



2020

ANNUAL REPORT ON SOCIAL RESPONSIBILITY



HAGAMOSLO **bien**
Para que te vaya

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MESSAGE FROM THE BOARD PRESIDENT

Dear Friends:

During 2020 our Institution, as well as our country and the entire world, confronted the coronavirus pandemic, a situation that has challenged society as a whole in an unprecedented manner.

This health emergency has caused numerous and unfortunate consequences. Without a doubt, the most important one has been the loss of many human lives, as well as the effect it has had on economies around the world and, as a consequence, the effect it has also had on people's economic situations.

The impact of COVID-19 has required extraordinary measures to be taken by everyone: country governments have taken measures to avoid the spread of the virus, private and government sectors have strengthened medical resources and the capacity to attend affected people, the temporary suspension of certain economic activities that affected almost all industrial productive chains and the suspension of all large-scale events.

Throughout the year, the pandemic required the attention and participation of the entire community. In Mexico, an effort was put in place in an attempt to attend the effects of this phenomenon that at the beginning was not believed to have the severe impact it had on the lives of all Mexicans or in our society.

The health contingency in Mexico greatly affected several sectors, especially the health and economic sectors, and it brought with it a serious economic crisis due to the suspension of non-essential activities. Once more, Mexicans had to unite in solidarity to be able to carry on and support the most vulnerable members of its population, as far as food, medical attention and education are concerned.

Fortunately, in Nuevo Leon, the strong alliances that have been forged over the past few years resulted in a full response, with all public and private organizations working tirelessly to offer help to the entire state community.

The need for a response to COVID-19 concerns, brought about a pause in our activities and in the strategic projects foreseen for 2020, with a necessary readjustment in prioritizing our social responsibility projects in order to take care of present matters.

For this reason, we were in the need to seek collaborative actions to collect funds to aid the people and communities most affected by the pandemic. Therefore, our main task during 2020 was to attend to this urgent problem affecting every aspect of our lives.

In addition to our response to the COVID-19 health contingency, the Club has maintained essential duties and responsibilities to continue with its day-to-day operations in the most regular way possible. We are sure we will take the learning from this experience to keep on working in favor of our Community in the future.

In spite of all the adverse situations in 2020, the Club celebrated its 75th Anniversary as a distinguished Sports Club, and it reaffirmed its permanent commitment of seeking the best sporting results in all of the tournaments in which we participate, and specially to favor and create social value for our Community.

The Club, in accordance with the social commitment that brought about its creation, reinvests all of the resources generated through soccer in social causes to benefit the Community. This is possible thanks to the four core strategies that define the Club's Social Responsibility: "Our Children", "Rayados' Values", "Blue Planet" and "Alliances".

This Annual Report on Social Responsibility presents the activities carried out within each of these strategic actions and which, with great effort and dedication, were done throughout the year.

These activities represent a commitment by all members of the Club, who are conscious of the importance of attending to and helping the most vulnerable members of our Community. For that reason, we are committed to the continuous evolution of our sporting and social areas, just as it has been reflected throughout our history.

As we have done during our first 75 years, the Club will continue to create social value for the Community and to teach and lead by example in Life and on the Field.

Yours truly,



José González Ornelas

President of the Board of Directors
Club de Fútbol Monterrey



03. INSTITUTIONAL PRINCIPLES

The principles of C.F. Monterrey Rayados reflect our Institution's reason for being and its commitment to its fans and Community in general. These principles, along with its values, will always continue to be the basis for our Club's development.

FANS AND COMMUNITY

We recognize our Fans and Community as our Institution's reason for existence and whom our Club's Principles are based on.

ECONOMIC FEASIBILITY OVER TIME

C.F. Monterrey is a non-profit institution that carries out its activities in a socially responsible manner while it seeks to permanently increase its sporting and material heritage to assure its permanence and viability over time.

COMMITMENT TO SOCCER AND TO THE COMMUNITY

Social commitment has formed an important part of our Institution since its foundation; therefore, the Club pledges to reinvest profits earned from soccer games in social causes that benefit our Community.

COMMUNITY PARTICIPATION

The Club is committed to actively participate in community causes in the areas of education and ecological conservation, with its prime focus on children and teenagers in vulnerable conditions.

We are committed to continuing the sustainable conservation of La Pastora area in the ecological park "Rio La Silla".

LEGALITY AND TRANSPARENCY

The Club is always committed to acting within a framework of legality, respecting applicable laws and regulations for our activities. We are a transparent organization regularly audited by highly recognized independent institutions with high international standing and reputation.





04. RAYADOS' VALUES

A sense of belonging and responsibility in Life and on the Field for all of our Club's sporting and institutional commitments is of utmost importance.

Our Values are represented by:

COMMITMENT

We align all of our efforts and resources in order to achieve the Institution's maximum sporting and social objectives.

RESPECT

We respect our rivals, laws and regulations. We play fairly in Life and on the Field.

DISCIPLINE

We recognize that discipline and maximum effort are indispensable for achieving our goals.

TEAMWORK

We promote unity, solidarity and teamwork in Life and on the Field.

INTEGRITY

We follow ethical principles and practice sporting and civic integrity.

RESPONSIBILITY

We fulfill our commitments and assume the consequences of our actions and/or omissions.

05. CFM'S SOCIAL TASK



C.F. Monterrey is constantly concerned about promoting and generating a high sense of social solidarity and, for that reason, conscious of the power of soccer in our community, we have undertaken the task of creating sporting programs and social activities for children and families in vulnerable conditions.

Directly or through our alliances with different institutions and organizations, our goal is to invest in values that have a positive impact on today's children.

06. CORE STRATEGIES

AS A SOCIALLY RESPONSIBLE COMPANY, FOUR CONCEPTS DEFINE OUR WORK AND OUR EFFORTS IN COLLABORATION WITH AND/OR TO BENEFIT GROUPS OF INTEREST.

- 
- OUR CHILDREN
 - RAYADOS' VALUES
 - BLUE PLANET
 - ALLIANCES

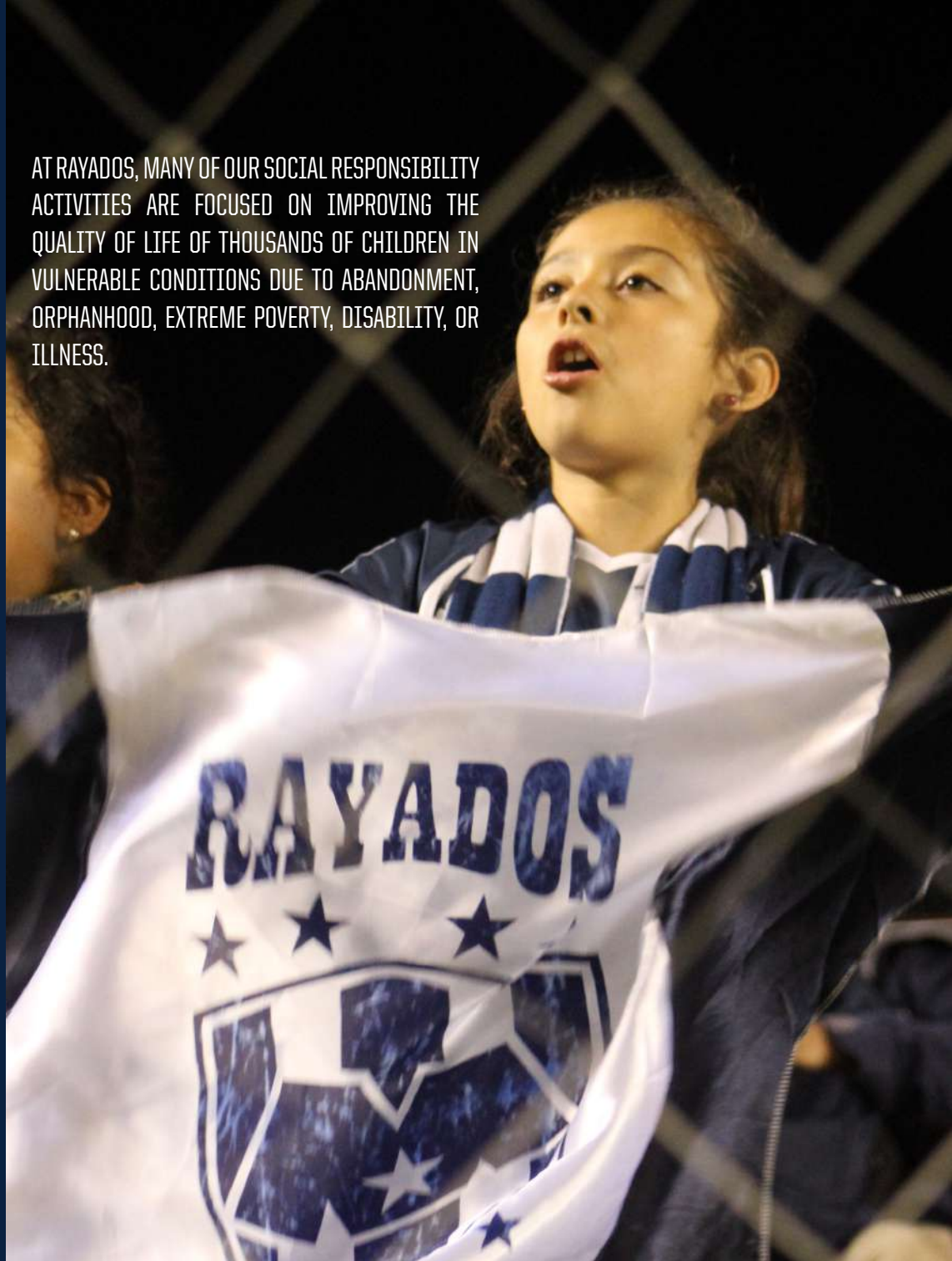




C1

OUR CHILDREN

AT RAYADOS, MANY OF OUR SOCIAL RESPONSIBILITY ACTIVITIES ARE FOCUSED ON IMPROVING THE QUALITY OF LIFE OF THOUSANDS OF CHILDREN IN VULNERABLE CONDITIONS DUE TO ABANDONMENT, ORPHANHOOD, EXTREME POVERTY, DISABILITY, OR ILLNESS.



