of February, 2001, a co-operation agreement between the FC Barcelona Foundation and the Foundation 'Pies Descalzos' was signed. This alliance, which goes under the name "Football for youth development and a healthy life", includes the construction of sporting and recreational areas in Cartagena (Colombia) and Miami (United States).

The projects that this agreement encompasses will be directed towards vulnerable boys and girls in Colombia and within the Hispanic communities in the United States. The aim is to help those children at risk of social exclusion and help them recover fundamental values such as fair play, team work, humility in victory, dignity in defeat and respect for the rules.



Project in Colombia

Within the project for the construction of the Pies Descalzos School in Lomas del Peyé (Colombia), work is going ahead to build sporting facilities where educational projects that help improve the sporting and social lives of the students. It is also predicted that community and social work will be developed to help promote social change. In total more than 6,000 children and young people will benefit from the educational centre's facilities.

Project in the USA

The Alliance also benefits 28,441 Hispanic children in the USA living in the area around North Pointe Centre in Miami and counts on the support of the YMCA in the Greater Miami area. In the area a new sports zone is being worked to allow the implementation of social development and educational projects that are carried out via football.

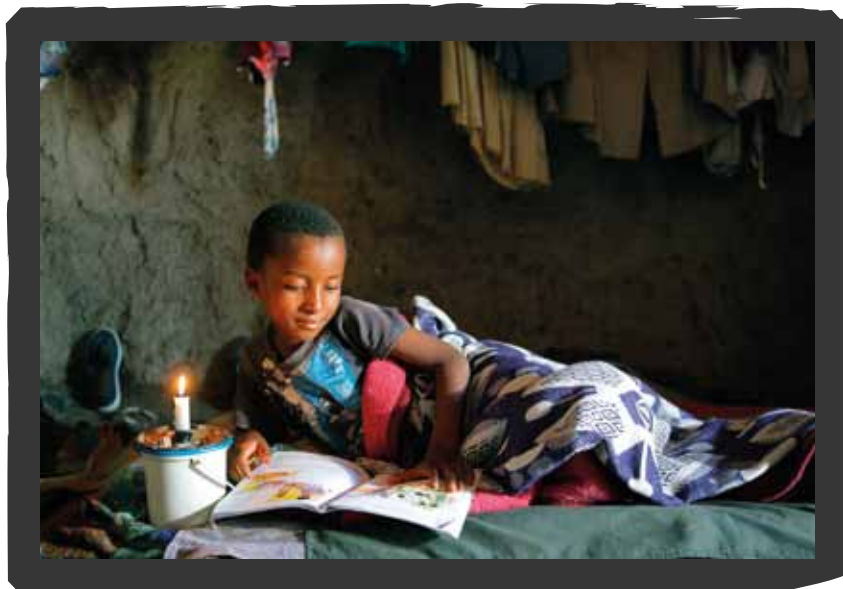


Alliance with UNICEF

Work in Swaziland and Malawi

In Swaziland work has continued with the objective of strengthening the services for children with AIDS and for the prevention of the transmission of the virus from mother to child. Coverage has grown to arrive at a figure of 79% in 2009, compared with 50% in 2007. Furthermore, the number of children receiving antiretroviral therapy has risen from 5.6% in 2006 to 9.1% in 2010.

In Malawi UNICEF deliver help to 250,000 children affected by AIDS via 2,500 centres. Training has been given to staff and parents' committees, food provided, the system of early intervention has been strengthened, as have the areas of play and protection from violence.



New agreement between UNICEF and FC Barcelona

UNICEF and FC Barcelona have decided to extend their cooperation beyond their current agreement that came to end in June 2011. Thanks to the new agreement, the UNICEF logo will remain on the first team's shirt, below the player's number. In this new phase, support will be given to global projects that promote education and sport and that bring tangible results for children.

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Leo Messi responds to questions from children in Barcelona and Buenos Aires

The FC Barcelona player and UNICEF Goodwill Ambassador Leo Messi took part in a meeting with schoolchildren from both Barcelona and Buenos Aires in December 2010. The meeting took place at FC Barcelona and the children, who had previously studied the rights to play and sport as set out in the Convention on the Rights of the Child, put various questions to the footballer.



Alliance with UNESCO

Campaign to raise awareness 'Put Racism Offside'

A coinciding with the International Day for the Elimination of Racial Discrimination on the 21st of March, Barça TV launched a television campaign featuring Leo Messi, Seydou Keita and Gerard Piqué. The three FC Barcelona players were filmed painting graffiti that read the slogan of the campaign: 'Put Racism Offside'. The aim of the project was for Barça and UNESCO to make it clear that everybody has a role to play in the fight against racism.

The video was distributed amongst the media and via social networks reached over 667,000 people (figures for March) and was watched on the internet in over 98 different countries.



PUT RACISM
OFFSIDE



2nd International Conference of Young People Against Racism

More than thirty young people from members of The European Coalition of Cities Against Racism, a body promoted by UNESCO, met in Barcelona in September to further their efforts in the battle against racism in a conference organized by Unescocat.

The Foundation's contribution was the workshop 'Fighting against Discrimination in Sport via Sport' in which racism's presence in sport throughout its history was examined, and in which various examples of how sport is used to battle against racism were also examined. Moreover, activities from the 'Play It!' project were used as a means of education for the public.

