

FUNDACIÓN *Xcalibur*



MEMORY 2023



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Shaping the present to build a better future

We are a **non-profit organisation** founded in 2021 with the aim of creating a positive impact on society through education. Our commitment is reflected on the **development and implementation of social projects** in those countries where Xcalibur Smart Mapping is present.

What are our objectives?

To reduce school absenteeism, reinforce educational interest, develop social and personal values and life skills, increase professional opportunities, promote gender equality, and encourage healthy life habits amongst the different vulnerable children, youth and women we work with. We carry out **socio-educational and socio-sport activities** that support the personal and physical development of the participants.

We ensured that, during 2023, our work continued to develop in **Uganda** while also expanding to other countries including **Colombia, the Democratic Republic of Congo and Spain**. Thanks to our team's work, we have launched 3 new projects in less than 12 months.

What is our next step?

In line with our 2024-2025 strategic plan, we intend to develop new projects in regions of Africa or Asia, as well as launching a new environmental line of action. To do so, our team keeps growing!

Discover our latest achievements →

LETTER FROM THE PRESIDENT

Dear friends and partners,

On behalf of the entire team, I want to express how proud, grateful and excited we are to share with you Fundación Xcalibur's annual 2023 report. Witnessing the positive impact that the foundation's activities are having on the communities we work with, is certainly the most fulfilling feeling of all.

One of the fundamental cornerstones of our work is the holistic approach when it comes to equality, well-being and personal and professional development. We believe that education is a fundamental pillar in achieving this goal, especially when working with vulnerable children, youth, and women. At Fundación Xcalibur we strive to shape the leaders of tomorrow by targeting all human aspects, -mental, emotional, physical and psychosocial,- and by using motivational tools like sport, educational training and culture.

Additionally, this methodology has proven to successfully increa-

se school attendance, encourage educational interest, and foster values such as teamwork, respect, self-esteem, discipline and resilience, all essential for the personal growth of our participants and their positive integration into society. Over the past year, our socio-sport programmes have achieved unimaginable milestones and are making a lasting impact on the lives of hundreds of children, youth and families.

Each project, developed with passion, love, determination and responsibility, symbolises our commitment to reducing social inequalities and contributing to make the world a better place for the generations to come.

Likewise, we cannot overlook the important role that health and hygiene play in the well-being of the communities. Through distributing personal hygiene kits, hosting workshops on positive parenting, menstrual hygiene management, sexual and re-

productive health, and psychosocial well-being home visits, amongst others, we have noticed significant improvements in participants' mental and emotional indicators while reducing levels of depression, anxiety, and loneliness. To do this, we work closely with social workers, families and local communities to address urgent and important needs and adapt them to the local operating context.

Regarding gender equality, we continue to work tirelessly on the well-being, personal and professional development of women. Our aim is to provide them with the necessary tools to access and gain equal educational and professional opportunities, skillsets, and conditions, while promoting healthy mental and emotional scenarios.

Despite the speedy growth, our work has just begun. As Fundación Xcalibur grows and es-

tablishes itself in the challenging international cooperation scene, we feel more and more committed to continue materialising hope for those in need.