During this atypical year, the pandemic and health contingency had an unfavorable impact on activities carried out in this area in particular, since the activities that our players regularly do with these children in unfavorable situations had to be suspended at the beginning of March. However, we looked for innovative ways to reinvent ourselves in order to keep in contact with these children through new and different activities.

Some of the activities we could fortunately carry out with the children were:

Visits to Integral Family Development System (DIF) centers, and to associations and institutions that care for children in vulnerable conditions by the First Team, Rayadas, U-20, U-17 and/or U-15 juniors.

Zoom video calls with players from the First Team or Rayadas to remotely participate with and learn from boys and girls from different non-profit associations.

Invites carried out at the beginning of the year for children from different municipalities in the metropolitan area to our Home Suite or to our Child Care Suites to see First Team and/or Rayadas games at the BBVA Stadium.

Invitations to the BBVA Stadium to witness First Team MX Cup games or Rayadas' games from the stands.

Invitations to exclusive training sessions at the BBVA "El Barrial" Training Center.

Invitations to guided tours of the most private areas in the BBVA Stadium during the "Rayados Experience Tour".

Donations collected at the BBVA Stadium on game days to pay for treatments and/or medications for minors through associations, institutions or individuals.

Online promotion to encourage donations to pay for treatments and/or medications for minors or individuals with health problems through our social media channels.



+ 35,000

boys, girls and families were directly and indirectly helped throughout the year, thanks to our social responsibility programs.



55

associations which we worked with during the year.

11

online social responsibility activities during GuardIanes 2020.



+ 1,780

boys and girls were invited to the BBVA Stadium to watch an official game for the first time or to take an exclusive and free Rayados Experience Tour.



+900

children enjoyed, laughed and learned during online or face-to-face social responsibility visits done by our First Team, Rayadas and Youth Teams.



pesos were raised by our fans during online fundraising programs.

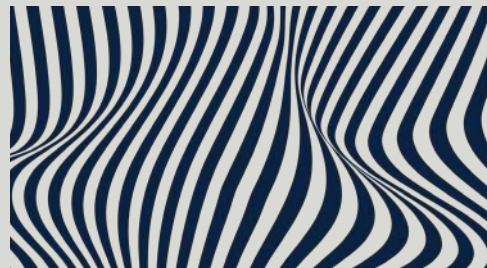
+\$50,000



SPREADING JOY

Among the activities and experiences we were able to carry out before the start of the pandemic, were our traditional protocols with child ambassadors, starting with a warm welcome at the BBVA "El Barrial" Training Center, where they usually spend a moment with the First Team during a training session and they get to meet their favorite players. We later welcome them as guests during the corresponding game so that they hand over the ball during the initial game protocol.

We also had the opportunity to greet boys and girls with terminal illnesses or those with similar and difficult health conditions at "El Barrial". We invited them to watch a training session of the First Team and they later spent a friendly afternoon with the players, being encouraged not to give up and to continue fighting in spite of their situations.



Another activity that has become a tradition at the Club and at all levels of the Mx League as well, is the involvement of a child ambassador with a hearing disability who delivers the initial protocol message in sign language. As always, we thank the Institute for the Integral Development of the Deaf (IDIS) and their students for their constant support and participation which allows more people to receive this inclusive message.



A CHRISTMAS TO SHARE

BLUE AND WHITE CHRISTMAS

This year we shared our special Christmas with the Workshop for Integral Expression and Development (TEDI) association, an institution dedicated to the education and preparation of individuals with Down's syndrome.

All of the children had an enjoyable time with some of their favorite male and female players upon celebrating the Christmas holidays.



RAYADOS' CHRISTMAS TOUR

This December we brought Christmas to the orphanages in Nuevo Leon that were most in need of a moment of happiness to celebrate the holidays. With the help of DIF, we enjoyed our online and in-site visits with more than 200 children in 15 Social Assistance Institutions and Centers. We shared Rayados Kids' Christmas stories with them, did arts and crafts, and brought them presents and many other surprises, in addition to a visit from Monty, our official team mascot, during an afternoon full of music, joy and fun.



Thank you for opening your doors and sharing a Rayados' Christmas with us!



PROGRAMS GOALS FOR A CAUSE

Our Goals for a Cause program has become a valuable tradition for the Club and its fans. During each League tournament, Rayados, AIEn Group and the Dibujando un Mañana Foundation help raise funds for associations that help children with multiple disabilities and/or terminal illnesses.



\$500,000

pesos were donated with the support of AIEn during the 2020 Clausura tournament to “Destellos de Luz”, an organization that helps prevent blindness and provides comprehensive medical attention to low-income people with visual problems.

Thanks to this program, eye surgeries were performed on children and teenagers with strabismus. Educational programs were also implemented for children with visual disabilities in order to improve their quality of life and their integration into society.

51

children received full scholarships through this program.

\$500,000

pesos were donated with the support of AIEn during the 2020 Guardlanes tournament to benefit the Simon de Betania Orphanage, which provides free medical attention to children and teenagers with infectious or catastrophic illnesses.

The support from this tournament was turned into a program of comprehensive healthcare for children and adolescents cared by the association, with recurring laboratory studies, accompanied by an educational program for their cognitive development, as well as their physical and mental health.



POINTS FOR A CAUSE

The 29 points achieved by Rayados in the 2020 Guardlanes Tournament were turned into psychosocial and academic scholarships to assure the continuity of basic education for the children at the Leon Ortigosa Orphanage. Laptops, workshops, books and other materials were given to primary and middle school students at the orphanage.

290

boys, girls and teenagers
at the Ortigosa Home
benefitted from this
program.

\$300, 000

pesos were donated with the support of Arca Continental during the 2020 Guardlanes tournament to the Ortigosa Orphanage, an organization dedicated to the care and education of Mexican children and teenagers through quality education based on human values.

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RAYADOS' VALUES





Our years of experience as a football club have taught us that sports are one of the best tools used as a social change mechanism, through the promotion of values and virtues, especially when they are taught by example.

For that reason, our sporting, institutional, and social commitments are very important, and they motivate us to ensure that all of our activities are carried out in an environment that is healthy and safe for the Community at large.

Through this strategy, the Club promotes values within the Community that are the basis for our Institution: commitment, respect, discipline, teamwork, integrity and responsibility.

As with many other aspects, the Covid-19 pandemic brought about a reduction in a number of activities we used to do under this strategy; however, we were able to do more than we had foreseen thanks to our alliances with other organizations such as “Let’s Do It Right” (Hagámoslo Bien).

Actions implemented in this area are aimed at promoting our work philosophy on all levels, using sports as an educational tool:

- Promotion and commitment to our motto “In Life and on the Field” in each of our sporting, institutional or social activities, as well as within all levels of the Club.
- Permanent promotion of a Culture of Legality through our alliance with Let’s Do It Right.
- Courses and trainings for employees.
- ESR certification: Socially Responsible Company.
- Exemplary Rayados Fan Campaign.
- Tributes to the frontline workers.



LET'S DO IT RIGHT



Hagámoslo Bien or “Let’s Do It Right” is a citizen movement to create and promote a Culture of Legality in Monterrey.

It started as a citizen response to the challenges of insecurity, apathy and corruption in the state, based on the belief that if society’s cultural values and behaviors are modified in a positive manner, this can change the future of our City.

In addition, it is an initiative that includes the participation of organizations from all sectors of society: the church, government, schools, universities, businesses and non-governmental organizations.

Rayados and Let’s Do It Right share the same values, the same mission and the same philosophy. Since its beginning seven years ago, we have been committed to promoting a Culture of Legality in our Community and

to work on building an honest State where we can all live and get along as a society.

In the same manner, since its foundation, C.F. Monterrey has been committed to permanently maintain a space for the Let’s Do It Right logo on its official uniform to create awareness among our fans concerning this important citizen movement and to continuously reinforce the alliance between both organizations.

100 percent of our staff and collaborators have already taken training, awareness, and sensitivity courses on the Culture of Legality.

In 2020, the following activities were carried out together with our ally:



DRIVING RESPONSIBLY

This is a citizen initiative that emerged to improve the driving culture in Monterrey as well as to make an important change in our driving habits. Its goal is for drivers to be aware of traffic safety and courtesy.

This year, Rayadas and Let's Do it Right joined forces to create an activity for social media during the halftime of the Rayadas and Chivas game on the tournament's 9th date, in order to learn about basic traffic rules.

The halftime activity consisted of some simple questions concerning pedestrian crosswalks, driving recommendations and traffic accident statistics. The first six internet users who responded correctly received a prize. In addition, a sensitivity campaign was implemented in social media to promote a sense of driving culture in our city.

Let's be committed to driving correctly!



COURSES AND TRAININGS FOR EMPLOYEES

“Honesty and integrity in decision making is practiced and strengthened every day.

Throughout the year the Club has constantly trained all of its collaborators, reinforcing not only the knowledge of values, but also decision making that is honest and within the Culture of Legality. This helps us remember to do things right until it becomes a habit.”

MARIANA PERALES, DIRECTOR OF LET'S DO IT RIGHT.

In spite of not being able to work in a face-to-face manner during most of the year, our collaborators maintained high quality teamwork during different Let's Do It Right workshops taught at the Club.

Collaborators of all types, such as employees, trainers and players were invited to receive one of six training sessions taught online by Let's Do It Right during the pandemic.

