



BLUE DRIVE

ANNUAL REPORT OF THE CAIXABANK
VOLUNTEERS ASSOCIATION



20
23



01

Editorial

02

Solidarity

03

Review

04

Volunteering for society

[_Strategic programmes](#)

Education

Digitalisation

Support

The Environment

[_Local Activities](#)

[_Emergency situations](#)

Natural disasters

Humanitarian aid

05

Corporate volunteering

[_Social Month](#)

[_Everyone's Project](#)

[_Social Team Building actions](#)

06

Recognition

[_Branch Managers' Meetings](#)

[_Recognition of volunteers](#)

[_Recognition of CaixaBank's volunteering](#)

07

Communication

[_Presence](#)

[_New resources](#)

08

Annex



01

Editorial

This annual report is a **review of the impact and experiences of 2023** and will make it possible to see how **CaixaBank volunteers have influenced communities and lives in the course of these last 12 months.**

Firstly, we would like to highlight the **more than 372,000 people who have received support through over 25,000 volunteering actions carried out last year.** This number is not just a figure, it represents the hope and relief provided to entire communities at times of need.

The **CaixaBank volunteering programme covers all provinces in Spain.** Through the association, heads of Social Action, and employees throughout the CaixaBank network, local community initiatives are supported and strategic programmes are developed to promote education, through basic training in finance aimed at young people, the elderly and people with disabilities, along with educational and reading support work for children. There are also a range of programmes to improve digitalisation, through training in new technology and programmes focused on promoting the protection of our planet and supporting biodiversity. We also have the support of community kitchens, and support programmes for the elderly and people with disabilities and offer professional mentoring programmes to help to prepare the most vulnerable to enter the workplace.

We would like to highlight the effective **response of volunteers to international emergency situations.** In difficult times, they have shown exceptional commitment through their humanitarian aid. They have supported, by collecting essential items for those affected by earthquakes in Turkey, Syria and Morocco and by floods in Libya, and assisted those in need of aid due to the torrential rains of Storm DANA in Spain, mainly in Madrid and Castilla-La Mancha. Their rapid mobilisation and deployment has been of great help

Voluntary work has crossed borders and overcome cultural barriers, and their generosity is an example to all of us. They have personified the concepts of solidarity and compassion, showing that, together, we can overcome any challenge.

On behalf of the 372,000 people helped, on behalf of the communities that have found comfort in their help and on behalf of a world that needs more people committed to volunteering, we would like to thank all CaixaBank volunteers for their dedication and empathy, which are key to improving our society and creating a fairer, more compassionate future.

We would like to thank all CaixaBank volunteers for their dedication and empathy, which are key to improving our society and creating a fairer, more compassionate future.



Josep Parareda

President of the CaixaBank Volunteers Association

CaixaBank

"The growth in company volunteers and of the network in our company reflects the innate solidarity of our employees. Together, we are making the community a better place, an act of selflessness that makes us all proud."



Juan Carlos Gallego

Vice President of the CaixaBank Volunteers Association

MicroBank

"The experience of volunteering is a gateway to empathy and change. Everyone; colleagues, friends and family, can participate and discover the power of making a difference together."



Rafael Chueca

Vice President of the CaixaBank Volunteers Association

The "la Caixa" Foundation

"Volunteering is the bridge that connects the good will of people with the needs of our communities, strengthening the social fabric and bolstering the invaluable work of social organisations".

02

Solidarity

"True solidarity does not come from charity, **it comes from the mutual understanding and shared sacrifice** of all members of society."

John Maynard Keynes, British economist, considered to be one of the most influential economists of the 20th century.





According to the Spanish Fundraising Association (Asociación Española de Fundraising, AEFr), **4 out of 10 Spaniards participated in social causes in 2022**. Solidarity is a fundamental value in Spanish society and can manifest itself in various ways, mainly through **financial contributions or by people giving their time**, including their hard work and effort. These two ways of practising solidarity play a crucial role in supporting communities and various causes.

Members of the public can help **on a one-off basis through financial contributions**, or at times of emergency such as natural disasters or humanitarian crises by making donations to organisations that provide direct aid. These financial contributions are vital in providing immediate resources and alleviating suffering in critical situations.

In addition to one-off contributions, **recurring financial contributions** are equally important. Many people choose to support a social organisation or charitable organisation that they identify with through regular donations. This form of solidarity enables these organisations to plan and implement long-term programmes to tackle persistent social problems, such as education, medical attention or the fight against poverty.

Solidarity also manifests itself through our most valuable resource: time. People have the option to give their time and energy to various types of volunteering work. They can offer, for example, to support a social organisation, by working in a community kitchen or participating in cleaning and maintenance work. These everyday actions, that do not require any specialist know-how, are essential for the effective operation of many charitable organisations and the provision of vital services to those who need them.

Also, individuals can make use of their specific skills and knowledge by volunteering for **work that requires particular experience**, by providing professional legal advice to a social organisation, for example. This type of volunteering allows people to share their skills and help others to achieve their full potential.

Finally, through **Social Team Building** activities, volunteers have the chance to combine the development of their solidarity and the development of personal skills. Companies organise activities in which their employees can work together on voluntary

projects while developing leadership, teamwork and communication skills. This not only benefits local communities, it also improves team spirit and the personal growth of participants.

In summary, solidarity manifests itself in numerous ways, whether through financial contributions or by people giving their time, including their hard work and effort. Both types are essential in order to create a more compassionate and caring world, where each member of the public can play a significant role in the building of a fairer and more equitable society.

The mission of the CaixaBank Volunteering programme focuses on



OFFERING VOLUNTEERING OPPORTUNITIES TO THOSE WHO WANT A BETTER, FAIRER AND MORE SUSTAINABLE WORLD



DEVELOPING SOLIDARITY IN OUR LOCAL COMMUNITIES



PRIORITISING OUR ATTENTION ON THE MOST VULNERABLE GROUPS

How can a member of the public practise solidarity?



FINANCIAL CONTRIBUTIONS

- **Recurring contributions to a social organisation** that they identify with
- **One-off contributions to a cause started** due to an emergency

At CaixaBank Volunteering, in partnership with the network of leading local social organisations with which it has a close relationship, **we offer all types of volunteering options** to people who are looking for activities and initiatives that will help them put into practice their commitment and desire to make a contribution to social impact issues.

TIME CONTRIBUTIONS

Contributing time in support work



- Educating children and youngsters
- Helping the elderly
- Protecting the planet
- Responding in general to emergency situations
- Community kitchens

Specialist volunteering with specific skills



- Financial education
- Professional development
- Digitalisation
- Response to emergency situations that require specific know-how, such as medical assistance

Social Team Building Activities



The range of community activities available at CaixaBank Volunteering is composed of both **volunteering based on professional skills**, such as the Financial Education Programme, and **welfare-oriented volunteering**, such as support work for elderly people suffering from loneliness. Solidarity is also promoted through the development of professional skills among employees through various **Social Team Building** activities.



Thanks to the solidarity of its volunteers since its **beginnings in 2005**, with the support of **CaixaBank, the "la Caixa" Foundation and MicroBank**, the association has implemented more than 90,000 volunteering activities that we estimate have had an impact on over 5 million people from groups such as children and youngsters, to the elderly and people at risk of social exclusion.

03

Review

"The only way to achieve true personal wellbeing **is to work for the wellbeing of everyone.**"

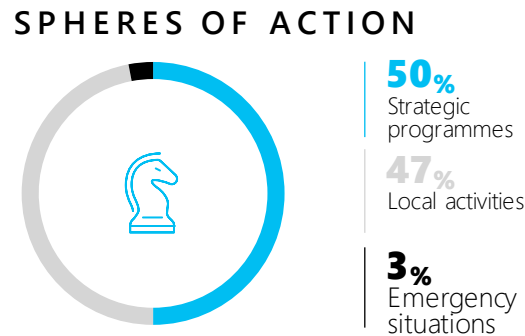
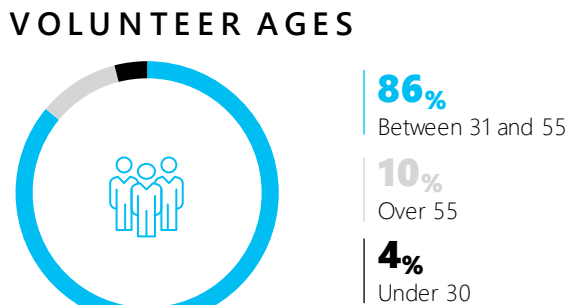
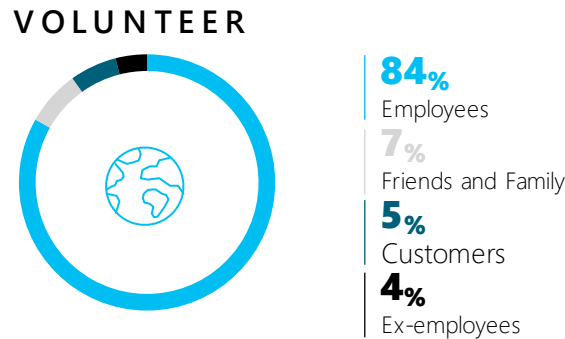
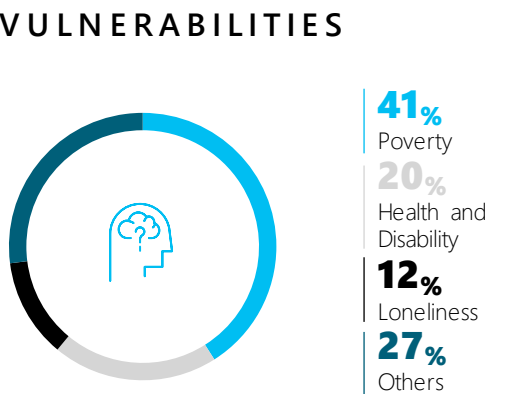
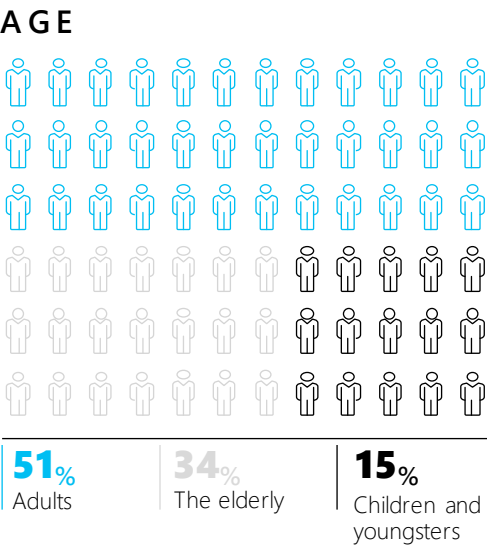
Albert Schweitzer,
French-German doctor,
philosopher, theologian, musician
and winner of the Nobel Peace
Prize in 1952.



2023 in figures



In 2023, **more than 372,000 people from vulnerable groups** with the following profile participated in one of the **more than 25,000 activities** implemented, contributing positively to their personal and professional development thanks to the cooperation of volunteers and social organisations.



WE CARRY OUT

69 ACTIVITIES A DAY ON AVERAGE

National scope

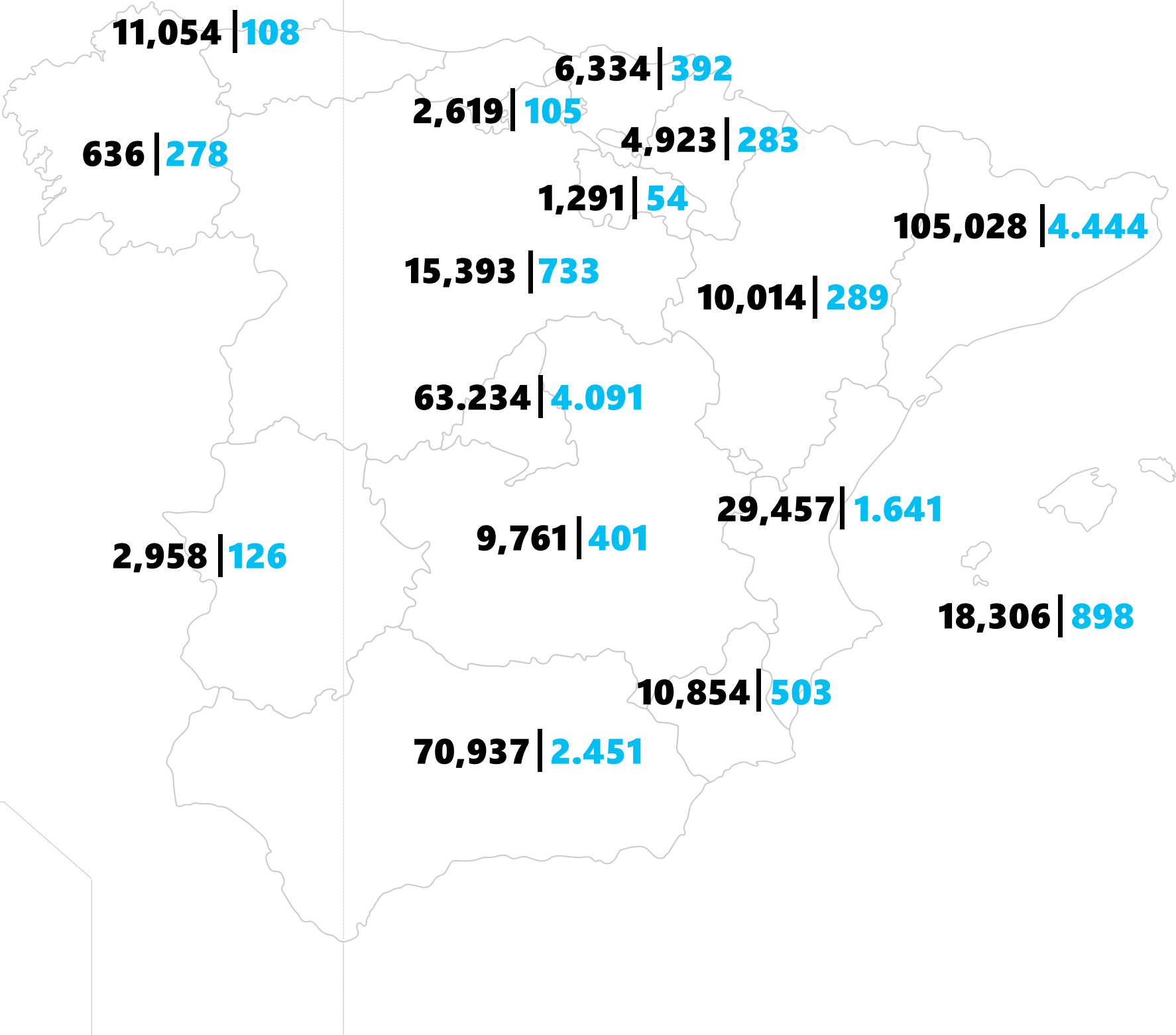
| Number of volunteers per autonomous community

