Annual Report
2018
www.fundacioportaventura.org
In 2018, Fundació PortAventura launched the PortAventura Dreams village project, a space within the resort to welcome families with children that are affected or have been affected by a serious illness, for them to enjoy an all-inclusive stay. It will occupy an area of 8,850 m² inside the PortAventura World resort and will have 6 fully adapted houses.

This project expresses the Foundation's firm commitment to these people, a commitment that forms the central axis of its social action.

The purpose of the stay is to positively impact the morale of the ill children and their families to help their recovery, and also allow them to share in a friendly and playful setting, experiences with other families facing similar situations.

In 2018, we carried out a trial run in our hotels with 5 families that are users of La Casa de Los Xuklis managed by AFANOC (The Association of Family and Friends of Children with Cancer in Catalonia).
Corporate Responsibility as a company value

At PortAventura World, through the business and social action activities of Fundació PortAventura, we play an active role in targeting Sustainable Development Goals (SDGs) and we contribute, both directly and indirectly, to achieving them.

In 2018, we prioritised their impact to identify those goals to which we can contribute greater value, taking into consideration:
- Links between the SDGs and the business model and PortAventura World’s strategy
- Alignment between the SDGs and the social action initiatives and programmes developed or promoted by PortAventura World and its Foundation
- Relevant themes of sustainability identified in the materiality analysis with the participation of all stakeholders
- The global context and the local environment in which we operate

As a result of this analysis, at PortAventura World we have established the 8 main SDGs on which we will have the greatest impact.

Since 2008, we have also participated in the largest corporate social responsibility initiative: the Global Compact.

PRINCIPALS OF THE GLOBAL COMPACT

Human rights
1. Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.
2. Businesses should make sure that they are not complicit in human rights abuses.

Labour
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
4. Businesses should uphold the elimination of all forms of forced and compulsory labour.
5. Businesses should uphold the effective abolition of child labour.
6. Businesses should uphold the elimination of discrimination in respect of employment and occupation.

Environment
7. Businesses should support a precautionary approach to environmental challenges.
8. Businesses should undertake initiatives to promote greater environmental responsibility.
9. Businesses should encourage the development and diffusion of environmentally friendly technologies.

Anti-corruption
10. Businesses should work against corruption in all its forms, including extortion and bribery.

ENVIROMENTAL COMMITMENTS

We take action to protect the environment

SOCIAL COMMITMENTS

Fundació PortAventura
Our essence: the human team
A service with unique value for the client

GOOD GOVERNANCE COMMITMENTS

A consistent investment policy for a successful model
Suppliers aligned with our strategy

Fundació PortAventura, created in 2011, is the maximum expression of PortAventura World’s social commitment in our Corporate Responsibility policy.
The Foundation’s new project, PortAventura Dreams, is the maximum expression of this commitment, as it allows seriously-ill children and young people to access and enjoy the resort.

Fundació PortAventura, our mission

Fundació PortAventura works towards the social integration of groups at risk of social exclusion, with a particular focus on children and young people. Its objective is to contribute to the welfare of society and to improve the quality of life for these groups.

Assistance provided by Fundació PortAventura to these groups takes the form of the donation of resources and support to implement various charity programmes, such as accessibility to leisure days, events to raise social awareness and fundraisers.
About us

**Trustees:**
- Ramón Marsal Minguela, President.
- Arturo Mas-Gardá Romagosa, Vice-President.
- Choni Fernández Veciana, Secretary.
- Fernando Aldecoa Llauradó, Spokesperson.