'Integrity in decision making', 'Measuring company integrity', 'Company integrity and complaint systems', 'The value of responsibility' and 'The importance of respect and commitment in company operations' were the subjects in these training sessions.

RAYADOS AS A **SOCIALLY RESPONSIBLE COMPANY**

For the twelfth consecutive year, in May of 2020, C.F. Monterrey was awarded this emblem recognizing the Club as a Socially Responsible Company by the Mexican Center for Philanthropy (Cemefi) and the Alliance for Company Social Responsibility (AliaRSE).

We would like to thank the institutions and associations that collaborated with us in the promotion of a state of well-being for the underprivileged; the volunteers who worked along with us to help those in need, as well as our Community and fans who were committed to each and every one of our social responsibility programs.

Thanks to all of you, our Club was recognized as a Socially Responsible Company once again this year.

C.F. MONTERREY: A **HEALTHY COMPANY**

In the month of October, Dr. Manuel de la O Cavazos, the Secretary of Health of the State of Nuevo Leon, awarded the Club and the BBVA Stadium a Healthy Company badge, due to the commitment to continuous improvement in the processes to protect the health of our collaborators.

The badges confirmed that the Club works with strict adherence to applicable health legislation and under the protocols of prevention and protection of the MX League, making it a healthy workspace for its employees and collaborators during the Covid-19 health contingency.

Commitment in Life and on the Field!



EXEMPLARY RAYADO FAN

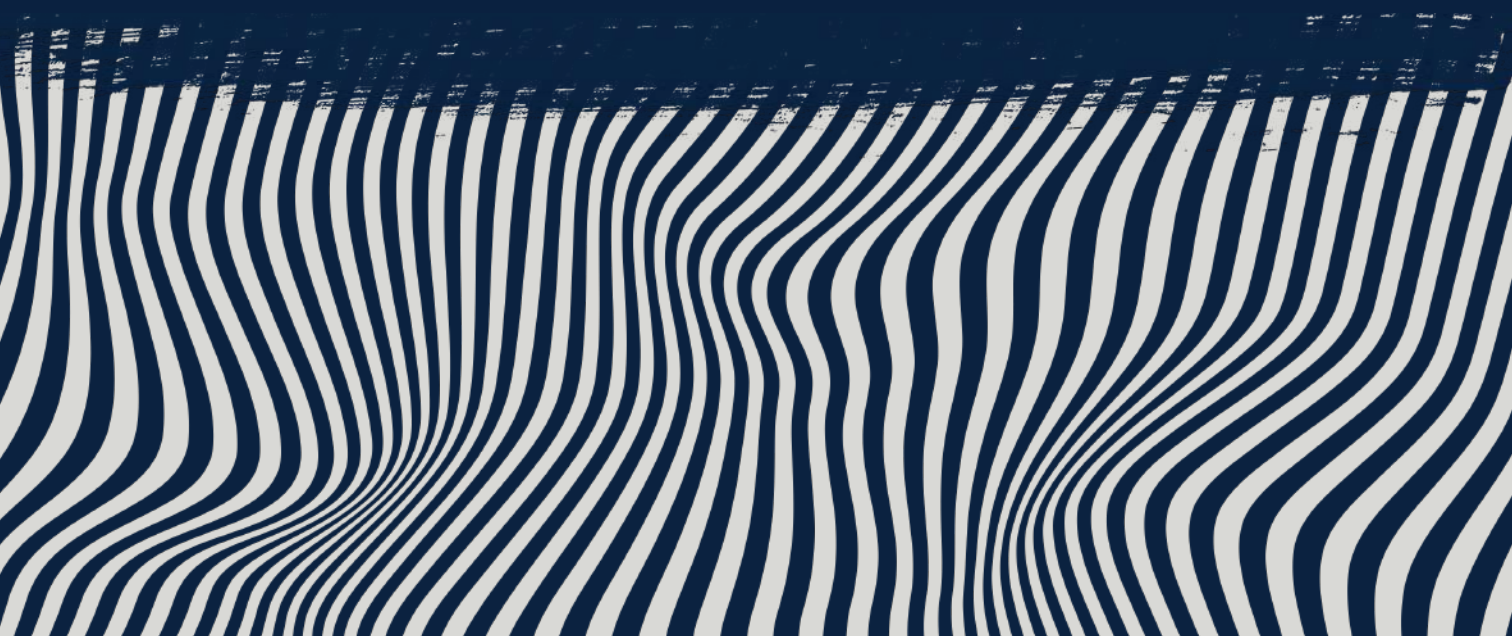
Due to the health contingency brought about by the Coronavirus pandemic, this year we wanted to increase the context of this campaign to thank Rayados fans who were key elements in helping, attending and caring for the entire community that was threatened by the unknown virus, while making enormous sacrifices upon risking their lives and those of their families.

An online registration was done so that fans and the community at large could nominate people and a requirement was for them to first indicate the Rayados' value that best exemplified the person nominated. After the nom's registry, each week one of the nominees was selected and a note of appreciation and gratitude was published for the week's Exemplary Rayados fan.

Doctors, chemists, paramedics, stretcher bearers, rescue workers, hospital cleaning staff workers, and nurses who directly attended COVID-19 patients were nominated.

In spite of being only a small gesture of thanks for their tremendous work, the Club de Futbol Monterrey and the entire Community will always be indebted to health personnel who without a doubt became our 2020 guardians.

THANK YOU!





2020 GUARDIANES TRIBUTES

Following the initiative of the MX League of renaming the Apertura Tournament as 2020 Guardianes as part of the tribute by the soccer family to our country's medical personnel and to encourage them to fight against the Covid-10 pandemic, throughout the tournament C.F. Monterrey undertook actions to thank the frontline workers.

In the month of September, the Health Department of Nuevo Leon invited fans in the state to come together for the Monterrey derby in order to recognize the work of health personnel and frontline workers on all levels.

Rayados and Tigres had the opportunity to thank them in a special guard of honor dedicated to the frontline workers during the initial protocol of the game in the BBVA Stadium. Both teams were able to personally thank them for their daily work in protecting our community in the name of the Clubs, their fans and the community at large.

Additionally, during the month of October and during the Final of the Women's Mx League and the Final of the Mx Cup, we received 15 professionals from the health sector at the BBVA Stadium who were our ambassadors for the game, and had an unforgettable participation in the initial protocol.

Doctors, nurses, respiratory therapists, chemists and personnel from basic services at hospitals such as the Valle Oriente Angeles Hospital, Maternal Regional Hospital, Metropolitan Hospital and the IMSS' Family Medicine General Hospital Number 6 attended. We thank the public and private health sectors for allowing us to carry out this activity.

In addition, throughout the tournament and before each of our local games, we paid homage to the medical personnel in Monterrey by including them in the regressive countdown for the whistle that marked the beginning of the same. During each game, four new faces of Guardlanes were shown on our screens at the BBVA Stadium. We give a heartfelt thanks to our frontline workers!



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BLUE PLANET



CONSCIOUS OF THE IMPORTANCE OF THE CARE AND CONSERVATION OF THE ENVIRONMENT AND ALIGNED WITH OUR STRATEGY OF SUSTAINABILITY, WE HAVE CARRIED OUT A NUMBER OF ACTIONS TO REDUCE THE CLUB'S ENVIRONMENTAL IMPACT.

KEY AREAS OF COMMITMENT TO OUR ENVIRONMENTAL RESPONSIBILITIES INCLUDED CARING FOR THE ENVIRONMENT, THE SUSTAINABLE CONSERVATION OF THE ECOLOGICAL PARK "RIO LA SILLA", THE MANAGEMENT AND DESIGN OF FACILITIES WITH A LOW ENVIRONMENTAL IMPACT, ENVIRONMENTAL CERTIFICATIONS AND EMBLEMS, AS WELL AS RECYCLING AND ADEQUATELY MANAGING WASTE PRODUCED BY OUR OPERATIONS.

WITH THE CLOSURE OF THE BBVA STADIUM AND THE ECOLOGICAL PARK "RIO LA SILLA" DUE TO THE HEALTH CONTINGENCY, ACTIONS SUCH AS RECYCLING WASTE OR ACTIVITIES IN THE PARK WERE AFFECTED THROUGHOUT THE YEAR, ALTHOUGH THEY WERE NOT COMPLETELY UNCARED FOR.

WE POINT OUT THE FOLLOWING ACTIVITIES THAT WERE DONE TO ACHIEVE OUR OBJECTIVES:

- PROMOTION OF THE USE, CARE, MAINTENANCE AND CONSERVATION OF THE ECOLOGICAL PARK "RIO LA SILLA".
- PET AND PEAD RECYCLING AT THE BBVA STADIUM AND AT THE BBVA "EL BARRIAL" TRAINING CENTER.
- RECYCLE TO WIN CAMPAIGN WITH GRUPO ALÉN.
- SUSTAINABILITY OF THE BBVA STADIUM AND CFM.
- ENVIRONMENTAL CERTIFICATIONS.
- CLEANING BRIGADE AT THE ECOLOGICAL PARK "RIO LA SILLA".
- "LEAVING A MARK" CAMPAIGN.
- AVOIDING THE USE OF DRINKING STRAWS IN SNACK BARS AT THE BBVA STADIUM AND ELIMINATION OF SINGLE-USED PLASTIC IN CLUB OFFICES.
- SMOKE-FREE BBVA STADIUM.



193,403 m²

of vegetation.

170

rehabilitated hectares.

+ 2,000

trees of native species along 13 kilometers.

655

visitors were received on the average per day during the year.

+ 116,000

annual visits to the Linear Park and to the ecological park "Rio La Silla".

+ 26

Kilometers of walkways in the Rio La Silla Linear Park.

