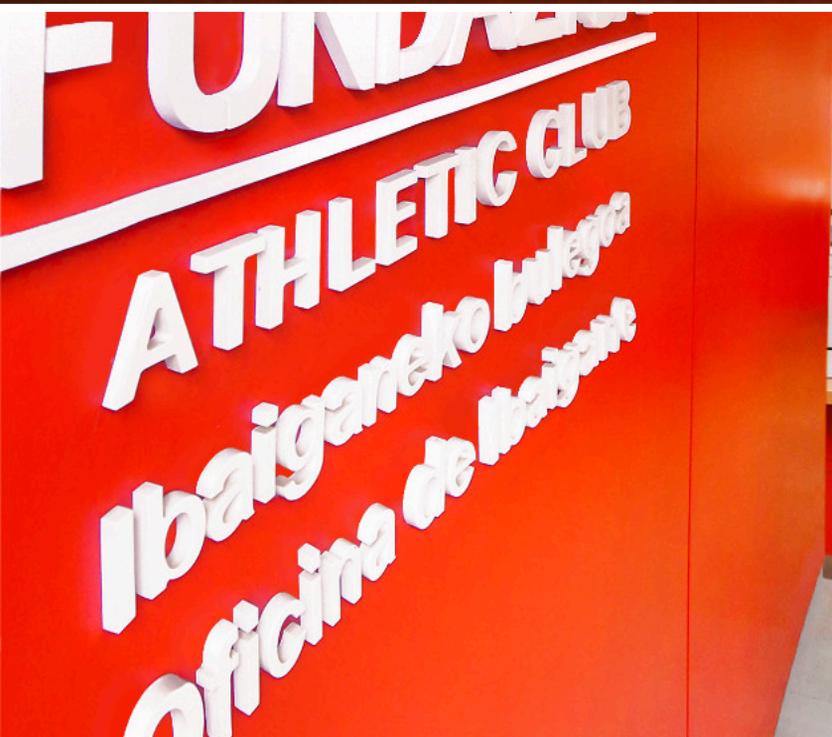




FUNDAZIOA

2020 ANNUAL REPORT





FUNDAZIOA

The **Athletic Club Foundation** came of age in 2020 with a well-defined future direction and a history of continuous growth. The Foundation is fully aware that its purpose is to represent the core values of Athletic, and it embodies this representation through social, cultural, sporting, educational and environmental projects and initiatives aimed at the common good.

The outbreak of the pandemic forced the Foundation to innovate and adapt to the changing circumstances. Far from stopping its activity, the Foundation's coaches have continued to work alongside the most vulnerable groups.

There is nothing more satisfying for the foundation of a club whose identity comes from the people than to work for the benefit of the community of which it is a part.

Herritik sortu, herrira bueltan.



FUNDAZIOA

SPORTS

At its inception, the Foundation's mission was limited to a single area of work: grassroots sport. Consequently, the comprehensive training of young footballers from the surrounding area, in close collaboration with our partner clubs, has been and continues to be one of the basic pillars of Athletic Club's identity and of the Foundation itself.



We allocate significant financial and human resources to this key component to ensure its success. In 2020, nearly 80% of the Foundation's contracted staff - almost 500 people - were sports coaches, doctors and physiotherapists. It is a good example of the extent to which the commitment to the youth academy is part of the DNA of the Foundation and Athletic Club.

The main objectives of this project are:

1. To work on the training level of coaches and trainers.
2. To provide Bizkaian football with the best possible human, material, methodological and medical resources.
3. To increase the physical and sporting level of the players.

4. To create a commonality of purposes, reaching all football clubs and many schools in Bizkaia.
5. To bring Athletic closer to Bizkaian society and identify with it, thereby establishing solid bases for present and future relationships.

In order to achieve these objectives, the Athletic Club Foundation works alongside more than 150 football clubs in Bizkaia, both in the fields of medicine and sport. Although the impact of COVID-19 has affected the work in this field, the three basic lines of work are as follows:

AREAS OF TECHNIFICATION

The main aim of this contribution is to train the coaches of the clubs in which the Athletic Club Foundation is



currently and continuously involved. The trainers assigned to different clubs implement the proposed methodology and advise the corresponding club's coaches. There are six geographical areas of technification:

- Bilbao
- Right Bank-Txorierrri-Mungia
- Left Bank-Enkarterri
- Durangaldea-Gernikaldea
- Ibaizabal-Valle de Ayala
- Lea Artibai

DEPARTMENT OF TRAINING AND TECHNICAL SUPPORT

The training area is a cornerstone of the project. Courses are given on an ongoing basis in conjunction with the Federation and there are also occasional courses on topics of direct application. An annual course is held in each of the six geographical areas mentioned. It also provides a methodology that is as close as possible to the level and requirements of the clubs, differentiating between categories in order to provide the most suitable solution. In order to reduce the need for technicians to travel, there is a training room at each of the locations, making it easier for them to attend. The plan is to increase the number of courses, as the



alliance with the Bizkaia Football Federation will lead to a greater impact and official approval of the courses.