■ No. PEOPLE HELPED ■ No. VOLUNTEERS



BENEFICIARIES OF NATIONAL ONLINE ACTIVITIES

1,180



04

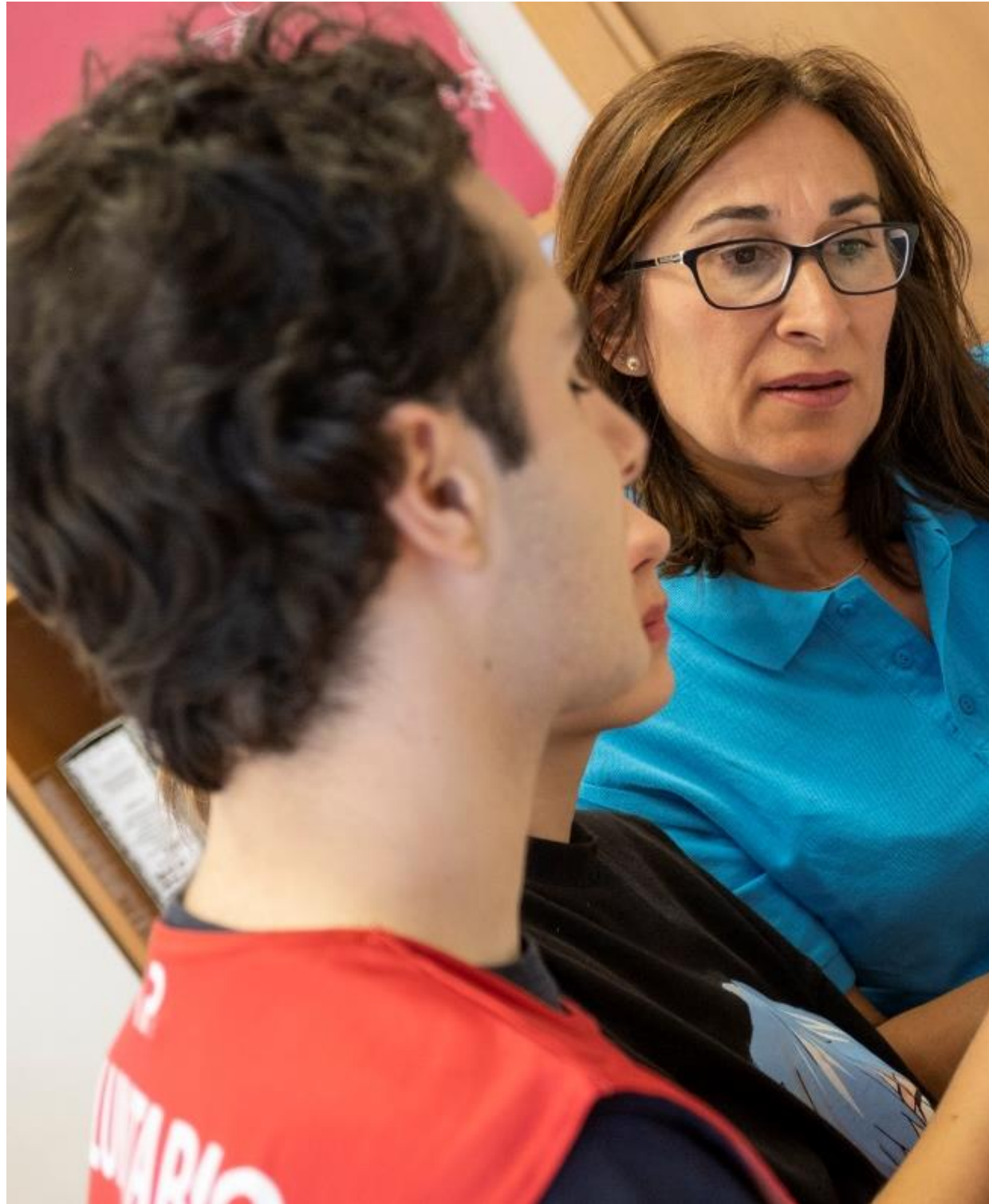
Volunteering for society

"The best way to find
yourself is to **lose yourself
in the service of others.**"

Mahatma Gandhi,

Indian Hindu pacifist, politician,
thinker and lawyer.





Strategic Programmes

These are national programmes that cover all parts of Spain with the aim of providing solutions for needs related to education, support for young people and the elderly, digitalisation and the fight against climate change.



Education

In-person volunteering actions that encourage **sharing knowledge between those who have it and those who need it**. Various training programmes have been designed that help people to overcome limitations in environments or at key moments in their lives.

Annual scope

PEOPLE HELPED
65,958

VOLUNTEERS
1,086

ACTIVIDADES
6,248

ORGANISATIONS
798

Interview with Maite Guardiola and Mónica Montes



In the Reading Support (*Acompañamiento en la Lectura*) programme, volunteers provide weekly support to children in reading sessions that help them to improve their academic performance. These classes are sometimes offered to people with disabilities, as the programme goes beyond learning by establishing a very special connection between both people, creating bonds of friendship that improve self-esteem.

Maite Guardiola, a volunteer from Barcelona and a former employee of CaixaBank, and **Mónica Montes**, a user of **Aura Foundation's** services, are a good example of two friends who arrange to read together.

Maite, what is your relationship with literature and why did you first decide to participate in this programme?

Well, the thing is I like reading quite a lot and when I saw this activity I thought it would be good to be able to read books and help someone to understand them better.

It's one of the programmes that requires most commitment; how do you organise things so that you don't break your weekly appointment with Mónica?

I'm retired and that makes it much easier. We organise things flexibly between us. This year we had to change the day, which used to be Tuesday before the reading club that Mónica has at Aura, but this year I am attending a class on that day so we both agreed to meet on Wednesdays and Aura provided us with the space. All very easy.



“

I thought it would be good to be able to read books and help someone to understand them better.

Did you know that...?

Sustainable Development Goals (SDGs) are a series of 17 global goals established by the United Nations to tackle challenges such as poverty, gender equality, health, education and environmental sustainability. The aim of SDGs is to promote economically, socially and environmentally fair and sustainable development around the world, and CaixaBank Volunteering helps towards this.



Maite and Mónica are the same age and have known each other since 2020.

How do you think the Reading Support programme positively influences vulnerable people who participate in it?

In our case, Mónica feels more secure, because we can read a book more slowly and we can stop when she needs to. We also answer the questions that are asked in each chapter together, because that's very useful in helping to understand the book better.

How does it make you feel, participating in an activity like this?

Well, it's like we volunteers always say, when you volunteer you get much more than you give. In my case, with this activity it's true. I've been with Mónica for 3 years doing reading comprehension and we've formed a bond. As she likes to say, we're friends now.

Mónica, what kind of books do you like reading?

Easy-to-read adventure books.

Do you know how many books you've read since you started with Maite in 2020?

6 in all, counting the one we're reading now. (The Little Prince, My Brother and I, The Call of the Forest, Ivanhoe, Sea and Sky and the Odyssey).

How do you feel when you've finished reading all these novels?

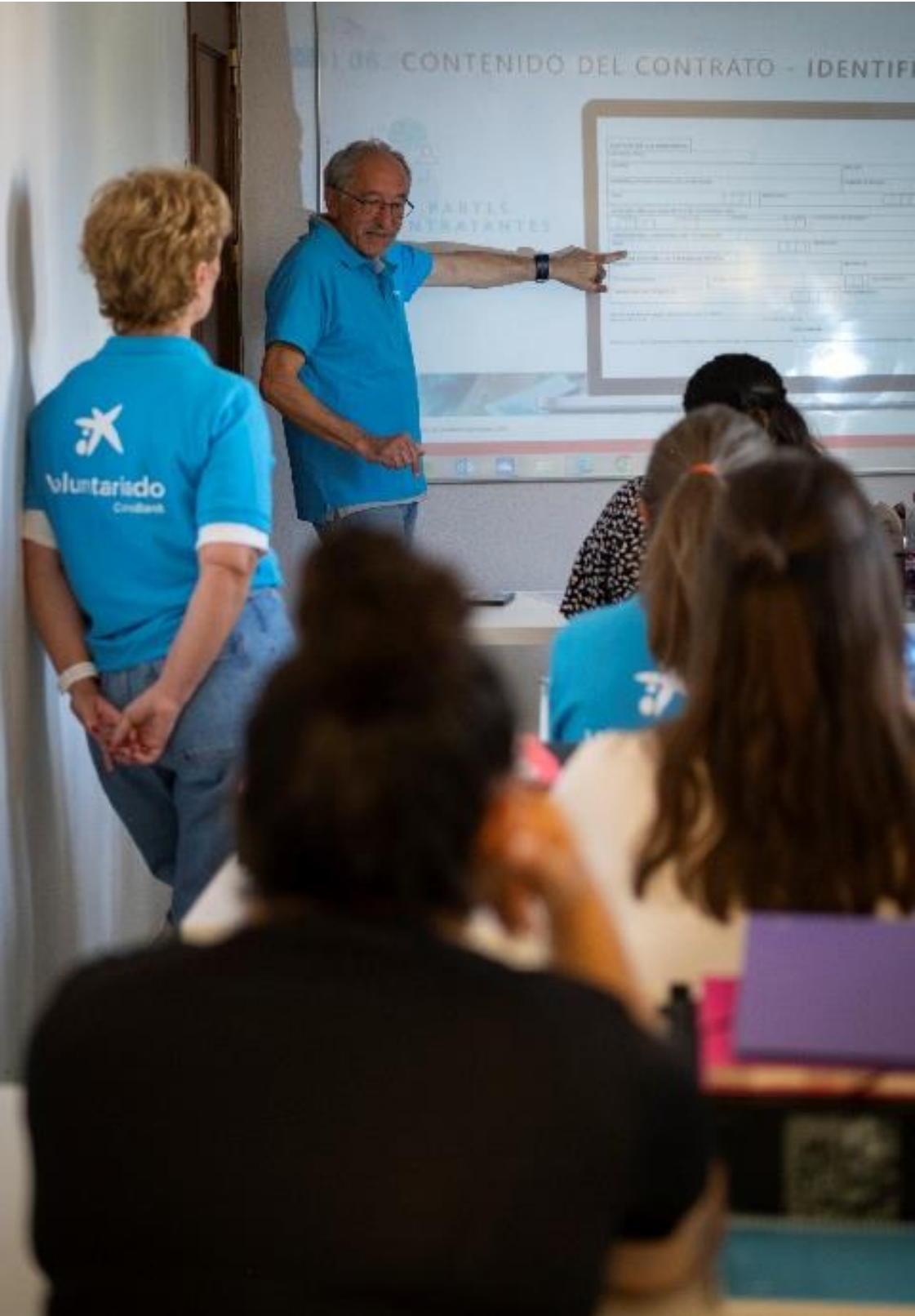
Very happy and satisfied.

As well as your reading buddy, what is Maite to you?

My friend.

”

Mónica feels more secure, because we can read a book more slowly and we can stop when she needs to.



| Financial education



Financial Education for Adults

WORKSHOPS

- Manage your finances
- Your bank and you
- Family finances tool

CHATS

- Domestic finances planning
- Online financial security
- Inheritance planning
- Income planning solutions
- Financial products



Financial Education for People with Intellectual Disabilities

WORKSHOPS

- Managing our money
- At the bank, shopping and security
- Emma and money



Finances for Young People

WORKSHOPS

- Managing your money
- Take out a loan? Sensibly!
- Smart investing
- Finances for life

In partnership with the **Spanish Institute of Financial Studies (IEF)**



| Educating children and youngsters



Reading and Educational Support

Support

CaixaBank Volunteering offers **various types of support**. For example, an action that involves being with someone to support them and guide their working life, or sharing time with the elderly as a group and helping them to have a greater degree of autonomy and improved quality of life, and in the process forming a close connection to prevent loneliness.