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UNESCO-FCB-UOC University Course

The contents of the University Course have been worked on during the season in order to define a training course designed for professionals in the fields of education, sport and Primary Health Care as well as members of NGO's and associations related to the areas of development and human rights.

The course tries to offer processes, attitudes and skills that allow the students to study and put into practice the concept of using sport as a tool for educational intervention.

XICS (International Network of Solidarity Centres)

XICS Santa Coloma de Gramenet

Direct Beneficiaries: **60**

Sports and leisure activities have been carried out as well as extra schooling and family therapy. A school for fathers has been created and a group for reflection for mothers. The “Letter for Messi” initiative has also been launched in which the beneficiaries use the player as a role model and keep him informed of their academic and personal progress via a series of letters.



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XICS Carmel i Entorn (Barcelona)

Direct Beneficiaries: **60**

Social workshops, sports and leisure activities have all been offered to the beneficiaries. Furthermore, extra schooling, family therapy sessions and schools for parents have also been carried out. At the same time, 8 students training in Sports and Leisure Monitoring in Social Integration have carried out work experience at the centre during the year.

XICS Senegal Richard Toll

Direct Beneficiaries: **389**

Extra schooling has been given and non-formal education for young children. For adults, literacy classes and professional training have also been carried out. Also, the youngest beneficiaries have received medical, nutritional and psychosocial support. With regards to sporting activities, football, basketball, handball, volleyball and athletics teams have all been set up.





XICS Ecuador Portoviejo

Direct Beneficiaries: **350**

Extra schooling has been given and non-formal education for young children. For adults, literacy classes and professional training have also been carried out. Also, the youngest beneficiaries have received medical, nutritional and psychosocial support. With regards to sporting activities, football, basketball, handball, volleyball and athletics teams have all been set up.

XICS Morocco Tangier

Direct Beneficiaries: **283**

Sporting activities for the beneficiaries of the centre have been carried out in which children from the neighbourhood Bni Makada also took part. Also, sessions on nutritional training, hygiene and medical support also have taken place. As well, courses in non-formal education, literacy as well as extra schooling and psychosocial support were all offered.

This year cultural visits to museums and to the countryside have been included.



XICS Burkina Faso Ouagadougou

Direct Beneficiaries: **71**

Extra schooling as well as non-formal education and various workshops on professional training have all been given. Furthermore, cultural, sporting activities and nutritional education have been offered as well as psychosocial and medical support for the beneficiaries. Adult beneficiaries have also received literacy classes.

'Play it!'



“The values of sport, the values of Barça”

More than 3,000 primary and secondary school children have enjoyed workshops both at the Sala París at Camp Nou and in school rooms all over Catalonia.

The participation of figures such as David Barrufet (ex handball player), Gabi Cairo (ex roller hockey player) and Ruben Bonastre (educational co-ordinator at La Masia) has allowed the children to find out first hand that values such as perseverance, teamwork, commitment, discipline and self confidence go hand in hand with top sports careers.

Improvements

To the already available one hundred or so on line activities, another thirty or so have been of a sporting and leisure based nature to be used outdoors which also complement classroom based activities and allow them to be carried out in the area of sport and leisure.



Collaborations

This season the collaboration with the project 'Grada Jove de l'Institut Barcelona Esports' and synergies with the world of leisure have been strengthened.

Figures for 'juga-la.cat' for the season 2010/11:

	Visits	Pages	P/V
July-10	5,478	28,999	5,29372
August-10	5,474	21,495	3,926745
September-10	5,795	36,059	6,222433
October-10	5,853	34,722	5,932342
November-10	8,336	68,023	8,160149
December-10	6,310	47,435	7,517433
January-11	7,968	71,615	8,987826
February-11	7,326	64,501	8,804395
March-11	8,768	82,571	9,417313
April-11	7,906	60,192	7,613458
May-11	7,900	60,000	7,594937
June-11	6,314	37,460	5,932848
TOTAL Season 2010-11	83,428	613,072	
TOTAL JUGA-LA '08-today	212,892	1,760,787	



‘Team Up’

The model of promoting values for children under the age of sixteen in municipal sports clubs has been extended to a total of 9 municipalities in Catalonia: Caldes de Montbui, Castelldefels, Sant Vicenç dels Horts, Mataró, Vic and in Barcelona: Ciutat Vella, Horta-Guinardó, Sants-Montjuïc and the Eixample.

The sports clubs play an important role in the education and the social cohesion and as such they receive assessments from the Foundation to help them develop policies to use sport as a vital means of transmitting values.



The programme offers various activities and material to the different bodies that help promote social change in areas such as boards of directors, coaches, families and children. 'Team Up' has offered to the clubs involved:

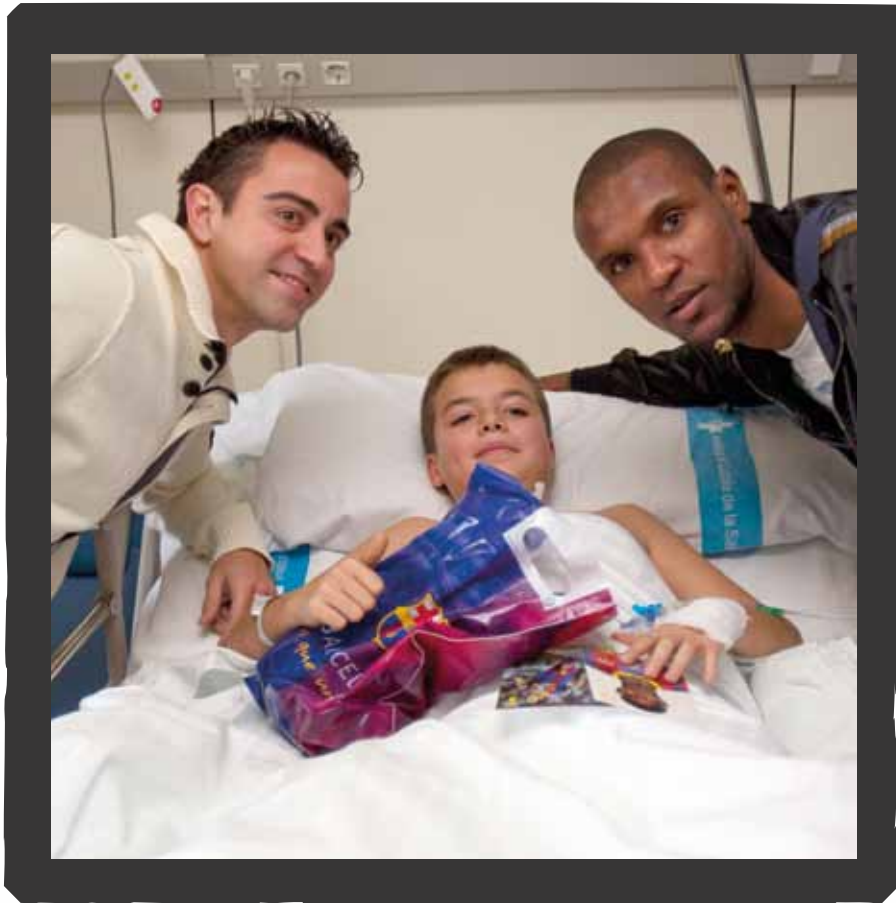
- Material and specific activities for work and training for each entity (boards of directors, group leaders, coaches, families and children).
- General material such as the website www.femequip.cat and its area of community education.
- Visual material.
- Personalised materials and activities.

The figures for 'Team Up' for the season 2010/11 are as follows:

<u>9</u>	Towns and cities	<u>1,145</u>	Sports coaches
<u>61</u>	Cubs involved	<u>25</u>	Sporting disciplines
<u>10,816</u>	Children		

A Dream as a Gift

The first team players and a healthy number of representatives from the FC Barcelona board were the Three Kings for a day on the 9th of January when they paid their traditional visit to local hospitals to distribute presents. Excitement and gifts went hand in hand for the youngsters at Sant Joan de Déu Hospital, Vall d'Hebron Hospital, Sant Pau Hospital, Hospital del Mar, Hospital Trias i Pujol, Barcelona Hospital and Barcelona Children's Hospital.



VII Manuel Vázquez Montalbán Awards

The Uruguyan writer and journalist Eduardo Galeano received the Manuel Vázquez Montalbán Award on the 24th of May for the category of sports journalism. The event took place in the Palau de la Generalitat with both the President of the Generalitat, Artur Más, and the President of FC Barcelona, Sandro Rosell, present. The winner of the award in the category of cultural and political journalism was Juan José Millás.



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Lletres, al camp!

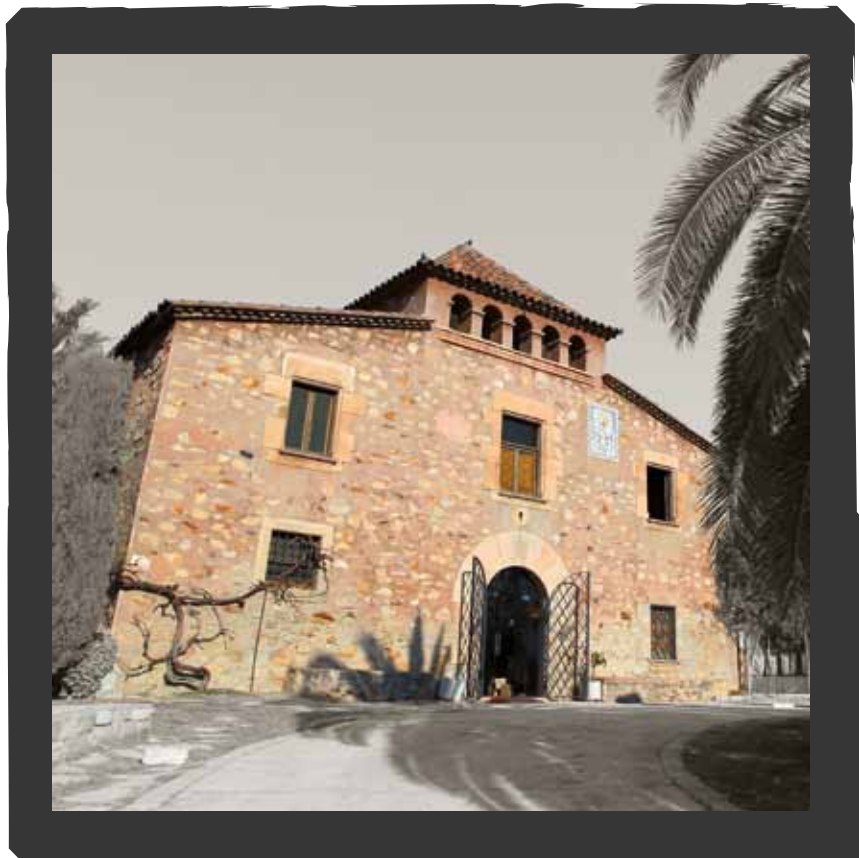
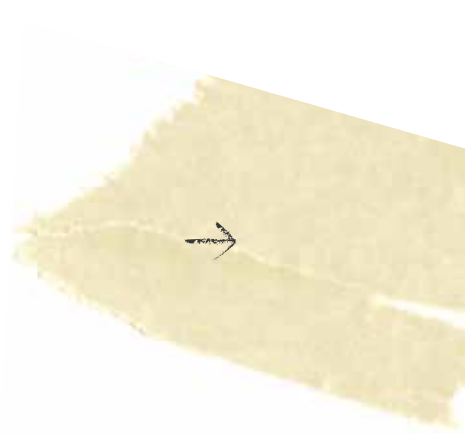


