

Social Sports School South London



INVITATION WEDNESDAY 22 MARCH 2017 3.30pm – 5pm

Please join former Real Madrid player Emilio Butragueño and guests to celebrate the opening of the first UK Real Madrid Foundation Social Sports School.

The aim of the project is to support children and young people by offering them activities to develop their skills, both in sports and relational and social integration.

The opening will be held at The Cedars School and is a collaboration between Real Madrid Foundation, The Cedars School and Football for Unity, with the support of the Kinetic Foundation.

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IN GAUDIO SERVAMUS

**THE CEDARS
SCHOOL**



**FOOTBALL FOR
UNITY**

REAL MADRID FOUNDATION REPRESENTATIVES

Mr Emilio Butragueño

Director for Institutional Relations, Real Madrid Football Club

Ms Rosa Roncal

Director of the International Area, Real Madrid Foundation

Ms Leticia Olavarria

Project Officer for Europe and Asia, Real Madrid Foundation

Ms Marta Santisteban

Head of Press Real Madrid Football Club

PROGRAMME

- 3.30pm Speeches: Representatives from the Real Madrid Foundation, Mayor of London, Croydon Council, Football for Unity and The Cedars School
- 4.00pm Transfer to The Cedars School's sports fields
- 4.05pm Photo opportunities
- 4.15pm Football match: Kick off by Emilio Butragueño, former Real Madrid football star
- 4.45pm Break and Refreshments

BIOGRAPHY EMILIO BUTRAGUEÑO



Emilio Butragueño is the Director of Institutional Relations for the Real Madrid Football Club and Director General of the Real Madrid Graduate School – Universidad Europea de Madrid. His previous posts have included, among others, Vice President of the Association of Spanish Footballers (1988-1999), Advisor to the Secretary of State for Sport (1999-2000), as well as general sports director (2004-2006) and Vice President (2005-2006) of the Real Madrid Football Club. Mr Butragueño has a degree in business science from the Universidad Complutense de Madrid and a master's degree in Territorial and Urban Policy from the Universidad Carlos III de Madrid. He has also completed postgraduate programmes at IESE and UCLA.

Mr Butragueño played football for Celaya (1995-1998) and Real Madrid (1984-1995). His track record includes two UEFA Cup championships, six La Liga titles, two Copa del Rey titles, one league cup and four Spanish Super Cups. He was part of FIFA's Development Committee (2009-2010) and was official Ambassador of the Champions League Final (2009-2010). He is a patron of the Spanish Red Cross's Crefat Foundation, which fights drug addiction, the Sanitas Foundation and Plan International.

Mr Butragueño holds, among other individual honours and awards, a gold medal from the Spanish Red Cross, the Ballon d'Or bronze ball (in 1986 and 1987) and the "bronze boot" at the 1986 World Cup in Mexico. He was the top scorer in La Liga during the 1990-91 season and was the first two-time winner of the Bravo Award (in 1985 and 1986) awarded annually to Europe's best young footballer.



FUNDACIÓN Real Madrid

The Real Madrid Foundation is the entity that channels the social commitment of the Real Madrid Football Club with more than 50,000 beneficiaries being part of the social sports school that are distributed around 75 countries in the world, aiming to provide all these beneficiaries with an integral education in values.

This work is carried out with the collaboration of entities such as Cedars school and Football for Unity, both of which share the values of the Foundation and the goal of providing total attention to childhood and youth at risk of exclusion.

BACKGROUND

The Real Madrid Foundation was founded in 1997 and became certified in 2008 as an NGO by AECID (Spanish Cooperation Agency for International Development). It has represented since the beginning the commitment of the Real Madrid Club and its supporters to solidarity, education, social work and cooperation.

ROOTS

The Real Madrid Foundation takes action as a NGO for children and adolescents at the age of 6-17 who are living at the risk of social exclusion.

The Real Madrid Foundation fosters cultural diversity and does not accept any kind of discrimination.