Annual scope

PEOPLE HELPED
122,703

VOLUNTEERS
13,591

ACTIVITIES
4,695

ORGANISATIONS
1,094



Interview with Francesc Soldevila and Xavier Bassas

Francesc Soldevila, a volunteer from Barcelona, visits the *Fundació de l'Esperança* (Hope Foundation) every week to support people at risk of exclusion from the workplace. **Xavier Bassas** attended one of these *Professional Development* courses. Both describe their experience and analyse the need for programmes like this in our society.



Francesc, what motivated you to participate in Professional Development and what courses do you provide in the programme?

When I left CaixaBank, one of my ambitions was to put myself forward to do some volunteering work. I've always thought that it's a way of giving back part of what society has given to me.

When I became part of CaixaBank Volunteering I started by giving finances classes to schoolchildren. Later, through Jordi Mendieta, I joined the *Fundació de l'Esperança* team.

I'm currently giving courses in Basic Computing, Self-Awareness, Interviews, Job-Search Channels and Curriculum Vitae. I give them according to the day and students' needs.

I've always thought that it's a way of giving back part of what society has given to me.



Francesc during a Job-Search Channels class for young people at risk of exclusion at *Fundació de l'Esperança* last November.



Personal contact and sharing experiences is very important.

How do you think that your work as a volunteer has an impact on the lives of people like Xavier?

I don't want to seem big-headed, but I think that the courses I give with two other CaixaBank volunteers, *Jordi Mendieta and Manel Mediavilla*, are very important for the people who attend.

In general, we see people who have either *left their country of origin and are displaced, or who are at a fairly sensitive personal and employment phase, like Xavier*.

In classes we share experiences and try to give them practical tools that will help them find work and also, something that is very important, will raise their self-esteem.

We think that's vitally important. Then we see if they can find work, but ***they'll carry the self-awareness and self-esteem that they have acquired with them forever.***

Do you think it's important that there are these types of courses nowadays, when there's now so much information online?

I'm sure that these courses are fundamental. I would go as far as to say that in this ***computerised and over-informed world they are still essential.***

Personal contact and sharing experiences is very important.

Giving classes every week is quite a lot of work, what does it give you?

Giving classes every week isn't hard work for me at all. I believe that it's good *to keep working so as not to lose knowledge.*

Students change almost every week, which means that every day is different, with every student having their own specific needs. This represents ***a challenge that motivates us to carry on.***

Seeing the proof that people who have been to our classes are better prepared ***to deal with new situations in their search for work, such as interviews, is a good motivation to continue with what we're doing.***

I feel truly rewarded by the students that attend our classes. Things that might seem obvious to me are new to them, and that makes me feel well-rewarded for my work.

Xavier, which course in the Professional Development programme did Francesc teach you?

The course I did was Employment Interviews. I also did Self-Reflection.

What was the situation that made you think about doing the course?

I became unemployed and, at my age, I thought that I wouldn't find work again, so my brother, who's a CaixaBank volunteer, recommended that I do the course.

I wasn't very hopeful, because there weren't any adults, there were just young people and immigrants looking for their first jobs.



In classes we share experiences and try to give them practical tools that will help them find work and also, something that is very important, will raise their self-esteem.



Xavier Bassas, participant in Professional Development courses

Why do you think that these course contents are important in our society?

For me it's very important that, when you have a problem like mine, you can find people who are willing to lend you a hand. Especially in raising your self-esteem, so you are able to fight every day looking for work without feeling bad or useless.

Do you think that having taken part in the programme has had a positive impact on your professional situation?

A really positive impact, because, as well as giving you tools to deal with your situation, you have the support of the people giving the course. Lots of people over 55 years of age find themselves unemployed for the first time and don't know how to return to the world of work, which has changed so much. You can become a person again, go out every day, talk to your colleagues and have wages in your Caixa account. That's priceless, and people like me that have been unemployed for a while appreciate it a lot.

“
For me it's very important that, when you have a problem like mine, you can find people who are willing to lend you a hand.”

Did you know that...?

According to a study by *SoledadES*, the State Observatory for Loneliness promoted by the *ONCE Foundation* in partnership with other organisations, 13.4% of the population living in Spain, more than 6 million people, suffer from loneliness.

I Professional development



Employment programme

TALLERES

- Job-search channels
- Curriculum vitae
- Job interviews
- Employment contracts
- How to read your payslip and time off work



Programa de Emprendimiento

WORKSHOPS

- Business plans, microcredits, defaulters lists
- Self-employed
- Limited companies
- Basic financial concepts to manage your business, basic and advanced level

I Mentoring



Mentoring programme for Entrepreneurs

Developed in partnership with the *"la Caixa" Foundation* through its *Incorpora* programme.

I Supporting our Elderly



Partnership with Adopt a Grandparent



Partnership with Apropa Cultura

Anna M^a Herrera, Esther Muñoz, Gema Badorrey, Enric Carbonell and Roser Paez, volunteers from **Barcelona**, during a performance at **Barcelona Auditorium** with a group of elderly people from the **Dovela Retirement Home**, thanks to the **Apropa Cultura** programme.



In the programmes below, managed by the *“la Caixa” Foundation*, CaixaBank Volunteering actively collaborates by carrying out other work for vulnerable groups such as people at risk of exclusion, people with advanced chronic diseases and hospitalised children.



EMPLOYMENT WITH
INCORPORA



HOSPITAL CYBER
CL@SSROOMS



FULL HEALTHCARE FOR
PEOPLE WITH ADVANCED
DISEASES



CULTURAL ACTIVITIES
WITH CAIXAPROINFANCIA

I Marta Naya and Lucía Tejedor’s experience



Lucía Tejedor, a volunteer from **Aragon**, making handicrafts with the children that attend the **Cyber Cl@ssroom** at **Miguel Servet Children’s Hospital** in Zaragoza one afternoon in October.



Marta Naya, a volunteering colleague from **Lucía in Aragon**, during another activity in the Cyber Cl@ssroom.



Doing volunteer work with children at a hospital has always been a dream for us, but we couldn’t imagine what a rewarding experience it would be. As volunteers, we try our best to ensure that the kids have a good time, laugh, play...that parents also have the chance to have a break and go outside for a breath of fresh air, but, there’s no doubt, the children are the ones who teach us the most, because they give us sincere smiles, affection, joy, that goodness and tenderness that children have in abundance.

On the last visit to the hospital we had fun making bracelets and key-rings with the elder children in the Cyber Cl@ssroom, Iris and Candela (they made us some great key-rings that we took home with us), while playing and doing puzzles with the younger ones. Adrián read a whole concert to us to the sound of the best songs from Pamplona and we had a great time. Although it was hard and we didn’t want to leave, we had to say goodbye and take them back to their rooms, and some of them asked if we could go back the next day. You can imagine how happy it made us to hear them say that, while their happy parents saw the smiles on their children’s faces when they showed them all the handicrafts that we had made that morning.

Thank you CaixaBank Volunteering for letting us be part of such rewarding moments."

Marta Naya y Lucía Tejedor, volunteers from Aragon.

The association also contributes to the development of programmes promoted by the *Social Action area of CaixaBank*.

The Tree of Dreams (El Árbol de los Sueños)

Through the cooperation of more than 18,000 people and participating companies, including employees, customers, CaixaBank Volunteering and 354 social organisations connected with the fight against child poverty from all autonomous communities, they have guaranteed that **29,229 children in a situation of vulnerability will have their dreams come true at Christmas**.



Cristina García, a volunteer from **Barcelona**, one afternoon at the *la Casa Guadalajara school*, helping a group of children to write letters.

No Home Without Food (Ningún Hogar sin Alimentos)

In the fourth year of *#NoHomeWithoutFood*, **food was provided, collected and distributed**, thereby contributing to a total of 1.9 million euros raised. This sum helped to provide 1,709 tonnes of basic food, which was distributed among the 54 food banks associated with the Spanish Federation of Food Banks (FESBAL), enabling 6,242 people in a situation of vulnerability to have guaranteed basic food for 12 months.



Inmaculada Tirado, Juan del Castillo and Mariola Burgos, volunteers from **Seville**, last May during an activity collecting food and preparing delivery batches for *International Cooperation NGO*.

ReUseMe (ReUtilízame)

ReUseMe is a programme based on cooperation between CaixaBank and its subsidiaries, companies, customers and not-for-profit organisations aimed at creating a **network between companies with unused materials and social organisations that need resources**. Last year, CaixaBank Volunteering, along with another 28 organisations and companies, made 322 donations of 44,457 types of surplus material in good condition to 152 beneficiary organisations, also helping to prevent the emission of CO₂ and the use of water that their remanufacture would have required.



Francisco Javier Pina, Víctor José Cepeda and Amparo López, volunteers from **Castilla-La Mancha**, helping with the transport of material donated by the *Parador Hotel in Toledo* to the *Cáritas Toledo* organisation.

Land of Opportunities (Tierra de Oportunidades)

CaixaBank volunteers have also helped with the *Land of Opportunities* programme, where 23 of them have been mentors for 36 projects by entrepreneurs in underpopulated villages in Lugo, A Coruña, Huesca and Burgos through the rural project incubator created in partnership with Rural Talent. They have given 540 hours of mentoring, guidance and advice on subjects ranging from financial plans, commercial strategy, marketing, business plans and communication, but above all **supporting entrepreneurs** in the launch of their projects or the opening of new lines of business. Half of these volunteers will return to mentor the 24 entrepreneurs, prize winners in the marathons of Laujar de Andarax (Almería) and As Pontes (A Coruña) in 2023, during the first four months of 2024.

M^a Ángeles Cebrián, a volunteer from **Madrid**, is the mentor of **Raquel Camarero**, who, with her support, has started *Naturfera*, a fertiliser project in Torresandino, Burgos.



Digitalisation

Simple and comprehensive content that helps with learning about the main **information technology tools and how to use social media** required to cope in a society and world where lack of knowledge about them means a high risk of discrimination.

Annual scope

PEOPLE HELPED
2.109

VOLUNTEERS
123

ACTIVITIES
225

ORGANISATIONS
50

Interview with Sebastián Luis García and Francisco Javier Cano

Sebastián Luis García, a volunteer from Granada, regularly participates in digitalisation workshops at the **Don Bosco Foundation**, imparting his technological experience to groups of young people at risk of exclusion. **Francisco Javier Cano**, the Regional Manager of the **Don Bosco Foundation** for Granada, describes the importance of these actions for students.



Francisco Javier and Sebastián Luis at the **Don Bosco Foundation** facilities in Granada

Sebastián Luis, how long have you been giving digitalisation courses? Do you do any other volunteering work?

I've always been fascinated by everything related to new technologies, by the potential and capacity they have to transform our lives. In January 2022 I took early retirement and saw a great opportunity to devote more time to this field, taking the chance to share my experience and help people with fewer digital skills.

I also participate in other activities that we organise at our branch, such as *Financial Training* for adults and young people and in local and environmental activities.

As well as the Don Bosco Foundation, where students are youngsters, do you teach digitalisation courses to any other groups?

Yes, I have a soft spot for elderly people, because of the risk of digital exclusion that a majority find themselves in. They're a very participatory group, who are eager to keep learning, although at their own pace.

There is also a mutual benefit, because they share their experiences and wisdom with you.

Did you know that...?

According to a report by the Adecco Observatory, in 2021, 70% of job offers in Spain required digital skills. This underlines the need to adapt to the digital skills required in the current job market.



I've always been fascinated by everything related to new technologies, by the potential and capacity they have to transform our lives.



*For a lot of people, it's **the first step in realising that the digital world is a reality that is going to be present in any field, including the field of work.***

Which digital skills that you've shared or taught do you think could be the most useful for the people learning them?

Confidence and security.

With the new workshop on *Useful Apps for Mobile Phones*, we are dealing with something as basic and fundamental as communication via Whatsapp. Also, the workshop *Surfing the Internet* and the chat *Talking About Financial Security*, enables people to participate more actively and securely, enjoying all the advantages that the digital world offers us.

How do you think digitalisation is having a positive impact on the communities or groups that you work with?

In general, it makes digital knowledge and skills more accessible, promoting technological inclusion. It also provides specific, useful benefits for their everyday lives, both personally and professionally.

For the elderly, it creates a stronger connection and understanding between generations.

Francisco Javier, is there much demand for CaixaBank Volunteering digitalisation courses among users of the initiative?

In our actions to improve the digital skills of unemployed people in a situation of vulnerability, there is a high demand for digitalisation-related training given by CaixaBank volunteers. For a lot of people, it's the first step in realising that the digital world is a reality that is going to be present in any field, including the field of work. For other people, it represents a kind of specialist training in specific elements that many of our technical staff do not always know first hand.

As well as the digitalisation courses, are there other projects or activities where CaixaBank volunteers play a significant role?

Classes in *Financial Education* and support for sporting, cultural and leisure activities are very important for our people participating in projects and represent an area that our educational teams view very positively.



One of the workshops offered to users at the **Don Bosco Foundation**.



They listen to our opinions and evaluations when we make suggestions for improvement.

What kind of impact do you think the activities carried out with CaixaBank volunteers have on the community or the people using them?

The activities create trust in institutions in general and financial institutions in particular, and also create a feeling of gratitude, because it's really appreciated that it's not every day that someone offers a specialised service without asking for anything in return, just altruistically and prosocially.

What additional benefits has the collaboration with CaixaBank volunteers produced beyond the direct support they provide?

We should also add that part of the technical team of our initiative has taken part in specific training actions, such as actions on how to read payslips, how to use Excel...and also that the commitment and openness of volunteers to us at events where we interact together is always very positive. They also listen to our opinions and evaluations when we make suggestions for improvement.