On the 9th of April, coinciding with the league game between FC Barcelona and Almería, the initiative 'Lletres, al Camp!' took place. With the objective of promoting Catalan Literature, the project is run jointly by the FC Barcelona Foundation and the Institute of Catalan Literature. The writers who took part were: Joan Daniel Bezsonoff, Màrius Carol, Joan Cavallé, Antoni Clapés, Jaume Creus, Carles Miralles, Vicenç Pagès Jordà, Dolors Pellicer, Miquel de Palol, Jaume C. Pons Alorda and Cèlia Sanchez-Mústich.





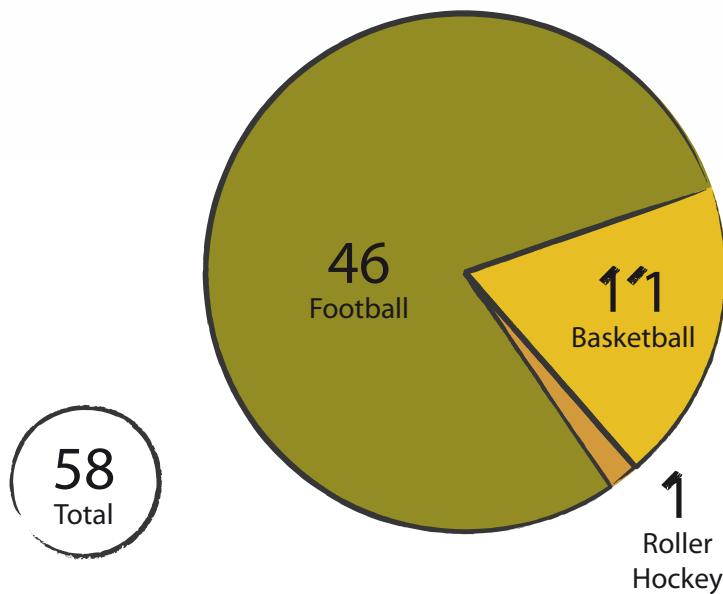




La Masia

Number of residents per sport

Season 10/11



42

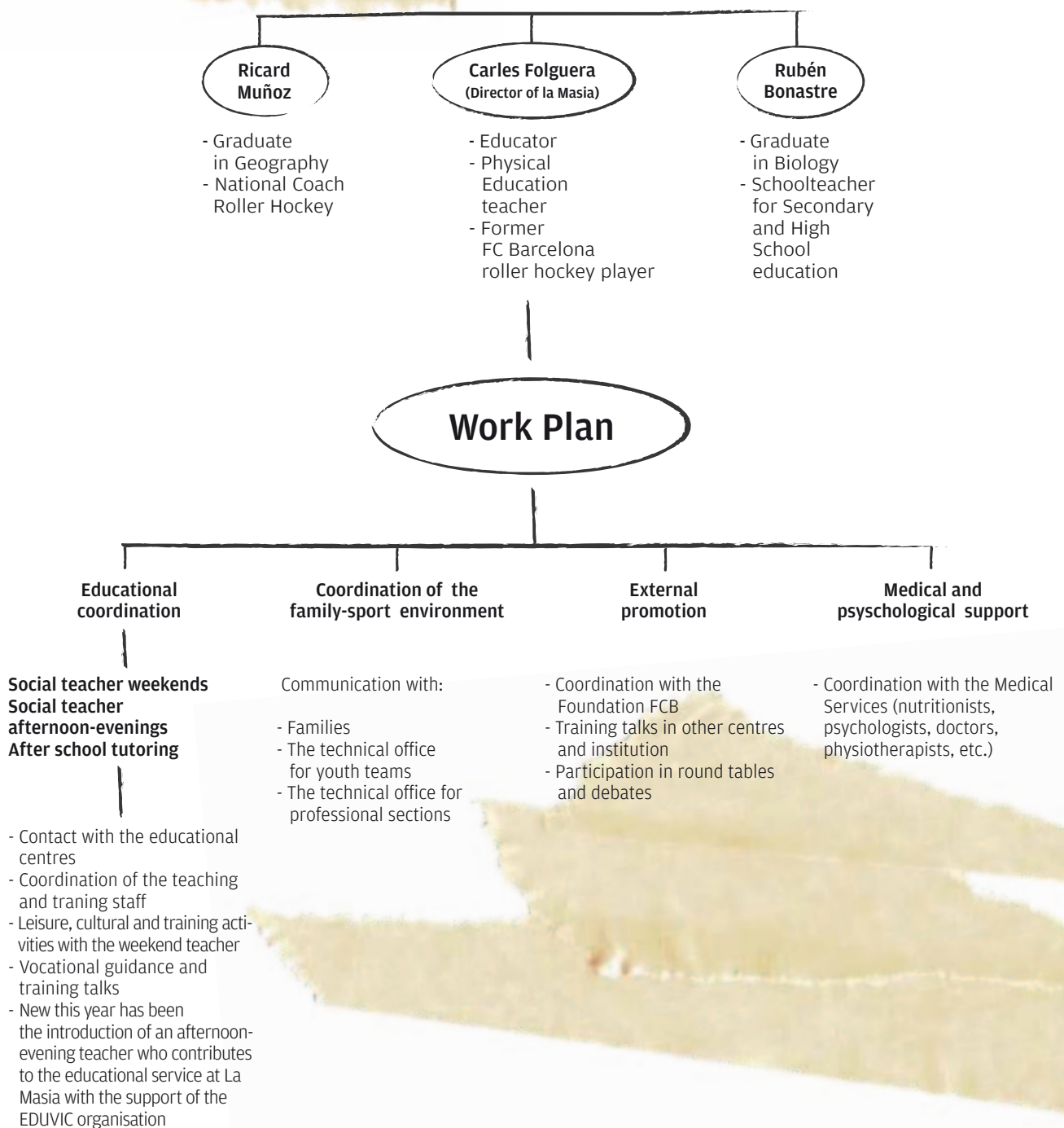
Activities Season 2010/11

- During the season the educational team at La Masia have overseen the organisation of the educational and leisure areas at the new residence at the Ciutat Esportiva Joan Gamper: 'La Masia: Oriol Tort Training Centre'.
- With the help of the Club's Archive Centre and the Club Museum, an educational workshop was held to allow the young sportsmen resident at La Masia the opportunity to get to know more about the club's history and its identity.
- The team at La Masia gave a conference in Manchester in December at which were present representatives from the 20 Premier League clubs' Academies.
- During spring half term the residents visited 'Cal Figuerot', the training area for the Castellers de Vilafranca de Penedés where a workshop was put on about human tower building.
- In the month of April there was a sporting and musical exchange with German Windsbach Choir in which their director explained to the Masia residents the day to day life at a Musical Residencial School.
- In March the writer Santi Baró gave a workshop titled 'Learn to write a story' with the aim of stimulating creativity and the ability to generate a narrative in the Masia residents.