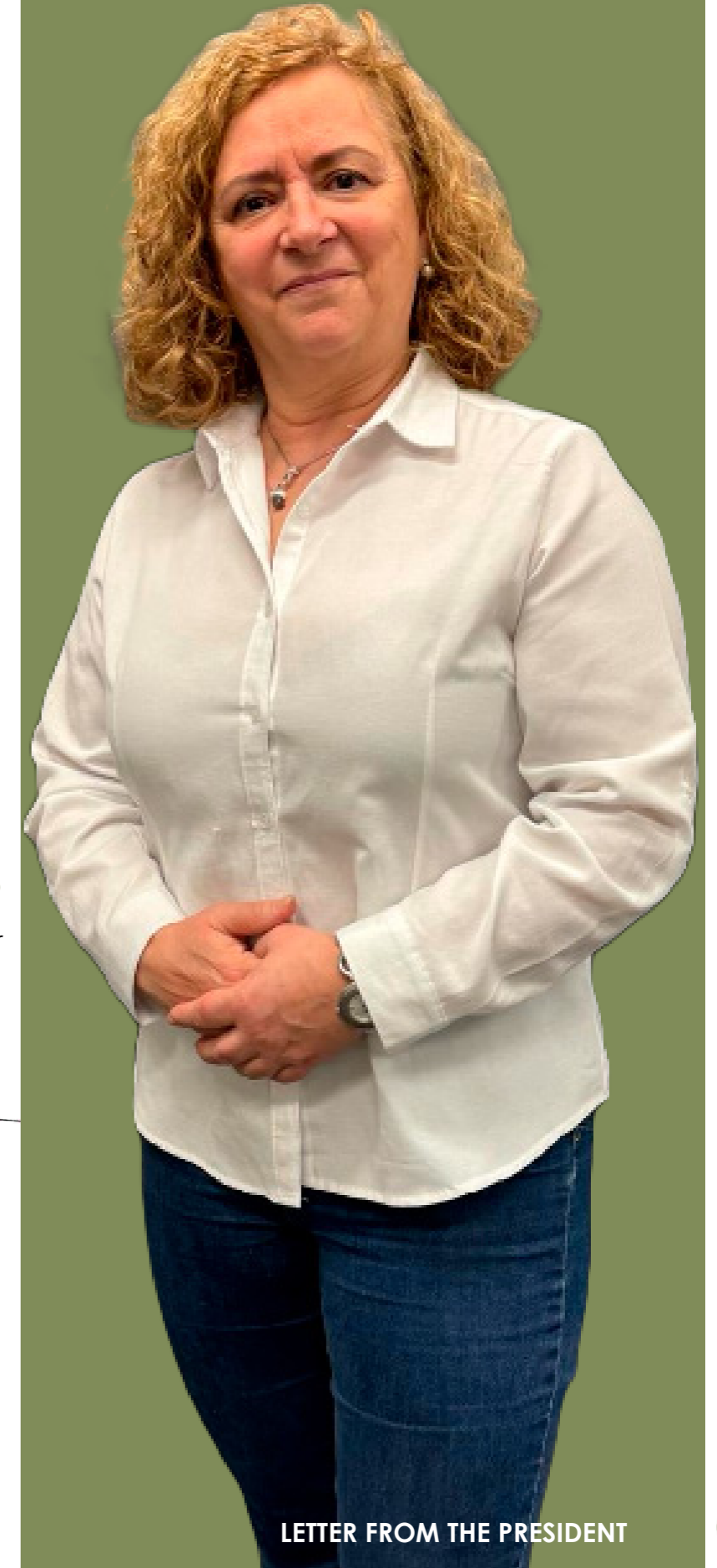

On behalf of Fundación Xcalibur, I want to express my sincerest gratitude to all friends, partners, collaborators and followers. Your support motivates us daily to continue chasing our dream and pursuing our purpose to shape the present to build a better future. We could not have done it without you.

In conclusion, this report aims to reflect and transmit our collective commitment, as humans and citizens, to social justice, equity, and human well-being. I hope you enjoy every single page and take pride in the positive impact we have made together.

With gratitude and appreciation,

María José Toro

President of Fundación Xcalibur



OUR NEAR FUTURE

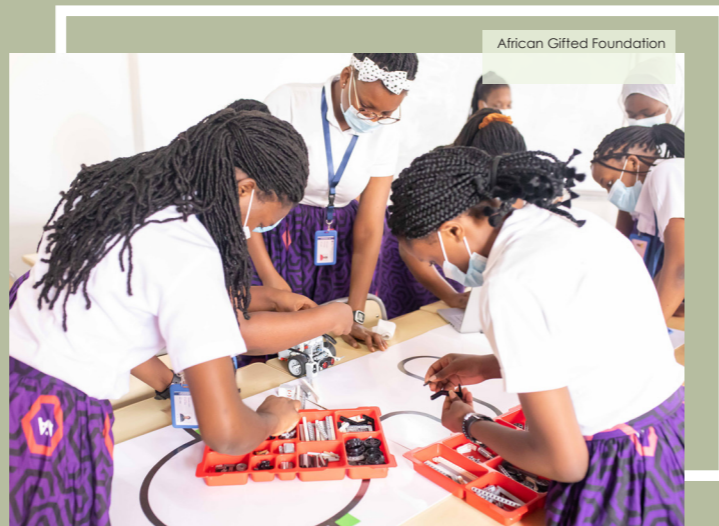
Aligned values with Fundación Atlético de Madrid

