

The world  
you imagine  
getting nearer  
every day

 CaixaBank [#CABKAcciónSocial](#)

2024







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# Introduction

CaixaBank's history of commitment to society and to inclusion, which has existed since its very beginnings, is still alive today. This is a commitment that goes beyond financial activity.

A company is big not only because of its economic growth and development, but also because it works to make sure that this growth occurs in the best conditions, by reducing inequalities and creating opportunities, with initiatives that provide sustainable support that go beyond support for purely charitable projects.

Together with our closest partner, the "la Caixa" Foundation, we work towards banking that is more socially focused, where financial inclusion is key in order to create fairer societies, that care about people's real needs. We promote collaborative actions with social organisations in order to work as close up as we can, where the importance of the public-private relationship is palpable, especially in emergency situations like those caused by the arrival of the DANA floods.

Because of the above and the daily work of the bank's employees, plus the thousands of people who selflessly participate in our volunteering programme, we can reach every corner of Spain. And we will keep working so that, just as in 2024, every day we will be closer to the world we imagine.



**"We are convinced of the positive impact of the actions we promote, in our present and in the construction of a stable, bright future"**

Josep Parareda, head of CaixaBank social action, chairman of CaixaBank Volunteering



Discover our  
Social Action



# Working with our best partner: The "la Caixa" Foundation





# Regional Social Action



One in every six people in the world has suffered some kind of **discrimination**, with this disproportionately affecting women and people with disabilities (i)

Thanks to the funds of our partner, the **"la Caixa" Foundation**, we are able to channel thousands of types of aid via 3,300 bank offices distributed throughout Spain.

## €25M

Distributed (1)

## 5,625

Actions in support of projects

## 5,238

Beneficiary organisations

## €4,444

Average aid amount

## 1,310

Towns and cities in all provinces

## 20

Projects in 11 countries (offices and areas with an international presence)

**"These actions allow us to be accessible to people who are in situations of vulnerability, by providing them with guidance and support. This is in our DNA: to always be there for those who are the most in need"**

Juan Ignacio Zafra, CaixaBank regional manager of Andalusia

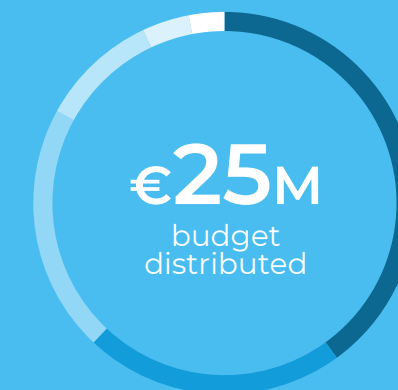


**"We believe that everyone can give their best when they're given an opportunity and, thanks to our close cooperation with the "la Caixa" Foundation, every year we reach more beneficiaries"**

M<sup>a</sup> Cruz Rivera, CaixaBank regional manager of the Balearic Islands



### Lines of action



### 40%

Illness and disability

### 10%

The elderly

### 22%

Poverty

### 4%

Employment

### 21%

Interculturality and social exclusion

### 3%

Others



# Calls for social projects

At CaixaBank we collaborate on the regional evaluation phase of projects submitted in **calls for social projects** by the "la Caixa" Foundation, the purpose of these calls being to work with social organisations that will develop projects to support initiatives focused especially on people in situations of social vulnerability with the aim of improving their quality of life and promoting equal opportunities.

## €39.4M



Distributed (i)

## 4,662



Projects submitted

## 1,392



Projects selected (i)



Extensive knowledge about organisations that work on the ground and of their needs.



At CaixaBank we participate in the regional evaluation phase of projects.



Presentation of results in the 18 autonomous communities and in the autonomous cities of Ceuta and Melilla.