MEDICAL CENTRES

Located in Durango, Balmaseda, Leioa, Bilbao, Basauri and Portugalete, they have offered a service of medical and physiological care, assistance and monitoring both to players from the grassroots partner clubs and to consolidated partner teams. There are also participative projects on prevention, healthy habits, etc., thus focusing their work on preventive training, and not only on assistance.

OTHER SPORTS PROJECTS

Beyond the educational sphere, the Athletic Club Foundation is carrying out several sports projects in which football is viewed more in its recreational than its competitive dimension. Football looked at simply as a game and an environment for connecting and personal development.

However, due to the pandemic, the Foundation has had to postpone most of these projects, including **Beach Football**, the **Easter, Summer and Christmas Campuses**, and the **Herriz Herri**. Of the latter, it was possible to hold those that were organised before the outbreak of the coronavirus, such as the 2019/20 Children's Christmas Park, which was one of the most visited activities. It also possible to hold the Herriz Herri celebrations to mark the **Centenary of Lutxana** and the annual festival of the **Bizipoza** organisation.

The latest **Lezama Scholarship** recipients this year were Irune Maza, Ander Egiluz and Nerea Kortabitarte, for whom the Foundation paid the cost of their studies at Boise State University (USA), the University of the Basque Country and the Begoñako Andra Mari Teacher Training College, respectively. This aid is intended for players who have been dropped at Lezama for sporting reasons, but who have shown a firm commitment to combining playing football with their studies for a number of years.



SOCIAL AREA

As is to be expected, the social sphere is responsible for the largest number of the Foundation's projects, a total of 22 of the 40 that are currently underway. Helping the most vulnerable groups in our society is a top priority for the Foundation, especially in times of pandemics such as the outbreak in 2020.

The Foundation aims to be close to those who need it most, using sport as a tool to improve the particular situation of every user.

The groups at risk of social exclusion and the projects aimed at these groups in Bizkaia are shown on the two maps below:

