



## 5<sup>th</sup> anniversary of the PortAventura World Foundation

**Over the last 5 years the PortAventura Foundation has donated 5 million Euros and supported more than 34,000 children at risk of exclusion.**

Since it became active in 2011, the PortAventura Foundation has worked on flagship projects such as the construction of a new paediatric ICU at the Hospital Sant Joan de Deu, which is set to become a European benchmark, and has forged close partnerships with various organisations such as Down Catalunya, Banc dels Aliments food bank, "La Muntanyeta" Provincial Cerebral Palsy Association and AFANOC.

This is a time to celebrate for the **PortAventura Foundation**. **Mr. Arturo Mas-Sardá, President of the Board of Directors of PortAventura World**, explained that *"In 2011 PortAventura decided to create the Foundation to channel and promote social action that the company developed within its Corporate Social Responsibility strategy. The aim is to improve quality of life for the greatest possible number of children and young people with illnesses, with special abilities and at risk of financial exclusion. These are the axes of the Foundation's activities"*.

The **PortAventura Foundation obtains the necessary resources to carry out their activities mainly from the contributions of PortAventura World, which allocates 0.7% of its annual profits to this cause**. Fundraising events have also taken place such as the **Charity Dinner**, which in only five years has become the largest charity event in Tarragona, the **Charity Race**, with the added attraction of featuring a tour around PortAventura Park, and in 2015 the **First Charity Golf Tournament** sold out of all available places in the first edition. All of **these activities** have been notably successful thanks to **more than 11,000 participants** over the past few years.



The PortAventura Foundation carries out its activities through **project** financing, organisation of **activities to raise awareness in society** and other **charity events** that have occupied its daily operations in these last five years.

## **Projects**

The project that will decisively characterise the coming years of the PortAventura Foundation will be the **construction of the new paediatric ICU at the Hospital Sant Joan de Déu. The foundation has donated 3 million Euros to finance its construction.** The new ICU will quadruple the current surface area for patients, following the model of the ICU at Boston Hospital, considered worldwide as the benchmark for this type of facility. **The project has been expanded with the installation of play areas within the hospital and even a children's park** inspired by PortAventura Park's theme areas in order to bring PortAventura joy and happiness to the children in the hospital; there will also be **visits from the PortAventura mascots and a "discharge pack"** with park tickets to complete the partnership between the two institutions.

Other projects supported with donations from the Foundation are those carried out by Banc dels Aliments a les Comarques de Tarragona, Proyecto Hombre Tarragona, Fundació Estela, SMC Salut Mental de Catalunya, Associació Down Tarragona, Fundació Casa Sant Josep, Pere Mata de Reus and Fundació Pascual Maragall amongst others.

In 2015, there was the opportunity for collaboration with the "Associació Pàdel amb Tú", a new inclusive sports project which took place in the municipal facilities of Salou.

## **Raising awareness in society**

In its underlying goals the Foundation establishes the objective to raise awareness in society about other realities that are poorly understood, and for this reason PortAventura Park activities are organised with other organisations. Annual charity events are held such as **AFANOC's "Posa't la gorra": this is a major event within Catalonia, with a total of 90,000 attendees over the years;** funds raised are donated to "La casa dels Xuclis", which welcomes families who have to travel to Barcelona to receive treatment for their children with cancer.



Other examples include: “**Jornada del corazón**” (**Day of the Heart**) organised together with the **Associació de cardiopaties congènites (Congenital Heart Disease Association)** and the **SHE Foundation, led by Dr. Valentí Fúster**, using the medium of fun to promote a healthy lifestyle with improved dietary choices and regular exercise, as well as the **Down Catalunya “Making Friends”** day where children with Down’s Syndrome had the chance to show off their skills in a number of activities. **Since 2011** this day has been attended by **more than 20,000 people**.

### **Charity actions**

The Foundation has also been involved, in its day-to-day operations, in **up to 1000 charity actions** over the last five years, working together with hundreds of regional organisations: donation of furniture to special employment centres, computers to schools and colleges, delivery of food kits with the support of the Volunteers’ Association of Vila-seca, etc ... and facilitating access to leisure for more than 23 thousand children in serious situations of social exclusion. These are just some of the requests that the Foundation attends to on a daily basis.

Finally, it should be noted, as expressed by **Mr. Arturo Mas-Sardá** that *“The undertaking of social commitments within the region is of great importance to PortAventura. This is reflected in the annual publication of a **Corporate Responsibility Report**, audited by an external certification body, which brings together all the activities carried out by the Foundation, including projects and activities for raising awareness and charity events, amongst others”*.