The Staff

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

Structure of the areas and team work during the season 2010/11:







Other Activities and Events

The Foundation at the World Convention of FC Barcelona Supporters' Clubs

During the World Convention of FC Barcelona Supporters' Clubs in San Sebastián, Board members from the Foundation Josep Maldonado and Sergi González, together with Director General Josep Cortada, presented the new challenges that await the Foundation and reiterated the importance of the supporters' clubs in those challenges.

13th Special Olympics Walk

On the 21st of November 2011 the 13th Special Olympics Walk took place, ending once again at the Palau Blaugrana. The participants began the walk at Plaça Maria Cristina and made their way to FC Barcelona facilities where they enjoyed the party atmosphere at the Palau Blaugrana.



Charity Art

In November the Catalan artist Pepa Poch donated to the Foundation one of her works entitled 'El cel del Barça' ('The Barça Sky'). The first team players and coaching staff as well as President Sandro Rosell signed the work which will be used to initiate fundraising initiatives.

Participation in the Global Sports Forum

On the 11th of March Ramon Pont and Andoni Zubizarreta gave a press conference during the Global Sports Forum that took place in Barcelona in which they outlined to journalists present the authentic nature of the FC Barcelona philosophy which goes hand in hand with its social values.



Unescocat Award

The UNESCO centre in Catalonia, Unescocat, awarded the Foundation the 2nd Unescocat International Award in acknowledgement of “its commitment to the United Nations Millennium Development Goals and its pioneering partnerships with international organisations”.