10

stations with exercise modules and children's playground equipment within the park.

+ 315

recreational spaces for visitors within the Park that are also adapted for people with disabilities.

ECOLOGICAL PARK RIO LA SILLA

THE PARK “RIO LA SILLA” IS A FREE PUBLIC PARK THAT HAS BEEN REHABILITATED AND MAINTAINED BY THE CLUB FOR SPORTS AND FAMILY ACTIVITIES AND GATHERINGS. IT NORMALLY OPENS 365 DAYS OF THE YEAR; HOWEVER, DUE TO THE COVID-19 PANDEMIC, IT REMAINED CLOSED FOR NEARLY SIX MONTHS THIS YEAR.

RECYCLING WITH ALÉN

Thanks to ALÉN Group, C.F. Monterrey has achieved its goal of recycling waste from operations carried out at the BBVA Stadium on game days and from the offices, as well as in the BBVA “El Barrial” Training Center’s daily operations.

In addition to recycling the Club’s waste, Rayados fans and ALÉN have conducted campaigns to promote a recycling culture within the community at large:

RECYCLE TO WIN

This program encourages the collection of PET or PEAD bottles and containers for recycling and, at the same time, contributes to a decrease in solid waste.

There is a machine in the BBVA Stadium that collects such containers and official Rayados products are given as prizes to fans who have helped recycle the most kilograms during the tournament.

2,400

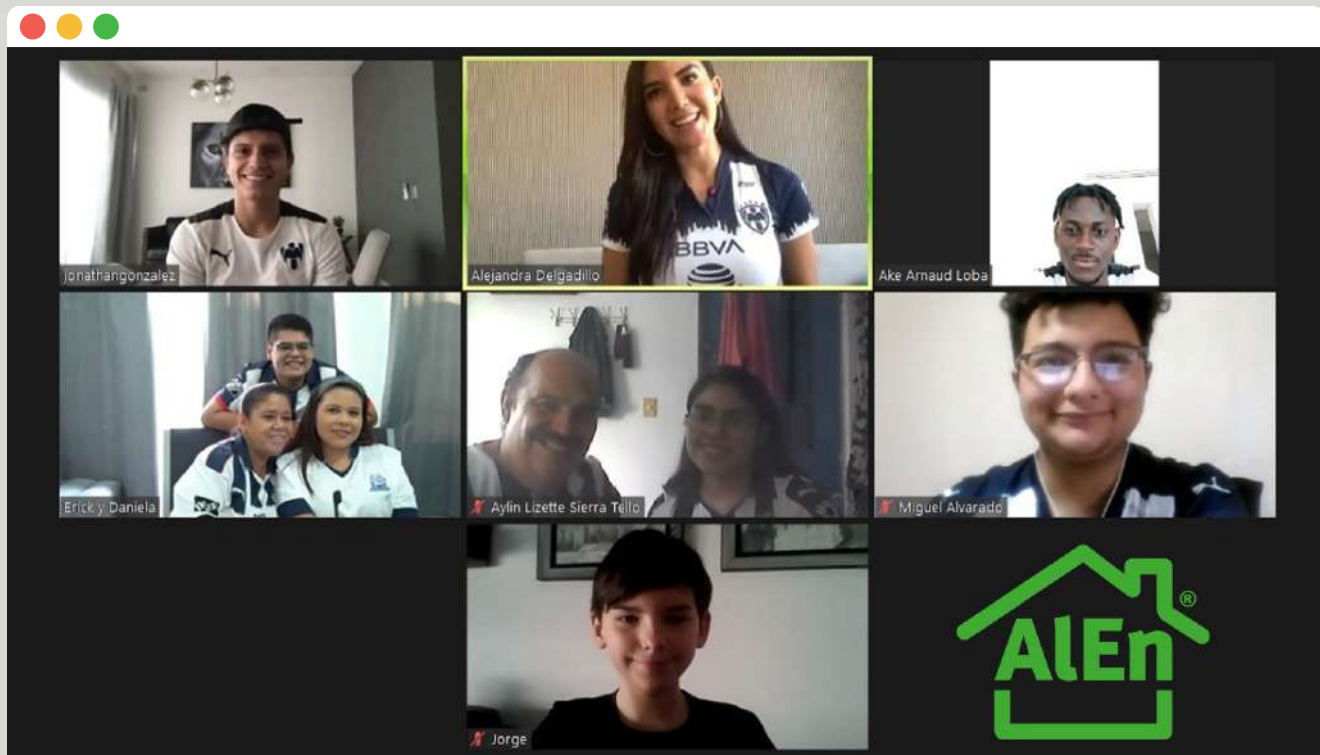
**FANS WERE REGISTERED
IN THE 2020 COLLECTION
PROGRAM.**

2,400 kgs

**PET KGS WERE COLLECTED BY
FANS AND EMPLOYEES IN THE
STADIUM’S MACHINE.**

74,750

**RECYCLED BOTTLES CONTRIBUTED TO THE
REDUCTION OF 4,070 KILOGRAMS OF
CO2 EMISSIONS INTO THE ATMOSPHERE.**



ONLINE MEET AND GREET

In the month of September, Aké Loba and Jonathan González had an online meet and greet with Rayados fans who had previously participated in AlEn Group's campaign and were among the ones who collected the greatest amount of plastic in the corresponding collection machines.

The winners enjoyed a pleasant hour online with our players and had the opportunity to ask them questions on different topics and to chat with them one on one.



RAYADAS

At the beginning of the year, we carried out a campaign that invited fans to recycle PET or PEAD in different collection points in the city to win tickets for local games played by the Rayadas in the Women's Mx League in the BBVA Stadium.

THANK YOU ALEN FOR YOUR COLLABORATION!

BBVA STADIUM AND CFM SUSTAINABILITY

THE BBVA STADIUM IS RECOGNIZED AS A FIRST WORLD CONSTRUCTION DUE TO ITS LOW ENVIRONMENTAL IMPACT, AND THE CLUB MAKES A CONSTANT EFFORT TO REDUCE ITS FOREST, WATER AND CARBON FOOTPRINTS.

25,000 m2

of trees and green areas surround the BBVA Stadium and it has become a green lung for the zone in which it is found.

+ 2,100

trees from the region are found within the property of the BBVA Stadium and within its surrounding area and they absorb

+ 9,500 kg

of CO2 per year.

810

healthy trees are now growing in the BBVA Stadium's greenhouse. They include poplars, sycamores, oaks, and evergreen oaks.

The use of chemical fungicides and agrochemicals to treat the playing field decreased by

66%

In 2020, free transportation service was provided as well for our Club personnel to transport them from the BBVA Stadium to the BBVA “El Barrial” Training Center with the objective of decreasing daily air pollution indexes:

- TRANSPORTATION FOR **720** PEOPLE MONTHLY.
- MONTHLY DECREASE OF USE OF APPROXIMATELY **400** VEHICLES.
- MONTHLY REDUCTION OF **73,000 KG** OF CO2 EMISSIONS.

**WORKING FOR MORE EFFICIENCY AND LESS
ENVIRONMENTAL IMPACT!**

ENVIRONMENTAL CERTIFICATIONS

Thanks to the self-sustainability of the BBVA Stadium, the avant-garde Home of Rayados has been the first building in the country to receive important environmental certifications.

Our sporting facility is recognized as a building that leads in energy and environmental design due to its savings in energy, intelligent control of its lighting systems and due to its 100% recyclable electrical distribution products.

IT IS THE ONLY STADIUM IN MEXICO THAT HAS THE ENVIRONMENTAL QUALITY CERTIFICATE AWARDED BY THE FEDERAL ENVIRONMENTAL PROTECTION AFFAIRS OFFICE (PROFEPA) SINCE THE BUILDING FULFILLS ALL STATE AND FEDERAL ENVIRONMENTAL REQUIREMENTS, PARAMETERS AND AUTHORIZATIONS.

IT IS THE FIRST SOCCER VENUE IN AMERICA TO OBTAIN **SILVER LEED CERTIFICATION:** LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN FROM THE U.S. GREEN BUILDING COUNCIL.

30%

SAVINGS IN ENERGY
WHEN COMPARED
WITH OTHER SOCCER
STADIUMS IN MEXICO



LET'S CONTINUE CUTTING EDGE
IN ENVIRONMENTAL MATTERS!



LEAVING A MARK

This campaign, which was implemented last year in conjunction with our Rayados Soccer Academies, was carried out at the beginning of the year when the health situation permitted us to do so.

With the support of The Home Depot and the cities of Guadalupe, Monterrey, Santa Catarina and San Pedro, children at our Rayados Soccer Academies participated in reforestation activities to create a culture of care and conservation of the environment.

Each day a line up of 11 trees was planted, representing the 11 team players on the playing field.