As we close a 2023 full of projects, we continue working to reach more places and expand our partnerships. We are constantly searching for new partners who share our vision, goals, and values. As a result, last year ended on a high note with an important agreement signed with **Fundación Atlético de Madrid to develop socio-sport projects.**

Both institutions are united by sport and the shared belief of its power to transform lives. Together, we are determined to create positive impact. Our aim is to encourage educational interest, sport practice and healthy habits in vulnerable children and youth all over the world.

[Click here](#) to learn more about this partnership.

Along with new sports practices that we hope to expand in 2024, our line of gender programmes adds a new project: **HERoSTEM Programme.**



Empowering female STEM talent

Despite the increase in the number of women in the STEM world over the years, **only 30% of professionals in STEM fields are women.** Fundación Xcalibur aims to achieve gender parity in technical professions through a programme designed to boost female talent in STEM and empower young talent in Africa, in collaboration with the **African Science Academy (ASA)** in Ghana.

ASA is an advanced-level school for gifted girls in mathematics and science, founded by the **African Gifted Foundation**, and welcomes talented girls from across Africa.

The first stage includes two parallel initiatives targeted at ASA students and **led by Xcalibur Smart Mapping (XSM) employees** from all global offices as part of a volunteering programme. These initiatives are a monthly one-to-one mentoring programme and a 'Speaking Month', where employees deliver masterclasses on various topics of interest.

We aim to foster the growth of these young women by providing tools to boost their careers. Follow this [initiative here](#).



From left to right: Andrés Blanco, CEO of Xcalibur Smart Mapping; Enrique Cerezo, president of Atlético de Madrid; María José Toro, president of Xcalibur Foundation and Antonio Alonso, vice-president and board member of Atlético de Madrid

EDUCATION KNOWS NO LIMITS

Education not only opens the doors to knowledge and learning, but also paves the way towards the **eradication of poverty**, towards achieving **gender equality**, **decent work**, and **sustainable economic growth**. As a society, to achieve a fairer, more developed, and efficient world, we must ensure **inclusive and equitable education for all.**

Fundación Xcalibur was born to contribute to this goal by developing programmes that aim to target school absenteeism, maximise school attendance, and **encourage continuous and formal education**, while also caring for participants' psychosocial, mental and emotional needs. **Access to education is a fundamental right**, and it is through our close work with local partners that we ensure no one is left behind. Our programmes align with the **2030 Agenda and Sustainable Development Goals (SDGs).**

As a non-profit organization rooted in education, our purpose and main goal targets **SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**

Additionally, we strive towards:

SDG 3: GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages

SDG 5: GENDER EQUALITY

Achieve gender equality and empower all women and girls

SDG 8: DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG 10: REDUCED INEQUALITIES

Reduce inequality within and among countries

SDG 17: PARTNERSHIPS FOR THE GOALS

Strengthen the means of implementation and revitalize the global partnership for sustainable development

Our motto; **Shaping the present, building a better future** is a call to action.



[Discover our initiatives on the following pages](#)



UGANDA: TOWARDS EQUALITY EDUCATION

Statistics that speak for themselves:
In 2023:

80% of our participants have noticed positive changes in their **mental health**.

87% of participants have shown **interest in attending school** compared to 50% in 2022.

86% of participants' parents encouraged their children to **express their emotions** to improve their well-being.

We took on the challenge to improve the lives of the participating girls with workshops on menstrual hygiene management.

The survey results that **80%** of the girls have noticed **improvement in their hygiene and knowledge about menstruation, (SDG 3)**, which has in turn contributed to girls feeling more comfortable and confident in attending school during their menstrual period. **Before the workshops began, 64%** stated they missed at least one or two days a week of **school** per month for this reason.