**Team:**
- Joan Adserà Quesada, Manager.
- Sandra Vioque Goñi, Administration.

**Volunteers:**
- Alba Basora Martí.
- Marina Batet Maimone.
- Jorcelina Batista Oliveira.
- Verónica Borràs Huguet.
- Carlos Cerdà Torres.
- Mónica Conesa Vilanova.
- Claire Cuisinier.
- Emma Descrot.
- Khady Diene.
- Isabel Domingo Moyano.
- Carlota Farriol Segura.
- Alberto Fernández Molina.
- Choni Fernández Veciana.
- Marius Folch Lopez.
- Karina Del Valle García Luna.
- Kathely Gomes Da Silva.
- Sandra Gómez Valencia.
- Elena Güemes Santos.
- Mari Luz Guillamón Vilches.
- Silvia Llamas Mondéjar.
- Carlos Mellado Cardoner.
- Lydia Moreno Guerrero.
- Gema Nevot Ibañez.
- Daniel Nieto Ramos.
- Ariadna Obré Jornet.
- Sandra Ortega Giraldez.
- Sara Parejo Carrillo.
- Rosana Pérez Amo.
- Nicolas Plagge.
- Lluís Plans Palau.
- Marta Platero Martínez.
- Rita Rahme Makrai.
- Juana Robles Mora.
- José Rodado Nuñez.
- Aurelio Romera Santaengracia.
- Ángelica Maria Salvador Rossi.
- Noelia Sanchez Martinez.
- Pilar Sántana Cañete.
- Ana Santibáñez Verano.
- Mihaela Stefan.
- Magda Sterna.
- Ana Tellaxte Herranz.
- Laura Tribó Paul.
- Mireia Villas Bautista.
Every year, PortAventura World donates 0.7% of its profits to Fundació PortAventura, a key contribution to having the necessary resources to implement its activities.

## How are we funded?

### FUNDACIÓ PORTAVENTURA INCOME

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PortAventura World’s contribution to the Foundation</td>
<td>749 thousand</td>
</tr>
<tr>
<td>Donations received during fundraising events</td>
<td>200 thousand</td>
</tr>
<tr>
<td>Provision of services and other donations from other foundations, partner companies and private organisations</td>
<td>252 thousand</td>
</tr>
</tbody>
</table>

**TOTAL INCOME**

€1,201 thousand

### AID GRANTED AND DISTRIBUTION BY BENEFICIARY TYPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illnesses</td>
<td>728 thousand</td>
</tr>
<tr>
<td>Special needs</td>
<td>117 thousand</td>
</tr>
<tr>
<td>Social exclusion</td>
<td>228 thousand</td>
</tr>
</tbody>
</table>

**TOTAL AID**

€1,073 thousand

### COSTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (€)</th>
</tr>
</thead>
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<tr>
<td>Illnesses</td>
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<td>Special needs</td>
<td>117 thousand</td>
</tr>
<tr>
<td>Social exclusion</td>
<td>228 thousand</td>
</tr>
<tr>
<td>Costs incurred by the activities</td>
<td>111 thousand</td>
</tr>
</tbody>
</table>

**The Foundation’s ORDINARY EXPENSES**

€111 thousand

### Income earmarked for Foundation projects

98%*

*INCOME NET OF COSTS INCURRED BY ACTIVITIES
Involvement of PortAventura World employees

Volunteer programme

2018 saw the formalisation, in accordance with the Catalan Law on Volunteering and Promotion of Support for Associations, of the Fundació PortAventura volunteer programme, open to PortAventura World’s entire workforce. Volunteers have taken part in several training sessions, in which they were made aware of the social needs and their role in improving these situations. The participation of the workers was made official through a declaration of commitment, which emphasises the voluntary and altruistic nature of the relationship and the agreed responsibilities and duties.

During the year, volunteers took part in the different events organised by Fundació PortAventura such as “Posa’t la Gorra” and “Somriu per la infància”, the switch on of the Christmas lights at Hospital Sant Joan de Déu, and support for families through the PortAventura Dreams programme. This programme will have a wide deployment with the opening of the PortAventura Dreams village, where the volunteers will organise different activities for the families.

In addition, at some point during 2019 it is expected that the volunteering opportunities will be opened up to the family members of PortAventura World staff.

Teaming 2018

PortAventura World offers its employees the opportunity to suggest charity projects. In Teaming 2018, €15,723 was collected, between money contributed by the employees and contributions from the Foundation, which doubled the amount donated by the Teaming members. This amount was shared equally amongst the two organisations with the most votes from participating employees: the ACNefi (Catalan Neurofibromatosis Association) and the Catalan Williams Syndrome Association.