44

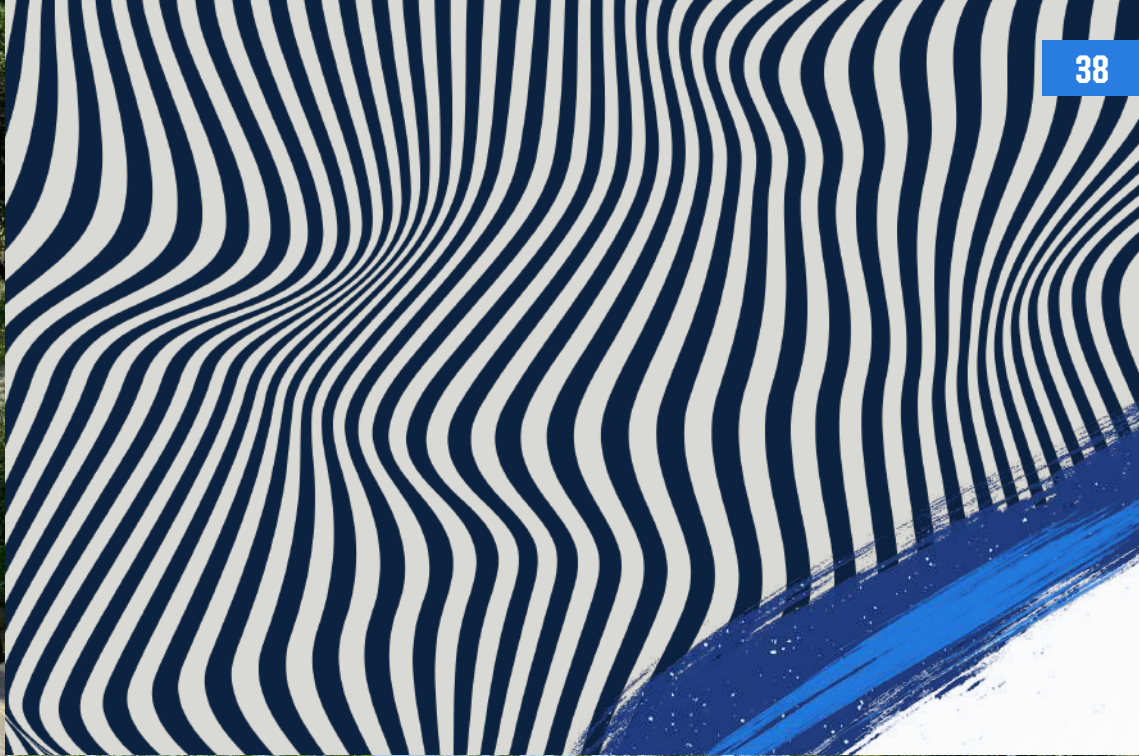
trees from the region were planted in 4 municipalities in the metropolitan area



ECOLOGICAL PARK “RIO LA SILLA” CLEANING BRIGADE

In the month of October, when the health situation allowed us to do so, the ecological park “Rio La Silla” and the Linear Park were reopened. For that reason, the Club in collaboration with the city of Guadalupe, organized a cleaning brigade to leave the installations in optimum conditions for the public, in addition to creating awareness concerning the care for these green areas.

The U-13 Rayados players, Monty the mascot and neighbors from Guadalupe were the volunteers who led this activity. They came together to pick up the trash and to collect materials to be recycled, while using at all times protective equipment supplied by our proud sponsor, The Home Depot.



350 kg

of trash were collected by 65 volunteers.



40 kg

of PET plastic were separated from the waste in order to be recycled.



C4

ALLIANCES



With this last strategy we seek to multiply the Club's efforts and scope of influence by carrying out different projects that seek to create awareness and social well-being through alliances with different institutions recognized in the Mexican society, that add value to the Community and with which we have common interests.

Contrary to other strategies for social responsibility, this pillar was the one that was most strengthened even during the contingency thanks to the alliances forged to confront difficult times.

The Red Cross, Pink Cross, FEMSA, Dibujando un Mañana Foundation, the State Government, Zero Hunger, the Mexican League, the Women's Mexican League, the Firefighters Association, Civil Protection, the Secretary of National Defense, the Health Department, Unidas Association and Comunidar Foundation are some of the organizations with which we joined forces to work together.

RED CROSS

As a part of institutional protocol, each year the Club supports the Mexican Red Cross in its traditional National Annual Fundraising Campaign, in which the Rayados as well as the Rayadas designate a game to be dedicated to this recognized institution during the Closing tournaments.

In spite of the fact that the health situation did not allow for a fundraising campaign to be carried out, C.F. Monterrey united in solidarity to the cause and through its administrative employees and collaborators, a voluntary donation was made from the payroll to the Red Cross during the months of June, July and August.



That donation was done in order to collaborate in continuing to save lives and to pay for operational expenses, ambulances, basic services and aid during the contingency.

We thank the Red Cross and its Monterrey delegation for inviting us to participate every year as strategic allies in the constant search for improving the community's quality of life.

PINK CROSS



\$192,000

pesos were raised from auctioning commemorative jerseys that were turned into

13

full scholarships for the specialized attention of patients and family members

26

individuals to be supported in the Pink Cross shelter.

LET'S GO FOR MORE!

Exactly as it has been done with the Pink Cross for eight consecutive years, the Club once again carried out its eighth traditional auction in benefit of that association; however, this time it was done online.

The Club donated 21 commemorative jerseys used by players during the 14th game of 2020 GuardLanes season between Rayados and Puebla, as well as the commemorative ball used during the game. All of the articles donated were autographed by the team.

Thanks to this donation, the Pink Cross was able to surpass the previous year's amount and a total of \$192,000 pesos was raised to benefit low-income women who have been diagnosed with cancer, providing them with treatments, lodging, feeding and specialized attention.

UNIDAS ASSOCIATION

This association specifically supports women diagnosed with breast cancer and provides them with psychological attention and healthcare, in addition to the promotion of early detection of this disease. To help this organization, during the month of October Unidas receives support from the Rayadas.

This year a dissemination campaign was carried out in social media from Rayadas' social media accounts with the objective of creating awareness concerning the importance of prevention and timely detection. With this campaign, fans and the general public were invited to donate funds to pay for mammograms for the women in Nuevo Leon who most needed them.

In addition, 21 jerseys commemorating the fight against breast cancer were used by the Rayadas in the month of October during the 9th Game vs. the Chivas Women's Team to reinforce the importance of this alliance and to create awareness.

**Let's continue to fight
against breast cancer!**





ZERO HUNGER



Zero Hunger in Nuevo Leon is an inter-institutional effort that has the goal of eradicating hunger for those in conditions of extreme poverty and to decrease wasting food in the state.

For the third consecutive year, Rayados joined the annual Zero Hunger campaign to create awareness concerning this initiative and to invite fans in Nuevo Leon to help eradicate child poverty.

During October, a digital campaign was carried out through Rayados and Zero Hunger's social media accounts using institutional videos, as well as a giveaway in which both Rayados and Tigres soccer teams participated. This helped to make the campaign viral before the Monterrey Derby and during food month.

C.F. Monterrey will continue to join the effort to end hunger in Mexico and Nuevo Leon.

HUNGER WILL NOT STOP US!



MEXICAN LEAGUE CAMPAIGNS

The Social Responsibility area of the MX League encourages all soccer teams to participate in actions to help the most vulnerable populations and to create awareness in society through soccer.

In October, all teams joined the “Health Campaign” to create awareness concerning the importance of prevention and healthcare, specifically commemorating World Mental Health Day, Breast Cancer Awareness Day, and National Doctor’s Day.

Throughout the month, during game protocols we received 12 ambassadors who represented workers from the health sector in Nuevo Leon, in order to highlight the importance of continuing to support prevention measures.

LET’S CONTINUE PARTICIPATING IN THESE UNIQUE AND UNFORGETTABLE EXPERIENCES!

INSTITUTIONAL CAMPAIGNS

In spite of the fact that face-to-face activities programmed for both seasons were limited during 2020, we created alliances with a wider array of institutions and carried out more institutional campaigns than during any other year.

We established online alliances and we took advantage of the impact of today’s social media to launch and inform the public concerning monthly campaigns that helped to sensitize and create awareness in the community concerning different topics.

Based on a calendar with anniversaries and commemorative dates, we were able to carry out campaigns to create awareness of cancer in children together with the support of associations such as Hands that Heal and AMANEC, the care and conservation of drinking water with the Water and Sewer Department of Monterrey, the World Bone Marrow Donor Day with Be the Match, the World Food Day with Zero Hunger, the Breast Cancer Awareness Day with the Pink Cross and Unidas, and the World Diabetes Day with the Mexican Diabetes Association in Nuevo Leon.

LET’S KEEP UP THESE CAMPAIGNS IN THE COMING YEARS AND PARTICIPATE IN MANY MORE CAUSES!

07. COVID-19 AID PROGRAM

WITH THE IMPACT OF THE COVID-19 PANDEMIC, NUEVO LEON, MEXICO AND THE WORLD FACED A HEALTH EMERGENCY WITHOUT PRECEDENCE IN WHICH ALL INDUSTRIES HAD TO REINVENT THEMSELVES IN ORDER TO GET AHEAD, AND OUR CLUB WAS NO EXCEPTION TO THIS.

IN ADDITION TO NUMEROUS REQUESTS FOR SUPPORT RECEIVED THROUGHOUT THE QUARANTINE AND THE ALLIANCES THAT WE FORGED TO ATTEND THEM, THE CLUB ORGANIZED PROGRAMS TO AID THOSE MOST AFFECTED IN NUEVO LEON, WITH AN EMPHASIS ON THE FOOD, HEALTH AND EDUCATION SECTORS.

ACTIVITIES CARRIED OUT TO HELP THE COMMUNITY DUE TO THE COVID-19 PANDEMIC WERE THE FOLLOWING:

- THE 12TH PLAYER CAMPAIGN.
- GIFT CARD DONATION TO TEMPORARY CLUB EMPLOYEES, THROUGH THE COMUNIDAR FOUNDATION.
- LAPTOP DONATIONS DURING THE RAYADOS' CHRISTMAS TOUR.
- FOOD DONATIONS TO THE MONTERREY FOOD BANK.
- FOOD PANTRY DONATIONS TO ASSOCIATIONS.
- LE ENTRO CAMPAIGN.
- SURPRISE VIDEO CALLS TO HOSPITAL PERSONNEL AND FRONTLINE WORKERS.
- AWARENESS CAMPAIGNS FOR THE USE OF FACE MASKS.

THE 12TH PLAYER

46



This campaign was born out of a response to a call to aid those without income during the pandemic and it was directed to Rayados fans.