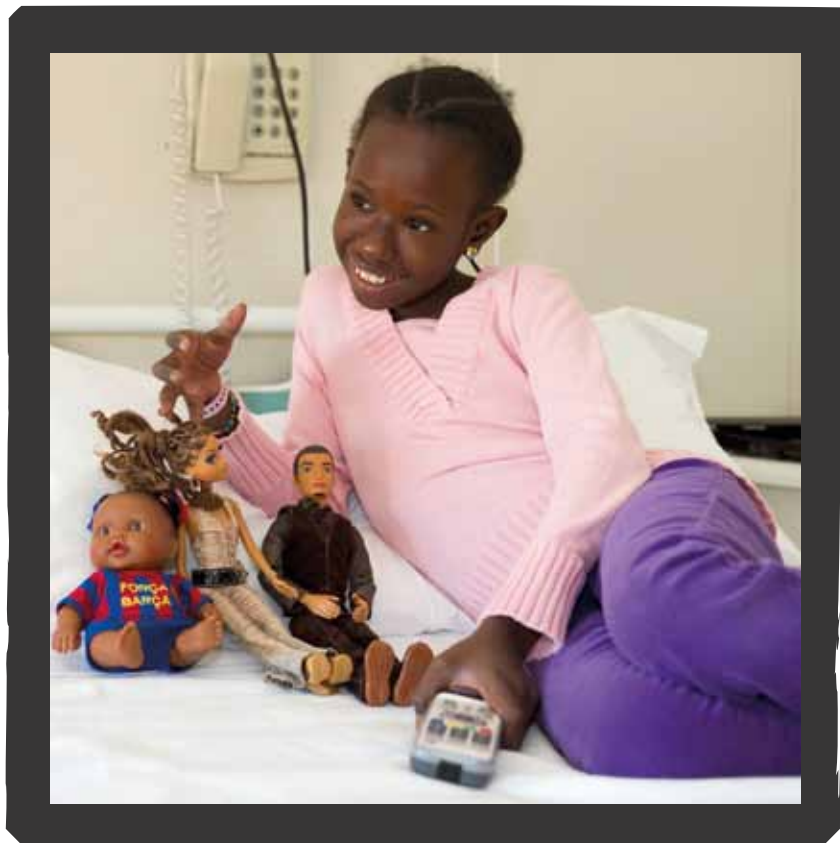
Match for Peace in Sierra Leone

The FC Barcelona Foundation and the NGO, 'Esport Solidari International' gave their support to a football match for peace between Sierra Leone and Liberia which took place in Freetown on the 27th of April. Both teams consisted of players who had lost limbs during the war.



Anta operated on in Barcelona

In collaboration with the Hospital Sant Joan de Déu in Barcelona, The FC Barcelona Foundation brought to the city Anta, one of the beneficiaries of the XICS Senegal Centre who was suffering from a serious digestive disorder. Following a convalescence period of a few months, the child was able to return home completely cured.



Josep Lluís Roig wins the 3rd Sport and Citizenship Prize

The 3rd edition of the 'Sport and Citizenship Prize', awarded by the Foundation and Òmnium Cultural, was given to Josep Lluís Roig for his work 'Insuficient s'escriu amb sang' ('Not enough is written in blood'). The prize was received during the 60th 'Nit de Santa Llúcia' the Catalan literary festival that takes place in December in the town of Viladecans.

Exchange with the Fundación Casa Grande

Various beneficiaries and representatives from the Brazilian Fundación Casa Grande visited the XICS Carmel Centre for a week to research the activities that take place in the centre. Following that, FC Barcelona Foundation board member Enric Rocas made a trip to visit the Fundación Casa Grande's facilities and to extend collaborative links with the Brazilian organisation.

'Fundación Pequeño Deseo' Award

On Friday the 18th of December the 10th anniversary gala of the 'Fundación Pequeño Deseo' took place, during which the FC Barcelona Foundation received an award in recognition of their 'valuable and generous contribution', in the words of the board of directors of the 'Fundación Pequeño Deseo'.

Marc Bartra and charity art

Marc Bartra was the sportsman chosen by FC Barcelona to collaborate in the social project led by the 'Fundació Èxit' which coincided with their 10th anniversary. In the project 20 examples of street art were created and Bartra took part in the creation of one such example with the money collected from their sale being used for projects of social insertion into the working world for young people.

7 a side football match with inmates

On the 29th of June ninety inmates from various prisons around Catalonia took part in a football tournament at the Mini Stadium under an agreement made between the Foundation and the Justice Department of the 'Generalitat', the Catalan Regional Government.

Barcelona CITY-CONCERT Initiative

The FC Barcelona Foundation took part on the 4th of June in the project Barcelona CITY-CONCERT, a project aimed at promoting music in the city.

On that day students from the Diesi Music School gave a performance of choral singing and chamber music that took place at La Masia at FC Barcelona.



Promoting the prevention of skin cancer

On Tuesday the 7th of June the FC Barcelona Foundation welcomed to the Club's facilities the bus used by the Spanish Academy of Dermatology and Venereology to promote the prevention of skin cancer. Throughout the day skin tests were carried on all those who wished to take part.

Board of Directors' Activities

The following is a list of some of the activities in which the Foundation Board of Directors have participated that have not been mentioned previously.

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Day	Event
01/12/10.	Gala against AIDS. Barcelona
16/12/10.	Acte Box 360º The company Itinerarium. Barcelona
11/02//11.	Reception with Arab ambassadors. Camp Nou
12/03//11.	Spanish Association against Cancer Dinner (AECC). Barcelona
15/03/11.	Visit to l'Escola Turó to collect food. Tarragona
15/03/11.	Meeting about the educational project Ciutat de Barcelona. Barcelona
18/03/11.	Visit to l'Escola Sant Gervasi to collect food. Mollet
18/03/11.	Congress RSC i Acció Social de l'ESERP. Barcelona
24/03/11.	Visit to l'Escola Pare Manyanet to collect food. Tarragona
24/03/11.	Visit to l'Escola Escola Virolai to collect food. Barcelona
24/03/11.	Opening of Congrès Tercer Sector Social. Barcelona
24/03/11.	Visit to l'Escola St. Paul's School to collect food. Barcelona
25/03/11.	Visit to l'Escola Meritxell to collect food. Mataró
28/03/11.	Visit to l'Escola Saint George's School to collect food. Girona
28/03/11.	Visit to l'Institut Martí Franqués to collect food. Barcelona
29/03/11.	Visit to l'Institut J. Vicens Vives to collect food. Girona
30/03/11.	Visit to l'Institut Ribera Baixa to collect food. El Prat
6/04/11.	6th Edition of C'MUN (Catalunya Model United Nations). Barcelona
6/04/11.	Presentation of 'Gypsy Voices'. Barcelona
7/04/11.	Presentation of the book Barça-Madrid. Barcelona
15/04/11.	XVI Gala de l'Esport Once. Barcelona
4/05/11.	Barcelona World Race Awards. Barcelona
5/05/11.	Visit to FCB by child patients at Hospital Sant Joan de Déu. Barcelona
3/06/11.	Talk about the Foundation to students from Tampa University (USA). Barcelona
10/06/11.	Trobada Rotary Event in aid of Sant Joan de Déu. Barcelona.
29/06/11.	Reception at FCB European Parliament MP's. Barcelona