Digitalisation



Office Systems Programme

WORKSHOPS

- Microsoft Word
- Microsoft PowerPoint Básico y Avanzado
- Microsoft Excel Básico y Avanzado



Digital Skills Programme

WORKSHOPS

- Computers
- Creating a website
- Digital communication tools
- Surfing the Internet
- Google apps
- Social media



The Environment

A locally and centrally developed programme focused on **work that encourage activism** to support the conservation of forests, the cleaning of beaches, the protection of biodiversity and overall care for the planet, **addressing the consequences of climate change**.

Annual scope



VOLUNTEERS
1,748



ACTIVITIES
579

Interview with Mónica Acosta and Juan Guzmán

Mónica Acosta, a volunteer from the Canary Islands and Social Action Officer of the territory, is strongly involved in environmental volunteering, through the *Brinzal Project* of the **Fénix Canarias** association. Mónica and **Juan Guzmán**, chairman and co-founder of the organisation, describe what the project consists of and its impact on the environment of the Canary Islands.



Mónica, working in the activity.



Mónica, how many years have you been participating in CaixaBank Volunteering and what kind of activities do you like taking part in the most?

I've been in the Volunteers Association since it started in 2005. I've always felt more attracted to activities focused on children in a situation of vulnerability and environmental activities.

Tell us a little about what the Brinzal Project consists of.

Once a week, Juan Antonio Sánchez and I travelled to Teror (Gran Canaria), to the San Isidro area. There, inside a farmhouse, one of the food stations for the Brinzal Project of the Fénix Canarias Association was installed.

We prepared the station, did the cleaning, replaced fruit and water and also, something that was important for the study, we monitored the weight of the removed fruit to calculate how much the birds really ate and scattered around the countryside every week and we reported this to the organisation.

The aim of the project is to use birds as forest rangers to carry out repopulating tasks. Fruit from the laurel forest and water are placed in the stations so that the birds can naturally scatter them and repopulate areas in the laurel forest that are hard for humans to access, this being of special interest after the serious fires of 2019 on the island.



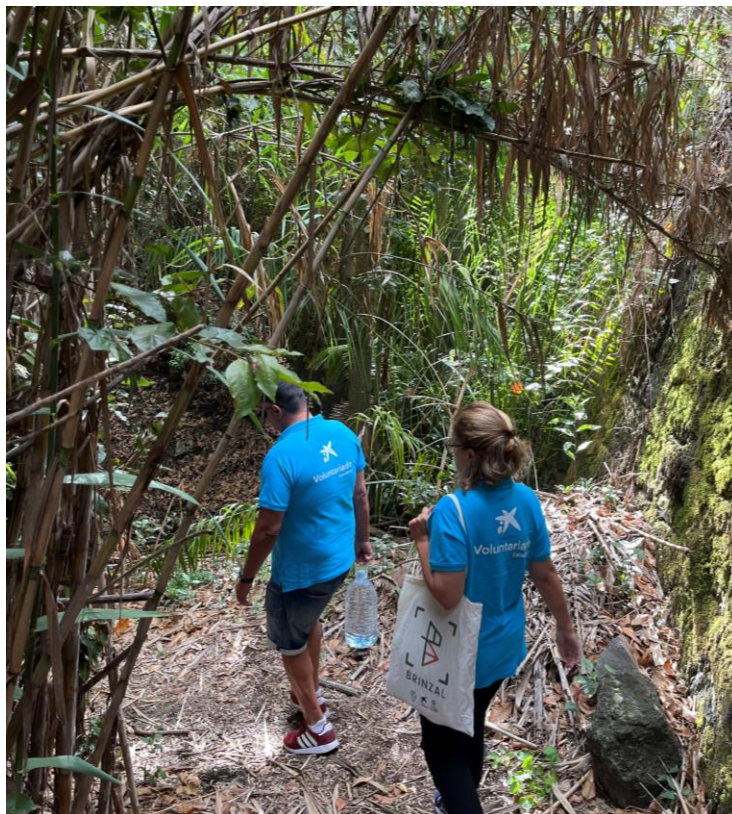
The aim of the project is to use birds as forest rangers to carry out repopulating tasks.

What inspired you to get involved with it?

I learned about the project through my Social Action work with CaixaBank. I also followed them on social media and found out about their educational work regarding environmental aspects of the Canary Islands. CaixaBank Volunteering helped us participate; they told us what work needed to be done and we signed up. They made everything really easy for us and we were proud to do it.

How do you think that environmental awareness and volunteering in this field can help to protect the environment globally?

Protecting the environment should start with the commitment of each person, joining forces to create a tide of commitment. Caring for our environment, promoting its improvement and ensuring its future should be an essential task for society as a whole.



Juan Antonio Sánchez and Mónica, visiting the food stations at the San Isidro farmhouse in Teror.

Juan, tell us a little about the objective of Fénix Canarias.

Fénix is an NGO that specialises in environmental awareness and education in general and forestry education in particular. We do our communication work through social media, but we also carry out various physical projects that promote public participation and volunteering.

Fénix is composed of professionals from various fields related to the environment. We aim to raise awareness and bring the problem and the current situation in our mountains closer to the public, and we always try to do this in a friendly and understandable way.

We also try to convey information through curiosity and discovery. Some of the subjects that we cover are fire prevention, environmental restoration and biodiversity conservation.

How important is Mónica and Juan Antonio's weekly participation in the Brinzal Project?

For us, Mónica and Juan Antonio's participation in a project like Brinzal represents a perfect example of commitment to nature. It's very satisfying for **Fénix** to offer this type of volunteering work, and for people like them it can be an attractive opportunity. Regularly devoting your free time to these types of actions is more than virtue signalling and shows a real, sincere level of dedication.

We're sure that the experience they have enjoyed and learned from will be shared and communicated enthusiastically with their friends and family. It makes us happy to know that for them it has also been a rewarding experience. We can only say we are deeply grateful to them.

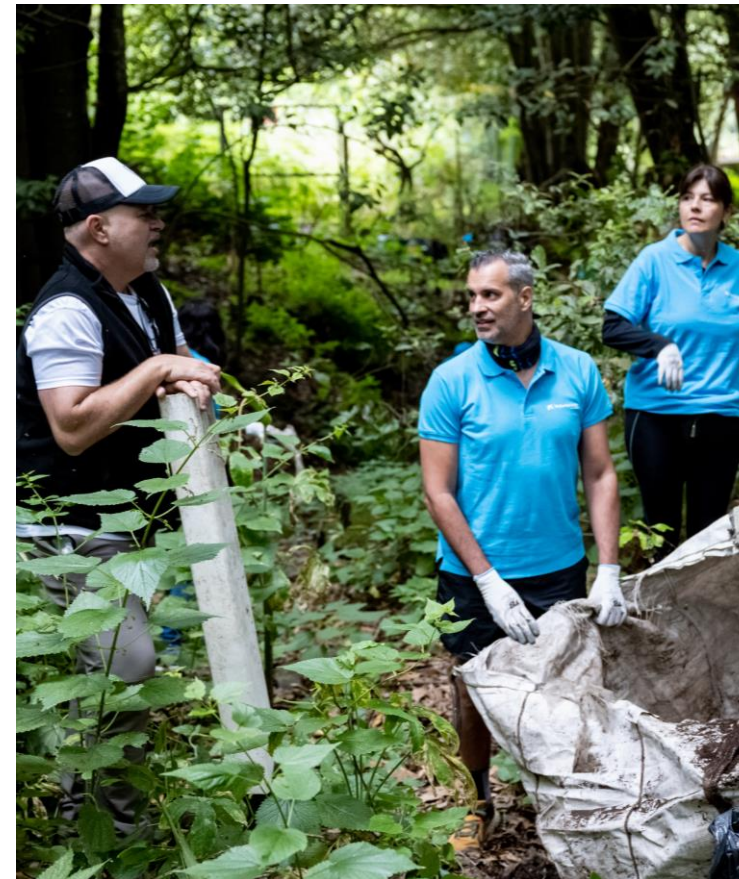
“
**Fénix is an
NGO that
specialises in
environmental awareness
and
education in
general and
forestry
education in
particular.**

Have you quantified the project's positive impact on the environment?

We've learned several lessons with Brinzal, although regarding the environment many of them have to be taken as hypotheses, because there are many factors and interpretations involved. We have been able to obtain data such as the general ingestion index and we hope that this will become germination. Given the duration of the project and the natural cycles, this data is more difficult to record. However, we think that Brinzal is just beginning to be able to compile different data and graphic resources that can be used as a starting point to enrich scientific knowledge about biodiversity on the Canary Islands. We strongly believe that, until now, the role that local birds play and the natural ability they have to enrich and expand our forests has not been rigorously examined.



On the right, **Juan Guzmán**, president and co-founder of **Fénix Canarias** during an awareness-raising activity held during the last Social Month.



Juan, at another point of the awareness-raising activity.

What are some of the most urgent environmental threats in your local area and how are you working to tackle them?

The most worrying environmental threats on the Canary Islands could be listed as forest fires, the reduction of biodiversity as a consequence of the pressure from exotic invasive species, the loss of soil due to erosion and desertification and the negative consequences of tourist pressure that is higher than the area can take; with all these threats increased by the global warming associated with climate change. To these threats we would have to add the lack of empathy and the lack of environmental awareness of a large part of the public on the Canary Islands, especially among young people. That's where we at Fénix attempt to focus our work and concentrate our efforts.

“
Until now, the role that local birds play and the natural ability they have to *enrich and expand our forests* has not been rigorously examined.



Charo Ibáñez, a volunteer and Social Action Officer from **Castile and León**, with **Marga Álvarez**, also a volunteer from the same autonomous community, replacing the roof on a hut in *Montaña de Riaño y Mampodre Regional Park* on Environment Day in León.

Protecting the planet



ACTIVITIES IN
THE NATURAL
ENVIRONMENT



ACTIVITIES
RELATED TO THE
ANIMAL WORLD



ENVIRONMENTAL
AND SUSTAINABLE
SPORT ACTIVITIES



AWARENESS-
RAISING
ACTIVITIES

Did you know that...?

According to a report by the Spanish Institute of Oceanography, the average temperature in Spain has increased by approximately 1.2 degrees Celsius in the last 50 years, which has resulted in longer droughts and a reduction of 20% in annual rainfall in some regions, worsening water shortages and increasing the risk of forest fires.

Practical advice is to reduce the consumption of hot water. By washing clothes in cold instead of hot water, you can save around 50 litres of water per load.



Volunteers from **Asturias** with their families, carrying out cleaning work last May at the *la Charca de Zeluán Natural Monument* in Gozón, Asturias.

Nora Czegeni and **Árpád Czegeni**, volunteers from **Valencia**, during the “Green Path” environmental awareness-raising activity held in the **AMMEC** vegetable garden with children with disabilities from the **Mica-Mino Association** last September.





Local Activities

Actions that support regional social initiatives, managed by the local branches that CaixaBank Volunteering has throughout Spain, in partnership with local social organisations.



Proximity and adaptation

Interview with Ángel Rodríguez

In 2023, CaixaBank volunteers carried out XXX local activities, like the one described by **Ángel Rodríguez**, a volunteer from Alicante and a CaixaBank employee, together with the *Strides on Wheels Association (Asociación Zancadas sobre Ruedas)*. If there are two words that define local volunteering work, they are proximity and adaptation, and Ángel's work is a good example of that.



Natalia Felices, Ángel Rodríguez, Víctor Agullo, Gonzalo Pérez and Juan Collado, volunteers from **Alicante** and the last a Branch Manager in the region, with two users from the association.

Ángel, the first in line, guiding someone with total visual disability on a road thanks to the steering bar.



Ángel, how long have you been helping as a CaixaBank volunteer and how did you find out about the Strides on Wheels project?

I've been a volunteer since February 2020. They invited me to do some work and I fell in love with the organisation. Since then I've collaborated very actively with them through the Alicante branch, although I also work in Cartagena when they need me.

I fell in love with the organisation.



Ángel, in the cap, accompanying a child on a visit to the beach, with the help of a Joëlette wheelchair, with another volunteer from the association.



“The satisfaction of seeing a child or an elderly person climbing to a peak for the first time is priceless, their smile is our reward and our slogan, and we always say: “IF I CAN GET THERE, YOU CAN GET THERE”.

What does your contribution as a volunteer consist of?

I spend part of my time every week organising weekend excursions, talking with the organisers of races, talking with volunteers and taking charge of the users who are going on them. And, of course, what I like most, participating in the activities. I couldn't quantify it in hours but, depending on the activity, it could be between 5 and over 10 hours, as we've done competitions that have lasted over 10 hours (Siyasa Gran Trail 50-km trail run with a blind person), or trips to Higuera (Castellon) for a whole weekend to participate in the 2nd Trail Inclusivo Rompebarreras inclusive trail run.

Tell us a little about exactly what the work you did in Serra Grossa consisted of.

The work that more than 20 volunteers did was fantastic, because it enabled two people with reduced mobility to get to the peak of the mountain and enjoy the views of the bay of Alicante and the whole city. The Serra Grossa in Alicante is a mountain that they used to be unable to access, despite it being next to them. To do it we used Joëlette wheelchairs. Wheelchairs with one wheel designed especially for mountain paths and trail runs

How does it make you feel, participating in activities like this?

Teresa Rodríguez, the president of *Strides on Wheels*, perfectly describes how all we volunteers who participate in activities with them feel: *“The satisfaction of seeing a child or an elderly person climbing to a peak for the first time is priceless, their smile is our reward and our slogan, and we always say: “IF I CAN GET THERE, YOU CAN GET THERE”.* For as long as my arms and legs allow me to, I'll continue having fun with my colleagues, who are one big family, and breaking down barriers so that our users can fulfil their dreams.



