



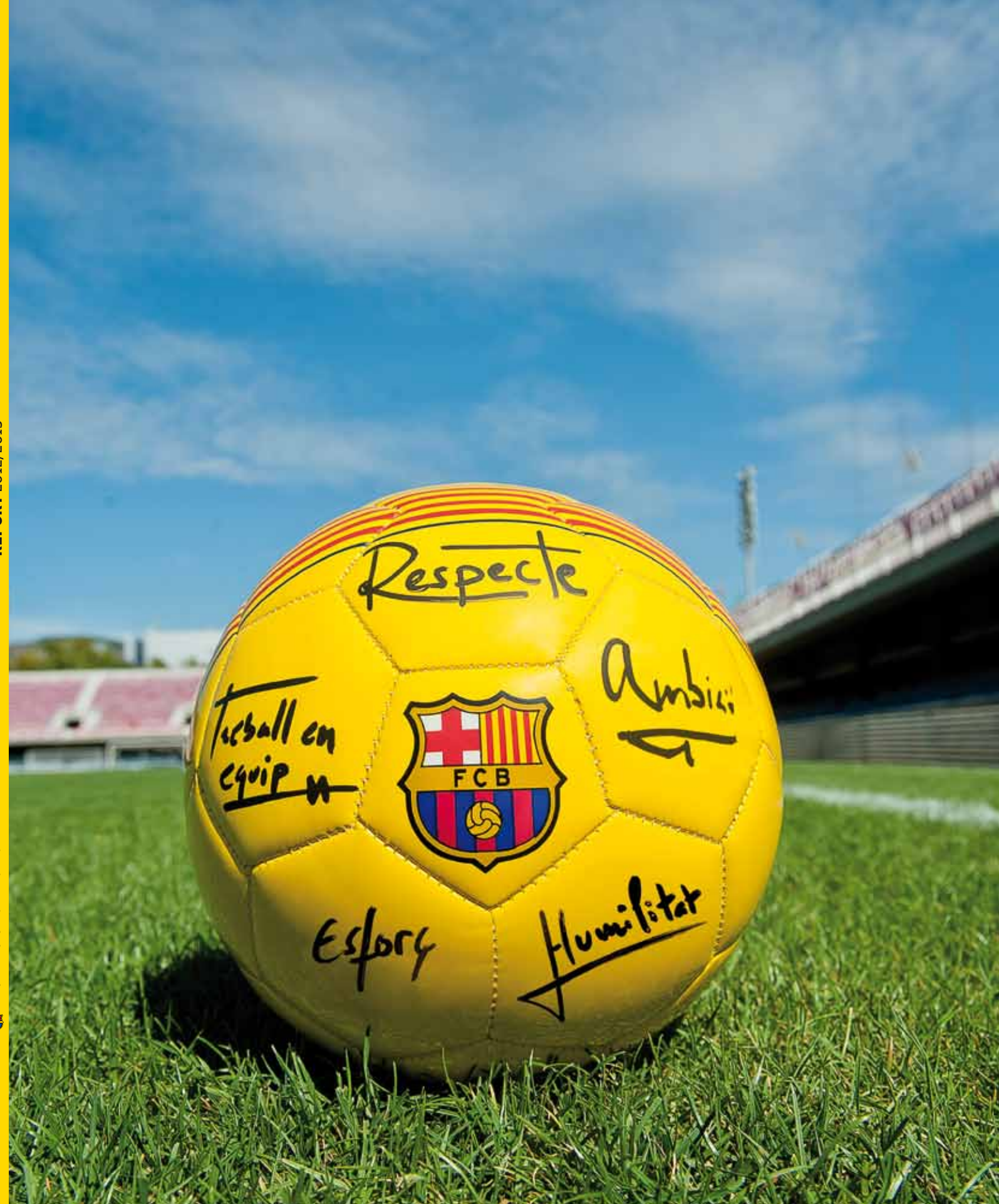
FCBARCELONA
més que un club

With the collaboration of:



REPORT 2012/2013

FUNDACIÓ FCBARCELONA



REPORT 2012/2013



FUNDACIÓ
FCBARCELONA



REPORT 2012/2013



**FUNDACIÓ
FCBARCELONA**

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SUMMARY

GREETINGS FROM THE PRESIDENT

During the last few months the FC Barcelona first team have shown more than ever that they are a first class squad. The circumstances in which the players and coaching staff have found themselves forced them to show the kind of values that once again allow them to be a true example for all those in the Barça family. Without doubt, this has been an example that casts light on the work of the Foundation.

With values, you win is the slogan that is the inspiration behind the Foundation's philosophy with regards to its social and educational projects. In this report you can find out about all the details of these projects for the season just gone. The Foundation's work starts with the idea that values are fundamental for human relations. The Club's DNA means that these values are the basis for understanding, social harmony and coexistence; they are the catalyst for new ideas and positive change. We are lucky to have sportsmen - the first team players, the other sporting sections, and the youth football set up - that perfectly represent the values we aim to promote: respect, modesty, teamwork, ambition and responsibility. This makes our work here at the Foundation easier as it fits in perfectly with our responsibility to spread these values via attractive and innovative projects that allow our philosophy reach the greatest number of children not just in Catalonia but also around the world.

The League season in 2012/13 was one of records and the same can be said for the Foundation. I am especially proud of the institutional trip to New York last September that I had the fortune to lead. The aim of the visit was to consolidate links with organisations such as the Bill & Melinda Gates Foundation, Unicef and the Inter-American Development Bank and evaluate the work carried out with them. During our time in New York we also had the opportunity to take part in a session on the disease polio presided over by Ban Ki-Moon at the headquarters of the United Nations. Present were world experts on the subject and a long list of NGO's from around the globe, a privilege within the reach of very few sporting institutions.

This success, along with the others you can consult in this report, is Barça's other league season, another record campaign in which each year we give our best and of which we can feel justifiably proud.



Sandro Rosell i Feliu
President of FC Barcelona

A handwritten signature in black ink, which appears to read 'Sandro Rosell i Feliu'. The signature is fluid and cursive, written in a dark ink on a white background.

GOVERNING BODIES

Governing Board

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

President:	Sr. Sandro Rosell i Feliu
First Vice President and director of FC Barcelona:	Sr. Ramon Pont i Amenós
Second Vice President and director of FC Barcelona:	Sr. Ramon Cierco i Noguer
Vice President:	Sr. Gabriel Masfurró i Lacambra
Vice President:	Sra. Lola Bou i Camps
Vice President:	Sr. Ramon Palou i Godall
Secretary:	Sr. Sergi González i Delgado

Board Members:

Sr. Xavier Aguilar i Huguet
Sr. Ramon Alfonseda i Pous
Sr. Carles Barnils i Vila*
Sr. Jordi Bellmunt i Fernández
Sr. Mohammed Chaib Akhdim
Sr. Carles Cuní i Llaudet
Sr. Ramon Garriga i Saperas
Sr. Antonio Llarden i Carratalá
Sra. Rosa Maria Lleal i Tost
Sr. Josep Maldonado i Gili
Sr. Joan Mas i Brillas
Sr. Xavier Pérez i Farguell
Sr. Josep Maria Prat i Puig
Sr. Enric Roca i Mateo
Sra. Marta Rodríguez de Llauder Santomá
Sr. Manel Royes i Vila
Sr. Eduard Sans i Subirana**
Sr. Antoni Tombas i Navarro
Sr. Joaquim Triadú i Vila-Abadal
Sr. Iñaki Urdangarin Liebaert

* Passed away on 21/12/2012.

** The Governing Board of the FC Barcelona Foundation in a meeting that took place on the 29th of January, 2013, approved the incorporation of board member Mr. Eduard Sans i Subirana.

Project Team

Director General:	Josep Cortada i Vila
Project Team:	Adrià Alemany i Salafranca Yolanda Antín Cristina Desco i Magallanes Mercè Garriga i Serra Nicolás Rubio i Carretero 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.