# Incorpora programme

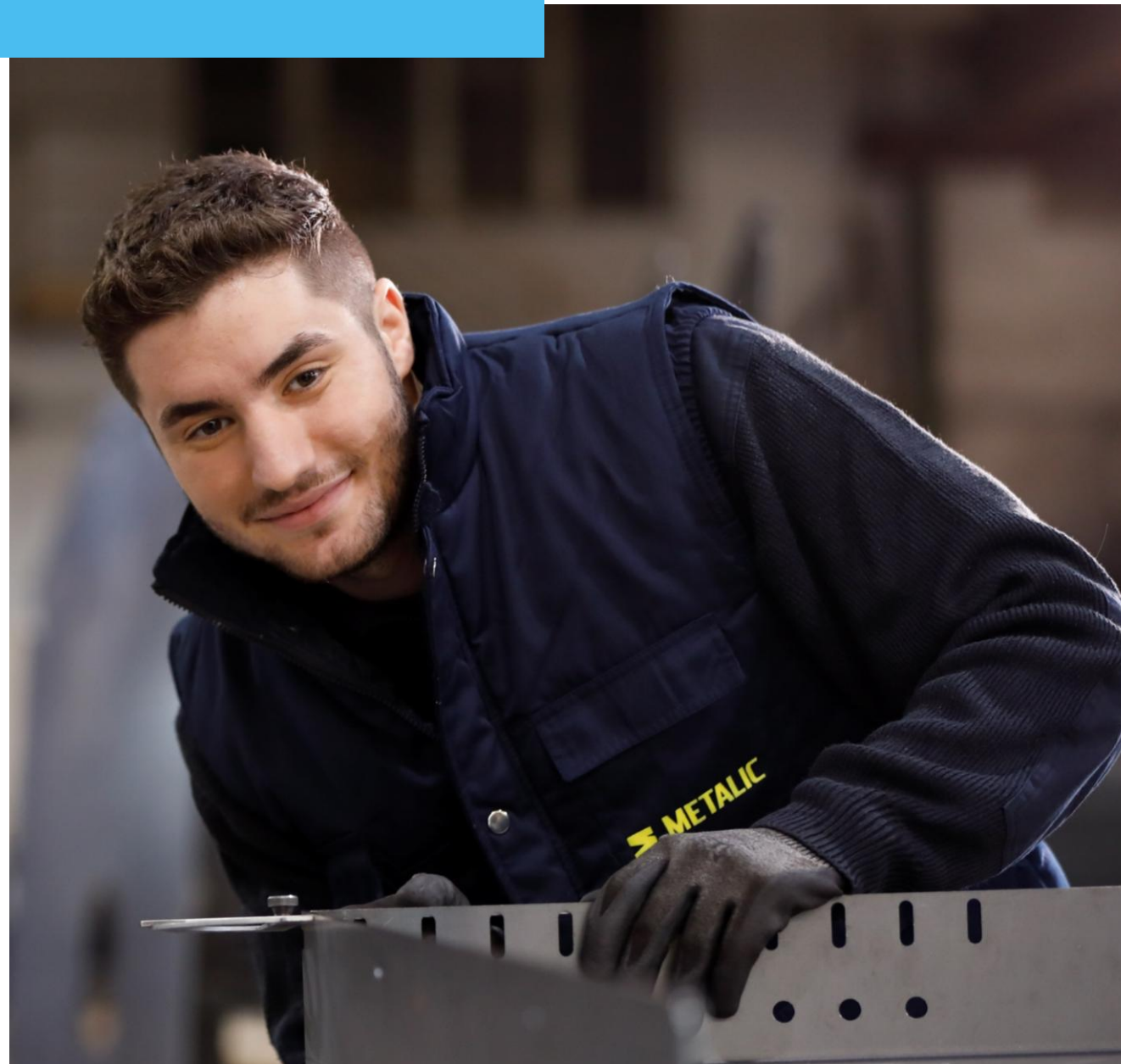


Unemployment plays a decisive role in increasing inequality and the growing risk of social exclusion (i)

CaixaBank collaborates on the [Incorpora](#) programme of the "la Caixa" Foundation, encouraging SMEs and large companies that are bank customers to participate in this initiative, which supports the employment of people at risk of social exclusion.

## Participating departments

- › **Corporate Banking**
- › CaixaBank **Payments & Consumer** (CPC)
- › **Corporate & Investment Banking** (CIB)



# 494

People hired after collaborating with CaixaBank (1)



# 119

Training course beneficiaries



(i) 2023 AROPE report prepared by the EAPN

(1) Contracts signed in 2024 by spin-off companies since 2019



# Fundraising drive: No Home Without Food



**6.4% of people cannot afford to eat meat or fish every other day.** In response to this situation, food banks serve an average of 1.2 million people (\*)

Every year we promote the **No Home Without Food** campaign with the "la Caixa" Foundation and in partnership with the Spanish Federation of Food Banks (FESBAL), supporting food banks all over Spain.



## Other promotional and fundraising social solidarity actions

- › **Solidarity padel tennis** tournament.
- › **Auction of paintings** in Madrid, Seville and the Balearic Islands.
- › Solidarity auction of **paintings painted by employees**.

**"Being part of CaixaBank means being committed to society, families and companies. It's a source of pride to have participated in and helped to improve so many people's lives for over a hundred years"**

María Alsina, CaixaBank regional manager of Barcelona

# 6,493



Organisations served by the 54 food banks.

# 5,733



Beneficiaries who can be fed for 12 months.

# €0.7M + €1M = 1.548B

Collected by CaixaBank

"la Caixa" Foundation donations

Items of food

↑ **€655,410** + **€47,371**  
Cash donations In-kind donations

(\*) Spanish Federation of Food Banks (FESBAL), "The State of Poverty 2024" report (EAPN-SP)





# Fundraising drive: Alliance for Child Vaccination



**Pneumonia is the main cause of child mortality due to infection,** with more than 700.000 deaths a years, mainly in disadvantaged regions. 12th November is World Pneumonia Day and people are reminded that vaccination is essential to protect children.

**"This is a great lesson in how to be leaders in business and in social responsibility"**

Graça Machel, co-founder and former chairman of the board of directors of Gavi the Vaccine Alliance



Corporate, Private Banking and CIB CaixaBank customers collaborate with the [Alliance for Child Vaccination](#) of the "la Caixa" Foundation in the fight to reduce the mortality rate in less developed countries.

**€2.45M**



Collected (+20% vs. 2023)

More than **11M**



Children the alliance has helped to be vaccinated since 2008

↑ **€353,295 + €2,095,169**

Private Banking customers

Corporate and Corporate & Investment Banking (CIB) customers





# Social programmes and initiatives





# Children, The Tree of Dreams



34.5% of Spanish children and adolescents live **in risk of poverty and/or social exclusion** (i)

Every Christmas we light up the smiles of thousands of children with the **Tree of Dreams**, with the support of social organisations that work in the fight against child vulnerability. They send us their letters and we distribute them to customers and employees so children can receive the gift they want.

- › **Reduces gaps** in family resources.
- › Covers an intangible need: **childhood dreams**.
- › Creates a **chain of solidarity between families**, organisations, customers and employees.



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Find out more about [The Tree of Dreams](#)

34,136



Letters answered

360



Social organisations

19,411



Participating customers

180,000

Dreams made true (2018 – 2024)

↑ **18,358 + 1,053**  
Individuals Companies

A pilot project was conducted in 2024 with elderly people in situations of poverty and loneliness. In partnership with the *el Heraldo de Aragón* newspaper, **89 gifts were distributed to people at the La Caridad Foundation day centre in Zaragoza.**

**“Helping elderly people in situations of loneliness smile and be happy with a small gesture is something that’s hard to express. Reaching out to these people is very moving and emotional”**

Isabel Moreno, CaixaBank regional manager of Ebro



(i) 2023 data, Poverty Watch Report, European Anti-Poverty Network (EAPN), a European platform of social organisations that work in the fight against poverty and social exclusion in member countries of the EU.



# Children, The Tree of Dreams



#CABKAcciónSocial

Find out more about [The Tree of Dreams](#)



At the children's party **"The Forest of Dreams"**, 150 children in situations of vulnerability received gifts and enjoyed an afternoon full of magic.

At the **CaixaBank building in Barcelona**, with their monitors, the children had the chance to take part in a **face painting workshop**, being painted with pictures of animals and flowers, taking photos to remember the day and listening to the tales of a group of storytellers.





# Young people, addiction prevention



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Find out more about the [Relife Foundation](#)



In addition to the consumption of substances (alcohol, cigarettes, drugs), **other addictions connected to social media, video games and gambling** affect a high percentage of young Spanish people.

We started a new programme, in partnership with the [Relife Foundation](#), in response to one of the biggest challenges in Spanish society: addictions among young people. To launch the programme, we held events where people could share their personal experiences and where psychologists, psychiatrists and experts participated to discuss ways to prevent, avoid and seek help to beat addictions.

**12** DAYS 

In schools (**2024 – 2025** school year)

**+3,500** 

Expected number of young people to be reached

**14 - 18** YEARS OLD 

Age of the children



## Thanks to this partnership:

- › We are responding to one of the **biggest challenges** in Spanish society.
- › We encouraged a **change among young people** through education and awareness.
- › We also had a positive impact on **teachers, family members and public authorities**.