Upon an atypical return to the field, closed off from the public and without spectators who could encourage the players with their presence, we invited fans to accompany the team in an original manner in our local games in the Home of the Rayados.

Through a campaign with Rayados cutout silhouettes in the Stadium, our fans could take a photograph wearing the Club's gear. The images of our fans were later placed in the seats of the BBVA Stadium for a good cause, to make a difference.

The earnings collected from this campaign were donated to the Comunidar Foundation and its Unite and Give initiative, which was used to pay for the basic needs of food, medications and/or to pay for utilities for those who lost their jobs due to the health contingency.

\$130,700

pesos were raised by the fans through this campaign.

TOGETHER WE MADE IT POSSIBLE!



SOLIDARITY GIFT CARDS

Thanks to the support of Rayados fans in The 12th Player campaign, the Club and the Comunitar Foundation united efforts to support outsourced employees who normally work at the BBVA Stadium on game days and who were affected by the suspension of the MX League due to the health contingency.

The support for employees was handed out in \$3,000 pesos gift cards for each person, which they could use in supermarkets to pay for their basic needs for food, medications and/or for the payment of utilities.

Through this initiative, we benefitted outsourced workers who belonged to third-party companies such as RG Private Security, Integra, Madero Group, QuickShine, Vision and Eurest.

\$900,000 pesos were donated through the solidarity gift cards.

300 temporary employees benefitted thanks to this initiative.

OUR TOTAL GRATITUDE TO THE COMUNIDAR FOUNDATION FOR MAKING THIS POSSIBLE!

LAPTOP DONATIONS TO ORPHANAGES IN NUEVO LEON

The Rayados' Christmas Tour was formed as an institutional campaign that responded to the technological needs of Orphanages in the state of Nuevo Leon, since these institutions did not have the necessary equipment so that the children cared for could have access to the new online mode of study, caused by the need for social distancing due to the COVID-19 pandemic.

The Club and the DIF of Nuevo Leon united efforts to identify the needs of Orphanages that operate in the state and a task was undertaken to provide them with 100 percent of the equipment required in order to assure that all children and teenagers without parental care could continue with their studies.

Thanks to the support of our sponsors HEB, McCormick, Oxxo Gas and MTY Bariatrics, it was possible to donate 100 computers that were distributed among 15 social assistance centers and institutions in the state.

The campaign, in addition to providing a unique and unforgettable Christmas for the young children, personally and academically motivated children and teenagers in Nuevo Leon in abandoned situations and it helped avoid school dropouts by allowing students to strengthen their studies.

The beneficiaries of this donation were boys, girls and teenagers from orphanages, shelters, residences, associations and institutions.

Moreover, with the support of the University of Monterrey, academic support programs for children were implemented so they could familiarize themselves with the equipment donated and do their homework and extracurricular activities through academic assessment sessions.

**THANK YOU ALL FOR BETTING ON THE
EDUCATION OF OUR CHILDREN!**



+ 1,000

**BOYS, GIRLS AND
TEENAGERS DIRECTLY
BENEFITED FROM THIS
DONATION.**

100

**LAPTOPS WERE
DELIVERED TO 15 SOCIAL
ASSISTANCE CENTERS AND
INSTITUTIONS.**

FOOD DONATIONS

Taking into account the difficult time that families in Nuevo Leon have been going through due to the economic crisis caused by the pandemic and the growing need for help reported by the Monterrey Food Bank, the Club with the help of Eurest Proper Meals decided to donate food from our storeroom on two different occasions to support those who are most in need.

1

TON OF FRUITS, VEGETABLES AND DAIRY PRODUCTS WAS DONATED IN MARCH AND IT BENEFITTED 570 FAMILIES FROM 7 CITIES IN THE STATE.

3

AND A HALF TONS OF PACKAGED FOOD AND BEVERAGES WERE DONATED IN JUNE TO HELP 1,682 FAMILIES IN 12 CITIES IN NUEVO LEÓN.

WE THANK THE FOOD BANK FOR ITS WORK WITH THOSE MOST IN NEED!



70

elders were provided food during the pandemic.



100

families were benefited in 11 cities.

FOOD PANTRY DONATIONS

With the support of HEB, in April we were able to deliver 50 basic pantries to the María Esperanza Nuestra Asylum and to the Monte Carmelo Asylum, social assistance centers that care for elderly people in risk in the city of Monterrey.

In addition, in May we attended the request from the Hands that Heal Association and donated 100 complete pantries to assist the families of children undergoing cancer treatment.

WE THANK HEB FOR MAKING THIS POSSIBLE!



LE ENTRO

The “Le Entro” initiative was born in the middle of the pandemic as a way to raise funds for Mexicans found in extreme need due to the health and economic crisis.

Through singular experiences, “Le Entro” seeks to raise funds through activities such as auctions to support three of the most vulnerable sectors and those most affected by the pandemic: health, food and education.

To support the initiative, the Club “took it on” with the Rayados VIP Experience so that once it is safe to do so, the winner and 3 of his/her guests can enjoy an official game in one of the most exclusive Suites in the BBVA Stadium, taking a private tour of the venue and later receiving an official jersey that will be autographed by all of the players after the game.

“Le Entro”, in collaboration with its strategic allies such as Rayados, has raised millions of pesos that have been converted into medical supplies for health professionals, pantries for vulnerable individuals and communities at risk, and scholarships for girls, boys and teenagers to help prevent school dropout.

THANKS FOR INVITING US TO PARTICIPATE!





AN UNPARALLELED SURPRISE

During the lockdown we were able to contact some Exemplary Rayados who dedicate all their daily efforts to continue combatting the pandemic and we surprised them with video calls from their favorite players.

Rogelio Funes Mori was able to connect with 13 health and administrative employees at the Maternal Regional Hospital and he thanked them for their arduous work and he promised to compensate their work with goals on the field.

Nicolás Sánchez talked via Skype with the health personnel at the Valle Oriente Angeles Hospital, recognizing the value, sacrifice and heroism with which they care for those most in need every day.

César Montes connected with Rayados fans at the Montemorelos General Hospital and listened to stories and anecdotes from their daily jobs during the pandemic and he sincerely thanked them.

“I wanted to give them a surprise from me and from the Club. We are very thankful for everything they do and it is now our turn to be the Rayados who encourage them from the other side of the playing field ”

Rogelio Funes Mori

“They have always been the main character of our history, and in this case, they are the ones who motivate us to continue moving forward. They are our example ”

Nicolás Sánchez

“We are very grateful to all of them for their work. We recognize the effort they make and from my side and all and I want to thank them from the bottom of our hearts and send them the best vibes ”

César Montes



We thank all of the hospital personnel for helping us with this surprise and for allowing us to connect with our Rayados guardians.

YOU ARE TRUE HEROES!



Before the beginning of the 2020 GuardIanes Tournament, the Club and its players formed part of the #LoHagoPorTi campaign, which aimed to make people aware of the importance of using face masks to decrease contagions and to save lives.

In the campaign, our players used social media to influence and reach the largest audience possible, publishing photos and videos of themselves using face masks and inviting everyone else to do the same.

We also participated throughout the tournament and since the beginning of the contingency in the campaign #AsíSeUsa, developed by the Government's Communication Council that seeks to create awareness among Mexicans concerning the correct use of face masks to prevent contagion. To amplify the main message of this campaign, our players on the First Team and players in Rayados team were committed to going out on the playing field during each game wearing their face masks, in order to be an example for the entire community.

USE OF FACEMASKS



**LET'S CONTINUE WORKING TOGETHER
IN FAVOR OF OUR HEALTH!**

08. SOCIAL AWARENESS AND COLLABORATIONS

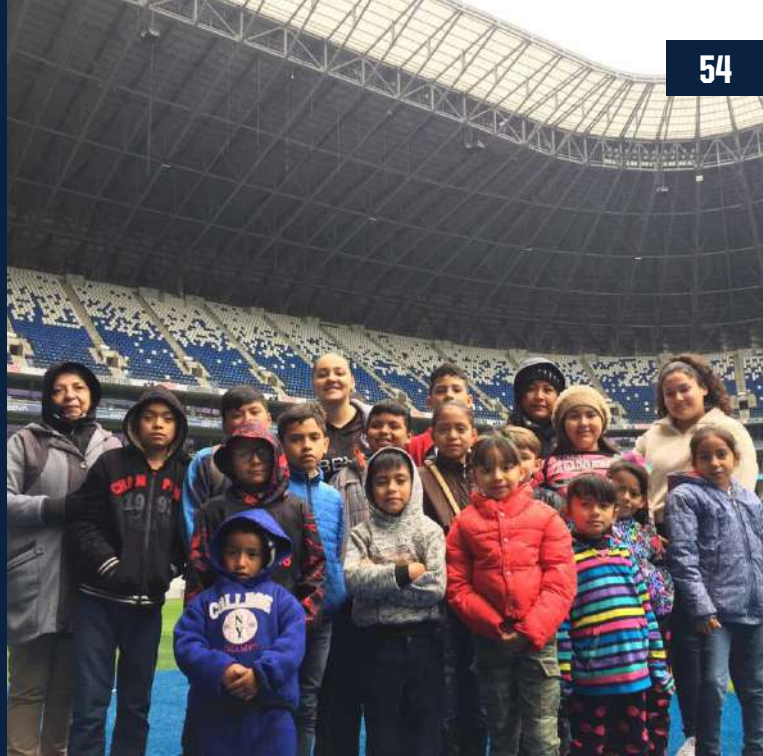
IN C.F. MONTERREY OUR GOAL IS TO HAVE A POSITIVE IMPACT ON THE GREATEST NUMBER OF LIVES POSSIBLE AND, FOR THAT REASON, IT IS IMPORTANT FOR US TO MAINTAIN OCCASIONAL COLLABORATIONS THAT ARE IN THE BEST INTEREST OF AND UPON THE REQUEST OF PRIVATE INDIVIDUALS, ASSOCIATIONS, CENTERS OR INSTITUTIONS THAT ARE ALIGNED WITH OUR STRATEGIC ACTIONS FOR SOCIAL RESPONSIBILITY.