Francesc Torralba
Miquel Martínez
Francesc Pedró
Jordi Riera
Enric Roca
Teresa Triadú
Carles Folguera
Pilar Aguilar
Gonzalo de Castro

LETTER FROM THE VICE PRESIDENT

Once again we collect in this report the details and progress of the different projects and activities carried out by the FC Barcelona Foundation in the last twelve months. It is always a task that fills us with satisfaction given that we can say that this is a body that is consistently growing. In the last period we have increased our investment from 6.5 million Euros to 9 million Euros. We know that our projects are of interest, that they are appreciated where they are applied and that they take root quickly within the communities that welcome them

One of the new projects this season has been *Barçakids*, an educational school based programme that aims to promote positive values. After successful pilot schemes last season, it got under way officially this season in the classroom and it has been received very well wherever it has been applied. It is a grand initiative, for the long term that has been put together using the most rigorous educational criteria and it has won over the Catalan educational community, surpassing even our own expectations. It is precisely thanks to the *Barçakids* project that this year we have been able to bring ourselves close to the Catalan speaking areas. The initiative has been applied in the Valencia region, the Balearic Islands, la Franja de Ponent (Aragon), North Catalonia (France), Andorra and the Sardinian city of L'Alghero, a fact that has served the aim of integration. When we talk about the Foundation crossing borders beyond Catalonia, we also mean reaching areas that are close to us both geographically and culturally.

During this season we have also joined forces with two other important international institutions that have helped us to expand the scope of our projects. Firstly, the company SHELL has allowed us to take the *FutbolNet* project to the Middle East, and secondly the help of the IOC (International Olympic Committee) with whom we have established a pioneering agreement that has opened doors to applying the *FutbolNet* methodology in Africa. The IOC had never before collaborated with the Foundation of a sporting Club, therefore, this alliance is something that is a source of pride but also equally of responsibility.

I would also like to take the opportunity here to thank everybody involved with our project for their dedication and effort. From members of our Governing Board to the teachers, educational staff and others who help bring our ideas into practice with the excellent results that you can read about in this report. Congratulations to everybody and let's keep going!



Ramon Pont i Amenós

First Vice President of the FC Barcelona Foundation

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines.

THE FOUNDATION AT A GLANCE

PROMOTION OF VALUES THROUGH SPORT

RESPECT

TEAM WORK

STRENGTH

TOLERANCE

‘BARÇAKIDS’



VALUES IN THE CLASSROOM



15,000 beneficiaries



60 schools



12,000 km travelled by l'Edukit



Presence in Catalonia, Valencia region, the Balearic Islands, la Franja de Ponent, North Catalonia, l'Alghero and Andorra

‘WE ARE WHAT WE EAT’



PROMOTION OF HEALTHY EATING HABITS



+ than **7,500** beneficiaries

ALLIANCES

Bill & Melinda Gates Foundation Leo Messi Foundation UNICEF International Olympic Committee (IOC)



400,000 beneficiaries

The Foundation in Catalonia

52 locations • **28** counties • **68%** of the territory

COMMITMENT

RESPONSIBILITY

MODESTY

AMBITION

‘FUTBOLNET’



VALUES VIA THE PLAYING OF FOOTBALL



+ than **30,000** beneficiaries in Catalonia
81,000 beneficiaries in the rest of the world



28 countries (Catalonia, Brazil, Oman, Iraq, Qatar + 23 African countries)



500 education manuals (Catalan, English, Portuguese and Arabic)