### **About the PortAventura Foundation**

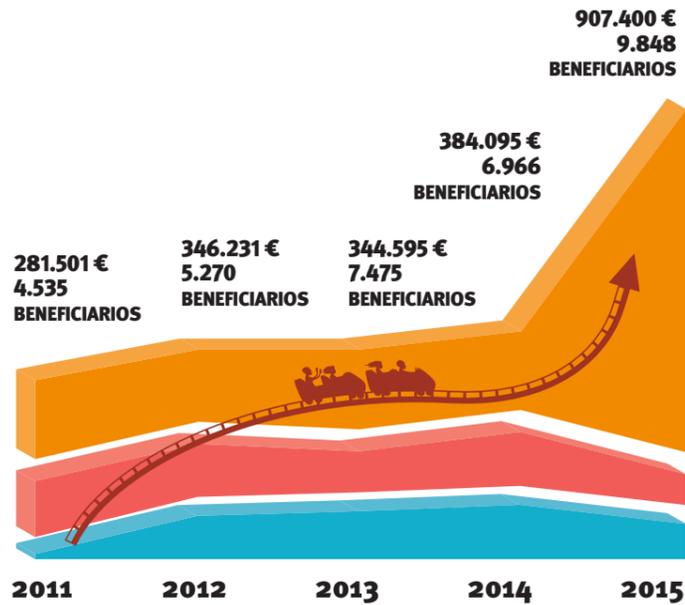
The Foundation, whose purpose is of general interest, aims to contribute to the welfare of society and to improve the quality of life of people at risk of social exclusion, especially children and young people; working with them directly or together with their families and indirectly by supporting other foundations and institutions.

[www.fundacioportaventura.org](http://www.fundacioportaventura.org)

## Proyectos y Acciones Solidarias

Hemos destinado los fondos recaudados a niños y jóvenes con:

ENFERMEDADES  
CAPACIDADES ESPECIALES  
EXCLUSIÓN SOCIAL



## ENFERMEDADES

8.558 BENEFICIARIOS  
930.886 € APORTADOS  
3.000.000 € NUEVA UCI HOSPITAL SANT JOAN DE DÉU

- "Posa't la gorra" AFANOC (desde 2002)
- "Jornada del corazón" AICECC y Fundación SHE (desde 2013)
- "Día sin gluten" Associació celíacs de catalunya (desde 2013)
- "Petits valents" Hospital Sant Joan de Déu (desde 2015)
- Marató de TV3
- Teaming (Apoyo a 7 proyectos)
- Nueva UCI pediátrica Hospital Sant Joan de Déu

## CAPACIDADES ESPECIALES

2.745 BENEFICIARIOS  
487.238 € APORTADOS

- "Haciendo amigos" Down Catalunya (desde 2011)
- Agafa't al 21" (Down Tarragona)
- Fundació Onada (inserción laboral)
- "Pàdel amb Tu" (Deporte inclusivo)
- Parques inclusivos en Escola SOLC y Salou
- Teaming (Asociación "La Muntanyeta")
- Huerto terapéutico Aigüesverds

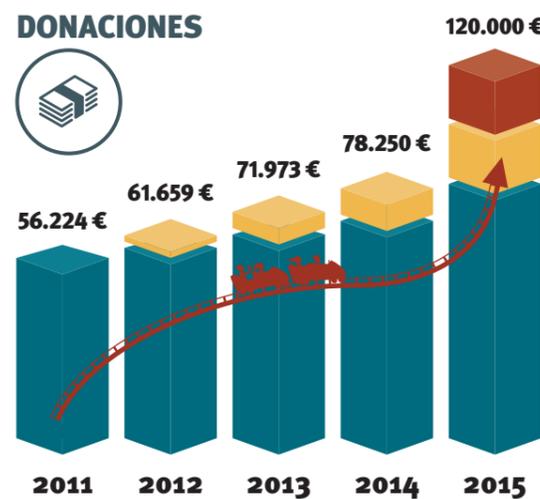
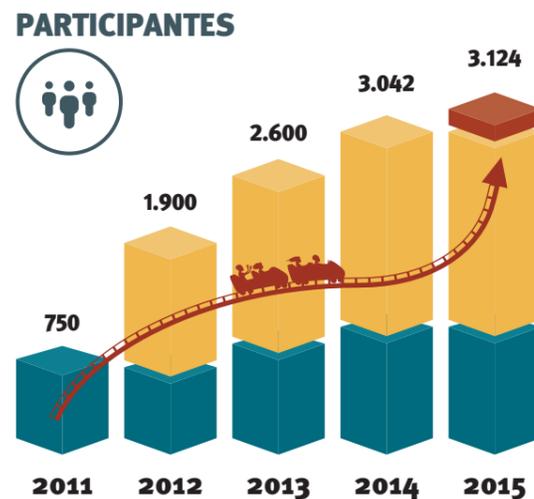
## EXCLUSIÓN SOCIAL

22.792 BENEFICIARIOS  
345.698 € APORTADOS

- "Sonríe por la infancia" FEDAIA (desde 2012)
- "Voluntaris per Vila-seca" (kid alimentos)
- Cruz Roja (kid alimentos recién nacidos)
- Teaming (Fundació Bona nit)

## Eventos fundraising Fundación PortAventura

Conseguimos fondos para proyectos gracias a la aportación del 0,7% del beneficio de PortAventura y el 100% del beneficio de nuestros eventos de fundraising:



## CENA SOLIDARIA

4.444 PARTICIPANTES  
334.199 € DONADOS

- Associació Provincial de Paràlisi Cerebral
- Banc dels Aliments a les Comarques de Tarragona
- Fundació Nous horitzons
- Projecte Home
- Alzheimer

## CARRERA SOLIDARIA

6.900 PARTICIPANTES  
32.907 € DONADOS

- Banc dels Aliments a les Comarques de Tarragona
- Fundació Estela
- SMC Salut Mental de Catalunya
- Associació Down Tarragona

## TORNEO GOLF

72 PARTICIPANTES  
20.000 € DONADOS

- Casa Sant Josep