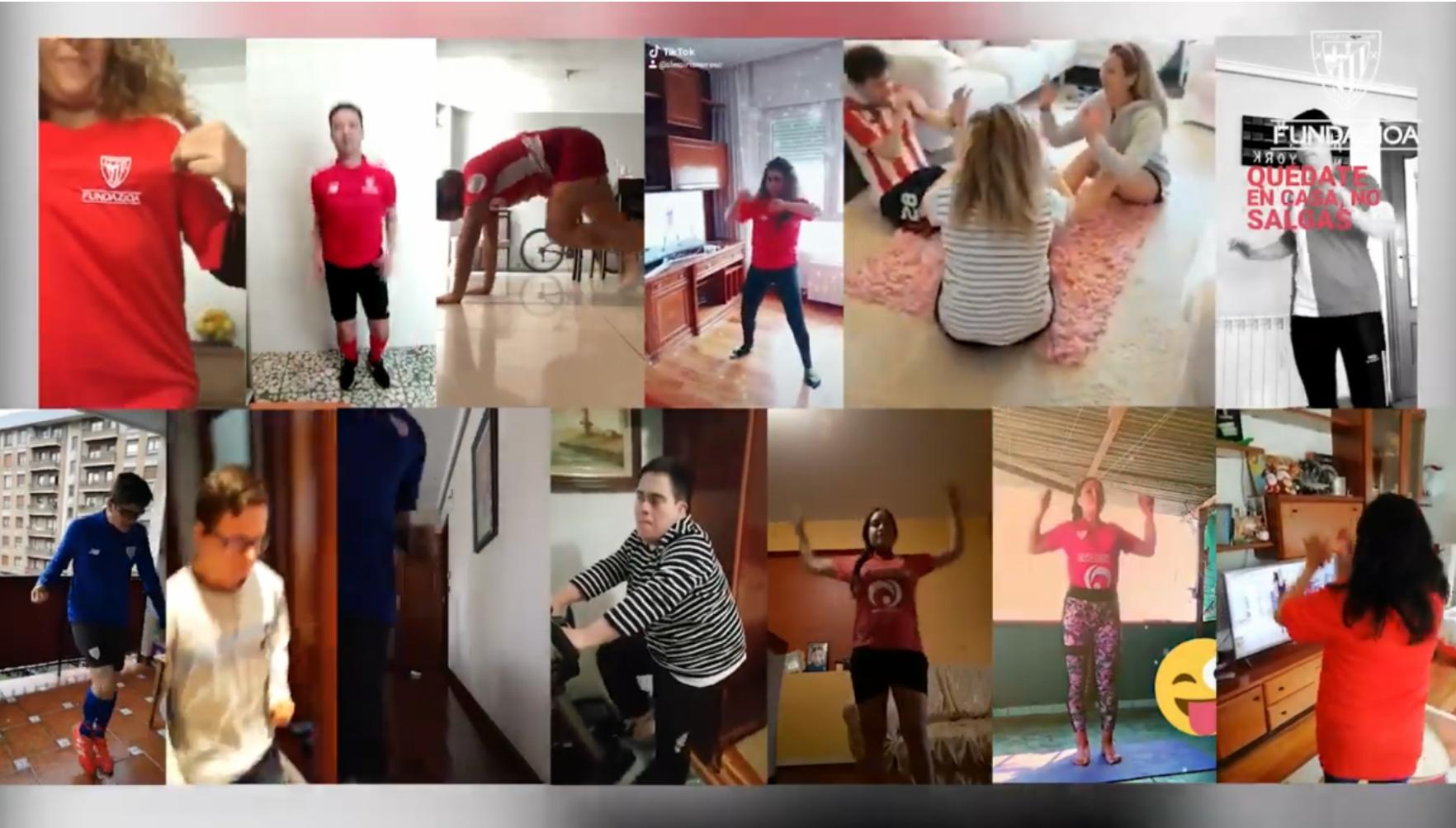




The new projects targeted at these groups in 2020 were: **Save The Children, Gizakia, Bizgarri, Sortarazi Itsasbegi** and **Walking Football**.

The Foundation has access to different groups in situations of vulnerability thanks to agreements established with various associations in the third sector, i.e. not-for-profit organisations that promote public interest and the defence of the rights of everyone. The main associations and entities with which the Foundation collaborates within the network of alliances on which social projects are undertaken are listed in the box.





INTERNATIONAL COOPERATION

International cooperation is another area in which the Foundation worked in 2020, focusing on the **Bizkaia Koopera Villagol**, **Bizkaia Koopera Deporte Femenino** and **SERSO Honduras** projects.

In 2007, the Foundation established its first international partnership with the Asociación Deporte y Desarrollo (Sports and Development Association), which operates in Peru. The current **Bizkaia Koopera Villagol** and **Bizkaia Koopera Deporte Femenino** projects are an extension of that first collaboration and, together with the Provincial Council, are aimed at minors and women in the Villa El Salvador settlement in Lima. The objectives shared through the training sessions are educational training, social inclusion and prevention of high-risk behaviour.

In 2014, the Foundation also started the **SERSO Honduras** project, aimed at children in the Honduran town of Jutiapa. The main objective is to introduce sport into the education system, for which sport training for coaches is also provided.

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During the lockdown period and while it was not possible to hold face-to-face sessions due to the pandemic, the Athletic Club Foundation carried out the weekly activities of the different social projects via online sessions. In this way, those involved in the **Genuine**, **Ahalegina**, **Utopía**, **Bakuva**, **Bizitegi**, **Goiztiri**, **Save the Children**, **Udaloste-Zabaloetxe**, **Bizgarri**, **Gizakia**, **Walking Football**, **Villagol** and **Athletic Villa** projects held their weekly training sessions with the Foundation's coaches online.



CULTURE

At the Athletic Club Foundation social projects, we understand that culture and education go hand in hand with social progress and that it is important to foster a critical, reflective attitude about reality in order to improve it.



THINKING LETRAK ETA FUTBOLA 2020

During 2020, due to the pandemic, the Foundation organised a joint edition of its two main cultural festivals under the name Thinking, Letrak eta Futbola 2020. As always, the aim was to vindicate the idea that other kinds of football are possible, building bridges between the worlds of culture, education and football.