5,280 minutes of football in Catalonia promoting values

MAKING THE DREAMS OF THE MOST VULNERABLE CHILDREN COME TRUE

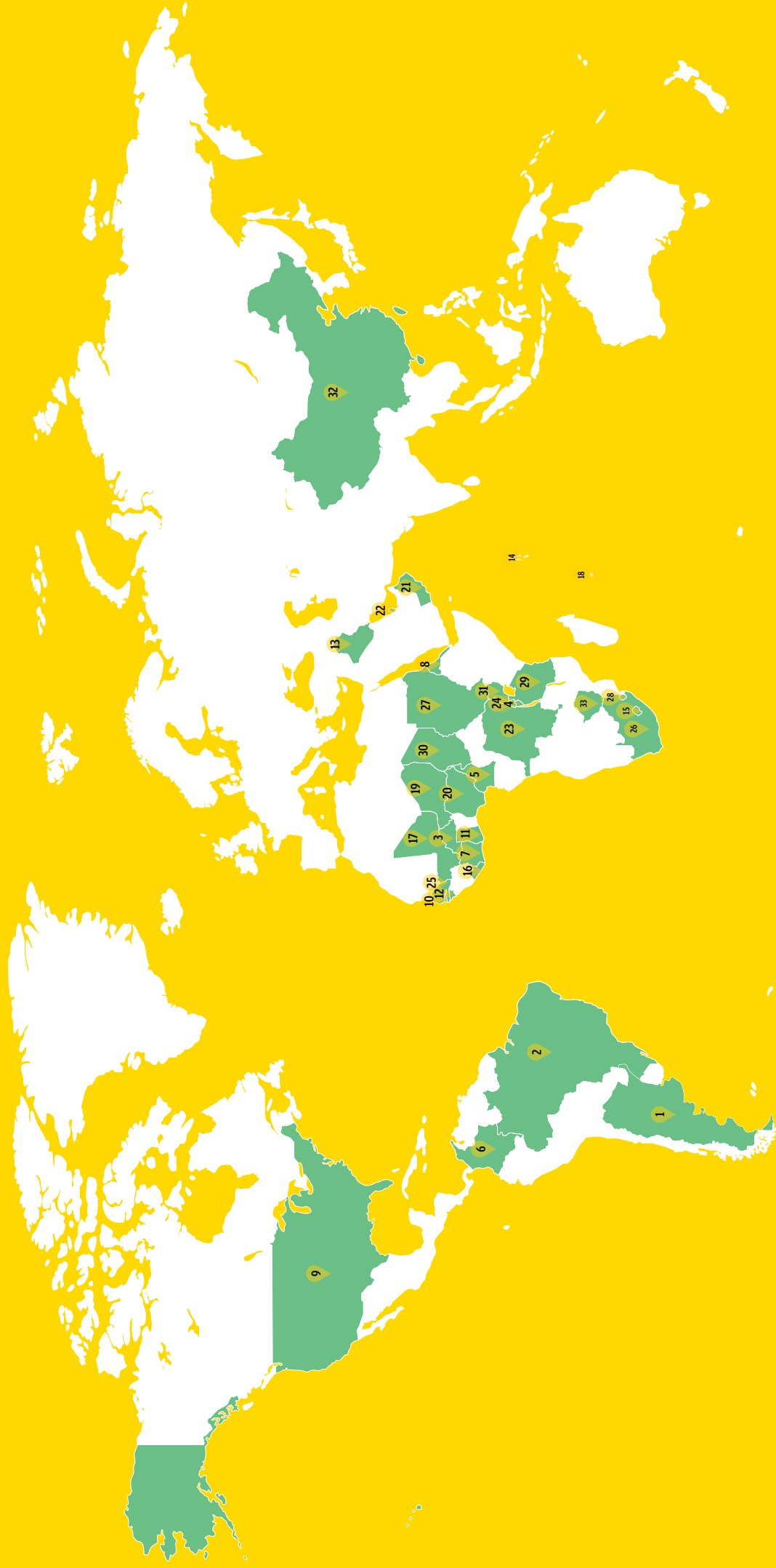


+ than **700** boys and girls met their heroes



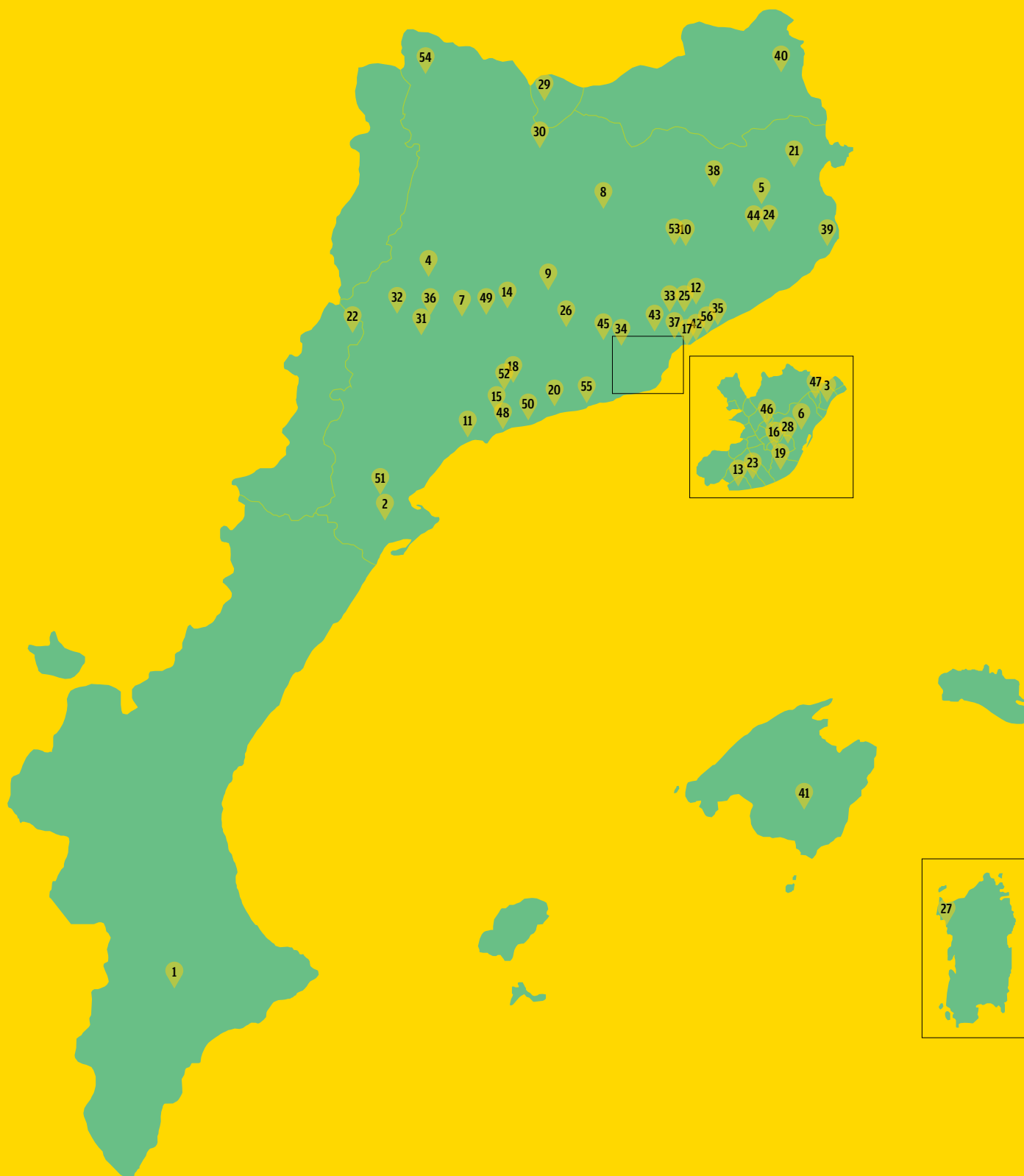
4,000 disabled children attended an open training session

THE FOUNDATION IN THE WORLD



- 1 Argentina (Alliance Leo Messi Foundation)
- 2 Brasil (Alliance Unicef and Alliance IDB)
- 3 Burkina Faso (Alliance IOC)
- 4 Burundi (Alliance IOC)
- 5 Cameroon (Alliance IOC)
- 6 Colombia (Alliance Barefoot Foundation)
- 7 Ivory Coast (Alliance IOC)
- 8 Eritrea (Alliance IOC)
- 9 USA (Alliance Barefoot Foundation)
- 10 Gambia (Alliance IOC)
- 11 Ghana (Alliance Unicef)
- 12 Guinea Bissau (Alliance IOC)
- 13 Iraq (Alliance SHELL)
- 14 The Seychelles (Alliance IOC)
- 15 Lesotho (Alliance IOC)
- 16 Liberia (Alliance IOC)
- 17 Mali (Alliance IOC)
- 18 Mauritius (Alliance IOC)
- 19 Niger (Alliance IOC)
- 20 Nigeria (Alliance IOC)
- 21 Oman (Alliance SHELL)
- 22 Qatar (Alliance SHELL)
- 23 The Democratic Republic of Congo (Alliance IOC)
- 24 Rwanda (Alliance IOC)
- 25 Senegal (Alliance IOC)
- 26 South Africa (Alliance Unicef)
- 27 Sudan (Alliance IOC)
- 28 Swaziland (Alliance IOC)
- 29 Tanzania (Alliance IOC)
- 30 Chad (Alliance IOC)
- 31 Uganda (Alliance IOC)
- 32 China (Alliance Unicef)
- 33 Zimbabwe (Alliance IOC)

THE FOUNDATION IN CATALAN SPEAKING AREAS



- | | | | |
|--------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|
| 1 Alcoi, Region of Valencia (<i>Barçakids</i>) | 15 Constantí (<i>Barçakids</i>) | 29 La Massana, Andorra (<i>Barçakids</i>) | 44 Salt (<i>Barçakids and FutbolNet</i>) |
| 2 Amposta (<i>Barçakids and FutbolNet</i>) | 16 Cornellà de Llobregat (<i>Barçakids</i>) | 30 La Seu d'Urgell (<i>Barçakids and FutbolNet</i>) | 45 Sant Esteve Sesrovires (<i>Barçakids</i>) |
| 3 Badalona (<i>Barçakids</i>) | 17 El Masnou (<i>Barçakids</i>) | 31 Les Borges Blanques (<i>Barçakids</i>) | 46 Sant Feliu de Llobregat (<i>Barçakids</i>) |
| 4 Balaguer (<i>FutbolNet</i>) | 18 El Pla de Santa Maria (<i>Barçakids</i>) | 32 Lleida (<i>Barçakids</i>) | 47 Santa Coloma de Gramenet (<i>FutbolNet</i>) |
| 5 Banyoles (<i>Barçakids and FutbolNet</i>) | 19 El Prat de Llobregat (<i>Barçakids</i>) | 33 Lliçà d'Amunt (<i>Barçakids</i>) | 48 Tarragona (<i>Barçakids</i>) |
| 6 Barcelona (<i>Barçakids, FutbolNet and We ara what we eat</i>) | 20 El Vendrell (<i>FutbolNet</i>) | 34 Martorell (<i>FutbolNet</i>) | 49 Tàrraga (<i>FutbolNet</i>) |
| 7 Bellpuig (<i>Barçakids</i>) | 21 Figueres (<i>Barçakids and FutbolNet</i>) | 35 Mataró (<i>Barçakids</i>) | 50 Torredembarra (<i>Barçakids</i>) |
| 8 Berga (<i>Barçakids</i>) | 22 Fraga, Aragon (<i>Barçakids</i>) | 36 Mollerussa (<i>FutbolNet</i>) | 51 Tortosa (<i>FutbolNet</i>) |
| 9 Calaf (<i>Barçakids</i>) | 23 Gavà (<i>Barçakids</i>) | 37 Mollet del Vallès (<i>Barçakids</i>) | 52 Valls (<i>FutbolNet</i>) |
| 10 Calldetenes (<i>Barçakids</i>) | 24 Girona (<i>Barçakids, FutbolNet and We ara what we eat</i>) | 38 Olot (<i>FutbolNet</i>) | 53 Vic (<i>Barçakids and FutbolNet</i>) |
| 11 Cambrils (<i>FutbolNet</i>) | 25 Granollers (<i>Barçakids</i>) | 39 Palafrugell (<i>FutbolNet</i>) | 54 Vielha (<i>Barçakids</i>) |
| 12 Cardedeu (<i>Barçakids</i>) | 26 Igualada (<i>FutbolNet</i>) | 40 Perpignan, France (<i>Barçakids</i>) | 55 Vilanova i la Geltrú (<i>Barçakids</i>) |
| 13 Castelldefels (<i>Barçakids</i>) | 27 L'Alghero, Sardinia, Italy (<i>Barçakids</i>) | 41 Porreres, Mallorca (<i>Barçakids</i>) | 56 Vilassar de Mar (<i>Barçakids</i>) |
| 14 Cervera (<i>FutbolNet</i>) | 28 L'Hospitalet de Llobregat (<i>Barçakids</i>) | 42 Premià de Mar (<i>Barçakids</i>) | |
| | | 43 Sabadell (<i>Barçakids</i>) | |





BARÇAKIDS

'BARÇAKIDS'

This season saw the official presentation of the Barçakids programme, a project aimed at children between the ages of 6 and 12 years of age (Primary Education) that attempts to develop and consolidate their value system via the educational principals of sport.