**“We explained to young people, directly and openly, what consequences making a bad decision can have. We educated and informed them so that they could acquire the skills they need to be able to say no”**

Julio Alberto Moreno, founder of Relife

**RELIFE®**

2 events held in 2024

22nd October **Zaragoza**

11th December **Tarragona**

Total No. attendees

**395**  
Beneficiaries







Find out more about the [LQDVI Foundation](#)

# Young people, conference on values

In order to create a society that is more aware and supportive, we are the main promoters of seven **conferences on values (ii)** by the **Lo Que De Verdad Importa (What's Really Important) Foundation**, with Imagin, where inspirational life stories are told by people first hand to thousand of young people, during conferences full of optimism that impressed everyone.



13,500



Attendees in 2024 (i)

26,577



Online views

1.9M



Social media reach:

85%



Gave the conferences a mark of 9 or over out of 10



- › Messages and content **according to their needs**: CaixaBank Volunteering and Imagin.
- › **Company represented by the social action manager** of the region.
- › **Sports experience prize draw** with over 800 participants.

**“I realised that I could change the lives of many people and that helping is too easy not to do so”**

Guillermo Gauna-Vivas, founder of Ayúdame3D.



8th March	A Coruña
16th April	Palma
25th September	Bilbao
24th October	Barcelona
27th November	Madrid
18th February (2025)	Seville

(i) More than 49,000 attendees during the 2021-2024 period  
(ii) The conference held in Valencia was replaced by voluntary actions in towns affected by the DANA floods



# Young people, Dualiza



In the next decade, Spain will generate a total of 12,036,636 employment opportunities, of which **28%, 3,322,769, will be for those with vocational training (VT) (i)**

At the [CaixaBank Dual Training Foundation](#) we promote vocational training through the development of projects at vocational training centres, support for student guidance and advice processes and through research, in order to understand more about our VT system.

12,472



Student beneficiaries

4,114



Teacher beneficiaries

2,499



Participating companies and organisations



“VT is a foundation upon which we can build our future and improve the employability of students. Employment is the best way to unite a society, and training, especially VT, is key to doing so”

Paula San Luis, head of CaixaBank Dualiza.

**dualiza**  
by CaixaBank



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Find out more about the [Dualiza Foundation](#)

7th call by Ayudas Dualiza for innovation projects in VT (ii)

+€400,000

Funding

Participants

3,396

Students helped

119

VT centres, companies and organisations

Relevant subjects



Artificial intelligence



Digitalisation and the development of virtual environments



Development of SDGs

(i) CaixaBank Dualiza VT observatory  
(ii) In its 8 years it has funded more than 250 educational projects with an investment of over €3M.



# The Elderly, Full of Life



Spain has the fourth largest **population of people aged over 65 in Europe (20.1%)**, which represents an achievement, but also a challenge (i)

## Type of workshops (ii):

- › **Health and fragility prevention:** healthy habits.
- › **Digital skills:** use of social media.
- › **Personal:** emotional well-being.
- › **Creativity and reflection:** reading and writing activities.

**“As CaixaBank employees we feel proud of doing banking differently, of being with people for everything that matters and giving something back to society for what we’ve received”**

Josep M<sup>a</sup>. González, CaixaBank regional manager of Catalonia

This programme of training and group activities promotes active ageing by the elderly to help them develop full lives. The **Llenos de Vida (Full of Life)** workshops promote continuous learning and support social relations in order to improve quality of life in old age.



8,580

Beneficiaries

707

Workshops

301

Towns/Cities



(i) “Ageing and Well-Being” report, Office of Science and Technology of the Congress of Deputies  
(ii) Content and materials designed by the “la Caixa” Foundation



# The environment and the circular economy, ReUtilízame



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Find out more about ReUtilízame



It is estimated that the current generation of waste **will rise by 70%** between 2020 and 2050 (i)

**ReUtilízame (Reuseme)** is building a support network day by day between companies that are customers of the bank and the social organisations that need infrastructure. CaixaBank and its teams take charge of approving those participating and promoting the donation of material in good condition, whether unused or discontinued.

3



Donations (+97% vs. 2023)

66,597



Articles donated

52



Donating companies

292



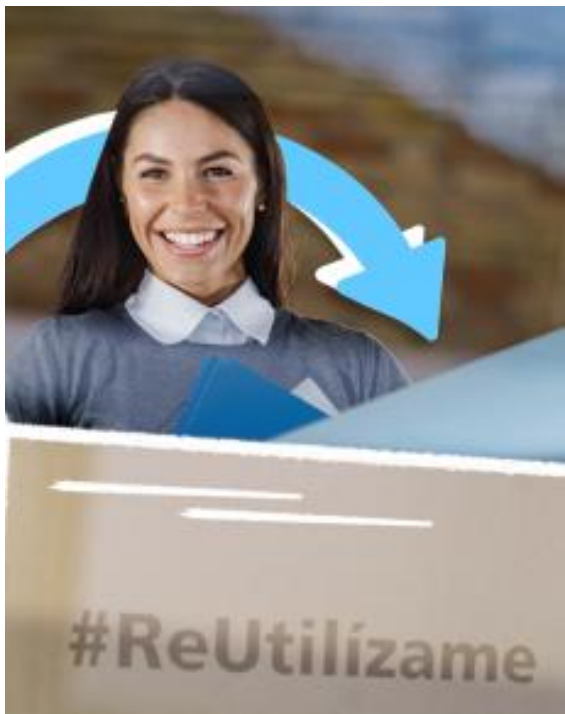
Beneficiary organisations

## For companies it's:

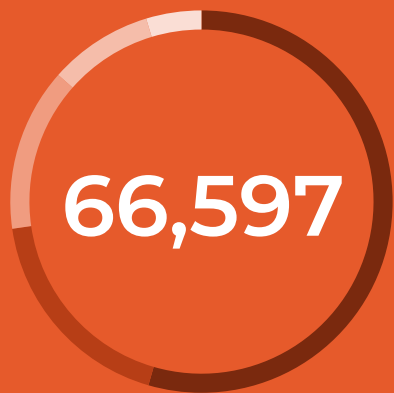
- › **Profitable:** elimination of storage or destruction costs.
- › **Sustainable:** reduction of waste and compliance with SDGs.
- › **Social:** helps the social economy.

## For social organisations it's:

- › **Profitable:** improves their infrastructure.
- › **Ecological:** extends the life of materials.