This special edition was held between November 9 and 14 with great public success, despite the pandemic. The balance ended up being very positive thanks to the response of the audiences who attended the six days held in the Sala BBK (the opening), and the Sala Norte in San Mamés (the rest of the sessions). Despite the fact that the incidence of the COVID-19 pandemic affected both the management and running of the festival, the Foundation

presented a varied programme, which was very well received. Among the new features was a section of Athletic podcasts created exclusively for the event, linking Athletic to the worlds of cinema, literature, music and the club's supporters' clubs.

The premiere could not have been any more exciting, thanks to the exclusive screening of a special production about **Aritz Aduriz**, who was the main star at the inauguration. **John Carlin** and **Ander Izagirre** were the special guests on day two. On the third day, there was a tribute to Howard Kendall at San Mamés, attended by several of the former players he managed at Bilbao. On the fourth day, it was the turn of writers **Amets Arzallus**, **Karmele Jaio** and **Igor Elortza** and, on the fifth, the baton was passed on to **Carlos Zanón**, **José Ignacio Carnero** and **Enrique**



Ballester. The festival ended on Saturday 9 at San Mamés with the screening of the films “Buscando a Panzeri” (Looking for Panzeri) and “Vatreni”.

“SER WILLIAMS” AND THE ATHLETIC READING CLUB

Meanwhile, to mark this special edition of the festival, at the end of the year the Foundation published a total of 7,000 copies of the book “Ser Williams” (Being Williams), the moving story of a boy with an intellectual disability who wears the red and white shirt. In 2019, the authors chosen by the Foundation were the footballers **Óscar de Marcos** and **Ainhoa Tirapu**, whose stories “Togo” and “Bizitza eskukadaka” were published. On this occasion the baton was passed on to **Igor Porset Domingo**, a player from our Genuine team who was born with Williams Syndrome. The Foundation is able to give a voice to and help raise

awareness about the reality of people with intellectual disabilities in this way, demonstrating their worth and showing that, like Oscar and Ainhoa, Igor is also a great ambassador of the values of Athletic Club.

The Foundation was also able to organise reading clubs in a number of schools in Bizkaia in the early months of 2020 until the outbreak of the pandemic, with the involvement of **Óscar de Marcos** and **Ainhoa Tirapu**. These events worked as follows: firstly, the teachers at these schools got their pupils to read the books, and then the reading club event took place, where the pupils asked the footballers about the books in question.

NEW IRAKURLE-ON CAMPAIGN

In September, the Athletic Club Foundation launched a new edition of the irakurLE-ON campaign to promote



reading, to coincide with the start of the school year. Three large posters designed by illustrators **Maite Gurrutxaga**, **Jordi Lafebre** and **David de las Heras** were produced and distributed free of charge to schools and football clubs in Bizkaia to promote the campaign. Each of the illustrators developed the idea in their own way to show reading as one of the values associated with Athletic Club and the image of sportsmen and women, as well as an activity that encourages socialisation.

BERTSODERBIAK AND CHARITY AUCTION

Given the impossibility of organising the event with the public due to the pandemic, the Foundation once again held the traditional Bertsoderbia, but this year by recording two videos featuring bertsolaris **Onintza**

Enbeita and **Andoni Egaña**. In 2019, the now classic Bertsoderbiak were held to coincide with the derbies between Athletic Club and Real Sociedad.

It should also be noted that, on the occasion of the Basque derby on the last day of the year, Athletic Club and Real Sociedad organised a charity auction of the shirts worn by the players who played in the match, in an initiative promoted by their respective foundations. The funds raised from this charity initiative were donated in their entirety to the **Médicos del Mundo Euskadi association**, which celebrated its 25th anniversary in 2020. In turn, Munduko Medikak will allocate its donation to the projects it carries out in the Basque Country, where it defends the Right to Health for everyone.

THE ENVIRONMENT

During 2020, the Athletic Club Foundation continued the line of work it began in 2019, focused on environmental and sustainability initiatives and projects, which are aimed at collaborating to protect the environment and to make Athletic Club a fully sustainable entity.



The projects carried out in this area include the following:

OFFSETTING CO₂

The Athletic Club Foundation took on a commitment to offset the CO₂ emissions caused by the travel of all the different teams that make up the Athletic Club structure, from the first men's and women's teams to the under-12s. As a result, in February 2020, it held a day of planting native trees together with the Lurgaia Foundation and the Adsis Foundation to counteract the carbon footprint caused by the Athletic Club teams' trips the previous year. In total, 2,100 trees were planted in the Urdaibai Biosphere Reserve.