Below is a sample of the **12,400 local activities** carried out in 2023 at the 30 CaixaBank Volunteering branches distributed all over Spain.



Miguel Ángel Martínez, Pablo Eduardo Sandoval, M^a Carmen Bellot and Ana Isabel Peinado, volunteers from **Alicante** during the adapted swimming meeting with the Sports Federation for People with Intellectual Disability from the Autonomous Community of Valencia (**FEDICV**) in September.



During the Social Month in May, more than 400 volunteers and their families participated in numerous beach-cleaning activities at various spots on the Andalusia coast. Like this one at Playa de Punta Entinas-Sabinar, in **Almeria**.



Last May, volunteers from **Aragon** accompanied elderly people from the **Virgen del Pilar Retirement Home** to the Film and Fashion exhibition at CaixaForum Zaragoza.



José Mateo González, a volunteer from **Galicia**, accompanying a disabled user from the **Aspace Oviedo** association to Gijon Aquarium Bioparc.



A volunteer from the **Balearic Islands**, **Marc Ponseti**, on the Palma-Ibiza-Valencia route as part of the *Collisions Project* of the **Tursiops Association** for marine research last October.



At an **Arrels Foundation workshop**, **Javier de Celis, Marc Muntaña and Ainhoa Arrizabalaga**, volunteers from **Barcelona**, helped in February in the preparation of products for Saint George's Day.



Inmaculada Silverio, a volunteer from **Cadiz**, gives educational support classes to a group of children from the **Juniors Association**.



Claudia Guerra, a volunteer from the **Canary Islands**, putting make-up on a child at the 2nd *Fair For Child Cancer Research* with the **Happy with Noses (Felices con Narices)** association in Las Palmas de Gran Canaria in February.



Celia Torio, Héctor Alonso, David Núñez, Cristina Calderón, M^a José Fernández, Alberto Jiménez, Sara Díaz, Noa Núñez, Kai Núñez and Ciro Casanova, volunteers from **Cantabria**, during an excursion last October to Cabárceno Natural Park with children from the **Fernando Arce Special Education Centre**.



A large number of volunteers from **Castellon** participated in *Community Beach-Cleaning* work with users from the **Down's Syndrome Foundation** in October.



Eva M^a del Valle and **Virginia Rodríguez**, volunteers from **Castilla-La Mancha**, at the **Illescas NGO Community Kitchen**, where they helped with the distribution of lunches and dinners for families using the kitchen in May.



Santiago Solloa, a volunteer from **Castile and León**, during the party held on the Feast of the Three Kings in January at the University Hospital of Burgos (**HUBU**) for children with chronic or rare diseases.



Last April, volunteers delivered almost 12,000 roses to retirement homes throughout Catalonia to celebrate Saint George's Day. **Mireia Martí**, a volunteer from **Central Catalonia**, also took part in the action at the **Sagrada Familia Retirement Home in Manresa**.



Maite Montero, a volunteer and assistant Branch Manager from **Cordoba**, providing support to the box reserved for people with reduced mobility during Easter Week.



In May, 14 volunteers from the **Basque Country** participated in an escape room at the **Basque Association for Families and People with Mental Illness (Avifes) Bilbao**, solving puzzles to get the key to mental health.



Numerous volunteers from **Extremadura** carried out food storage activities and prepared food delivery batches for organisations at the **Caceres Food Bank**.



Galician volunteers did reforestation activities in May in the mountains of Ceredo Cotobade (Pontevedra), Carballiño (Ourense), Begonte (Lugo) and, as we can see in the photo, A Baña (Lugo), planting more than 500 native trees for environmental recovery.



Volunteers **Miguel Ángel Palanco** from **Granada**, **Sandra Antón** and **Pilar Barranco** from **Málaga**, **José Manuel Díaz** and **Antonio Martos** from **Almería** and **Juan Vicente Morales** from **Jaén** together faced the 3,000-metre climb of 10 peaks with the *Integral Sierra Nevada* organisation, accompanying patients with cancer as part of their active recovery.

Don't miss the documentary *La vida es reto* (Life is a Challenge) about their experience using this QR code.



A group of 13 CaixaBank and *CaixaBank Staff Association* volunteers (*"la Soci"*) from **Girona**, accompanied young people at risk of social exclusion from *Salesians Sant Jordi – Santa Eugènia de Girona* on a snowshoe excursion around the Molina resort in March.



A large number of volunteers from **Granada** spent a day picking up litter and cleaning natural areas in the province with the *Miguel García Sánchez Foundation*.



In May, volunteers from **Huelva** organised beach-cleaning days for beaches like Punta Umbria.



In October, **Clara Quesada**, together with other volunteers from **Jaén**, accompanied a group of young people at risk of exclusion and people with disabilities from the NGO *Mensajeros de la Paz* (Messengers of Peace) and the *Jaén Solidario* organisation from the city of Jaén, the *Pedro Gámez Centre* and the *Ali-up Association* from Bailén and the *Alhucema Entrepinares Child Development Centre* in Torredelcampo.



Jorge García, a volunteer, Branch Manager from **La Rioja** and Social Action Manager of the Ebro territory management team, during the holding of a community event on nature and biodiversity in the town of Sajazarra in May.



Pere Farré, **Tresina Camps** and **Cecilia Fontanet**, volunteers from **Lleida**, accompanying elderly people from the *Ca la Cileta Retirement Home in Palau d'Anglesola* to l'Estany d'Ivars i Vila-Sana.



Alberto Velasco, a volunteer from **Madrid**, delivering food to homeless people in the city centre, with the *Connect Madrid* organisation.



Over 50 volunteers from **Málaga**, with their families, helped the ***Dulce Nombre de María Association*** with the cleaning of Sacaba Beach in Málaga, promoting environmental protection alongside people with mental health problems.



Rosa Mª Santa Cruz, a volunteer and Social Action Manager of the **Murcia** territory management team, doing a handicrafts and bookbinding workshop with disabled users of the ***Llano del Barco Day Centre***.



Almost 20 volunteers from **Navarra** did a day's work cleaning and picking up litter at Allosy Reservoir.



Cristina González, Amador Fernández, Carlos Cousinó, Lola Osuna and Pedro Burguillos, volunteers from **Seville**, celebrated the April Fair with residents from the ***Nuestra Señora de Consolación*** centre.



Sonia Vilades and Mª Lluïsa Cuadrada, volunteers from **Tarragona**, helped ***Prades Town Council*** with an environmental event in the town, cleaning the natural setting of the Hermitage of Abellera.



Santi Ortiz, a volunteer and assistant Branch Manager from **Terres de l'Ebre**, worked with a group of children at risk of social exclusion from ***Tortosa Red Cross*** in swimming activities during August.

More than 20 volunteers from **Valencia** accompanied 50 disabled child users of the ***Neurological Association, the Mica-Mino Association and the Sea Volunteers Association*** from Valencia to Ibiza to participate in ***IbiziOWS***, a swimming race at sea that was held in October, also with the help of the ***Balearia Foundation***.



See how much the children enjoyed ***IbiziOWS*** in the following video.





Emergency situations

CaixaBank Volunteering provides proactive responses to one-off or recurring situations of need that particularly affect a significant number of people.



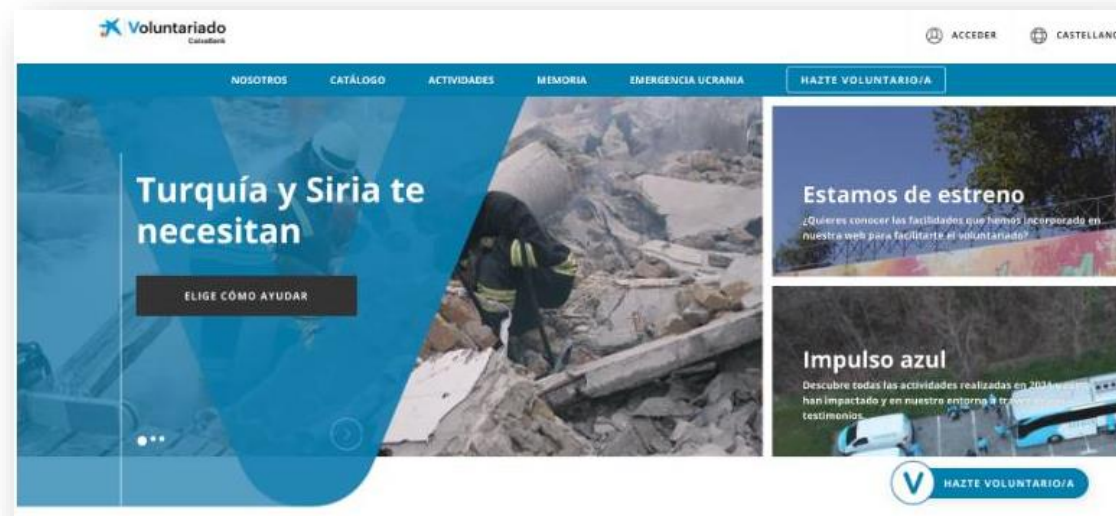
Natural disasters

In 2023, **CaixaBank volunteers responded actively to natural disasters**, by tackling the impacts of earthquakes in Turkey, Syria and Morocco and torrential rains caused by Storm DANA in Spain.

As well as remote activities, such as serving as the spokesperson for the campaign to raise donations for Turkey and Syria, both in Spain and Morocco, through our colleagues from agency offices we provided clean-up and logistical support work in affected areas, along with assistance to affected families through the distribution of food and essential items.

I Turkey and Syria

The campaign to raise donations for the victims of earthquakes in **Turkey and Syria** was supported via the CaixaBank Volunteering web page.



CaixaBank makes its **platform for donations and crowdfunding** available to social organisations, through which any person can financially support the NGO or cause they wish.

Access the platform using the following QR code.



I Spain

Close to **200 volunteers from Madrid and Castilla-La Mancha** were mobilised in under 24 hours to support families affected by Storm DANA hitting Spain. Collecting drinking water and food, clearing debris, refurbishments of homes and support for the elderly and disabled people are just some examples of the activities carried out, **in coordination with the authorities, parishes and social organisations of the affected towns and cities.**



Jorge Villalba and Cristina Llanas, volunteers and Cristina also a Branch Manager in Madrid, helping to clean up a flooded garage in Álamo.



Mónica, in grey, surrounded by her volunteer colleagues from Castilla-La Mancha, **Cristina Río, Javier Pina, Sandra Jimeno, Alba Repes, Mario Repes and César Jimeno**, Social Action Manager of the territory, during one of the clean-up days in the Toledo town of Yundillos.

”

Firstly, I would like to thank the CaixaBank volunteers who, from the first moment, were on the front line helping those affected, both physically, with the few resources we had, and by providing essential items. In my case, based on my first-hand experience, I would like to thank the volunteers, because just seeing their smiles is a boost, and especially for all the help they gave. I would therefore like to thank you on behalf of my neighbours too.

Many thanks, colleagues. Best wishes."

Mónica Sánchez, Premier Banking Manager of the Toledo Store and volunteer from Castilla-La Mancha, affected by the torrential rains of Storm DANA last September.

Morocco

Marc Molinero with children from Taroudant, during one of the visits he made to the most affected areas with his team.



The day after the earthquake we got together with our office colleagues and travelled to Taroudant to distribute bottles of water to those affected. What we saw was unimaginable; whole towns had been destroyed by the earthquake. The poor inhabitants had lost everything. However, and despite the sadness of the situation, we could see that life continued and I remember how moved we were when we saw these children, still smiling, playing opposite their house, which had been totally destroyed just 24 hours earlier by the earthquake."

Marc Molinero, volunteer and Manager of the International Branch in Agadir, Marruecos

In the photo, taken by **Marc** during one of the visits he made to the affected areas with the team from his office, **Meryem Ibenlemlih** and **Mohsene Zouirchi**, in a small village in the Taroudant region where 1,000 injured people were recorded, the inhabitants queue up to fill up their water containers.



Support has not stopped since the disaster. Last December, Marc, with Francisco Ignacio Rodríguez, Mohsene Zouirchi and Meryem Ibenlemlih, distributed food to a student hall of residence without resources in one of the most affected areas.



Volunteers also organised themselves to provide remote support for the cause. **Olga Pérez, Cristina Blasco, Elizabeth Úrich, Cristina Hernández, Ana Isabel de Castro and Cristina Llanas**, volunteers from Madrid and the last also a Branch Manager in the area, meet three times a month with the **Voluntarias de la laia** voluntary organisation to knit warm clothes for people without resources from various associations. In December they sent a shipment of these garments to those affected by the earthquake in Morocco.

Humanitarian aid

In 2023 we have continued providing **support to communities of refugee families due to armed conflicts**, through a variety of activities ranging from Spanish classes, educational support for children, employment workshops, support for sick people during their medical treatment and cultural and leisure activities to help with their integration into Spanish society.

Argimiro Rubio, Rafael Ángel de León and Ana Díaz, volunteers from the **Canary Islands**, helping in the *Grada Solidaria (Community Grandstand)* of Las Palmas for people requesting international protection, users of the Spanish Commission for Refugees (**CEAR**).



Pepa Acebedo and Rosa Ortiz, volunteers from Seville, during a Spanish class for Ukrainian refugees at the **Vivir Compartiendo (Live by Sharing)** organisation last May.