During the second year of the **MTN Naguru Social Sports Academy** project, we focused on addressing the specific needs of the community of Naguru. Beyond sporting activities, we prioritised **education and family engagement** as fundamental pillars of the project, aligned with **SDG 4: 'Quality Education'**, and **SDG 5: 'Gender Equality and Empowerment of Women and Girls'**. To this point, we continue working to promote the **well-being of the 166 participating children and their families**. In this sense, the support and close cooperation with **Youth Sport Uganda**, our local implementing partner, has enabled us to learn more about the community context and implement significant improvements to address challenges such as health and hygiene issues, pre-teen pregnancies, and family conflicts, **SDG 3: 'Good Health and Wellbeing'**.

From the beginning, one of our goals has been to **ensure equal opportunities in the community**. Therefore, we established school enrolment and regular attendance as basic requirements for participation in the MTN Naguru Social Sports Academy. This initiative not only boosted school attendance but also **fostered an environment conducive to learning and personal growth**, as evidenced by the data collected in our latest assessments.

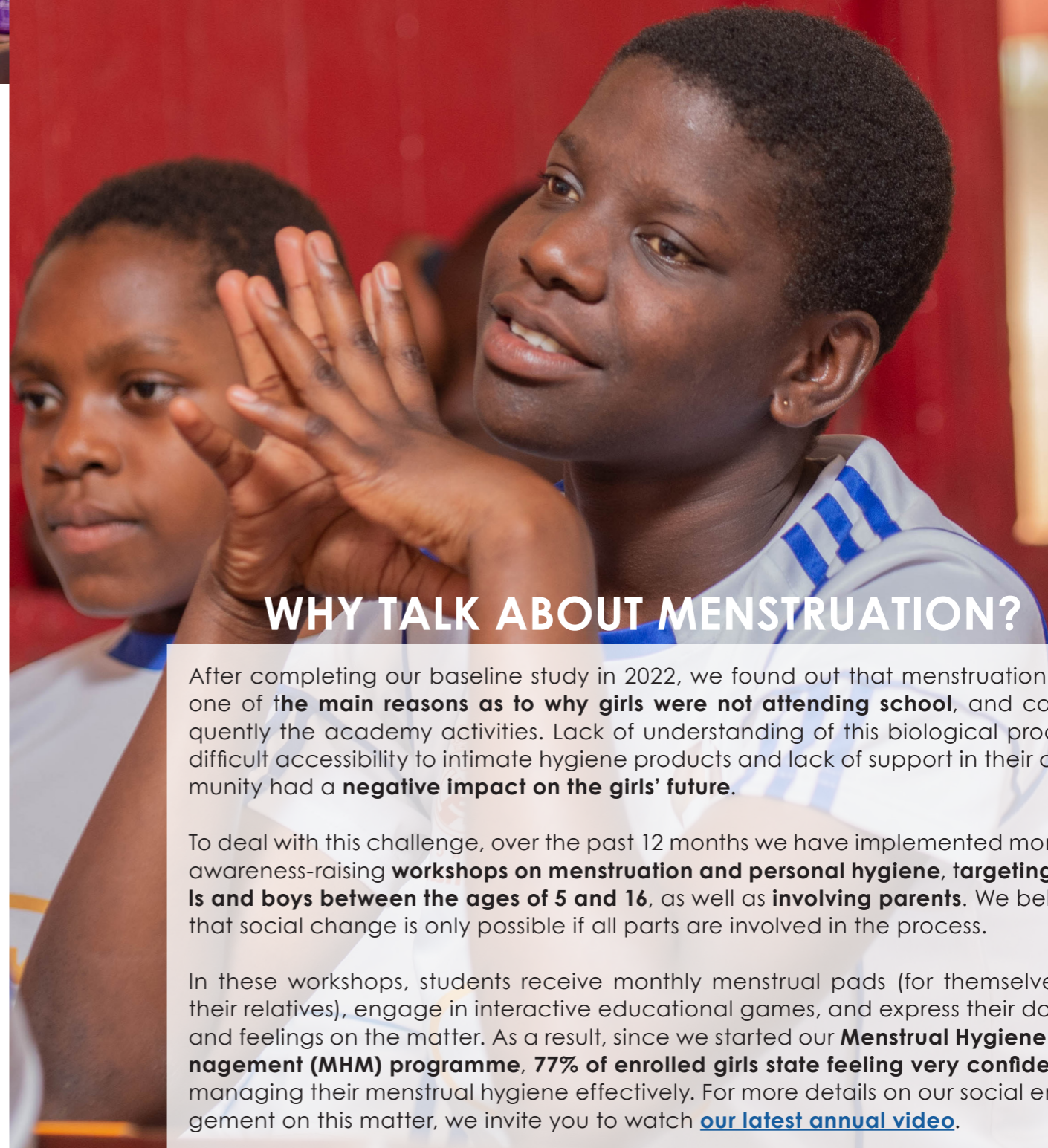
At MTN Naguru Social Sports Academy, we see **sport as a sphere that encompasses social values**. Through sports, children not only acquire physical skills, but also learn values such as teamwork, discipline, self-esteem, resilience, and respect. These values are then carried on to other aspects of their lives, including their formal education, where they become more engaged and responsible learners and citizens. The remarkable changes we have seen in Naguru once again encourage us to continue using sport as a tool to promote quality and holistic education for all. As we begin a new cycle in 2024, we reaffirm **our continued commitment to the growth and development of the Naguru community**.