ISO 9001 AND ISO 14001 CERTIFICATION

In 2020, the Foundation obtained ISO 9001 and ISO 14001 certifications which certify that the Athletic Club Foundation's management system complies with the quality and environmental management requirements of this international standard. Specifically, the certificates

state that, both in terms of quality and the environment, the audited management system is correctly applied to the design and management of projects and activities of a social, environmental, sporting and cultural nature, their dissemination, promotion and development, while coordinating with third parties to carry them out.

NEW SUSTAINABLE DEVELOPMENT CHALLENGES COMPETITION

At the end of the season, the Foundation launched a new competition directly linked to the 17 Sustainable Development Goals. Through this competition, called Sustainable Development Challenges, participants can see the small but important role we all play individually in maintaining and improving our environment. The themes chosen as challenges for 2020 were Local and Responsible Trade, Sustainable Mobility, Sustainable Tourism, Reuse of Waste, the Importance of Biodiversity, Clothing Recycling and Zero-Waste Takeaway Containers.

ADITU TITULU BERRIAREN AURKE ZPENA
«KIROLA, HEZKUNTZA ETA ELKARBIZITZA:
HAUR ETA NERABEEN BABESA»

PRESENTACION DEL NUEVO TITULO EXPERTO
«DEPORTE, EDUCACIÓN Y CONVIVENCIA:
PROTECCIÓN DE LA INFANCIA Y LA ADOLESCENCIA»

CAMPO SAN MAMES ZELAIA
KUEVES, 25 DE JUNIO A LAS 12:00 REANEXAMA 25 OSTEGUNA

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INSTITUCIÓN DE INVESTIGACIÓN Y DESARROLLO DE LA FUNDACIÓN



TRAINING AND DEVELOPMENT



These are the Foundation's most significant developments in this area in 2020.



FOUNDATION DEGREE AND THE UPV/EHU

The Bilbao Faculty of Education of the UPV/EHU and the Athletic Club Foundation brought together their experience and interests resulting in the creation of the new Specialist Degree on Sport, Education and Coexistence: Protecting Children and Young People, which was launched for the 2020/2021 academic year. Over the course of 20 credits and in a blended learning format, experts in the field of education and sport provide one-on-one training to sports, school and federated sports professionals using an innovative and inclusive approach, with values that promote the integral development of people. Therefore, it is a degree in line with the laws on the protection of children and young people, and has three key objectives:

1. To provide training on the legislative framework relating to the protection of children and young people and to link it to the field of sport.
2. To train coaches so that they are capable of designing, developing and evaluating training processes to ensure equal rights and opportunities, paying special attention to values, equity and the emotional dimension.
3. To identify sport as a tool for developing social and critical skills and providing a service to citizens.

STRATEGIC AGREEMENTS WITH ANESVAD AND THE BILBAO CHORAL SOCIETY

In 2019, the foundation signed collaboration agreements with these two long-established entities in Bilbao.



The Anesvad Foundation, an NGDO from Bilbao and a benchmark in the fight for the Right to Health in impoverished contexts, has been working with the world's most impoverished communities for over 50 years, fighting to strengthen their health systems and contributing to social change in order to reduce poverty, inequality and social exclusion.

The Bilbao-Bilboko Koral Elkarte Choral Society was founded in 1886 to promote music in general and choral music in particular. In addition to the main choir, in 1984 it created a children's choir, and in 1985, the Euskeria Choir, a musical youth group that serves as an intermediate step between the conservatory and the adult choir. Throughout its long history, the choir has received numerous awards in recognition of its achievements, including the Fine Arts Gold Medal of Merit (1986), the 50th Anniversary Medal of the Foundation of UNICEF (1996) and the Gold Medal of the City of Bilbao (2007).

It is strategic for the Athletic Club Foundation to reach agreements with entities as important as Anesvad and the Bilbao Choral Society, knowing that together we can go further in our efforts to fulfil the Sustainable Development Goals.

STRATEGIC AGREEMENTS WITH TOWN AND CITY COUNCILS IN BIZKAIA

The purpose of this new initiative is to formalise, make official and expand these strategic agreements between the Foundation and local councils, thereby allowing the Foundation to carry out its social, environmental, sporting and cultural activities in the municipalities that are members of the Athletic Club Foundation.

Derio Town Council was the first council to join forces with the Athletic Club Foundation in September 2020 and get involved in an initiative to explore ways to collaborate across a number of sectors.

Bilbao, February 1, 2021
Juan Carlos Ercoreca - Chairman of the Foundation

A handwritten signature in white ink, written in a cursive style, slanted upwards from left to right. The signature appears to be 'J. Ercoreca'.



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