## Articles donated in 2024



36,280  
Articles for children

12,154  
Others

9,190  
Furniture/Household/Domestic

5,863  
Clothing/Footwear/Hygiene Products

3,110  
Computers and domestic appliances

(i) "A new Circular Economy Action Plan for a cleaner and more competitive Europe", European Commission



# The environment and the circular economy, call for environmental and sustainable development initiatives



In 2024 Spain joined the UN’s “Verificado por el Clima” (Verified by the Climate) campaign, which is a global communications initiative to **counteract the impact of climate misinformation** (i)

The objective of the **call for environmental and sustainable development initiatives** that CaixaBank made with the Montemadrid Foundation is to support not-for-profit organisations that carry out environmental initiatives in the Autonomous Community of Madrid and in Castilla-La Mancha.

+€120,000



CaixaBank funding. Montemadrid contributed an additional €50,000

14



Projects supported

7,963



Beneficiaries



## Type of projects

- › Technological **innovation**
- › **Circular** economy
- › **Energy**
- › **Water**, ground, waste
- › Climate change **mitigation** and **adaptation**



(i) UNRIC, the United Nations Regional Information Centre for Western Europe



# Local and rural development, Land of Opportunities



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Find out more about [Tierra de Oportunidades](#)



Spain is the European country with the fourth largest number of **towns at risk of depopulation**, after Estonia, Finland and Latvia (i)

CaixaBank has a strong commitment to the rural community. With Tierra de Oportunidades (Land of Opportunities) we put the focus on entrepreneurs and we support rural initiatives in order to stop the rural exodus, stabilise the population and create employment, forming alliances in order to multiply our impact.

## The rural entrepreneur:

- › Is an **essential springboard** to manage this demographic challenge.
- › Encounters **problems in receiving** financial aid and subsidies.
- › **Needs support** to get started.

**“Being part of CaixaBank means being committed to society, families and companies. It’s a source of pride to have participated in and helped to improve so many people’s lives for over a hundred years”**

María Alsina, CaixaBank regional manager of Barcelona



1,966



Beneficiaries (+4.000 since 2021)

+2,200



Hours of training

€0.63 MM

Distributed

49



Regions where we have a presence



1. Financial aid
2. Training
3. Support
4. Visibility



Rural entrepreneur



Creates employment



Stabilises population



# Local and rural development, Land of Opportunities



The **Land of Opportunities** event gave a voice to 20 finalists who told us about their business projects in rural areas, before people from the ministries for Ecological Transition and Agriculture.

We have recognised the service of **social organisations that work to improve society**, giving visibility to individual beneficiaries that have shared their life experiences with us.



We have also **given a voice** to the entrepreneurs that we support in the rural community, to bank employees who are especially involved with the most vulnerable and to volunteers who selflessly give their time and experience.





# Local and rural development, call for applications for social aid



10% of the Spanish population say that they **have received financial aid** or know someone who has needed the help of an NGO (i)

With the support of 11 foundations that have extensive knowledge about the regions where they operate, we launched calls for applications for financial support for social organisations and to implement projects that would improve the lives of vulnerable groups.

€1,026,500

CaixaBank funding (ii)

228

Projects supported



515



Projects considered

+44,000

Beneficiaries

“Social action is something that CaixaBank employees are proud of and is **our true *raison d’être***. It is our duty to care for society in order to create a fairer and more equitable world”

Francisco Costa, CaixaBank regional manager of Madrid

(i) Social Action NGO platform  
(ii) Additional funding contributed by foundations: €50,000 (Caixa Castelló Found.), €63,500 (Cajamurcia Found.), €35,000 (La Caja de Canarias Found.), €130,000 (Montemadrid Found.)

- › **Promotion** of employment.
- › Support for the **basic needs** of families.
- › **Development** of the rural environment.
- › **Retraining and workplace reintegration** to fight poverty and inequality.
- › Support for **situations of dependency**.

## Participating foundations



## Type of beneficiaries



Disability



Social-economic risk



Children and youngsters



Illness and addictions



The elderly



Others





# Support for employees' social solidarity initiatives

Through the **El Proyecto de Todos (Everyone's Project) initiative**, CaixaBank financially supports foundations, associations and NGOs with which employees have a personal involvement and regularly work with, and also encourages voluntary work.



The 2024 **Everyone's Project** initiative brought together almost **200 employees to celebrate the solidarity and commitment of our workers** to various social causes. They received messages from the chief executive officer, Gonzalo Cortázar and the head of business banking, Jaume Masana, thanking everyone who had given their time and effort.



**“Everyone’s Project is another example of the strong social commitment of all employees in the CaixaBank Group”**

Manuel Afonso, CaixaBank regional manager of the Canary Islands



# Financial Inclusion and Social Banking





# Vulnerable groups, people at risk of exclusion

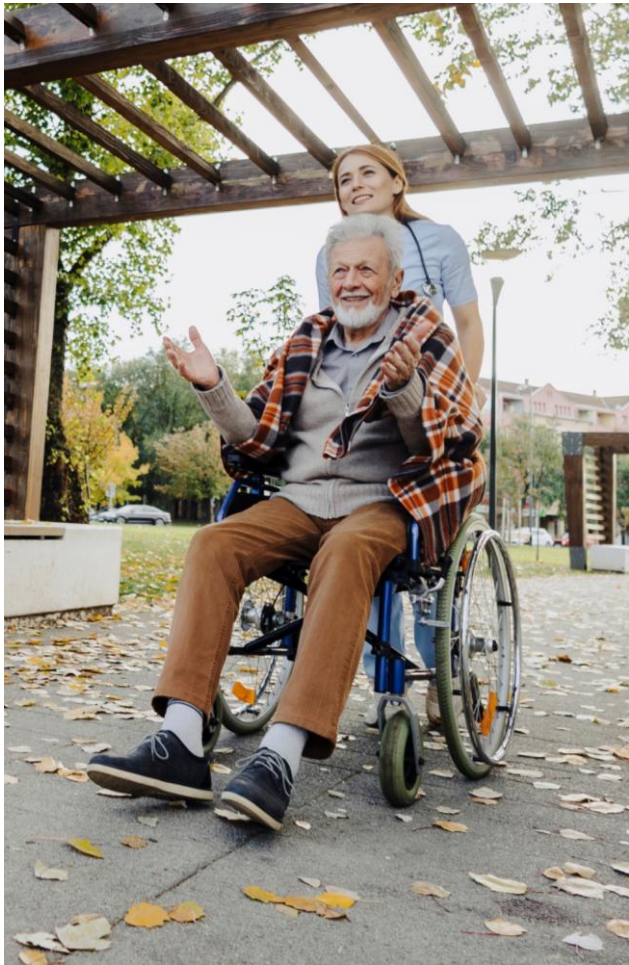


The groups at the **highest risk of financial exclusion** are the elderly and people with disabilities, foreigners, the rural population and those affected by the digital divide (i)

Immigrants, people at risk of poverty or people in other emergency circumstances, regardless of their income or origin, can receive financial aid and access basic financial services free of charge, thanks to our **accounts for vulnerable groups**.