Our commitment to the community is inspired by the proverb: **'Alone we may go fast, but together we go far'**. Through a participatory approach, we empower our project participants to become leaders of their own development and agents of change in their communities. To do so, **we work through a networked approach that shows our commitment** and emphasises collaboration with families, local organisations and stakeholders.

QUALITY EDUCATION, ALIGNED ACTIVITIES

To promote this social dialogue and encourage the integration of all stakeholders, we highlight the **MTN Fun Day, a summer journey full of games** and gatherings where participants, families and friends came together to enjoy. We also organised an exciting football match at Naguru Katali Primary School.

You can learn more about these and other activities we have developed in [our Uganda Youtube playlist](#).



WHY TALK ABOUT MENSTRUATION?

After completing our baseline study in 2022, we found out that menstruation was one of the **main reasons as to why girls were not attending school**, and consequently the academy activities. Lack of understanding of this biological process, difficult accessibility to intimate hygiene products and lack of support in their community had a **negative impact on the girls' future**.

To deal with this challenge, over the past 12 months we have implemented monthly awareness-raising **workshops on menstruation and personal hygiene, targeting girls and boys between the ages of 5 and 16**, as well as **involving parents**. We believe that social change is only possible if all parts are involved in the process.

In these workshops, students receive monthly menstrual pads (for themselves or their relatives), engage in interactive educational games, and express their doubts and feelings on the matter. As a result, since we started our **Menstrual Hygiene Management (MHM) programme, 77% of enrolled girls state feeling very confident** in managing their menstrual hygiene effectively. For more details on our social engagement on this matter, we invite you to watch [our latest annual video](#).



COLOMBIA: REDUCING INEQUALITIES

Just like good deeds, problems cross borders and it is everyone's duty to fight inequalities. According to the Gini Index, Colombia is one of the countries with the highest levels of inequality in Latin America.

This is what led us to open our second socio-sport academy, the Social Academy, in the neighbourhood of Altavista in Medellín, Colombia. In this local context, socio-economic and gender inequalities prevail. For this reason, our operating approach directly tackles **SDG 10: 'Reduce Inequalities'**, and we do so by integrating young girls in sport and reinforcing gender equality values in children and youth.

By observing girls occupying roles previously reserved exclusively for boys, children develop critical thinking and adopt a more equal perspective.



WHY TALK ABOUT SOCIAL VALUES?

Girls' participation in sports activities not only contributes significantly to **their physical and mental health (SDG 3)** but also challenges gender stereotypes and fosters a culture where their peers **perceive them as equals (SDG 5)**. By observing girls occupying roles previously reserved exclusively for boys, children develop critical thinking and adopt a more equal perspective.