€15,723 raised in 2018

333  ➤  566

Evolution of the employee Teaming members from 2008 to 2018

2008 - 2018: 10 years of Teaming
The activity of Fundació PortAventura is channelled through the following lines of action:

1. Charity days in PortAventura Park to raise awareness amongst visitors and collect funds for other organisations
2. Access to leisure
3. Our own fundraisers to promote charity projects
4. Direct contributions to projects
1. Charity days in PortAventura Park

1. **Charity days in PortAventura Park**

1. **Fundació PortAventura and FEDAIA held a joint event on 9 June, the 6th edition of this charity party. More than 4,000 children, adolescents and young adults from more than 100 centres and services caring for children and adolescents at risk of social exclusion from all over Catalonia took part in this annual event. It aims to raise awareness in society of the need to guarantee equal opportunities for all children, especially those who are most vulnerable. With the sale of tickets at a social price of €21, all proceeds went to projects supported by the federation.**

2. **“Somriu per la infància”. Federació d’Entitats d’Atenció i d’Educació a la Infància i l’Adolescència (FEDAIA) (6th edition)**

3. **4,000 people attended this new edition**

4. **“Posa’t la Gorra!”. AFANOC Association of Children with Cancer (16th edition)**

5. **On 12 May, the “Posa’t la Gorra!” party celebrated its sixteenth anniversary. More than 6,000 people put on their caps in solidarity with children and adolescents affected by cancer and their families. The money collected was used to maintain the services at the Tarragona offices of AFANOC and for new projects aimed at improvements on La Casa dels Xuklis, which has been of service to around 950 families over the last 7 years.**

6. **6,000 participants**

7. **“Fent Amics”. Down Catalunya (10th edition)**

8. **On 6 October, more than 5,000 people attended the charity party that offers all guests a day filled with entertainment and the chance to enjoy the park with friends and family, whilst helping to raise funds for Down Catalunya and its nine member organisations. The collaboration between Down Catalunya and Fundació PortAventura began in 2009 and has become an important date on the calendar for many families visiting the theme park and contributing to a great cause at the same time.**

9. **5,000 children looked after by the authorities**

10. **“Festa del Cor”. SHE Foundation and AACIC CorAvant Association (5th edition)**

11. **1,500 people attended the new edition of this event in PortAventura Park, which was aimed at continuing to raise awareness in society of what children and young people with congenital heart disease have to deal with on a daily basis. The goal is to transmit a message of joy and positivity to all participants through activities organised for the occasion. Volunteers were on hand to make sure that this edition was, once again, a fantastic party for every single guest in attendance on this very special day.**

12. **1,500 people attended this new edition**
2. Access to leisure

Fundació PortAventura facilitates access to leisure by giving away free tickets to PortAventura Park. These donations are made directly to Centres specialising in assistance and improving the quality of life of children and adolescents, mainly from within the region, with special attention paid to programmes aimed at supporting children with serious illnesses or at risk of social exclusion.

12,567 beneficiaries in 2018
More than 2,200 runners of all ages took part in Fundació PortAventura Fun Run to help bring some smiles to local hospitals. The money raised from registrations was used to consolidate projects managed by Pallapupas, a charity organisation that helps to make hospital stays more bearable for children and adults through positivity and theatre.

A great day for the whole family. Before the race, children and adults were able to enjoy two mass-participation Zumba classes organised by the Amadeu Pelegrí Oncology Association of Salou. Younger runners were able to take part in the children’s run accompanied by some of the PortAventura World characters.

On race day, participants could purchase charity tickets to PortAventura Park, which helped to boost the final amount raised for Pallapupas.

Charity Golf Tournament (4th edition)

Taller Baix Camp is a not-for-profit organisation that helps people with learning disabilities to use their work skills and improve their emotional well-being through various projects, providing the necessary support so that they can achieve maximum social, employment and personal integration.

La Muralla Association of Tarragona works to improve the daily life of people with mental illnesses. The programmes developed by this charity organisation promote social, employment, educational and healthcare integration for people affected by these types of illnesses and also provides an axis of support and guidance for their families.