362,728

Vulnerable customers with a Basic Payment Account (ii)



The **Legal Capacity Support** service is for people with intellectual disabilities and/or mental illness. Access to their funds is restricted and they have a support person to help them lead an independent life.

54,382  
Customers



153

Cases reported



The Wealth Protection Protocol is a procedure between CaixaBank and the Spanish Public Prosecutor's Office to report situations of abuse that could exist regarding contracts involving the elderly or people with disabilities.

- › **Reviews** the person's **mental ability**.
- › Approves **support actions**.
- › Investigates **fraudulent transactions**.

(i) Spanish Ombudsman report "The Challenges of Financial Inclusion: Banking Services and Vulnerable People"  
(ii) Includes Cuenta de Inserción (Employment Account) holders



# Vulnerable groups, resources for the social economy

Another way to fight financial exclusion is to provide the social economy with products and services according to its needs. The **Account for Social Solidarity Organisations** offers them benefits in their banking transactions to help with the management of their resources.

19,586



Customer social organisations

19,416



Accounts

Also, our customers can take out **Affinity credit** and debit cards linked to a specific NGO, foundation or association, through which part of their annual fee is transferred to the social cause they have chosen.

41,928



NGO cards

€2.45M

Transferred



The **Solidarity Formula** initiative channels funds from various sources, including the "la Caixa" Foundation, and adds them to donations from customer companies and individuals from CaixaBank and CaixaBank Payments & Consumer to provide material resources to social organisations.

62



Agreements

€0.52M



Donations and customer discounts



In 2024 an **agreement** was signed **with** the hearing aid company **GAES** to help people with hearing loss who don't have sufficient financial resources to buy hearing aids.



# Vulnerable groups, MicroBank

**MicroBank** is the social bank of the CaixaBank Group. It offers finance to groups that, because of their financial or social situations, might have problems in using the traditional financial system.

## €2.066B



Financed. +49.3% vs. 2023

## 233,603



Transactions. +61.7 % vs. 2023

## 32,245



Jobs

## 9,541



New businesses

“The **microloan** is a financial tool that helps to improve social cohesion, by **facilitating the reduction of inequalities in access to credit**”

Cristina González, general manager of MicroBank



- › **Supporting entrepreneurs and employment generation.**
- › **Creation of new companies.**
- › **Promotion of equal opportunities.**
- › **Promotion of gender diverse recruitment.**
- › **Impact on the social economy.**





# Vulnerable groups, Ofimóviles service



The services most used by those over 65 years of age are **cashpoints and bank branches** (80%) and, in towns with 1,000 inhabitants or fewer, only 34% ask questions or carry out transactions online (i)



644,000

Potential users

32

Ofimóviles

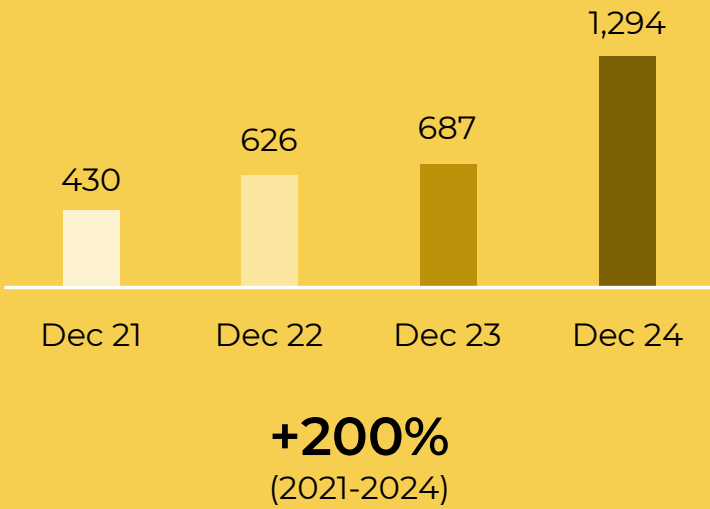


+64,500

Km/month



Towns served



(i) Financial Inclusion Observatory, "Over-65s Customer Satisfaction Survey"



# Inclusive finances, visual disability



Almost one million people in Spain are affected by some kind of **visual disability, poor sight and/or blindness** (i)

In partnership with ONCE (the Spanish National Organisation of the Blind), we launched the first **accessible POS** one year ago. 90.3% of payment dataphones with the CaixaBank Android system now have a feature installed so that people with visual disabilities can have greater independence when making payments in shops.

## 393,328



Accessible POS

## 3,949



Braille cards

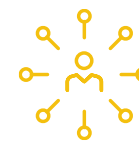


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Discover more about the **Braille Card**