Estadio BBVA

Among the support provided in 2020 were:

- DONATION OF JERSEYS AND OFFICIAL SOUVENIRS USED FOR FUNDRAISING EVENTS
- PARTICIPATION IN SENSITIVITY CAMPAIGNS THROUGH SOCIAL MEDIA
- PARTICIPATION OF PLAYERS IN NON-PROFIT SOCIAL RESPONSIBILITY ACTIVITIES
- PARTICIPATION OF OUR TEAM MASCOT, MONTY, IN COMMUNITY AND NON-PROFIT EVENTS
- SPECIAL INVITATIONS TO OFFICIAL GAMES AT THE BBVA STADIUM
- GROUPS TOURS OF THE BBVA STADIUM
- BBVA STADIUM USED AS A COLLECTION CENTER
- THE RAYADOS' HOME WAS LIT UP THROUGHOUT THE YEAR TO CREATE AWARENESS CONCERNING SPECIFIC TOPICS



+ 90

Attention to + 90 different requests from institutions, associations or private individuals.

+ 70

official articles were donated.

+ 20

campaigns for awareness concerning topics such as the prevention of COVID-19, childhood cancer, breast cancer, blood donations, bone marrow donations, HIV/AIDS, diabetes, water conservation, etc. by lighting the BBVA Stadium or through campaigns in our social media accounts.

09. PARTNERSHIPS

2020 was characterized by the need to help and collaborate among organizations in order to survive and confront the adversity caused by the COVID-19 pandemic. For this reason, this year in particular we carried out activities together with our sponsors to strengthen our aid, to have a greater impact and to leave our mark on society.

We sincerely thank our commercial partners for joining our projects, for inviting us to participate in theirs and for creating sensitivity through a culture of social responsibility.



HEB

The commitment and professionalism that characterizes HEB has led us to reaffirm our commercial and humanitarian ties with them to help the community.

During 2020, our traditional social responsibility alliances with HEB were not the exception and we thank our sponsor for having invited us to participate along with Club Queretaro in the donation of food pantries to Social Assistance Centers and Asylums in the cities of Queretaro and Monterrey in order to benefit elders and the vulnerable populations at risk.

In the same manner, thanks to the support of HEB during the pandemic, we were able to assist with 100 food pantries for the Hands that Heal association in order to benefit children diagnosed with cancer in treatment, as well as their families.

HEB also participated at the end of the year in the Rayados' Christmas Tour, our institutional campaign developed along with the DIF in our state to support the Orphanages in Nuevo Leon by the donation of computers.

Thanks to HEB for their unconditional support!



OXXO GAS

The solidarity and company ethics which Oxxo Gas works with was once again highlighted upon joining our Rayados' Christmas Tour, a campaign to donate computers to children in vulnerable conditions and without parental care. This allowed us to bet on their education and future, and to offer them a memorable Christmas.

Let's continue collaborating together!

McCormick

This year we had the opportunity to do our first social responsibility activity with our sponsor McCormick, who joined our Rayados' Christmas Tour and supported it with the donation of computers for several orphanages.

Thanks to their contribution, boys, girls and adolescents at special homes in Nuevo Leon had an unforgettable Christmas.

Thanks for making it possible!

MTY Bariatrics

The collaboration between C.F. Monterrey and MTY Bariatrics also allowed our sponsor to help with the donation of computers to benefit boys, girls and teenagers at orphanages in Nuevo Leon.

In the name of the benefitted homes, we thank you for the donation of technological equipment that will help them take their online classes and do their homework.

Thanks for joining our initiative!



THE HOME DEPOT

We had the opportunity to collaborate with our sponsors for the Leaving a Mark campaign at the beginning of the year. In this initiative, trees were planted by children from our Rayados Soccer Academies in some municipalities in the metropolitan zone of Monterrey.

Moreover, the Rayados and Home Depot, along with the city of Guadalupe organized a day for volunteers to clean the ecological park "Rio La Silla", where our U-13 Rayados players participated. We appreciate the donation of gloves, face masks, and garbage bags to be able to carry out this activity.

We thank The Home Depot for always working to support our community!

Hospital Ángeles Valle Oriente

During this atypical year, the Angeles Hospital was a great ally in activities to honor our frontline workers. The medical and administrative personnel at the hospital participated with the Club in the protocols for the Health Month in October, and they also participated in the surprise video call made by Nico Sánchez to thank them for their great sacrifice and work during the pandemic.

We gratefully recognize the work done of all of the personnel at the Hospital!

Berel

December was painted in Blue and White with Berel. Thanks for inviting one of our star players Rogelio Funes Mori on behalf of the Club to participate in the campaign "Ayudemos de corazón" (Heartfelt Help) to benefit children at the Nuevo Amanecer Institute with cerebral palsy therapies, through the sale of paint cans.

Heartfelt help in Life and on the Field!



10. YOUTH ACADEMY PROJECT

YOUTH ACADEMY

THE RAYADOS YOUTH ACADEMY IS A SPORTS PROJECT FOCUSED ON THE INTEGRAL DEVELOPMENT OF YOUNG PEOPLE WHO WISH TO PARTICIPATE IN PROFESSIONAL SOCCER. THROUGH THIS PROJECT, WE HELP THEM DEVELOP THEIR SOCIAL AND PERSONAL SKILLS, AS WELL AS THEIR HUMAN VALUES, WHILE BECOMING HIGH-PERFORMANCE ATHLETES.

WITH THE PROGRAM'S SOCIAL, ACADEMIC AND SPORTS ACTIVITIES, WE HELP THE 178 MEMBERS OF OUR YOUTH ACADEMY TEAMS TO DEVELOP THEIR PERSONAL AND SOCIAL SKILLS IN DIFFERENT CATEGORIES.



1. ACADEMIC:

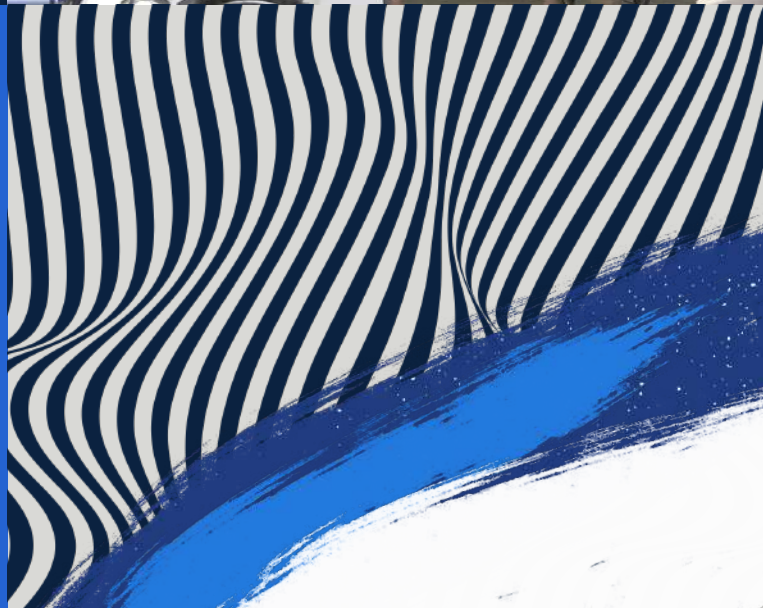
The Club has a scholarship system to guarantee the studies of each of the players forming a part of the different categories of the Youth Academy and it provides all of them with the opportunity to finish their academic preparation in different academic levels, from primary school to graduate school. The objective of this preparation is for these young players to have greater academic preparation and values and not to solely concentrate on sports, since statistics indicate that only one percent of participants become professional soccer players.

3. SOCIAL DEVELOPMENT:

All of the Club's teams have a monthly calendar with activities and visits to different centers and associations that care for children in vulnerable conditions, children with various disabilities or children who are orphaned or abandoned. Institutions that are aligned with our social responsibility strategy open their doors to our young players, creating an environment of reciprocal sensitivity and empathy.

2. HUMAN DEVELOPMENT:

We have a values program and a strategy for social responsibility that contributes to the human and personal development of each young player, creating individuals that are fully committed to sports and to the community. Each team works with a group coach in different areas on topics that enrich their training and education as individuals and high-performance athletes. They receive coaching sessions focused on empathy and human processes to facilitate personal and group development.



ACADEMIC PREPARATION

More than a decade ago, our institution made the decision for academic preparation to be mandatory for participants in our youth teams. Today, this model is now obligatory for all of the affiliates of the MX League. This allows us to fulfill the objective having young soccer players with well-rounded skills who, in addition to their preparation in the sport, have scholarships to finish their high school, undergraduate and graduate studies.

This year, thanks to their efforts and the scholarships offered by the Club in coordination with different educational institutions, 36 young men and women players satisfactorily concluded their studies, ranging from middle school to undergraduate studies.



18

homegrown players graduated from middle school.

14

male and female players finished their high school studies, and are now studying for their undergraduate degree.

4

young players successfully finished their undergraduate studies.

HUMAN PREPARATION

Throughout the 2020 Clausura and 2020 Guardlanes tournament, local players participated in online talks on human preparation and development and thanks to the support of their coaches, they continued learning about behaviors and values such as Perseverance, Loyalty, Optimism and Trust which will accompany them throughout their professional growth.

In addition, during the last semester of the year, Walter Erviti, who dialed in from Argentina, and Aldo de Nigris, both Rayados personalities and special guests, talked to the players and shared their experience and learnings in Life and on the Field.

CONGRATULATIONS TO ALL OF THEM!