Ukrainian refugee families and members of Social Action and of the **Santa Clara Convent Foundation** held a Christmas Party in January at the *Santa Clara Convent* in Manresa.



Because of the close cooperation during the previous year, in 2023 a *Refugee Aid Agreement* was signed between CaixaBank Volunteering and the **Santa Clara Convent Foundation**. The objective is to provide financial and volunteer support to the foundation in the creation of humanitarian corridors and in its support actions for refugee families established in Spain due to armed conflicts and for war casualties, whether temporarily or permanently.

Sor Lucía Caram, representative of the **Santa Clara Convent Foundation**, describes in the video with the following QR code the *Refugee Aid Agreement* signed between CaixaBank Volunteering and the foundation, and the actions it has led to.



Sor Lucía during one of his visits to **H.H. Pope Francis I**, in which she shared with him the impact of his collaboration with CaixaBank Volunteering.

05

Corporate volunteering

"Carrying out corporate volunteering programmes not only benefits the communities and causes we serve, it also transforms our employees, encouraging a feeling of purpose, **improving skills and creating a closer connection to the company**".

Tim Cook,
CEO of Apple.



Corporate volunteering is a powerful way to make a contribution to the community. But this practice does not just help society. According to many studies, **it also offers many personal and professional benefits for both employees and companies, through the development of skills and its impact on corporate culture.**

I Benefits for employee volunteers

PERSONAL

A feeling of achievement and fulfilment



Volunteering creates a feeling of achievement by helping significant causes and stimulates personal fulfilment, self-esteem and the feeling of having a purpose in life.

Broadening horizons



Volunteering enables people to experience different situations and learn about many cultures and challenges.

Development of skills



Employees can acquire and improve personal skills, such as communication skills, leadership and problem solving.

A connection with the community



Volunteers develop stronger connections with their local communities, which can increase their feeling of belonging.

Development of empathy



By working with people in situations of vulnerability, volunteers can develop greater empathy for and understanding of many communities.

PROFESSIONAL

Development of transferable skills



The skills acquired in volunteer work, such as teamwork and time management, are valuable in the workplace.

Growth of professional networks



Volunteering provides the chance to meet people from different fields and establish beneficial professional relationships.

Commitment and motivation



Employees that participate in corporate volunteering often show greater commitment and motivation at work.

Development of leadership



Participating in voluntary projects can help the development of leadership and management skills.

These studies support the idea that corporate volunteering is not just an altruistic practice, it's also an investment that brings with it significant benefits for employees and companies. From the development of skills to the improvement of corporate culture and the building of stronger relationships with the community, **corporate volunteering has become an integral part of responsible and sustainable corporate strategies in the 21st century.**

I Benefits for companies

Reputation and corporate social responsibility (CSR)



Corporate volunteering reinforces the image of the company and its commitment to CSR, by demonstrating its commitment to the community in tackling emerging challenges, such as crisis response and the building of community resilience.

Employee retention



Companies that promote volunteering often experience higher employee retention and higher job satisfaction, by creating a more positive and fulfilling working environment.

Corporate culture improvement



Volunteering improves corporate culture by promoting values such as solidarity and cooperation.

Development of internal leadership



Volunteering can identify and develop potential leaders within a company.

Recruitment of talent



Volunteering policies can attract new talented individuals who are looking for socially responsible companies.



Sources: "Corporate Volunteering for a Post-Pandemic World de IAVE, 2022 ; "Volunteer Programs that Employees Can Get Excited About" from Harvard Business Review , 2021 ; "Skills for Cities Impact Report" from Common Impact, 2021 ; "Doing Well by Doing Good" from Society for Human Resource Management, 2019

Social Month

The *Social Month* is the largest annual mobilisation of corporate volunteering that the association carries out.

In 2023 it was decided to extend the traditional *Social Week* to a month, successfully mobilising more than 13,800 people, 34% more than in the 2022 *Social Week*, mainly employees, but also their families and bank customers. They all participated in sooma of the thousands of volunteering activities carried out throughout Spain during the month of May for almost 120,000 people from vulnerable groups.

Juan Ignacio Badiola, the North Territory Manager, and Ramón Torres, a Branch Manager from the Basque Country, with various colleagues at a community event for the preparation of "Táper Solidario" meals organised by the NGO **Asociación AUNAR** during the *Social Month*



Interview with Iñaki Ibeas

Iñaki Ibeas is the Manager of the Ayala – Nervión Business Area in the North territorial management team. He has been participating in this action for years, as well as doing other volunteering activities during the year.



Ainhoa Amilibia, Leyre Arberas, María Mercedes Egozcue, Iñaki Vega, Patricia Bombín, Iratxe Añorga, David Aparicio and Iñaki Ibeas, on the right, with the managers of the **Asociación Zubietxe** social organisation in front of the **Libu community library** in Bilbao, where they helped with the collection of donated books and their delivery to a warehouse to be sorted.

Iñaki, how did you participate in the last *Social Month*?

This year I took part in 2 activities. The first with colleagues from the territory management team on an activity with Asociación Zubietxe. We helped with the collection of donated books at the Libu Community Library in Bilbao and their later delivery to the warehouse.

For the second activity, we got together with various business area managers and the sales manager of the territory management team to pick up litter in the Álava area.

Had you participated before in past *Social Weeks*?

I've participated every year since I started my career at CaixaBank in 2012, both in actions in the old *Social Week* and throughout the year on financial education activities for Red Cross users.

“We helped with the collection of donated books at the Libu Community Library in Bilbao and their later delivery to the warehouse.”

“

This extension makes it possible to participate in more actions.

What advantages do you see this year in extending from one week to a month?

This extension makes it possible to participate in more actions and choose the projects that you identify with most.

Do you think it's beneficial for employees to have opportunities to take part in volunteering actions, like the *Social Month*?

Absolutely, it enriches us personally and, in my case, I think it adds something extra to our daily work.



Iñaki, second on the right, with other business area managers from the North territory management team, Alfredo Alonso, Igor Goienetxe, Emilio Cuadrado, Joaquin Zubiria, Aintzine Correa, Maria Mercedes Egozcue and Ángel Garabieta, who joined forces to pick up litter in the Vitoria area.



The **CaixaBank Management Committee** did not want to miss the chance to carry out a volunteering activity with disabled people, users of the **Catalònia Fundació Creativa** (Catalan “Creative” Foundation).

The extension to the *Social Month* was very well received by participants because it allowed them to do more volunteering activities. The repeat percentage rose from 21% in the *Social Week* in 2022 to 39% this year.

It was therefore possible to carry out **more than 2,300 activities in just one month**, mainly with people with disabilities or health problems, although volunteers also got to see close up the reality of groups living on the poverty line, children in situations of high vulnerability and migrants and refugees.



Jaume Masana, CaixaBank Business Manager, at a painting workshop with Pol, one of the users of **Catalònia Fundació Creativa**.



Gonzalo Gortázar, Chief Executive Officer of CaixaBank, talking with users during the volunteering activity.

Using this QR code, discover the activity that the CaixaBank Management Committee did with users of **Catalònia Fundació Creativa** during the last *Social Month*.



Everyone's Project

El Proyecto de Todos (Everyone's Project) was held for the third time this year. With this initiative, CaixaBank employees had the chance to support, with a financial contribution made by the bank, the project of a foundation, association of NGO with which they are personally involved and help regularly as volunteers. Of the **278 projects submitted** by employees, **122 initiatives were chosen, which supported 133 volunteering activities** where **749 volunteers** participated, 685 of them employees.



*In Spain,
more than
56,000
children do
not have
parents or
are unable
to live with
them.*

Interview with M^a Dolores Sotos

M^a Dolores Sotos, Branch Manager of Picassent in Valencia, is one of the employees whose project with the organisation ***Mamás en Acción (Mums in Action)*** was chosen.

M^a Dolores, tell us a little about what the project you submitted consists of.

In Spain, more than 56,000 children do not have parents or are unable to live with them. These children, who live in children's homes, who are victims of domestic abuse (every 11 minutes, a child is abused, according to Oxfam Intermón, with only 10% of cases are reported) and those from families in challenging situations, who have to choose between caring for their children or losing their jobs and, consequently, the custody of their children when their children are sick or hospitalised, are alone.

Mamás en Acción supports these children who, as well as being sick, are alone, in 24-hour shifts, 365 days a year, doing the same things as any mum or dad.

The reality is that, if ***Mamás en Acción*** didn't support them, these children would be alone.

Mamás en Acción needs to grow in order to reach all of them and achieve its objective **#NoChildAlone**

M^a Dolores with Lucía González, Laura Heras and Cristina Verdejo at the 10th anniversary of ***Mamás en Acción***.



What is your connection to this organisation?

Mamás en Acción has a network of over 2,500 volunteers, providing children with something that nobody will ever be able to take away from them: the time and care given to children who do not have access to this affection, because they don't have parents or are unable to live with them.

My work of almost 8 years with ***Mamás en Acción*** consists of doing the same things as any mother or father.

It's not necessary to be a mum, or even a woman, to become part of the community of volunteers. Anyone who is capable of giving affection is welcome.



*Volunteers
providing
children with
something
that nobody
will ever be
able to take
away from
them.*



All contributions are important for Mamás en Acción, because with them we can consolidate the project in the cities where we are already present.

How important is the financial contribution that the organisation has received thanks to your project? Tell us a little about what they will be able to do with it.

All contributions are important for **Mamás en Acción**, because with them we can consolidate the project in the cities where we are already present, such as Valencia, through the addition of regular volunteers, giving them training, including tests checked by educational psychologists and then admitting them as new volunteers.

We will also invest these contributions in maintaining the tools that enable us to communicate with each other and receive notifications in order to cover 100% of shifts.

Which colleagues have worked with you on the volunteering activity?

On the day of the 10th anniversary of **Mamás en Acción** I was accompanied by my colleagues **Lucía González, Laura Heras and Cristina Verdejo**. Between us all we carried out part of the organisation of a very, very special day when **Mamás en Acción** had its 10th anniversary and, as part of this, we held a party full of emotional moments, memories, gifts and lots of fun.

My colleagues learned about the project through my experiences. Taking part in that day was amazing, and helped them to understand our work better and how important the aid we have received is to continue in the cities where we are already present and in order to start operating in cities where we do not have a presence yet.

I'm sure that some of them will sign up for the next training programme and become part of this big family!



Access the thank-you video for employees, starring the users of the social organisations that participated in Everyone's Project 2023.



Social Team Building Activities

In 2023, **1,425 employees, from over 20 areas and group companies, participated in 69 Social Team Building activities**. These are volunteering activities that reinforce team spirit by working with social organisations, providing them with support in activities with their users or in administrative and maintenance work.

The feedback from participants was very positive and showed that, thanks to them, the feeling of pride and belonging had grown. They also highlighted the great personal satisfaction they felt by experiencing a different reality.

This means that people with disabilities can learn a trade, which enables them to work and achieve a certain level of independence.

Interview with Mercedes Gómez

Mercedes Gómez works in the Reputation Management and International Relations area at BuildingCenter in Madrid. She has participated in several STB activities and shares her experience.

When did you take part in your first STB activity? Tell us a little about what it consisted of.

My first activity with CaixaBank Volunteering was the first Social Team Building activity organised by BuildingCenter in September. We were lucky enough to find out about the **APADIS Foundation** located in San Sebastián de los Reyes (Madrid), which works to improve the quality of life of people with intellectual disabilities and their families, promoting their full integration and social inclusion.

As it's a special employment centre, the people who work at centre make biscuits and mini cupcakes that they then sell in large and small retail outlets. This means that people with disabilities can learn a trade, which enables them to work and achieve a certain level of independence. They explained to us in detail how to make the biscuits and we spent a great afternoon with the people that make up the association.

My biggest surprise was finding out that the mini cupcakes that I usually buy at a well-known large retail outlet are the ones they make! I suggest you try them, because they're delicious!

Was that the first time you had done volunteering work?

Before participating in CaixaBank Volunteering with my colleagues from BuildingCenter, I had taken part in other volunteering as an individual. At school I worked with **San Rafael Hospital**, at university I did support work at a retirement home and in recent years I have worked with the **Food Bank**, by both collecting food at supermarkets and working in the headquarters in Madrid and on more local campaigns, collecting food, clothes and toys at my kids' school.

Before participating in CaixaBank Volunteering with my colleagues from BuildingCenter, I had taken part in other volunteering as an individual.



Mercedes with her BuildingCenter colleagues at the **APADIS Foundation**.

“

The good thing is, I have a great support network that enables me to participate in them.

Be honest, what did you think when they suggested you do it?

Well, at first I thought about how I would have to personally get organised in order to take part in these activities. What a mess! I'm very lucky, because I have a great support network that enables me to participate in them.

And the good thing is that when I finish a volunteering activity I always think that everything I've learned from the people who are part of it is much more than the effort that I've had to make to get organised, and that always, always, makes up for it.

Have you continued to do volunteering?

At BuildingCenter, always in coordination with CaixaBank Volunteering, we've been organising a monthly team activity in both Madrid and Barcelona since September. We've done voluntary work in a retirement home, we've helped children with disabilities do sporting activities, we've given training to the elderly on how to use mobile phones...

My idea is to continue to help whenever I can in the various voluntary activities that BuildingCenter and CaixaBank Volunteering organise. Taking part in these activities, and helping people who need it the most, makes you feel useful and, ultimately, makes you feel good. Just giving a moment of our day to the people who receive our help is very important.

I encourage all my colleagues to take part at least once in a voluntary activity, because I'm sure they'll repeat the experience.