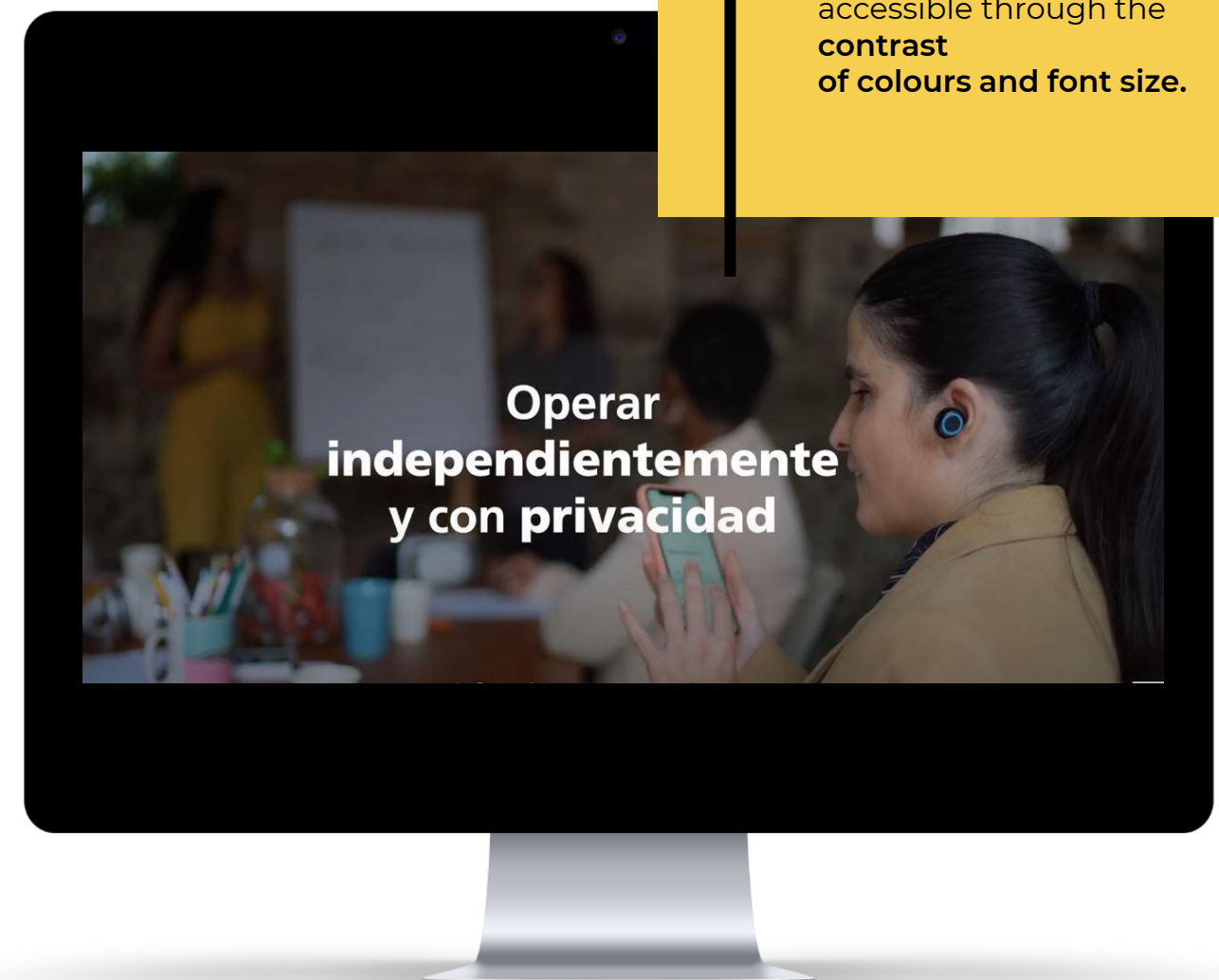


› **Security** is enhanced when making payments



› Prevents **dependency** on third parties

- › CaixaBank launched the **first financial card** in Spain with a Braille code.
- › 99% of cashpoints are equipped with a **Braille keyboard and voice-guided navigation**.
- › CaixaBank provides digital channels that are accessible through the **contrast of colours and font size**.



(i) Spain's National Statistics Institute (INE)



# Inclusive finances, hearing disability



In Spain there are **1,230,000 people with some kind of hearing disability**, and 5 out of 1,000 new-born babies have some level of deafness (i)

CaixaBank is the first bank to have a new free service, **SVisual**, which enables customers with hearing disabilities to receive information about financial services through a simultaneous video interpretation service in sign language through an experienced interpreter.

“The magic of CaixaBank is possible thanks to the social commitment that we have to each of the social solidarity actions that we take”

Olga García Saz,  
CaixaBank regional manager of the Valencia and Murcia Autonomous Communities.

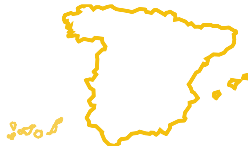


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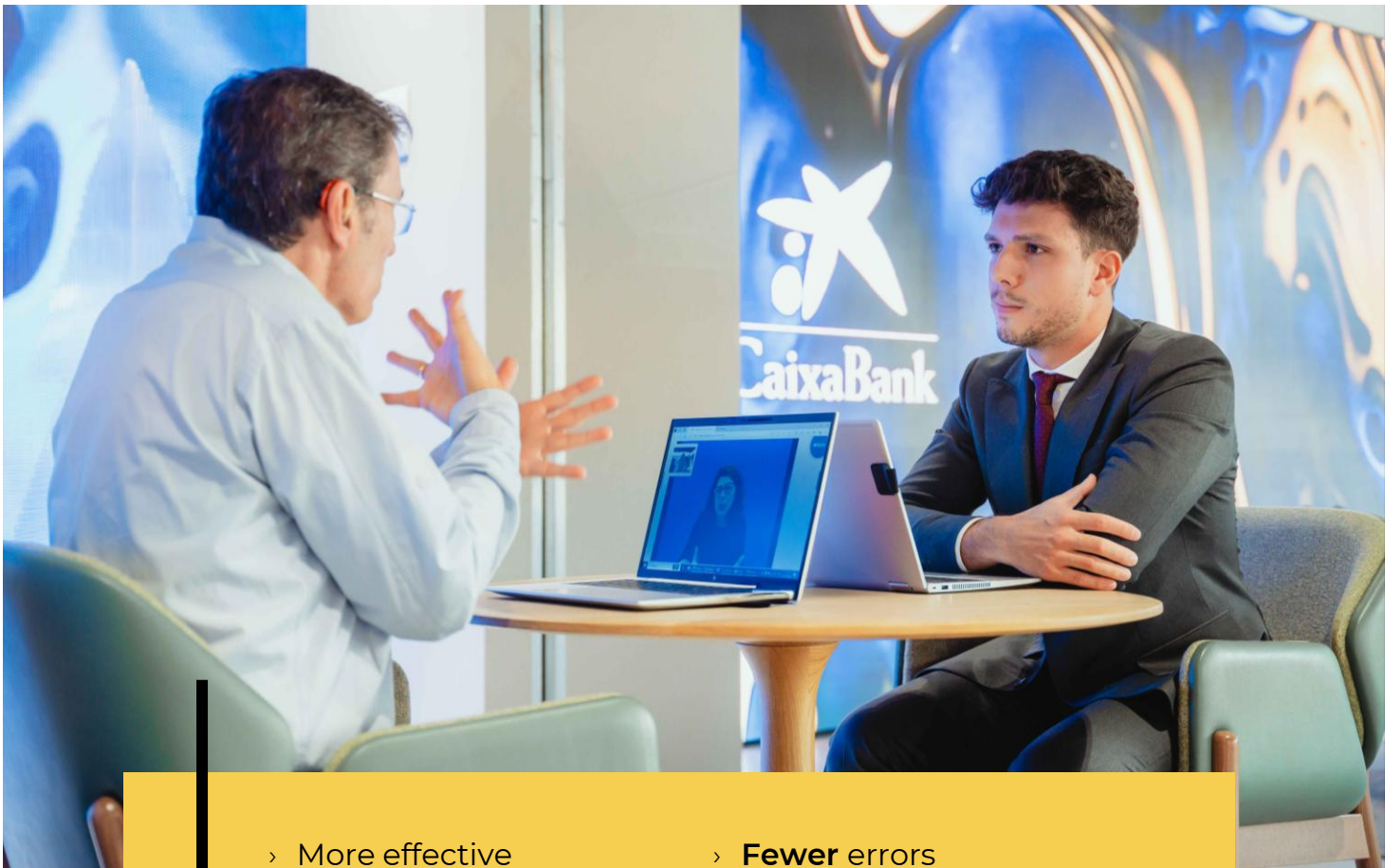


Branches with **SVisual** pilot

17



In all autonomous communities



- › More effective **customer support**
- › Greater **transparency**
- › Promoting **independence**
- › **Fewer errors**
- › **Better adapted for investment** and/or financing proposals


(i) Funcasor



# Fundraising, platform for social organisations


As a leading bank in the social economy, we provide a **free-to-use fundraising platform** that helps organisations raise funds to finance themselves.