Barçakids attempts, by using innovative procedures and rigorous criteria, to promote in children that acquisition and study of habits and attitudes that help to grow on a personal and collective level, all this using sport as a motivational tool.

Sandro Rosell launched the project at an event that took place in October at the CEIP Brasil in Barcelona.

Presence all over the Catalan Speaking Areas: 60 schools

The season 2012/13 the project was put in place in 60 schools in the following territories: Catalonia, Aragón (Franja de Ponent), the region of Valencia, the Balearic Islands, Andorra, France (North Catalonia) and Italy (L'Alguero).

Barçakids has also been featured in the Festa dels Súpers and two special sessions were offered for members of Súper 3.



In situ presence and virtual presence: 15,000 beneficiaries

Some 150 children per centre on three separate schooldays had the opportunity to play a leading role in this educational experience that utilises oral expression, written expression and sport as vehicles for its content. Each school chose from the following list a value and a sport to form the basis of their activities.

The beneficiaries and their families are able to remain connected to the project via the educational platform fcbkids.cat, an exhaustive education portal that contains teaching material, learning games for children, *e-learning*s, book recommendations, mobile applications, video galleries, reviews of sessions etc. The idea behind the platform is to allow younger children to continue working on the project in a family context.

Taking into account both the in situ and virtual presence, Barçakids has had some 15,000 beneficiaries this season.

VALUES

RESPECT

STRENGTH

TEAM WORK

MODESTY

AMBITION

SPORTS Athletics, football, handball, hockey, rugby and baseball



'BARÇAKIDS'

Competition 'Reporters with values'

The project Barçakids also ran a competition for the beneficiaries that allowed them to focus on the values promoted viewed through a journalistic lens. Two categories were established: the family and school. In the first, family members had to present an original video that reflected the values espoused by Barçakids. In the second, the schools had to create a video magazine, creating textual content, design and layout.

The competition was a great success with regards to participation. The Foundation received 150 entries, 12 of which received prizes, three in the family category and nine in the school category. The awards ceremony was held at Camp Nou in the 1899 Auditorium in May and was presided over by President Sandro Rosell.



Barçakids magazine

As of the month of December the project can boast of its own magazine, *Barçakids Magazine* which is published on the last Sunday of every month along with the newspaper *El Punt Avui*. The publication invites children to reflect upon certain values from a leisure point of view with reports, interviews, comic strips and other curiosities about FC Barcelona etc.



'BARÇAKIDS'

General Evaluation

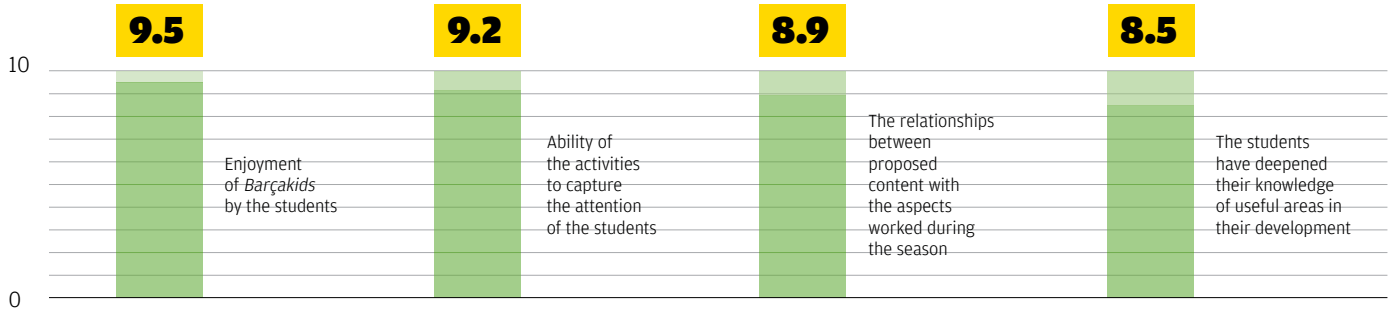
Barçakids has travelled some 12,000 kilometres around the Catalan speaking areas. The value most in demand from the schools was respect and the most in demand sports were football, rugby and handball.

With regards to the portal fcbkids.cat, the site has registered this season some 300,000 visits with an average visit time per user of almost six minutes.

The project has been very well received by the beneficiaries, the educational community and families. The latter even considering that *Barçakids* demonstrates values that could be applied in other areas of life.



The schoolteachers involved in the *Barçakids* project have graded the following aspects of the initiative (out of 10).







FUTBOLNET

'FUTBOLNET'

The project *FutbolNet* has enjoyed another successful season. Once again this educational methodology has been used a tool to promote positive values and to generate dialogue and discussion. The project's objectives have also taken in the promotion of a healthy lifestyle and equality between the sexes as well as fomenting social harmony.

The project has helped the following beneficiaries:

- A total of **3,200 beneficiaries, children between the ages of 8 and 16 years of age** (enrolled in the project and participants in the Festivals)
- More than **27,000 indirect beneficiaries** (families of the children enrolled and visitors to the Festivals)

The criteria for selecting the background of the direct beneficiaries were the following: socio-educational problems (learning difficulties, relation with peers, etc) and the socially vulnerable situation of their families, especially those with financial problems.



21 Municipalities in Catalonia

FutbolNet was put into practice during the 2012/13 season in 21 different Catalan areas in two weekly two-hour sessions.

Barcelona Province

Barcelona (Carmel neighbourhood)
Igalada
Martorell
Santa Coloma de Gramenet
Vic

Tarragona Province

Amposta
Cambrils
Tortosa
Valls
el Vendrell

Lleida Province

Balaguer
Cervera
Mollerussa
la Seu d'Urgell
Tàrraga

Girona Province

Banyoles
Figueres
Girona
Olot
Palafrugell
Salt

In each municipality the project had 60 direct beneficiaries, three *teamers* and four educational staff.

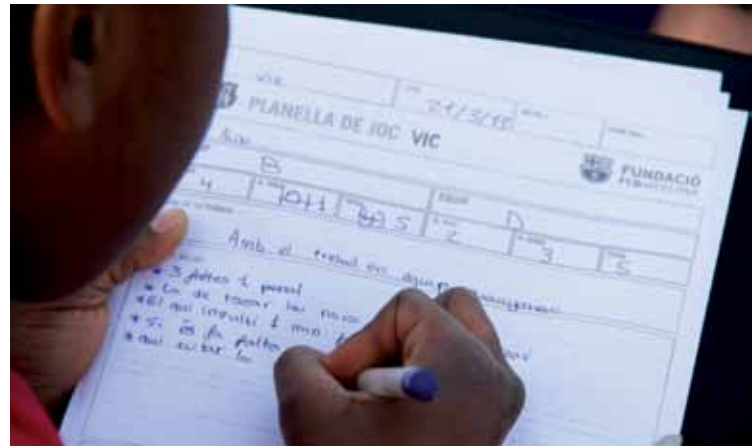


'FUTBOLNET'

The keys to the methodology

The rules of football in the FutbolNet project are very particular. They have been formulated to promote the values of commitment, respect, tolerance, team work, responsibility and strength. The referee figure is absent and is replaced by a *teamer* who monitors the game without penalising. In each team there has to be at least 2 girls and for goals to count one of the girls must have scored at least once.

The *FutbolNet* sessions are divided into three parts: a discussion prior to the game in which those participating decide on the rules to be used and in which they analyse the key values to be promoted; a game of football; and then a post game discussion in which each participants behaviour is evaluated. The discussion thus becomes part of the game and not just a complimentary activity.



FutbolNet Festivals

During the project in each municipality a FutbolNet Festival was celebrated. The festival was sporting in nature and allowed the local community to get to know better the initiative, as well as allowing the parents of the children benefitting to get involved in the educational process behind the methodology.