During 2023, and following the **MTN Naguru Social Sports Academy** model in Uganda, **90 girls and boys developed their football skills at the Medellín Social Academy** while learning important social values such as equality, cooperation, teamwork, commitment and fair play.

In the same way, we strive to retain youth in the education system, providing them with a **pathway to a brighter future** and a

broader and fairer understanding of the world. We are proud to start this journey with our local strategic partner, **European Football Institute (EFI)**.

EFI proposes a football training methodology based on the combination of physical exercise and basic football technique with education of important social and personal values.

As part of our commitment to **SDG 17**, we work closely with key community entities. On this occasion we work with the **parish San José María Escrivá**, who are working tirelessly for the well-being of children and youth in this district of Medellín.

Our common goal is to improve their lives in a holistic manner, and for this we hope to **expand our local network further**.



SPAIN: WOMEN'S WELL-BEING & EMPLOYMENT

In August, as women's sport celebrated Spain's World Cup triumph, Fundación Xcalibur launched a project that had been months in the making. This recent success, along with many others, underlines the importance of sport for mental health, just as **mental health is vital for sport**. For an athlete needs to have a brain as strong as her muscles.

With the growing interest of women in sport, it is our duty to keep our female athletes strong and give them all the support they need. This commitment, coupled with **the need to boost economic development (SDG 8)**, led us to create the project **Women's Well-being and Employment (ByEM by its Spanish acronym)**, located in the region of Extremadura, province of Badajoz. Thanks to the support of our implementing partner and specialist in personal development, emotional intelligence and self-esteem: [Lautestima](#)

Through the ByEM project, we support the personal and professional development of the players of the 3rd RFEF women's football team: **Sport Extremadura CD**. The project objectives are to promote gender equality in sport, to **improve the physical, mental and emotional well-being of the participants (SDG 3)**, and to provide development opportunities that can boost their employability on and off the pitch.

In collaboration with Lautestima and **a pool of experts in personal and professional development, coaching, neurolinguistic programming and positive psychology**, among other disciplines, we offer face-to-face and online training workshops. Topics include emotional intelligence, va-

lues, motivation, self-esteem, assertive communication, mindfulness and body awareness. In 2023, we successfully completed the pilot phase, incorporating [IEPP's FORTE method](#) to employ the players' personal strengths as a starting point.

Looking ahead to 2024, we are focused on providing these players with the greatest tools to navigate their professional challenges and advance in the workplace. These competences include **soft skills, entrepreneurship, public speaking, leadership, and resource and time management**.

In addition, we incorporate the creation of projects with the **Learning and Service Learning (LLS)**



'This project is a tribute to the girls and women who, whether in sport or other fields, stand up for themselves and fight for their dreams. I am convinced that these girls will become role models for future generations, and our mission is to support and encourage their emotional and professional growth for an integral development adapted to today's challenging and volatile society'

Laura Blanco Toro, Programme Director of Fundación Xcalibur and Founder of Lautestima

WHY GO FOR A TRANSVERSAL EDUCATION?

methodology so that participants can give back to their community, fostering partnerships for the goals **(SDG 17)** while they become ambassadors and agents of change.

If you wish to find out more, [visit our Instagram profile](#) to dive deeper into our trainings!



Our first workshop: Emotional Intelligence, delivered by Laura Blanco



In these first months of this project we would like to thank all the experts who have given their training with so much commitment and conviction: Raquel Gil, Aymara Gárciga, Erika Rey, Luis Brito and María José Bartolomé, thank you for being part of the change.