€48.6M




Raised

383,332




Donations

2,783



Projects supported

2,311

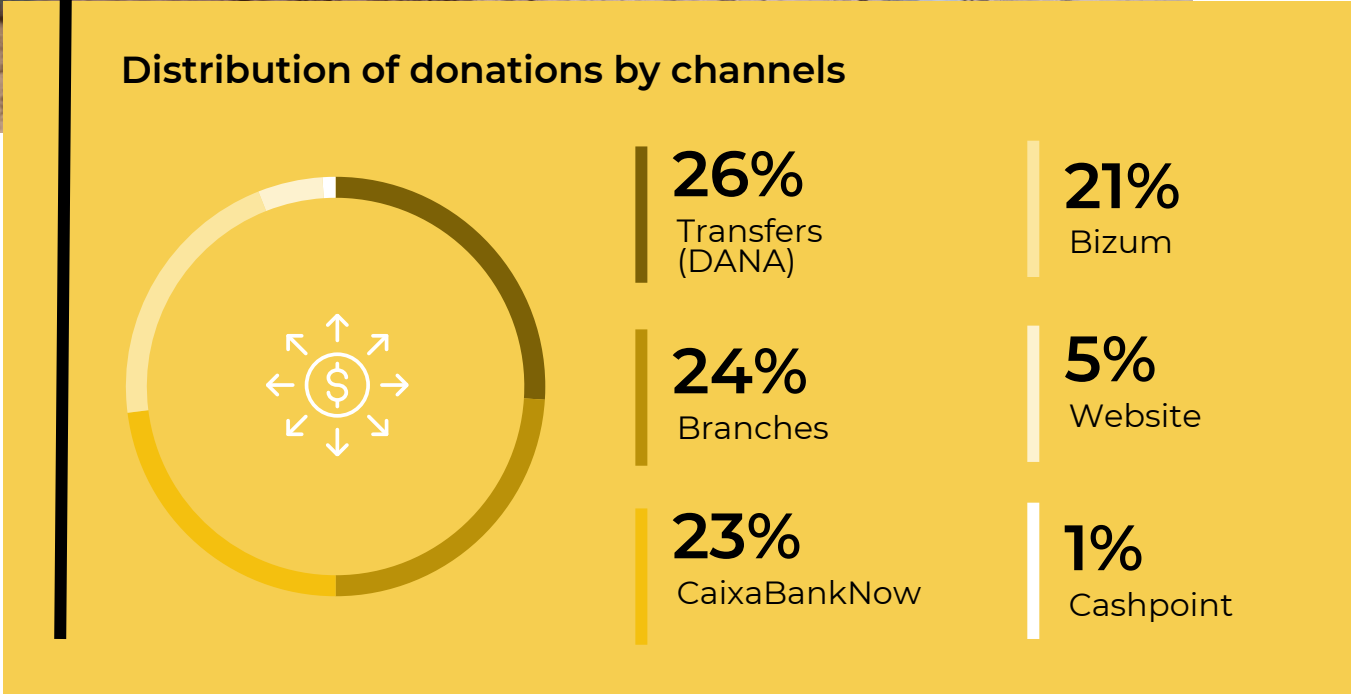


Social organisations helped

€+1M

Collections:

	Cáritas	11.5
	Cáritas Valencia	
	Cruz Roja	8.5
	The Red Cross	
	La Marató	4.3
	Marató TV3	
		2.8
	Valencia Food Bank	
	Gavi	2.4
	GAVI	
		1.4
	Doctors Without Borders	
	Cáritas	1.1
	Cáritas Barcelona	





# Fundraising, fight against cancer



The number of diagnosed cases of cancer in Spain in 2025 will reach 296,103, which represents an **increase of 3.3%** on 2024 (i)

We joined the **Spanish Association Against Cancer** (AECC) on three key dates which were an opportunity to raise the visibility of the impact of this disease that affects millions of people worldwide, and to raise funds for cancer research, prevention and treatment.

## €33,621

Cancer and child cancer (ii)

- › **4th February**, World Cancer Day
- › **15th February**, International Childhood Cancer Day
- › **9th May**, Fundraising Day
- › **19th October**, International Day Against Breast Cancer

### Todos contra el cáncer



#CABKAcciónSocial



(i) Report "Cancer Figures in Spain 2025", the Spanish Society of Medical Oncology (SEOM) and the Spanish Network of Cancer Registries (REDECAN)  
 (ii) Amount included in the €48.6M total raised

(1/2)

### Juntos, llenemos esta hucha de:



Investigación



Atención psicológica y social

## €27,615

On 9th May we participated in a **Fundraising Day** whose donations will go to research and psychological support for cancer patients and their families.