In each festival an educational model on the subject of responsible consumerism was implemented with the idea of introducing children to this concept. This has been possible thanks to the help of the Catalan Consumer Agency.



'FUTBOLNET'

General Evaluation

An attendance average of more than 88% for the sessions for beneficiaries gives a great indication of the motivation of the children and the sessions' success.

On a qualitative level, the development of the attitude of the beneficiaries has been very positive and has been evidence of their ability to take in the values that have been worked on.

Furthermore, a great improvement has been noted in the children's ability to resolve in positive fashion the conflicts that have arisen during the sessions as well as their ability to improve group cohesion and their sense of group belonging.

The sessions for the parents over positive parenting and values have also been a great success.



Collaboration with the Euroleague through 'One Team'

The Foundation included the project of the Euroleague's 'One Team' in various FutbolNet sessions in Barcelona and Santa Coloma de Gramanet with the aim of using basketball as a tool for integration and for the promotion of positive values.

In the month of February veterans from the basketball section gave a series of talks to groups of children. In the month of March those taking part in the FutbolNet project in Barcelona and Santa

Coloma de Gramanet were able to also take part in a clinic with the basketball players from Barça Regal.

One Team is a Euroleague project that the organisation promotes amongst European Basketball Clubs to use the game as a means of fostering social cohesion amongst different communities.







WE ARE WHAT WE EAT

'WE ARE WHAT WE EAT'

This season has seen the consolidation of the campaign *We are what we eat*, designed to promote healthy eating habits and encourage participation in sport amongst children and young adults. The latest edition of the campaign was launched on the 18th of September at the Llibertat Market in Barcelona and present at the launch were President Sandro Rosell and the world renowned chef Ferran Adrià amongst other notable guests.

The first part of the campaign, designed to promote the consumption of fruit, was able to use the well-known face of Carles Puyol to raise awareness. The next part attempted to promote the consumption of vegetables and boasted the help of FC Barcelona basketball player Juan Carlos Navarro.



The campaign's web presence was reinforced by the website www.someelquefem.cat, where as well as being able to watch the campaign's promotional videos and videos of recipes, material is also available for parents and teachers on the subject of a healthy diet.

Education is a central part of the project and that has been reinforced by workshops on the subject of healthy eating aimed at 4 to 10 year olds which aim to educate the children about the benefits of a healthy diet via games and sport. Workshops took place during the Mercè Festival in Barcelona, during the Sant Narcís Festival in Girona, the Childhood Festival where the first team players Adriano, Cuenca and Muniesa were all present and the Alicia't Festival at Món Sant Benet.



'WE ARE WHAT WE EAT'

The workshops were structured into two parts:

The space *These are my colours* was aimed at 4 to 7 year olds and it taught them the benefits of eating different types of fruit. The children were shown reproductions of fruit trees such as the banana tree, apple tree and pear tree amongst others. The children were also able to prepare dishes using their favourite fruits.

In the area *Eat like a Champion*, aimed at 7 to 10 year olds, a food pyramid was used to explain the importance of eating a varied breakfast containing elements such as cereals, dairy and fruit.



Once again the project received the support of the Alícia Foundation, the SHE (Science, Health and Education) Foundation, the Obra Social *la Caixa*, the Catalan Generalitat and Barcelona City Council.



FC Barcelona – Receta de macedonia de "Som el que mengem" – YouTube

www.youtube.com

La Fundació | FC Barcelona

FC Barcelona – Receta de macedonia de "Som el que mengem" – YouTube

You Tube The recipes for *We are what we eat*

These are the videos that have been used to promote the campaign principally via FC Barcelona's on line channels.

<p>YOGHURT AND FRUIT SMOOTHIE</p>	<p>FRUIT SALAD</p>	<p>PUMPKIN SOUP</p>
<p>FRUIT PURÉE</p>	<p>ORANGE JUICE</p>	<p>CABBAGE AND POTATO CAKES</p>
	<p>FRUIT KEBABS</p>	<p>SPAGHETTI VEGETABLE CARBONARA</p>





ALLIANCES

ALLIANCE WITH THE BILL & MELINDA GATES FOUNDATION

During an institutional visit to New York in September 2012, Sandro Rosell and Ramon Pont took the opportunity to have a meeting with Bill Gates in order to evaluate the work being carried to raise awareness about polio via their joint project *More than a Goal. End Polio*.

On the 27th of September Sandro Rosell also took part in a session in New York, under the auspices of the United Nations General Assembly, titled *Our commitment to the next generation: the legacy of a world without polio*. The objective of the session was to unite forces amongst those parties involved and set a route for the complete eradication of this illness.



On the 29th of September the Foundation was also present via videos featuring first team players Thiago Alcántara and Dani Alves at the Global Festival in New York, a charity concert to raise awareness about extreme poverty around the world. The concert took place in Central Park and was supported also by the Bill & Melinda Gates Foundation.

During the season efforts continued to raise awareness on the subject of polio. For example, in February a video in which Sandro Rosell and Bill Gates outlined their shared values with regards to their commitment to help society and improve the lives of children around the world.



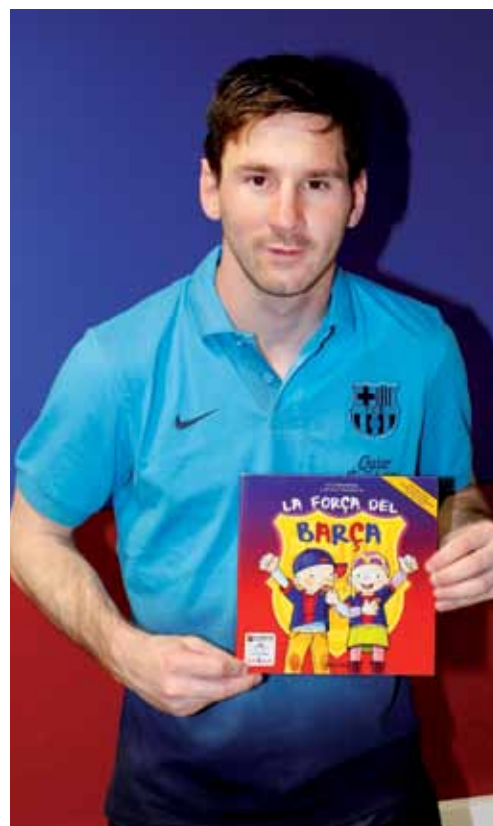
ALLIANCE WITH THE LEO MESSI FOUNDATION

As part of the agreement with the Leo Messi Foundation the Argentine superstar welcomed a group of 20 children and young adults all suffering from serious illnesses. The youngsters had come from countries such as the USA, Canada, Israel, the UK, Greece, Holland, Switzerland, Italy and Portugal to realise their dreams of meeting the Barça number 10 at the Ciutat Esportiva. Leo Messi was able to spend time with them, chatting and playing a little football with them as photographs were taken. This was all possible thanks to the Leo Messi's sense of social responsibility and the help of the Fundació Il·lusions®/Make-A-Wish® Spain and the Fundació Ànima.

Coinciding with Saint George's Day, the FC Barcelona Foundation and Leo Messi Foundation published the short story *La força del Barça* with the profits from sales going to help finance child cancer research projects led by Dr. Josep Sánchez de Toledo. The book was gifted to all children admitted to the Oncology Ward and the Child Haematology Ward at the Vall d'Hebron Hospital.



At the same time both organisations, in collaboration with the IDB (Inter-American Development Bank), have continued their work to raise awareness about Chagas' disease in the communities principally affected by the illness.



ALLIANCE WITH UNICEF

As every season the FC Barcelona Foundation has destined more than 1.5 million Euros to joint initiatives with UNICEF that comprise of projects based on the promotion of education and sport amongst children at risk.

The initiatives have taken place in China, Brazil, South Africa and Ghana and have centred on the use of sport as a catalyst for the protection and development of children and young people.

This year more than 8,500 staff have been trained to use sport as a tool for social integration; educational leisure spaces have been set up where children can learn in safety and where material has been provided for the practice of various sports. This joint venture between Unicef and the Foundation has served to improve the lives of around 200,000 children.