Charity Dinner (8th edition)

There were more than 1,200 diners at this event held in the PortAventura Convention Centre, and managed to raise even more funds than any of the previous editions. All money raised was used to support projects managed by three organisations focusing on the fight against cancer, especially in regard to children.

* Fundació Josep Carreras will use the funds to research treatment for a type of leukaemia that affects children in their first year of life.

* La Associació de Familiars i Amics de Nens Oncològics de Catalunya (AFANOC) will use the funds to further their work on projects targeted at fulfilling the needs of families when a child or adolescent is diagnosed with cancer.

* La Asociación Española contra el Cáncer (AECC) will use the funds for 15 projects that the association is currently developing in response to childhood cancers.

BTT “FUN RIDE” resistance race (1st edition)

300 runners took part in the first edition of a competition that combines sport, family fun and solidarity. There were two types of event: ‘Open’ (male, female, mixed and children) and ‘Family’, open to parents and children entering as a team.

The money raised will be used to support projects managed by Fundació PortAventura, a not-for-profit organisation that works towards the social integration of groups at risk of exclusion, particularly children and young people.

Partner companies:

“FUN RUN” (7th edition)

€20,300 in donations

Charity Golf Tournament (4th edition)

€90,145 in donations

Charity Dinner (8th edition)

3. Our own fundraisers

Partner companies:
4. Direct contributions to projects

The opening of the new PICU fulfilled two main objectives:

> Improve hospital stays for children and their families. The 24 cubicles are enclosed, to preserve the privacy of the patient and carers, and a bed is provided for the family member. The most progressive aspect is that the hospitalised children can be accompanied 24 hours a day.

> Provide the new unit with the most advanced range of technology. The new technology minimises discomfort thanks to patient monitoring.

> Improve working areas for hospital professionals.

In 2015, Fundació PortAventura and Hospital Sant Joan de Déu signed an agreement in which the company committed 3 million euros to finance the construction of the hospital’s new paediatric ICU. The new facilities, which were opened in May 2018, provided an area that was four times larger than the previous unit.

The cubicles are equipped with two columns (wet and dry), which house and connect the medical equipment without cables and connections obstructing the passage. The project includes a “Simulation Cubicle” so that professionals can practise real techniques without leaving the unit.

To make the recovery process a more positive experience for children, the agreement also takes into account initiatives such as the construction of a children’s play area, opened in 2016, and a “discharge package” that contains tickets to PortAventura Park and is given to children at the time of discharge to provide them with a goal after discharge and departure from the hospital.
Other projects and charity initiatives

Christmas visit for children in Tarragona and Reus hospitals

On 4 January, Fundació PortAventura organised its traditional Christmas visit to Sant Joan de Reus and Joan XIII hospitals in Tarragona to distribute gifts and joy amongst hospitalised children. Sesame Street® characters Cookie Monster and Elmo, together with 10 volunteers from Fundació PortAventura, surprised the children staying on the Maternity and Paediatrics wards.

The characters brightened up the stay for hospitalised children who were unable to enjoy Christmas with their families. It was a very emotional day during which Fundació PortAventura provided both the children and their parents and family members with a very different kind of morning.

#GivingTuesday partnership initiative with Red Cross Joventut Tarragona

#GivingTuesday is a global movement that aims to dedicate one day around the world to giving, whether food, money, time (voluntarily), toys, etc.

Fundació PortAventura decided to add to the toy collection organised by the Red Cross as part of the campaign “Sus derechos en juego” (Their rights in play). PortAventura World employees took part by donating brand-new toys that were neither violent nor gender-biased.

Humanisation Project of Hospital Joan XXIII of Tarragona

In November, the project for the humanisation of the Children’s Emergency Department at the Hospital Joan XXIII of Tarragona was launched. This project, proposed by the El Somni dels Nens foundation, was chosen by PortAventura World employees in Teaming 2017.

It is possible to consult the Annual Accounts and Independent Audit online at www.fundacioportaventura.org, section “Documentation”.