Our first online training on Healthy Relationships delivered by Aymara Gárciga



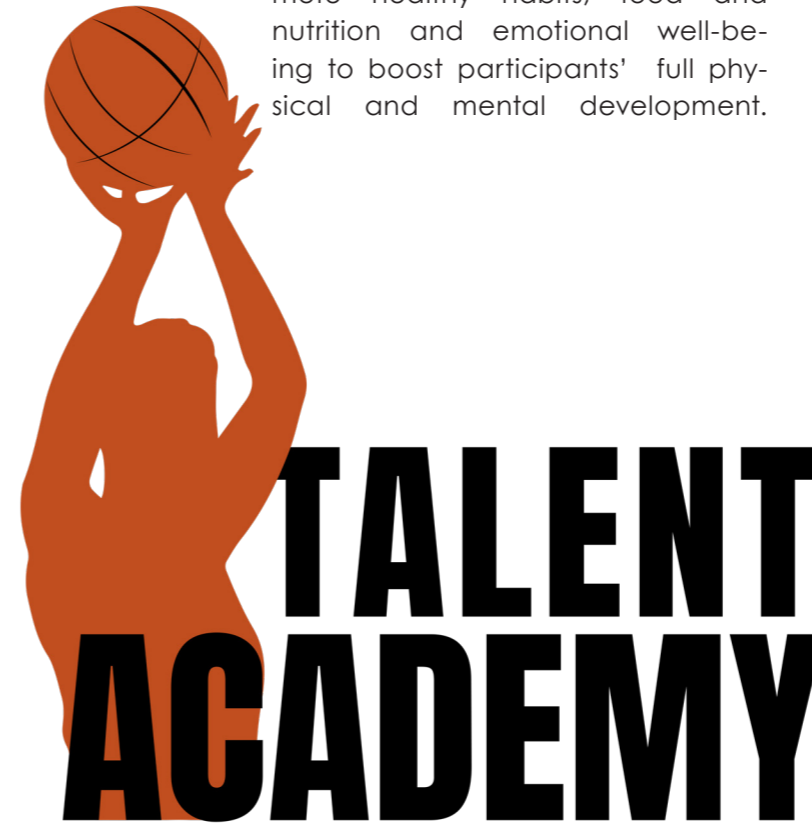
Raquel Gil and the Sport Extremadura CD players at the 'Beliefs and Values' training session



DRC: SPORT FOR ALL



giving equal opportunities in the community. Moving forward, we are determined to empower young Congolese men and women by providing them with the right tools to reach their full potential. This holistic approach aligns with **SDG 3**, as we plan to incorporate future activities that promote healthy habits, food and nutrition and emotional well-being to boost participants' full physical and mental development.



The launch of Basket4All and its Talent Academy was a memorable event. We had the participation of important local authorities and prominent basketball figures and role models, essential to the success of this project. We cannot agree more with the words of Fernando Reborio, president of Zentro Basket Madrid: 'At the Talent Academy, we will not only train better players but also better people'.

Once more, we are excited to extend our work and partnerships with the purpose of harnessing the power of sport to make a lasting positive impact. As proof of our commitment, we hope to increase Talent Academy participants in 2024 and welcome the wonderful talent that Kinshasa has to offer. Together for the future of Congolese children!



Simon Bosch, XSM's Sales Director in South Africa, Talent Academy official event in Kinshasa

cused on providing equal opportunities to all participants. It allowed us to not only discover and support emerging talent in girls' basketball (**SDG 5**) but also to recognize applicants who demonstrated social commitment, leadership skills, respect, and teamwork during the trials.

By working closely with our strategic partner, Zentro Basket Madrid, we are not only training young athletes but also strengthening the social fabric and encoura

Two months after the roll-out of the ByEM project in Spain, we took another step forward in the race for social good by launching our second project on the African continent: **Basket4All**. This new project aims to promote the social values of sport through basketball in the Democratic Republic of Congo, where basketball is the sport par excellence in the Kinshasa region. Our main goal is to promote youth social development and foster basketball talent. To date, the first Talent Academy in Kinshasa is active and running, where 24 girls and boys develop their basketball and community skills weekly.

The 24 selected youngsters were the result of the first talent scouting event that took place in October 2023. This once-in-a-lifetime event attracted a multitude of applicants, reaching up to 500 aspirants. The scouting, led by basketball and cooperation professionals, fo-





TESTIMONIES FOR A **BETTER** FUTURE



Julia Valentina, *Social Academy's participant*

I've been at the academy for 4 months now and I've learned a lot. I now know how to control the ball and I have also learned important values such as respect. I feel good with my teammates, they treat me well and are very friendly. This is a great opportunity for us and I want to be someone in life.