Within this joint operation, and with the co-production and collaboration of Minoria Absoluta and Catalan Television Station TV3, a documentary entitled *The Ideal Team* was broadcast on TV3 in which it was explained just how sport can help to improve the lives of children and young people in Ghana.

Closer to home a guide was created called *Children's right in sport* in which advice and information was gathered to help the development of young sportsmen and women. The guide spoke to

FC Barcelona players and other figures from Catalan society and over 1,500 copies have been distributed to libraries, schools and leisure centres all over Catalonia.

During an official visit to New York Sandro Rosell and Ramon Pont attended a meeting with Anthony Lake the Executive Director of UNICEF to discuss the work carried out by both organisations.



ALLIANCE WITH THE IOC

On the 17th of April in Lausanne, Switzerland, Sandro Rosell, Ramon Pont and the President of the International Olympic Committee (IOC), Jacques Rogge, signed a collaborative agreement between FC Barcelona Foundation and the Committee.

It is the first time that the IOC have signed an agreement with the Foundation of a sports club. Thanks to this historic accord the *Olympafrica FutbolNet Cup*, a series of tournaments in Africa for youngsters between the ages of 12 and 15 years of age. The competitions are based on the methodology of the *FutbolNet* project that attempts to promote positive values via the playing of football.

The tournaments take place in the 26 centres that the Olympafrica International Foundation has in 23 different African countries. This IOC funded organisation works to spread the Olympic Spirit and promote social development via sport.

3,000 participants benefit from taking part in each tournament and in total the project is able to reach around 78,000 young Africans during 2013. Two seminars took place in the month of May, one in Barcelona and one in Burundi, with the aim of familiarising the staff who work on the tournament with the methodology behind *FutbolNet*.



As of the 30th of June 19 different tournaments have taken place in the following countries: Ivory Coast, Gambia, Eritrea, Liberia, Guinea Bissau, Burkina Faso, Sudan, Senegal, Niger, Tanzania, Chad, Mali, Burundi, Rwanda, Uganda and the Democratic Republic of Congo. The tournament is also planned to reach Lesotho, the Seychelles, Zimbabwe, Nigeria, Swaziland, Mauritius and Cameroon.



ALLIANCE WITH SHELL

The FC Barcelona Foundation in November established an alliance with the company SHELL to develop the FutbolNet project in Qatar (Doha and Al Khor), Oman (Muscat, Barka, Sohar and Bedia) and in Iraq (Basora and the provinces of Zobeir, Abil Khasib, Annashw and Al Deir).

The project is a pioneering initiative in all three regions and has gathered 1,000 participants aged between 8 and 16 years of age from different cities in each country. The project in these areas began in 2013 and will last some 6 months. In Iraq and Oman values such as strength, respect, commitment, team work, responsibility and modesty have been worked upon. In Qatar the project has focused on healthy eating habits, a priority for the country's government given the high rates of infant obesity in the region. In all three countries the project began with a training seminar for the coaches. Following that the participants have put into practice



the methodology in two weekly sessions of two hours each during which time three festivals filled with games and activities have been celebrated.

This season the project has been a great success in terms of participation and it has also been well received by the local communities.



ALLIANCE WITH THE IDB (INTER-AMERICAN DEVELOPMENT BANK)

The FutbolNet project this season arrived in Brazil in collaboration with the Inter-American Development Bank (IDB), the Mapfre Foundation and the Rio de Janeiro City Council.

The project was launched in the month of July in the favelas of the Complexo do Alemão in Rio de Janeiro, one of the areas with most children and young adults at risk in the entire city. 250 beneficiaries of the project were present at its launch, all of them between the ages of 8 and 16. The presentation took place at the Carlos Castilho Olympic Village, the sports complex which hosts the project, and it boasted the support of former Barça player Juliano Belletti.

All those who benefitted from the FutbolNet project were children and young adults who live in the favelas in the Complexo do Alemão in Rio de Janeiro who had been identified by the Foundation and by the Carlos Castilho Olympic Village team. The staff overseeing the project are all professional Physical Education teachers who were trained by staff from the Foundation in the weeks prior to the launch of the project. The project was included in the sporting activities offered by the sports centre in the neighbourhood and that has allowed the participants to enjoy two weekly sessions of two hours each.



In the month of September Sandro Rosell met the President of the IBD during an official visit to New York to discuss the work being carried out by both organisations.



ALLIANCE WITH THE BAREFOOT FOUNDATION

The construction work for the various structures planned have moved forward during this season.

Firstly, the multisport playing area that is being built in Miami with the collaboration of the US Soccer Foundation is in its final stages of construction. It is predicted that around 30,000 children and young people will be able to use from the Latin community of North Pointe in Miami, a neighbourhood with a high percentage of socially disadvantaged immigrants from Latin America.

The YMCA organisation will run the facility in the future and this season they have taken part in a seminar organised in conjunction with the US Soccer Foundation. The aim of the event was to improve their staff's knowledge of how to use football as an educational tool and as a means to promote a healthy lifestyle. As such the project at North Pointe is not only about building a sports facility but it is also about complementing that with an education project that attempts to help the city's Latin community.



Secondly, work has also continued on the multisport playing area planned for the sixth Barefoot Foundation School that is being built in Cartagena de Indias in Colombia. This project will allow the implementation of a community development programme in this area that will help hundreds of children and their families.





‘MAKING DREAMS COME TRUE’

This season the Foundation has helped make the dreams of around 150 seriously ill children come true with the help of the Fundació Il·lusions/ Make-A-Wish Spain and the Fundació Pequeño Deseo, along with support from other Foundations from around the world. In the majority of cases attending matches, training sessions and meeting the players has been the result of these dreams coming true.

According to medical studies that follow the development of these children, this project produces a notable improvement in the child’s mental and emotional state. All this has been possible thanks to the help and support of the players and coaching staff of the professional sections at FC Barcelona.



‘A DREAM AS A GIFT’

The first team players, President Sandro Rosell, the Club’s Board of Directors and FC Barcelona Foundation Board Members this year visited more than 500 children admitted in various hospitals and presented them with gifts comprising of Club merchandising. The visits took place on the 4th of January, 2013 to the following hospitals: Sant Joan de Déu Hospital, Vall d’Hebron Hospital, Sant Pau Hospital, German Trias i Pujol Hospital, Barcelona Hospital, Barcelona Children’s Hospital, the Guttman Institute and the Cottolengo del Padre Alegre.

Prior to the visits to the city’s hospitals on the same day, the 4th of January, the FC Barcelona first team carried out a public training session at the Mini Stadium to which the Foundation invited more than 4,000 associations involved with children with disabilities.

The campaign *A Dream as a Gift* also reached various CRAE (Residential Centres for Educational Action). On the 20th of December, 2012 players from the youth football teams, members of the women’s team and various ex-players delivered presents to 350 young people aged between 1 year old and 18 years of age who belong to the 9 centres situated in Barcelona. This was possible due to the willingness to help from the youth team players at FC Barcelona, the women’s team members at the club and the members of the *Agrupació Barça Jugadors*.



‘LLETRES, AL CAMP!’

On the 20th of April, coinciding with the Barça-Levante fixture, the latest edition of the *Lletres, al camp!* initiative took place. The project is to promote the arts in Catalan and to celebrate the Sant Jordi's Day and it is supported and ran by the Institute for Catalan Arts and the FC Barcelona Foundation.

The team of 11 writers who took part in this year's edition were: Jaume Cabré, Lluís Calvo, Ada Castells, Alba Dedeu, Anna García Garay, Francesc Garriga, Rafael Nadal, Maria Carme Roca, Màrius Serra, Sílvia Soler and Tina Vallès.



IX MANUEL VÁZQUEZ MONTALBÁN PRIZES

The English writer and journalist Nick Hornby received the Vázquez Montalbán Prize for sports journalism awarded by the FC Barcelona Foundation and the Catalan College of Journalists. The ceremony took place in the Generalitat Palace and was attended

by the Generalitat Councillor for Culture Ferran Mascarell, the FC Barcelona President Sandro Rosell. The prize for general journalism awarded by the Catalan College of Journalists, various newspapers and publishers, was given to Jordi Évole.