Group Photograph featuring members of the Governing Board and members of the FC Barcelona Board.



Actions to Raise Awareness and Collaborations

Support for the fight against Breast Cancer

Coinciding with the game between Barça and Valencia on Saturday the 16th of October, the Foundation joined the battle against breast cancer that is led by the Spanish Association against Cancer (AECC) – the Barcelona branch. The club offered information to fans about this particular type of cancer and the work of the AECC.



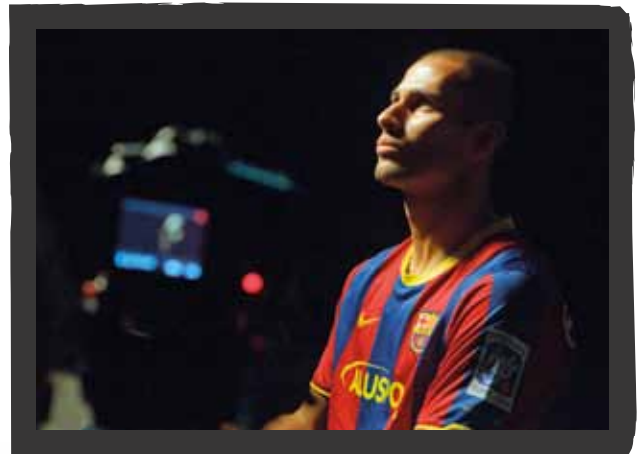
Help for Japan

The Foundation also supported the victims of the earthquake and tsunami in Japan by helping the emergency programme put into practice by UNICEF in the area.

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Raising awareness about malaria

On the 25th of April, World Day against Malaria, the FC Barcelona Foundation added its weight to the fight against the disease by producing an awareness raising video starring players from the sporting sections of the club: Roger Grimau, Boniface N'Dong, Ferndao and Mia Ordeig.



Promoting research into AIDS

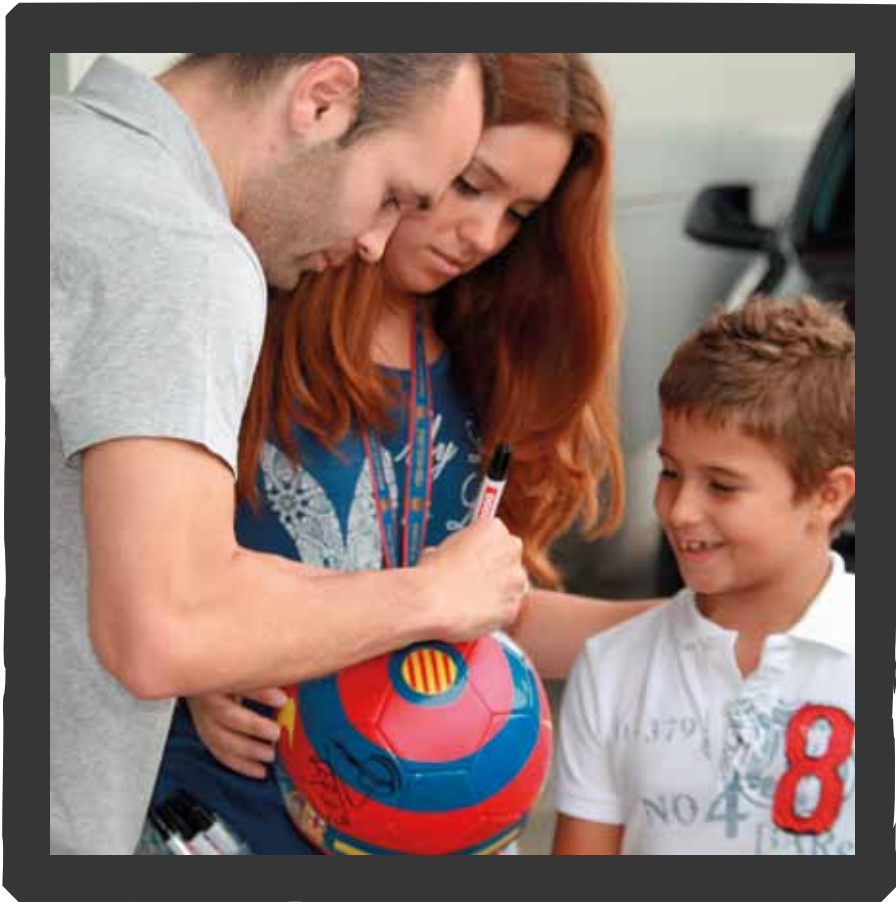


The game between Barça and Real Madrid on the 29th of November was the occasion chosen by the FC Barcelona Foundation to publicise the battle against AIDS. The Foundation gave its support to the campaign 'Barcelona faces up to AIDS' led by the 'Fundació Lluita contra la SIDA' by handing out red ribbons and providing information about the condition.