”

Taking part in these activities, and helping people who need it the most, makes you feel useful and, ultimately, makes you feel good.



More than 270 colleagues from the Accounting Area from all over Spain carried out an environmental action with 100 people with intellectual disabilities, users of the social organisations **Fundación Privada Roselló, ACID, ALPI, APRODISA and ADISGA**.

06

Recognition

"Volunteers are like **shining stars in the darkness**, lighting the way to a better world. Their commitment deserves the deepest gratitude and recognition."

Ban Ki-moon

former Secretary-General of the United Nations.



Managers' meetings

June 2023



Josep Parareda

In 2023 a commitment was made to make relationships between branches closer, by holding a meeting on **29th and 30th June in Valencia**, in addition to the end-of-year meeting, which was therefore set for January 2024.

Josep Parareda and Meritxell Ripoll, Chairman and Director of CaixaBank Volunteering respectively, carried out a review of the programme's progress.

Olga García, Territory Manager of the Autonomous Community of Valencia and Region of Murcia, attended the event and highlighted the valuable work of volunteers.



Meritxell Ripoll

3 roundtables were held by Branch Managers to analyse issues of interest in volunteering work and how to tackle them.



Olga García

Branch Managers to analyse issues of interest in volunteering work and how to tackle them.

Albert Gràcia, a Branch Manager from Barcelona, **Mamen Martín**, a Branch Manager from Seville and **Gema Escolà**, Head of Programmes

Antonio Martos, a Branch Manager from Almeria, **Charo Ibáñez**, a Branch Manager from Castile and León and **Jordi Pastó**, former director of CaixaBank Volunteering

Loren Berrazueta, a Branch Manager from Cantabria, **Raquel Castellón**, a Branch Manager from Lleida and **Diana Ávalos**, Head of Communication

The next day a support activity was carried out for children with disabilities from the **Balletvalemás Association** and everyone enjoyed a concert by the rock group **Dekúbito Prono**, composed mainly by people with cerebral palsy from the Valencian Association for Cerebral Palsy (**AVAPACE**).



Some members of the **Dekúbito Prono** from the **AVAPACE** organisation, in full flow at Valencia's territorial management facilities.



Branch Managers with children from **Balletvalemás** and their care workers at the end of the performance.

Recognition of volunteers

Branch Managers who pass the baton to new colleagues

After years as Branch Managers in their respective areas, **Javier, Mariluz, María, Juanvi, Marimar and Manolo** have decided to step aside. They have been brilliant representatives of CaixaBank Volunteering. Thanks to their drive, hard work and time, their branches have seen the number of volunteers grow and, with them, the number of people from vulnerable groups that have been supported.

CaixaBank Volunteering would like to thank them immensely for their commitment.



Javier Muñoz

Volunteer since 2006 and Branch Manager in Aragon for 6 years.



María Luz Montes

Volunteer since 2007 and Branch Manager in La Rioja 10 years.



María Grijalba

Volunteer since 2013 and Branch Manager in Navarra for 7 years.



Juan Vicente Morales

Volunteer since 2007 and Branch Manager in Jaen for 4 years.



María del Mar Mateos

Volunteer since 2016 and Branch Manager on the Canary Islands for 4 years.



Òscar Garcia

Volunteer since 2010 and Branch Manager in Catalonia for 5 years.



Manuel Calvo

Volunteer since 2007 and Branch Manager in Malaga for 5 years.



Recognition of volunteers

Storm DANA Recognition Event

On 20th September an **event was held to recognise the almost 200 volunteers who helped in the support activities for victims of the torrential rains from Storm DANA in Madrid and Toledo**. The event took place at the Trade School Foundation (*Fundación Escuela de los Oficios*) in Madrid and was attended by Josep Parareda, Chairman of CaixaBank Volunteering and Meritxell Ripoll, Director of CaixaBank Volunteering, as well as by Social Action managers and officers from Madrid and Castilla-La Mancha.

The words of **Mónica Sánchez**, Premier Banking Manager of the Toledo Store and volunteer from Castilla-La Mancha, whose home was affected by the natural disaster, were especially moving.



Juan Luis Vidal, Territory Manager of Castilla-La Mancha and Extremadura



Josep Parareda, Chairman of CaixaBank Volunteering



Meritxell Ripoll, Director of CaixaBank Volunteering



Watch the thank-you video that was shown at the event.



North territory management



Almost 70 volunteers attended the North territory management event held on 21st January to recognise the almost 900 people who participated in CaixaBank Volunteering activities in 2023 in this area. The event was attended by Juan Pedro Badiola, North Territory Manager, Ana Garibi, Social Action Manager of the territory, Lorena Álvarez, a Branch Manager from Asturias and Social Action Officer of the territory with Gonzalo Balseiro, Ramón Torres, a Branch Manager from the Basque Country and Loren Berrazueta, a Branch Manager from Cantabria. Gema Escolà, Head of Programmes from CaixaBank Volunteering also attended.

Loren Berrazueta, a Branch Manager from Cantabria, and **Ramón Torres**, a Branch Manager from the Basque Country, during the event.



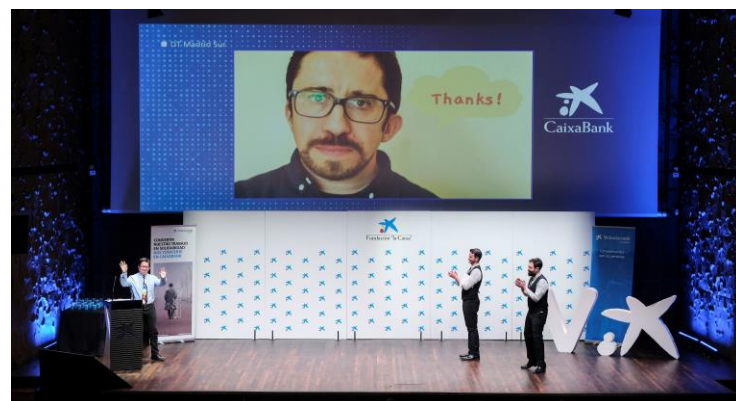
I Madrid MT



On 1st February at CaixaForum Madrid in the old Madrid Sur territory, over 300 people attended the event to recognise volunteers from their territory. The event was attended by Juan Luis Vidal, Territory Manager of the old Madrid Sur Territory and current Territory Manager of Castilla-La Mancha and Extremadura, Vanesa González, Social Action Manager of the territory, Marta Ruiz, Social Action Officer of the territory and Cristina Llanas, Social Action Officer of the territory and Branch Manager in the region. They were also accompanied by Meritxell Ripoll, Director of CaixaBank Volunteering, among other members of the team. The Regional Manager of the "la Caixa" Foundation also attended the event.



The event included a speech by **Jero García**, the former professional boxer, who spoke about how volunteering had changed his life and a speech by **Ángel Medina**, a person with intellectual disabilities, activist and actor from *Campeonex*, who stressed the importance of volunteers' work.



I Balearic Islands MT



Mari Cruz Rivera, Territory Manager of the Balearic Islands, Diego Riera, Social Action Manager for the territory and Joana Maria Gelabert, Social Action Officer of the territory and Branch Manager on the Balearic Islands officiated the event recognising volunteers in their autonomous community in the conference room of the **Mater Social Organisation** in Palma de Mallorca. Meritxell Ripoll, Director of CaixaBank Volunteering, with Maria Llompart, the Regional Manager of the "la Caixa" Foundation.

The event, held on 4th February, was attended by more than 130 people and also recognised the work of social organisations on the Balearic Islands, 30 of which attended the event.



Mari Cruz Rivera, Territory Manager of the Balearic Islands, **Meritxell Ripoll**, Director of CaixaBank Volunteering and **Joana Maria Gelabert**, Social Action Officer of the territory and Branch Manager on the Balearic Islands, with some of the volunteers being honoured.

Those attending enjoyed a real celebration of solidarity, featuring the musical performance by a volunteer, **Rafa Ferrà** and by **"Los Más Monkis"** an inclusive group of people with disabilities due to mental health disorders from the **Deixalles Foundation**.



MT of the Aut. Comm. of Valencia and Region of Murcia



On 15th February 2023, 100 people attended a volunteer recognition event held in Murcia. Olga García, Territory Manager of this area, Rosa Santa Cruz, Social Action Manager of the territory, Alicia Medina, Social Action Officer in Murcia, Marian Cabrera, a Branch Manager in the territory, Jordi Pastó, former Director of CaixaBank Volunteering attended the event. The Director of the "la Caixa" Foundation Space, where the event was held, also attended.



They enjoyed a ballet performance by **Assido** and speeches by representatives from the **Jesús Abandonado**, **Afacmur** social organisations and **Herma Secondary School**, where Finances for Young People courses are given.

Andalusia MT



On 22nd February 2023, 325 volunteers got together at the Magdalena Convent in Antequera to hold the volunteer recognition event of the Andalusia management territory. Juan Ignacio Zafra, Territory Manager, Yolanda Solero and Mamen Martín, Social Action Managers in the territory, and the latter a Branch Manager in Seville, with their team of Social Action Officers, Isabel Belda, Juan Carlos Espinosa, Maria José Jurado and Inmaculada Ramos, organised the event. Branch Managers from throughout the autonomous community also attended: Rafael Crespo, from Cadiz, Manuel Calvo, from Málaga, Pedro Ruíz, from Cordoba, Joaquín Contreras, from Granada, Juan Vicente Morales, from Jaén and Antonio Martos, from Almeria.

Also present were Jordi Pastó, former Director of CaixaBank Volunteering, and Juan Carlos Barroso, Territory Manager of the "la Caixa" Foundation.

Juan Ignacio Zafra, Territory Manager of Andalusia, and Mamen Martín, Social Action Manager of the territory and Branch Manager in Seville, with some of the volunteers being recognised.



I Barcelona MT



Over 300 people attended the event to recognise volunteers at CosmoCaixa in Barcelona. Maria Alsina, Territory Manager of Barcelona, Josep Parareda, Chairman of CaixaBank Volunteering, Rafael Chueca, Vice-Chairman of CaixaBank Volunteering, Meritxell Ripoll, Director of CaixaBank Volunteering, and Inés Jiménez, Social Action Manager in the region officiated the event. A Branch Manager from Barcelona, Albert Gràcia, was also present, with the Social Action team part of CaixaBank Volunteering, and Patricia Alocén, Manager of the "la Caixa" Foundation in Barcelona.



The event featured a moving performance by Cor Dona Gospel Choir from the *Lloc de la Dona-Germanes Oblates* social organisation and the youngest volunteer, Elsa, was named granddaughter and daughter of the "Volunteer Family".

I DT Canarias

The Martín Chirino Foundation of Art and Thought in Palmas de Gran Canaria was the chosen location for the recognition event of volunteers from the Canary Islands. 100 people attended the event, among them, Manuel Afonso, Territory Manager of the Canary Islands, Olga del Pino, Social Action Manager of the territory, Mónica Acosta, Social Action Officer, Maria del Mar Mateos, a former Branch Manager on the Canary Islands and Meritxell Ripoll, Director of CaixaBank Volunteering.



Olga del Pino officiated the event, which included moving contributions from volunteers, who described their experiences. It was also attended by Laura Ramírez, Manager of the Happy with Noses (*Felices con Narices*) social organisation and featured a performance by users of the *District Occupational Centre de Santa María de Guía* from Gran Canaria.

DT Ebro



120 people attended the volunteer recognition event on 27th March at CaixaForum Zaragoza. Isabel Moreno, the Territory Manager of Ebro, Meritxell Ripoll, Director of CaixaBank Volunteering, Jorge García, Social Action Manager of the territory, and Arancha Rubio, Social Action Officer of the territory, attended the event.

Those present enjoyed a roundtable including **Javier Muñoz**, **Remei Ribes** and **Javier Mediel**, volunteers from the territory, and **Leyre Bernad** from the *San Blas Foundation*, **Mar Bruna** from *Miguel Servet Hospital* and **Alicia Giménez** from the *Red Cross*.



DT Castilla-La Mancha y Extremadura

Various volunteer recognition events were held during the first six months of 2013 in the Castilla-La Mancha and Extremadura MT, combining them with volunteering activities.

These events were attended by César Jimeno, Social Action Manager of the territory, and Yolanda Arenas, Social Action Officer and Branch Manager in the autonomous community.

These smaller, more intimate events recognised the work of more than 500 volunteers in the territory.



A volunteer recognition event held in **Cuenca**, after a visit to the Palaeontological Museum in the city, accompanied by users of the NGOs *Down Toledo* and *AFANNES*, in February 2023.



The *11th Annual Green Way (Vía Verde) for Integration* was used in April so the branch could hold another recognition act for volunteers from **Guadalajara** and **Toledo**, which was attended by **Jaime Campos**, the former territory manager and **Juan Luis Vidal**, the current Territory Manager.

Recognition of volunteers

I Provincial Government of Málaga

In March 2023, **Manuel Calvo**, a Branch Manager from Málaga, met the President of the **Provincial Government of Málaga, Francisco Salado**, an honour that took place at the **La Noria Social Innovation Centre**, in recognition of the work of CaixaBank volunteers in this area.



Manuel Calvo, with other people being honoured during the event in March 2023.



Manuel Calvo, collecting his award from the President of the **Provincial Government of Málaga, Francisco Salado**.

I Department of Social Policy of the Region of Murcia

The **Department of Social Policy of the Region of Murcia** gave the Corporate Volunteering award to CaixaBank Volunteering. The Branch Manager from the area, **Marián Cabrera**, received the award in December from **Concepción Ruiz**, the Minister for Social Policy, Families and Equality.