FOUNDATION FORUM

This season the Foundation Forum has been created, a communicative project whose objective is to promote broad debates on sporting and cultural issues that have a direct or indirect bearing on the Club's activities. The Forum has an advisory council that is presided over by Jaume Llauredó and its aim is to serve as a platform for discussion on sporting and ideological issues that serve to stimulate interest in Barça and create dialogue on the Club's progress.

This season two Foundation Forum sessions have taken place. The first Forum took place on the 16th of October under the title *Where is football going?* and taking place in the debate were Sandro Rosell, President of FC Barcelona, Albert Baronet, Director of Sports Marketing of Nike, Josep Maria Gay de Liébana, lecturer in Financial Economics at the University of Barcelona, Thomas Kurtz, President of TK Sports AG and Jaume Roures, President of Mediapro. During the session questions relating to the world of football were dealt with that touched on sporting, economic and commercial matters.



The second Forum took place on the 12th of February and was titled *Tribute to Nicolau Casaus*. It took the form of a talk based around the legendary figure of the former FC Barcelona Vice President. Taking part were Josep Lluís Núñez, former FC Barcelona President; Jaume Sobrequés, historian and former Club Director; Francisco José Lobo Carrasco, former first team player and the journalist Enric Bañeres. Representing the Club itself in the event were President Sandro Rosell and Jordi Cardoner, FC Barcelona Vice President and grandson of Nicolau Casaus.



OTHER ACTIVITIES AND EVENTS

Sponsorship of the International Sociological Sport Observatory

In the month of September the Foundation sponsored the International Sociological Sport Observatory, a new body that carries out studies in the field of sport with regards to its social and educational implications with the objective of sport being free to access and an important for society in general.



Support for nutritional help

This year to offer nutritional help the Foundation collaborated to promote the ALPAN project (Food for the needy), led by Rotary, and also in the Great Catalan Food Collection led by the Catalan Food Bank. This season, in four dining rooms more than 20,000 lunches were served and more than 10,000 breakfasts. Next year the prediction is for 50,000 lunches and 80,000 breakfasts.

With Special Olympics Catalunya

The Foundation has collaborated this season with the inauguration of the 20th Special Olympics Catalunya Barcelona-Vilanova i la Geltrú 1992-2012 and the XV Special Olympics Catalunya Run that once again this year ended with a post-event party at the Palau Blaugrana.



Cultural visit by YaLa to Barcelona

In November the Foundation welcomed to Camp Nou a group of young visitors from different communities in the Middle East. The youngsters belonged to YaLa, a youth movement began in 2011 and that has as its objective the promotion of understanding and dialogue between the different peoples of the Middle East.



Award from the AEFÉ

The Foundation received the European Prize for Charitable and/or Cultural Excellence from the AEFÉ (Fundación Fomento Europeo) for *the positive work in promoting civic and sporting values amongst young people.*



OTHER ACTIVITIES AND EVENTS

Award for social work in Brazil

The international cooperation association *Col·lectiu Brasil Catalunya*, together with the Brazilian Consul General in Barcelona, awarded the FC Barcelona Foundation a prize during the VI Pere Casaldàliga Award in recognition of the implementation of *FutbolNet* in Rio de Janeiro.



Thuram presents 'My Black Stars'

In October at Camp Nou in collaboration with the Foundation the former blaugrana Lilian Thuram presented his book *My Black Stars* (Now Books). The work is a personal reflection on his personal heroes with the aim of *enriching readers* knowledge and imagination with regards to the best way to fight racism and intolerance.



'The Barça Spirit Ball'

The Foundation and the organisation *Spirit of Football* created the *The Barça Spirit Ball*, a ball signed by the first team players that travelled around various locations in Brazil with a series of workshops centred on promoting positive values in young people.



Catalan as a tool for linguistic integration

In the month of March Sandro Rosell presented a guide for linguistic integration called *With Catalan, shoot and score!*, put together by the Foundation and the *Plataforma per la Llengua*. The objective of the project is to highlight the fundamental role of the Catalan Language in integration via sport.



'Activa't' academic session

In the month of June in the club's facilities played host to the academic session *Activa't*, led by the Rosa Oriol Foundation and Sonrisas de Bombay in which the Foundation explained to those attending the strategic thinking behind its social work.

ACTIONS TO RAISE AWARENESS AND COLLABORATIONS

Hospital Clowns

The Foundation wished to make their contribution to the *Nose Day!* project led by the Pallapupas group of clowns for hospitals. The FC Barcelona Museum offered special reduced price tickets for the day of the festival and the money raised went directly to the Pallapupas organisation.



Breast Cancer

Barça Regal and the Foundation once again at the Palau Blaugrana gave valuable publicity to the *Suma't a l'AECC, suma't al rosa* campaign organised by the Catalan branch of the AECC (National Association Against Cancer) which coincided with the International Day Against Cancer that took place on the 19th of October.

AIDS

To coincide with the World Against AIDS day celebrated on the 1st of December, the Foundation gave its support to two campaigns in particular. One was the *Barcelona faces up to AIDS* project led by the FLS (the Foundation for the Fight against AIDS), and the other was the *Malik's Friends* campaign implemented by the NGO *Medicins Sans Frontières*.

Minority diseases

On the 28th of February, World Day against Minority Diseases, the Foundation and Barça Regal invited some 20 children to the Palau Blaugrana, all of who were suffering from minority diseases. On the Club's official social networks a video to raise awareness produced by FEDER (Spanish Federation of Rare Diseases) was made available.



Outside Collaborations

Donation of material

160

Donation of invitations to club sports events to non-profitable organizations

50,000

Donation of invitations to visit the club's facilities to non-profitable organizations

2,500

BOARD OF DIRECTORS' ACTIVITIES

Below are listed some of the most important events this season that have been attended by members of the FC Barcelona Foundation Governing Board.

Date	Event
28.09.12	Charity Dinner for Invest for Children
20.10.12	Inauguration of the academic year for Professional Masters in High Performance in Team Sport (MASTERCEDE)
09.11.12	I Fòrum de la Diversitat Funcional
13.11.12	Representation at the game between the FCB veterans and inmates at the Murcia Penitentiary Centre
23.11.12	Debate during the 20th anniversary of the ACAB (Association Against Anorexia and Bulimia)
24.11.12	Academic days with the Fundació Amalgama-7
29.11.12	Foundation Against Aids Gala
30.11.12	VIII Charity Dinner Esport Solidari Internacional
03.12.12	Academic Day at DIPLOCAT (Catalan Public Diplomacy Council)
15.02.13	Benefit Gala in Sant Feliu de Llobregat for the AFA School for the physically challenged
27.02.13	Visit to the Barcelona Jove Cambra Internacional
28.02.13	Visit to Camp Nou by a group of American Students from the social body CIEE
06.03.13	Conference at the Societat Econòmica Barcelonesa d'Amics del País
15.04.13	Opening of the Cultural Centre of the Jordi Sierra i Fabra Foundation
29.04.13	Commemorative event for the 20th anniversary of the first presentation of the Letter for Peach to the UN
02.05.13	Entitats programme with Cor de Càritas
07.06.13	IV Trobada Rotaria in support of the ALPAN programme of social kitchens
20.06.13	VII Technical Days dedicated to Institutional and Business Collaboration
26.06.13	Debat <i>Adolescència i com es poden incentivar els valors mitjançant l'esport</i> , organitzat pel Col·legi Oficial de Psicòlegs de Catalunya



COMMUNICATION AND VISIBILITY

Own Media Channels and communication tools

During the 2012/13 season information and news about the FC Barcelona Foundation merited a dedicated space in the club's own media channels, the website (fcbarcelona.cat), Facebook Facebook (facebook.com/fundaciofcb and facebook.com/fcbarcelona), Twitter (@fcbarcelona), the REVISTA BARÇA (Barça magazine) and the official TV channel, Barça TV.

On the club's website more than 140 news stories were published about the Foundation's various projects and the Foundation's

Facebook page ended the season with more than 181,000 friends, an improvement of almost 100% in this area with regards to the previous season.