RAYADOS SOCCER ACADEMIES

Rayados Soccer Academies are strategically distributed throughout the country and their purpose is to produce good individuals in Life and on the Field. Boys and girls registered in our official academies receive sports education through coaches who are constantly trained to use formative, integral, updated methodology oriented towards the practice of values taught by the Club.

Also, the players in our academies participate with the Club in programs such as Leaving a Mark to inspire the importance of caring for the environment in players when they are young.

126

Rayados Soccer Academies.

+ 11,000

girls and boys registered in our official academies.

114

soccer academies in Mexico distributed in 28 states in the country.

12

soccer academies in the United States.

ONLINE TRAINING

Just as the Club readapted some of its activities during 2020, in our soccer academies a training program was adapted at home with the objective of maintaining thousands of children healthy and active during quarantine.

The online training program consisted of preparing coaches through weekly video calls to adapt our training methodology to reduced spaces at home. To follow up on that preparation, individual training videos were sent to the children in each academy and they returned videos of players from the academies to assure the correct implementation of the online training methodology.

In the same manner, throughout the year more than 25 online webinars were held for our academies' professors, where our Club's methodologists presented content for the training methodology and comprehensive preparation for the development of children.



INTERNATIONAL RAYADOS CUP

Tournament Headquarters: The Woodlands, Houston, Texas.

The International Rayados Cup is a tournament for our Soccer Academies in the United States; however, it has become a reference point and it is now one of the most important youth tournaments in the United States, which celebrated its eighth anniversary this year.

This year, necessary health and social distancing protocols had to be followed and 200 teams from 7 states in the United States participated from the categories of U-9 to U-19.

200

TEAMS ENROLLED FOR 2020

+ 3,000

CHILDREN PARTICIPATED

SPORTS MANAGEMENT CERTIFICATE

With the objective of continuous improvement in the formation of students in our Rayados Soccer Academies, a Sports Management Certificate was implemented in conjunction with the TecMilenio University. This certificate is now being studied by those responsible for our official academies as well as the coaches.

The certificate is 100% free, online, and has a duration of 6 months. It contains 4 modules: Leadership and Sporting Ethics, Administrative Management, Science Applied to Sports and Training Methodology.



11. VOICES OF OUR YOUTH



ALFONSO ALVARADO

"SINCE MY ARRIVAL, TEAM VALUES HAVE BEEN INSTILLED IN US. IN THE CLUBHOUSE THIS IS VERY IMPORTANT, AND YOUR BEST IS DEMANDED TO BECOME A BETTER PERSON EVERY DAY. THIS HELPS US TO GROW FULLY AS INDIVIDUALS AND AS SOCCER PLAYERS, IN LIFE AND ON THE FIELD."



AXEL GRIJALVA

"THE CLUB IS OUTSTANDING SPORTINGLY, BECAUSE IT HAS ONE OF THE MOST HIGHLY RECOGNIZED YOUTH ACADEMIES FOR SOCCER, BUT IT MUST BE ALSO STATED THAT THE CLUB HELPS YOU TO DEVELOP AS AN INTEGRAL PERSON IN ALL POSSIBLE ASPECTS. YOU LEARN DISCIPLINE, HUMILITY AND COMMITMENT AND YOU ARE GIVEN THE OPPORTUNITY TO BECOME A PERSON WHO WILL BE ADMIRER NOT ONLY FOR WHAT YOU DO ON THE FIELD BUT ALSO WHAT YOU TRANSMIT OUTSIDE OF IT."



REBECA BERNAL

"IT MAKES ME HAPPY THAT ALL THE CLUB'S TEAMS FORM A PART OF THIS AND THAT WE ARE ALL ON THE SAME CHANNEL, AND AT THE END OF THE DAY WE ARE RAYADOS AND WE ALL FORM PART OF ONE INSTITUTION. THIS MAKES US GROW AS PEOPLE, THROUGH SOCIAL RESPONSIBILITY AND WE DEMONSTRATE WHO WE ARE, WE DEMONSTRATE OUR VALUES, AND WE CONNECT WITH SOCIETY."



MARIANA CADENA

"THE YOUTH ACADEMY PLAYERS AND US, THAT WE ALSO FORM A PART OF THAT PROCESS, WE CAN EMPATHIZE WITH SOCIETY AND BE SOCIALLY RESPONSIBLE. THE CLUB SHOWS US HOW TO MAKE A CHANGE AS AN INSTITUTION AND THAT ALL OF US HAVE TO HELP BY DOING OUR PART."

12. THE COURAGEOUS ELEVEN

This year we realized that there is nothing more important than health and for that reason, as a Club, it is important to show our gratitude in 2020 to the Courageous Eleven in our starting lineup: frontline workers.

This year's guardians are all doctors, nurses, paramedics, chemists, social workers, cleaning personnel who confronted COVID-19. They worked countless hours to save lives and to protect the health of all Mexicans. With their action, courage and heroism, they have been an example, and they have had a positive impact on the Club and on society as a whole.

We share the following Courageous Eleven In Life and on the Field:



CARLOS ELIUD QUEZADA - PARAMEDIC

A Rayado at soul and at heart, Eliud, in addition to being a student, is a paramedic and volunteer rescue worker with Civil Protection and with the Fire Department in the city of San Nicolas. During the pandemic he helped out while transferring patients with COVID-19 to hospitals and he worked long days to help the community and to attend other emergencies.



JUAN DANIEL FERNÁNDEZ - CHEMIST

Juan is a clinical chemist at the IMSS and during the health emergency he has been in charge of taking samples for opportune detection of COVID-19. He is a Rayado in the Clinic, in Life and on the Field.



NANCY YADIRA CRUZ - NURSE

Nancy is a nurse who cares for patients with COVID-19 at the Nova Clinic. Since the beginning of the pandemic, she has been on the frontline and she has been committed to responsibly attending patients with coronavirus. The complications and discomfort of wearing her protective suit for more than 7 hours a day do not matter to her.



JOSÉ ROBERTO BAZALDÚA - CLEANING PERSONNEL

He is a part of the cleaning and hygiene personnel at the 17th General Zone Hospital in Monterrey. José Roberto carries out the important function of keeping the hospital clean and sanitized, thus avoiding the risk of contagion among the personnel, patients and visitors to the hospital.



CORINA HAROS VARGAS - NURSE

She is a Rayados fan at heart, mother, and nurse who throughout the pandemic has cared for COVID-19 patients. Corina has had to make great sacrifices due to her work, such as keeping at distance from her family in order to care for contagious patients.



SERGIO CASTAÑEDA ALANÍS - NURSE

Sergio is a nurse and Rayados fan from Mexico City who has taken on personal risk to be in the first line of combat in the pandemic, helping and caring for people to recover from the virus, showing great commitment to his profession.



GABRIEL ALONSO ALMAGUER - NURSE

Gabriel is a nurse who considers himself to be a loyal Rayados follower and Nico Sánchez's number one fan. During the entire health crisis, he has helped to care for hospitalized patients who are COVID-19 positive or who are suspected to have the virus.



JOSÉ JUAN RODRÍGUEZ - RADIOLOGIST

José Juan is a radiologist and a huge Rayados fan. His work during the pandemic has made him the first filter for COVID-19 patients since he takes chest X-rays and does a diagnosis of their lungs.



DELIA LIZETTE PARRA - NURSE

She is a Rayados fan at heart and a nurse at the Maternal Regional Hospital in Guadalupe. Delia has constantly been exposed to the virus while caring for patients with COVID-19 as well as while caring for those who are possibly COVID-19 positive. She has always done her work in spite of the risk involved.



ROLANDO CASTILLO DE LA FUENTE - DOCTOR

In addition to being a Rayados fan at heart since he was a little boy, Rolando is a great doctor and human being who makes every effort to help his fellow man. During the pandemic he has had to fight for his own life since he had COVID-19 as a result of caring for COVID positive patients.



ARACELY VALENTINA HERNÁNDEZ - NURSE

She has been a Rayados fan since she was a little girl. Aracely has a degree in Nursing with a specialty in Surgical Nursing and during this contingency she has been caring for COVID-19 patients in her medical health unit.

WE THANK ALL OF OUR HEROES FOR THEIR ARDUOUS AND TIRELESS WORK HELPING OUR COMMUNITY DURING 2020! WE WILL ALWAYS BE GRATEFUL!

13. 2021 OBJECTIVES



2020 has been a year full of challenges and learning experiences.

During the year there has been unprecedented challenges that at certain times have brought about modifications in our actions in order to place our attention and priority on our urgent needs and those of our society.

During this new year we will maintain a certain flexibility in our objectives in order to be as sensitive as possible to the present situation.

In 2021, we will continue to support causes and associations that benefit the most vulnerable groups in our society due to the impact of the COVID-19 pandemic. Through our actions and alliances, we will attempt to help reverse this urgent situation as soon as possible.

In addition, we will continue to affirm our institutional social commitments, acting within our social responsibility strategies, always keeping our main focus on children in vulnerable situations. We will promote values and we will care for our planet and implement initiatives through alliances that add value to society.

Once the health situation allows it, we will continue to focus on fulfilling our main objectives as a Club, working on activities and programs with the greatest possible number of associations to help vulnerable children. We will carry out activities to preserve the environment, manage our operations in the most sustainable manner possible and we will create more alliances to continue to increase our scope and support.

As we have done during our first 75 years of life, at C.F. Monterrey we will continue to seek to positively impact our surroundings in order to improve the life of others, aim to generate social value for the community and to teach and lead by example in Life and on the Field.





COMUNIDAR

unidos:)



Una causa de todos.



Instituto para el Desarrollo Integral del Sordo ABP



MONTE CARMELO



THANK YOU!



— EN LA VIDA —
Y EN LA CANCHA