Marián Cabrera, with **Concepción Ruiz, Alicia Medina**, Social Action Officer of Murcia, and **Juan Jesús Lozano**, CaixaBank Director for the Region of Murcia.

By using this QR code you can see a compilation of the volunteer recognition acts held in Murcia.



We have also recognised social action and corporate volunteering work inside the company. At the **CaixaBank Directors Convention** in October, **Encarna Alcaide**, the Social Action Manager of the Autonomous Community of Valencia, had the opportunity to explain why solidarity actions and volunteering make different people unique and magical. **Manel del Castillo**, Managing Director of Sant Joan de Déu Hospital, also attended, and he supported her view of the social economy.

Don't miss Encarna and Manel's contribution at the 2023 Directors Convention



I CaixaBank Directors Convention



07

Communication

"Solidarity is the union of hearts, and communication is the bridge that we build to **connect them for the benefit of humanity**".

Nelson Mandela,
South African leader and defender
of human rights.



Presence

Media

PRINTED AND DIGITAL
PRESS, RADIO AND TV

Focusing on the qualitative, by providing the media with stories and experiences from our volunteers, generated greater interest from the media, slightly increasing both the number of hits and their relevance and importance. Our presence was especially noticeable through themed articles, such as the *Social Month* and *Volunteers' Day*.

VOLUNTARY HITS
1,695

TOTAL ACCUMULATED AUDIENCE
348_M

ECONOMIC VALUATION
3.4_{MM€}



Social Media

CAIXABANK

A través de las publicaciones realizadas en los diferentes **perfiles de CaixaBank**, con más de 1 millón de seguidores, se logró que más de **47 millones de personas** recibieran inputs de los programas y actividades de **Voluntariado CaixaBank** a través de sus redes sociales.

POTENTIAL AUDIENCE
People 47,2_{MM}

PUBLIC CONTENT
Posts 140



VOLUNTEERING

In 2023 we consolidated our profiles on social media, more than doubling our number of followers and multiplying views by 2.5.

@VoluntariadoCaixaBank
@VoluntariatCaixaBank
Views 97,958
Interactions 6,202
Followers 1,738 cas 435 cat

Voluntariado CaixaBank
Views 11,021
Interactions 1,250
Followers 339

VoluntCABK
Views 69,141
Interactions 1,414
Followers 326



PeopleNow

INTRANET CAIXABANK

The presence of CaixaBank Volunteering on the company's intranet continued to grow exponentially this year.

Highlights include the increase in the number of news items on the various channels and the number of members of the Volunteering community.

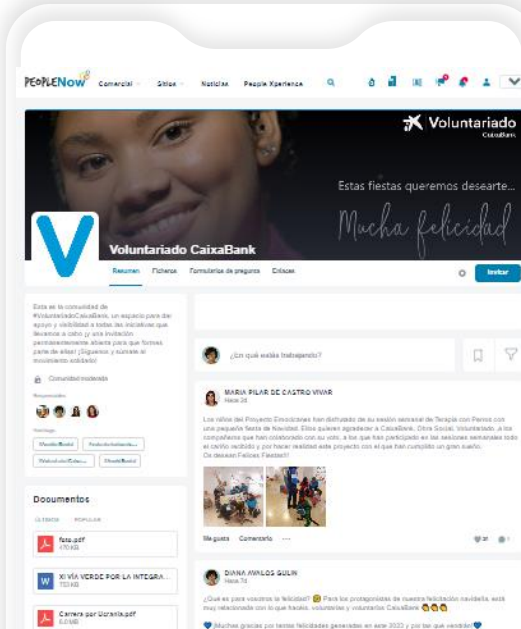
NOTICIAS DE VOLUNTARIADO EN LOS DIFERENTES CANALES

Published news 139
User likes 4,604
Views 128,681
Comments 408

THE VOLUNTEERING COMMUNITY

Creada en abril 2021

Members 766 +124
No. posts 228
Post likes 5,488



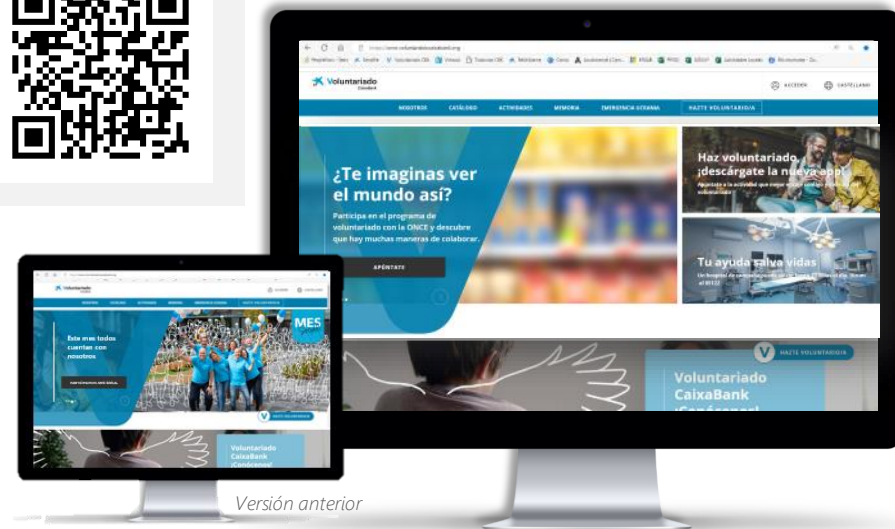
New resources

Website Design and App

In 2023 we carried out a **complete overhaul of our website design** in order to improve the user experience, and **we launched a new, more functional app**.

We also decided to divide the homepage carousel into three spaces, **thereby trebling the website's communicative space**.

Watch the video of the launch of the new app and its new features.



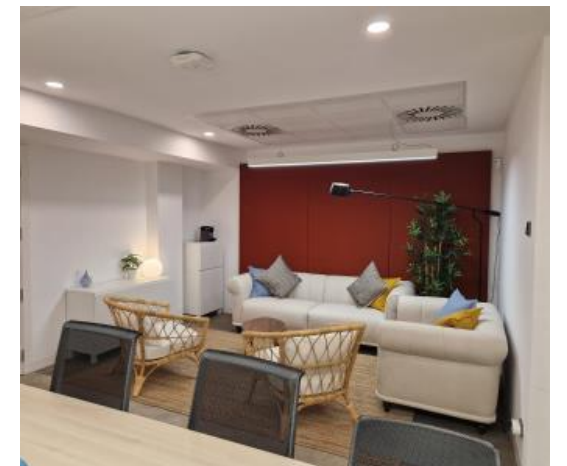
Digital brochure

This year we also updated our **online brochure**, available through bank terminals, to share information about CaixaBank Volunteering among employees and customers.

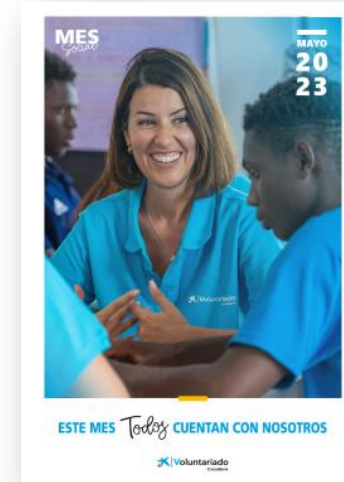


New visibility areas

At the beginning of 2023, **we revamped the head office of CaixaBank Volunteering in Barcelona** with two objectives: to provide volunteers with a **new meeting and training space** and to **generate brand awareness** via the vinyl posters outside.



We made a strong communicative effort for the **Social Month** in May, by adding new elements to our usual resources: the **Social Month Report** and the **installation of 62 vinyl posters** in the lifts in company buildings throughout Spain, reaching **more than 6,500 employees**.



Christmas Greetings

This year we wanted to send a different Christmas greeting to thank our volunteers for their work. And what better way to do this than **through the words of people from vulnerable groups** who have been involved in a CaixaBank Volunteering action. **Thank you to everyone for describing some of their happy moments** related to CaixaBank volunteers.



Watch the greeting by using this QR code.



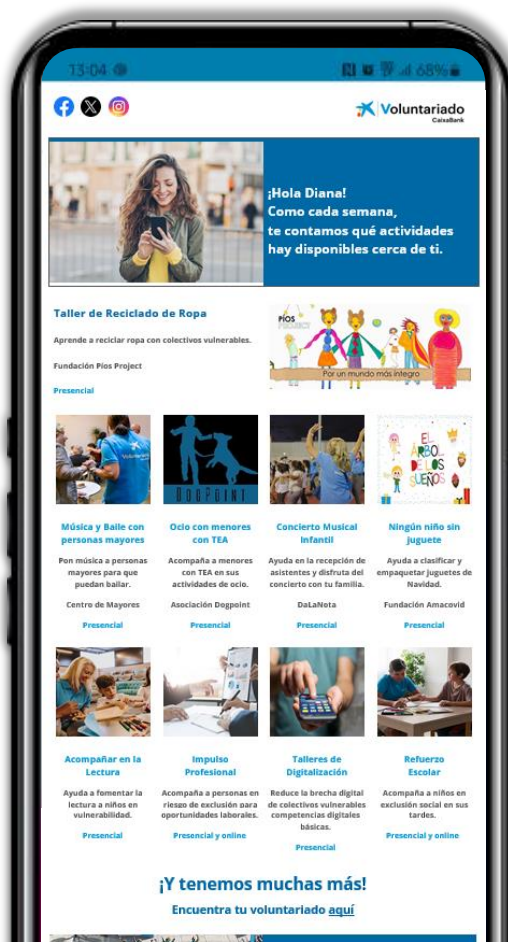
Newsletter

In the first six months of 2023 we implemented a **project for the optimisation of communications by email** to volunteers.

To start, we did a **database cleanup** of volunteers and merged email messages into **one single personalised weekly newsletter**, with a stylish design that would be **attractive and easy to read** for users.

We also increased investment in the sending platform in order to guarantee the delivery of the newsletters and their resending after two days to anyone who had not opened them.

All these improvements enabled us to reach **20,766 volunteers** in the second six months, with a **deliverability rate of 99%** and an **increase of 28% in the open rate** and **220% in clicks**, compared to the previous six months.



New video

2023 ended with a new volunteering video, the star of which was the association's most emblematic object: **the blue polo shirt**.

The campaign focused on showing, through the great icon of CaixaBank Volunteering the blue polo shirt, **the pride of being a volunteer and thanking volunteers for their daily work**.

The story shows how the polo shirts are washed and dried every day throughout Spain. 20,000 polo shirts that are washed again and again because volunteers wear them. Because they get stained with food when serving breakfast, with earth when planting trees and with grass when training a team. **Because it's not easy work**. And, once washed, they're ready to start again, because that's volunteering: **people committed to changing the world every single day**.

Discover the new video by using this QR code.



Did you know that...?

The first polo shirts weren't blue, they were orange. We soon decided to change them to a colour more in keeping with the bank's colours.

08

Annex



Structure of the association



CHAIRMAN

Josep Parareda
CaixaBank



VICE CHAIRMEN

Rafael Chueca
The "la Caixa"
Foundation

Juan Carlos Gallego
MicroBank



DIRECTOR

Meritxell Ripoll
CaixaBank



SECRETARY

Gema Escolà
CaixaBank

Director and management team

Meritxell Ripoll

Director of Social Impact and
CaixaBank Volunteering

Victoria O'Grady

Head of Systems and Budget
Management

Gema Escolà

Head of Programmes and
Budget Management

Diana Ávalos

Head of Communication and
Engagement

Cristina Tello

Head of Programmes and
Branches

Elena Galán

Head of Systems and
Communication

Social Action communication team

Elena Santiago

Nuria de Benito





I Local managers 2024

Juan Collado	Alicante
Antonio Martos	Almeria
Jorge García	Aragon, Navarra and La Rioja
Lorena Álvarez	Asturias
Joana M^a Gelabert	Balearic Islands
Albert Gràcia	Barcelona
Rafael Crespo	Cadiz
Loren Berrazueta	Cantabria
Yolanda Arenas	Castilla-La Mancha
Charo Ibáñez	Castile and León
Òscar Garcia	Central Catalonia
Pedro Ruiz	Cordoba
Rafael Partido	Extremadura
Núria Domingo	Girona
Joaquín Garcia	Granada
Alma M^a Romero	Huelva
Ana M^a Hinojosa	Jaén
Raquel Castellón	Lleida
Cristina Llanas	Madrid
Manuel Calvo	Málaga
Marián Cabrera	Murcia
Ramón Torres	Basque Country
Mamen Martín	Seville
Herme Jaques	Terres de l'Ebre
Javier Farpón	Valencia and Castellón

I Strategic programmes coordination team

Global Programme Coordinator Dolors Carrera	Programme Coordinators Josep Maria Bassas
Global Programme Coordinator in Andalusia Miguel Ángel Palanco	Ana Begoña Ruiz
Programme Management Support José María García	Jordi Castillon
Lourdes Sánchez	Mayte Fernández
	Sebastián Luis García
	Pilar Herrero
	Guillem Iglesias
	Anna Martí
	Manel Mediavilla
	Jordi Mendieta
	Manel Mora
	Julián Sanz
	Núria Torralba
	Mercè Viader

I Social Action territory team

The association is also supported by **Social Action managers, officers and coordinators** in the various territorial management teams.







Download the CaixaBank Volunteering app



Android



iOS

www.voluntariadocaixabank.org