On the official FC Barcelona Youtube channel 51 videos about the Foundation's projects have been uploaded in the form of video news pieces, promotional videos, video recipes, reports by Barça TV etc. These videos have had more than 1,400,000 views as of the 30th of June, 2013.



The Foundation on the net the season 2012/13



Facebook Foundation: **more than 181,000 friends**
FCB Facebook: **more than 43,000 friends**



twitter @fcbarcelona:
more than 16 million followers



Foundation videos on Youtube:
more than 1,400,000 views

fcbarcelona.cat: **more than 140 stories published about the Foundation**

External Media

In reference to media outlets not connected to the club, the FC Barcelona Foundation has had a strong presence. During the 2012/13 season the Foundation's projects have been covered in the sporting media and in the many general and specialised press outlets as well as being covered by various national general television channels.

In total, more than 1,500 mentions of the Foundation took place in the media. Under the umbrella of the *Barçakids* project, a new magazine was created named *Revista Barçakids* that is published with the newspaper *El Punt Avui* on the final Sunday of every month. As of the 30th of July 7 editions of the magazine have been published and their aim is to communicate the Foundation projects' values via an entertaining and visually attractive magazine for children of between 6 and 12 years of age.

To get an idea of the media impact of the Foundation during the 2012/13 season in the Catalan written press and in the rest of the State, that coverage would convert to the monetary equivalent of more than 2 million Euros.

Below we highlight some of the most important of those in the non-sporting media, including television, radio and the written press:

Date	Media/Programme	Project
16-07-12	<i>El País</i> / in depth article	<i>FutbolNet</i> in Rio de Janeiro
24-07-12	TV3 and Esport3 / report	<i>FutbolNet</i> in Rio de Janeiro
03-11-12	Catalunya Ràdio / <i>Solidaris</i>	The Foundation in general
16-11-12	TV3 / <i>TN Comarques</i>	<i>FutbolNet</i> in Catalonia
16-01-13	Barcelona TV / <i>Connexió Barcelona</i>	<i>Barçakids</i>
14-02-13	La Xarxa Ràdio / <i>La Tarda</i>	<i>Barçakids</i>
14-02-13	TVE / <i>Tinc una idea</i>	<i>We are what we eat</i>
19-02-13	Super3 / <i>Info-K</i>	<i>Barçakids</i>
29-03-13	TV3 / <i>TN Migdia</i>	<i>FutbolNet</i> in Catalonia
16-04-13	TV3 / <i>Sense Ficció</i>	Alliance with Unicef
20-05-13	<i>El Periódico de Catalunya</i>	Promotion of work experience for Young people
02-06-13	<i>Diari Aral</i> Dominical <i>Ara Tu</i>	<i>Barçakids</i>

EL PAÍS



El Barça llega a las favelas

La Fundación organiza torneos de fútbol en las favelas de São Paulo

El presidente de la Fundación FC Barcelona, Joan Laporta, acompañado de su hijo Marc, visita una de las favelas de São Paulo. Laporta, vestido con una camiseta azul y roja del Barça, abraza a un niño local. A su lado, Marc también abraza a un niño. El fondo muestra un campo de fútbol improvisado en un entorno urbano precario.

El Barça llega a las favelas de São Paulo para organizar torneos de fútbol y promover el deporte entre los niños de estas zonas. La Fundación FC Barcelona organiza torneos de fútbol en las favelas de São Paulo, con el objetivo de promover el deporte y el bienestar social entre los niños de estas zonas.

unTi

Cop de mà del Barça al català a l'Alguer

La Fundació FC Barcelona organitza el 15è de desembre el primer torneig de bàsquet per a nens que tinguin un pare català a l'Alguer.

El torneig de bàsquet organitzat per la Fundació FC Barcelona a l'Alguer, el 15 de desembre, és el primer de la seva història. Els participants són nens que tenen un pare català i que viuen a l'Alguer. Els nens estan dividits en equips de colors diferents i estan jugant a un camp de bàsquet cobert.

El torneig té lloc a l'Alguer, una ciutat amb una gran comunitat catalana. Els nens participants són molt entusiasmats i estan jugant amb molta intensitat. Els organitzadors de la Fundació FC Barcelona estan molt orgullosos de poder organitzar aquest tipus d'activitats i de poder ajudar a la integració social dels nens.

el Periódico

Integració blaugrana

El Barça organitza un torneig de bàsquet per a nens de les favelas de São Paulo.

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Arriba 'Barçakids'

El 21 de desembre arriba el Barça Kids a l'Alguer.

El Barça Kids arriba a l'Alguer el 21 de desembre. Els nens estan jugant a un camp de bàsquet cobert i estan molt entusiasmats. Els organitzadors de la Fundació FC Barcelona estan molt orgullosos de poder organitzar aquest tipus d'activitats i de poder ajudar a la integració social dels nens.

L'AVANGUARDIA

Acord pioner entre el Barça i el COI

El Barça i el COI signen un acord pioner per fomentar el futbol a l'Àfrica.

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34 ESPORTS

SEGRE

FUTBOL PRIMERA DIVISIÓ

Cervera acull Futbol Net de la Fundació i avui ho farà Balaguer

El Barça organitza un torneig de futbol net a Cervera i Balaguer.

El Barça organitza un torneig de futbol net a Cervera i Balaguer. Els nens estan jugant a un camp de futbol net i estan molt entusiasmats. Els organitzadors de la Fundació FC Barcelona estan molt orgullosos de poder organitzar aquest tipus d'activitats i de poder ajudar a la integració social dels nens.

MUNDO DEPORTIVO

FutbolNet llega a los 80.000 niños en todo el mundo

El Barça organitza un torneig de futbol net a tot el món.

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SPORT

Mamadou Lamine, el tacto del Barça

El Barça organitza un torneig de futbol net a l'Àfrica.

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kids

Nathan Jewai i les pastanagues

El Barça organitza un torneig de futbol net a l'Àfrica.

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EL PUNT AVUI

Rosell, als premis del concurs 'Reporters amb valors'

El Barça organitza un torneig de futbol net a l'Àfrica.

El Barça organitza un torneig de futbol net a l'Àfrica. Els nens estan jugant a un camp de futbol net i estan molt entusiasmats. Els organitzadors de la Fundació FC Barcelona estan molt orgullosos de poder organitzar aquest tipus d'activitats i de poder ajudar a la integració social dels nens.

AGREEMENTS AND COLLABORATIONS

Unió Esportiva Sant Feliu de Llobregat

FC Barcelona via its Foundation has established a collaborative agreement with the Unió Esportiva Sant Feliu de Llobregat, the organisation that oversees the FC Barcelona Wheelchair Basketball section who this season have been promoted to the Premier League B. The same organisation is also behind the AFA School that promotes sport adapted for children with physical disabilities.



Edmilson Foundation

The Foundation renewed its agreement with the Edmilson Foundation through which development projects that help children in Brazil who find themselves at risk of social exclusion, in particular in the city of Taquaritinga, the home town of the former FC Barcelona player.

Special Olympics Catalunya

This understanding was renewed with the objective of continuing to support the activities of Special Olympics Catalunya carried out to promote and raise awareness regarding the practice of sport for people with learning difficulties.



‘La Caixa’ Foundation and the SHE Foundation

An agreement between the *La Caixa* Foundation and the SHE (Science, Health and Education) to promote an education kit designed for children between the ages of 3 and 5 years that allows them to think about the relationship between their daily habits and their present and future health.

Càtedra Ethos de la URL

The Foundation and the Ramon Llull University Càtedra Ethos signed a collaborative agreement to organise and promote seminars, publications, research projects and other activities that aim to give greater publicity to the results of research in the area of organisational, business and professional ethics.



‘Consejo de la Comunicación’ Mexico

It is an understanding that has given rise to the campaign *Enjoy yourself reading* that has as its aim the promotion of a culture of reading in Mexico to help develop quality education that can offer young people opportunities for personal development.



COLLABORATING PARTNERS

QATAR FOUNDATION ● NIKE ● OBRA SOCIAL LA CAIXA ● ETISALAT ● HERBALIFE ● ACCD ● UNICEF

BAREFOOT FOUNDATION ● IDB ● BILL & MELINDA GATES FOUNDATION ● LEO MESSI FOUNDATION ● INTERVIDA