Aisha, *MTN Naguru Social Sports Academy's participant*

I am in the sixth year of Primary School. I am very happy to be in the Fundación Xcalibur where I have learned many things such as teamwork, friendship and motivation. When you feel that something is not going well on your part, you can tell someone to help you and that is what I like about being here. I would like to thank all the partners for allowing the girls to play football.

Elvis Leka, *Talent Academy's coach*

I'm here to help kids improve their technical level in basketball and become better people in the process.



Patricia, *ByEM Project's participant*

The ByEM Project has been a very enriching experience. It works from an integral approach to our personal, sporting and professional well-being, I have been able to participate in workshops, webinars and explore educational opportunities that go beyond football. This project has great professionals with very diverse profiles that enrich the experience. For the next trainings, I hope to continue learning and growing. In a world where transition after sport is crucial, the ByEM Project is an essential tool for my long-term professional and personal development.

Esperanza, *ByEM Project's participant*

The project that the Sport Extremadura team has provided us with is very interesting to follow and very useful for our day to day life, as there are numerous workshops on different subjects that teach us different ways of facing and knowing how to deal with situations both external and internal to us, to do it in the most beneficial way for us.



I would like to highlight that these workshops are not only focused on our life inside the sport, but also on all the aspects that we have outside and that is something that I liked a lot. These workshops have helped me to learn about subjects that I didn't even know existed and to change aspects of my life that I saw as normal but in the long run can be very harmful, both for me and for the people around me. I hope that the next trainings will continue to bring us as many benefits as they have so far and will continue to help us to be the best version of ourselves. I think that all football clubs or any other sport should support and carry out this project to improve both personally and sportingly.

Rubangaken, *MTN Naguru Social Sports Academy's participant*

This team has helped us a lot because before they came we didn't know how to play football, and thanks to the MTN Naguru Social Sports Academy coaches, they have taught us.



AGENDA 2024

A GREATER FUNDACIÓN XCALIBUR

After this initial period of frenetic activity, Fundación Xcalibur is proud to announce its strategic line for the year 2024, marking its continued commitment to development cooperation and community empowerment through innovative and high-impact socio-educational projects.

Broadening horizons

Our priority is to expand the coverage of our socio-educational projects, reaching newer communities at risk of social exclusion, both in the countries where we already operate and in new ones. With a focus on equity and inclusion, we strive every day to broaden our horizons and be able to help as many as possible. Future projects target access to education, and women and youth empowerment, as top priorities.

Educational quality as a driver for change

The entire Xcalibur family deeply believes that quality education is the key to global sustainable development. Therefore, we are committed to continuously improving educational models in all our projects, especially through the implementation of innovative methodologies, training of educational staff and creation of inclusive and participatory learning environments.

Empowerment and local leadership

Our focus on empowerment and local leadership is fundamental to the success of our projects. The challenge remains in continuing to build the capacity of community leaders, local organisations and civil society organisations, and in providing them with the tools and support to take an active role in project implementation and management.

Impact monitoring and evaluation

Measuring and evaluating results is essential in the development and evolution of social programmes; knowing where we are starting from, how we are evolving and what the next challenges are is the key to the growth and sustainability of projects. For this reason, we are committed to transparency and accountability in order to continue to have the credibility, commitment and support of our partners, as well as to identify areas for improvement and ensure that our efforts are aligned with the needs and priorities of the communities we serve.

Strategic alliances and collaboration

We recognise the importance of uniting forces with other organisations, government institutions, private companies and local stakeholders to maximise our impact and achieve common goals. We are determined to build strong strategic partnerships that are based on mutual respect, trust and shared commitment to sustainable development, as we have been doing over the past three years.

HONOR PARTNERS



STRATEGIC PARTNERS



LOCAL PARTNERS



GOVERNMENT SUPPORT



COLLABORATORS



MEMORY 2023



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