The Real Madrid Foundation firmly believes that sport is a vehicle of education, social integration and personal development, strongly linked to the UN Convention on the Rights of the Child, especially regarding the right to play as exposed in Article 31.

THE PRINCIPLE

The Real Madrid Foundation practises international cooperation by establishing and supporting social sports schools throughout the world. This dynamic model can be easily adapted to the cultural and socio-economic realities of each country and/or context.

The entity aims to teach universal values related to team sports such as: solidarity, cooperation, equality, respect, fair play, team work, etc.

Its Training of Coaches program: "Training football, teaching values" works on transmitting those values through four main areas:

- Physical-motor skills training
- Technical and tactical training
- Educational and psycho-social sessions / lessons
- Training in didactic and pedagogic methodology

THE VISION

Be a universal reference on the use of sport as a tool to achieve education, personal development and social integration.

OBJECTIVES

Its main objective is to promote, both in Spain as well as abroad, the positive values in team sports, and the latter's role as an educational tool capable of contributing to the comprehensive development of the personality of those who practise it. In addition, as a means of social integration of those who find themselves suffering from any form of marginalisation, as well as to promote and disseminate all the cultural aspects linked to sport.

TARGET GROUP

Beside children and youth from 6 to 17 who get their support in social sports schools, Real Madrid Foundation carries out its work in Spain via activities in prisons, foster care centers and hospitals and through programmes aimed at people with disabilities, immigrant populations, senior citizens, who are at risk of social exclusion.

COLLABORATORS

The Real Madrid Foundation receives as well the collaboration of the different public authorities, thanks to the generous support it receives from important national and international companies through patronage and sponsorship agreements, the individual donations made by thousands of Madrid's fans, who wish to express their support and strengthen their bond with Real Madrid Football Club and its commitment that is all invested in the social projects around the world.

The Foundation is audited annually and the results are presented to the Board of Trustees, to the Governing Authority for Foundations of the Ministry of Education and Sport, and are subsequently published in the club's annual report and in the Foundation's annual report, web and other channels.

ACTIVITIES

The Foundation divides its activities into five main areas:

- Social sport activities
- Educational and cultural activities
- Social welfare activities
- International cooperation
- Institutional activities



FUNDACIÓN
Real Madrid



THE CEDARS
SCHOOL



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SOCIAL SPORTS SCHOOL SOUTH LONDON

The Cedars School has been pro-active in reaching out to the local community by offering use of the school's facilities. With that in mind, The Cedars has launched a project with the Real Madrid Foundation to provide the UK's first Social Sports School. The Foundation successfully operates social sports schools around the world with the aim of engaging young people at risk from exclusion. The project is a partnership between the Foundation, The Cedars and Football for Unity with the support of the Kinetic Foundation. It is a fundamental principle of the social sports school that it will be open to local young people between the ages of 8 and 11, regardless of gender, race or religion. It will, however, be targeted at those in South London who are economically and/or socially disadvantaged.

THE CEDARS SCHOOL

The Cedars is located in Lloyd Park, South Croydon. A strong focus on teaching positive values and promoting integral human development is a hallmark of The Cedars School. One of its most distinctive aspects is a tutorial system by which each student receives individual guidance on a fortnightly basis. The Cedars School brings commitment to values education and considerable practical expertise to the project. The school also a strong emphasis on sport and on developing good character through engagement with sport.

FOOTBALL FOR UNITY

Football for Unity aspires to establish sustainable legacy projects related to sport that promote unity amongst young people around the World. In so doing, it provides a platform for cultural exchange, to highlight the importance of health and wellbeing, and nurture and support aspiring young footballers. Ultimately, Football for Unity will give the youth of today hope and opportunity to make their dreams come true through this beautiful game.

THE KINETIC FOUNDATION

The Kinetic Foundation is a sports charity set up in Croydon in the wake of the 2011 riots. Using sport to attract and engage with disadvantaged young people from South London, Kinetic delivers a wide range of educational services and opportunities for young people to learn new skills and improve their employment prospects.