Outside collaborations

Donation of material	115
Donation of invitations to club sports events to non-profitable organizations	5.100
Donation of invitations to visit the club's facilities to non-profitable organizations	1.400

Making Dreams Come True



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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.

The requests were varied in nature but the most popular was to meet one of the first team players and be allowed to watch a private training session. The Foundation has also carried out requests for trips to Camp Nou to see a match and in certain cases where the child's illness has resulted in reduced mobility, has overseen the presentation of Barça shirts signed with a personal message by the children's heroes.

Many, many children have also sent in various articles for the first team players. In the majority of cases there were objects of personal significance or hand crafted such as drawings of the Barça badge, paintings, letters etc.

As well as organising visits from children from Catalonia and other parts of the Spanish State, the Foundation has also organised visits from children from Australia and from California and Florida in the United States of America.

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

Agreements and Partners

Department of Social Action

The Foundation and the Department of Social Action and Citizenship in the 'Generalitat de Catalunya' signed a collaborative agreement that focuses on the use of sport as a tool for social integration for children and adolescents in vulnerable situations, thus allowing them to be socially included in their own environment.

Catalan Lottery

In the month of October FC Barcelona and the Catalan Lottery decided to renew their agreement for the period of June 2011 until June 2015.

All the money raised from the agreements will be used for community support.

Children United

The organisation Children United and the Foundation signed an agreement that states their intention to promote the positive role of sport can play in the confines of the Israeli-Palestine conflict. The agreement was signed in March in Madrid by the FC Barcelona board member Susana Monje on behalf of the FC Barcelona Foundation. Antonio Moura attended on behalf of Children United, and Ofra Eshed, an adviser to the Israeli Presidency, accompanied him.

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Fundación Ilusiones Make-A-Wish Spain

Agreement signed in February with the Fundación Ilusiones Make-A-Wish Spain with the objective of sharing the hopes of seriously ill children all around the world, and of full-filling their dream: meeting the FC Barcelona first team players.



Fundación Mapfre

Agreement signed in April with the Fundación Mapfre to develop in conjunction activities in Rio De Janeiro, Brazil to help prevent violence against children, improve schooling and to aid youngsters from the 'favelas' of the Brazilian capital introduces themselves into the working world.

The Pro-Language Platform

In April the Foundation signed a collaborative agreement with the Pro-Language Platform with the aim of carrying out various common projects related to the Catalan language. The agreement covers areas such as the organisation of training workshops and the putting together of a linguistic welcome pack.



The Edmilson Foundation

The agreement between the Foundation and former FC Barcelona player Edmilson was renewed until the end of the season 2011/12 with the objective of promoting projects in favour of vulnerable youngsters in Brazil.

Collaborating Partners

- | | |
|----------------------|---------------------|
| Qatar Foundation | ACCD |
| Nike | Etisalat |
| Obra Social La Caixa | Fundación Iberostar |
| AECID | Herbalife |

Communication and Visibility



Revista Barça

El Periódico de Catalunya

Sport

Audi Magazine

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FC Barcelona's media outlets have covered the Foundation's projects via their official website, their official Facebook page, the Barça magazine and in the programming of Barça TV.

With reference to external media, the FC Barcelona Foundation has had a notable presence. During the 2010/11 season, the Foundation's projects have featured in the sports media, in the headlines of the general media as well as in the various state general TV stations.

Let's send hunger packing in the press

The campaign 'Let's send hunger packing' was featured heavily in the media with more than 300 mentions in various online press, written press and radio and television, the most significant of which are detailed below:

Broadcast date	Space and media	Subject
30 March	Divendres (TV3)	Mention of the campaign
30 March	Tots x tots (COM Ràdio)	Interview with Ramon Pont
31 March	Els Matins (TV3)	Interview with Ramon Pont and Antoni Sansalvadó (FBA)
1 April	Vivir (La Vanguardia)	Article on the project
2 April	Solidaris (Catalunya Ràdio)	Interview with Ramon Pont
2 April	Eureka (COM Ràdio)	Interview with Ramon Pont



La Vanguardia



Mundo Deportivo



Avui

The campaign also worked very well on the social networks:

News on Facebook Fundació and FCB	More than 10.7 million visitors*
Impact on Twitter FCB	58 Retweets*
Videos on Youtube FCB (Official Video and Toons)	More than 31,000 viewings*

(*) Statistics in mid-April.

The campaign received extensive coverage in the FC Barcelona media outlets. On the Club and Foundation website 13 new stories were published with details of the project, which was also covered in detail in the news bulletins of Barça TV.

Other topics that received heavy media coverage were the Futbol Net project, the presentation of the project to aid the faveles in Rio de Janeiro with the Inter-American Development Bank, and the television campaign against racism 'Put Racism Offside', produced by BarçaTV. This last campaign was featured in the vast majority of general TV channels and had a total reach on the social networks of more than 667,000 people (statistics from March).

All in all, the Foundation appeared in the press more than 450 times during the season. With regards to social networks, the Foundation ended the season with more than 49,000 friend on their official Facebook page.





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