Dona

Para alcanzar el 70% de supervivencia en cáncer en 2030





# Fundraising, fight against cancer



#CABKAcciónSocial

#ElRosaEsMás

(2/2)



€+116,700

Breast cancer (ii)

↑ €93,212 + €23,500  
Raised via platform Employee actions

+23,000

Participating employees

37,376,330

Steps walked

2,936



Shared posts and photos



Under the slogan “El hilo que nos une (The Thread that Connects Us)”, CaixaBank employees specifically mobilised themselves in the fight against breast cancer through various social solidarity initiatives that successfully raised visibility and boosted fundraising:

- › CaixaBank donated €3 for:
  - › Every 15,000 steps walked (the “We Are Healthy” initiative, part of the CaixaBank well-being programme)
  - › Support and interaction posts via the Intranet (People Now)
- › 15 volunteering activities
- › Solidarity concert

(i) Report “Cancer Figures in Spain 2025”, the Spanish Society of Medical Oncology (SEOM) and the Spanish Network of Cancer Registries (REDECAN)  
(ii) Amount included in the €48.6M total raised



# CaixaBank Volunteering



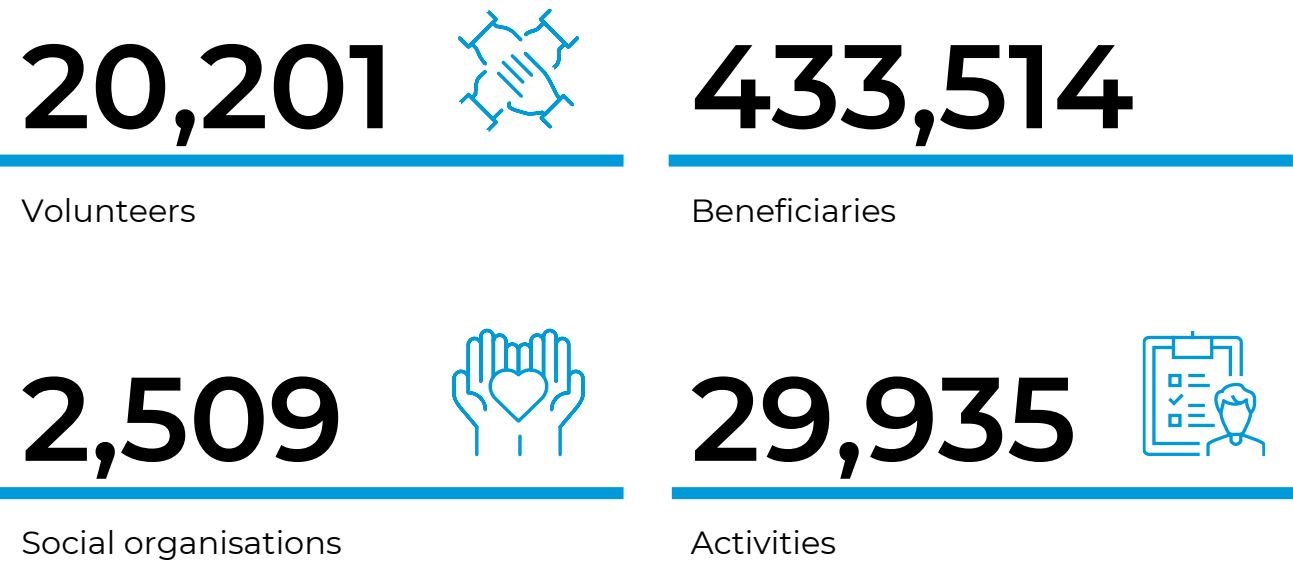




# Volunteering, strategic programmes and local activities

At [CaixaBank Volunteering](#) we offer all kinds of options, in partnership with social organisations, and we help people participate in them to promote social solidarity and commitment to our local environment.

Volunteers also work with the bank's Social Action programmes, creating synergies and making CaixaBank Volunteering our most inclusive initiative.



Strategic programmes to provide solutions to needs related to:

- Education**
  - › Financial education
  - › Finances for young people
  - › Reading and educational support
- Support**
  - › Professional development
  - › Mentoring for entrepreneurs
  - › Supporting our elderly
- Digitalisation**
  - › Office automation
  - › Digital skills
- The Environment**
  - › The natural and animal environment
  - › Sustainable sport
  - › Awareness

Local activities that each region organises depending on their local needs:

- › More than **14,800**
- › In partnership with local social organisations
- › Managed by 30 offices throughout Spain

Spheres of action



Download the CaixaBank Volunteering app





# Corporate volunteering



In 2024, volunteering mobilised **10.1% of the population** in Spain, more than 4,200,000 people over 14 years of age.(i)

Every year we hold what is called our **Social Month**, which is the biggest corporate volunteering initiative that the CaixaBank Volunteers Association carries out, where it is mainly employees who take part, but also family members and customers.



**+16,500**

Participants (+19% vs. 2023) (ii)

**118,000**

Beneficiaries (iii)

**+2,700**

Activities

**37.4%**

Participation



We also organise **Social Team Building** activities in order to promote team-based volunteering activities and enhance the spirit of cooperation with social organisations. In 2024, participation by employees in the 400 activities conducted trebled:

**“Participating as volunteers makes people happy, builds very special connections and creates unforgettable moments. We get much more than we give”**

Juan Luis Vidal, CaixaBank regional manager of Castilla-La Mancha and Extremadura

- › A feeling of pride and belonging
- › Personal satisfaction
- › Knowledge and personal connections through teamwork
- › First-hand experience of vulnerable people’s situations

(i) Volunteering Observatory, Volunteering Platform of Spain. Does not include data about volunteering work mobilised by the DANA floods.  
(ii) Included in the total of 20,201 volunteers  
(iii) Included in the total of 433,514 beneficiaries



# 4 Volunteering, response to emergencies

In response to **emergencies**, we deploy all our resources to meet the needs of those affected.

The **DANA** floods left several towns in Spain devastated by the tragedy. From the first moment, CaixaBank Volunteering acted quickly by giving support to volunteers and organising the collection of donations, in partnership with the authorities and organisations supporting the victims.

- › **Fundraising** campaigns
- › **Clean-up squads** and distribution of supplies
- › **Collection and delivery** of food
- › Support for the **elderly**
- › **Psychological** support



+600

Volunteers

12,500

Tools and supplies

One initiative with special impact was the **charity campaign of the MotoGP World Championship** (in Montmeló) in support of the Spanish Red Cross, where we gave our support by collecting donations and organising the charity auctions of articles donated by the drivers.



**“Taking part in voluntary work, knowing that part of our work is devoted to creating opportunities for those who need it most, is a strong motivator in our daily lives”**

Gerardo Cuartero, CaixaBank regional manager of Castilla y León

€355,557

Raised with the help of CaixaBank

## Other humanitarian aid actions

- › **“250 sonrisas por Ucrania”** (250 smiles for Ukraine) (Santa Clara Convent Foundation)
  - › Holidays in Catalonia for **250** Ukrainian children
- › Support **for refugee families fleeing armed conflicts**
  - › Education, employment and guidance for **2,300** sick people
- › **The Refugee Aid Agreement**, a partnership with the Santa Clara Convent Foundation
  - › Financial support and volunteers working on the creation of humanitarian corridors and support for refugee families and the war sick (**2,366** people helped)



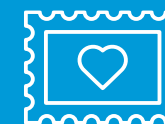
# Volunteering, meeting with Pope Francis

In May, a delegation from CaixaBank had a private audience with **Pope Francis** in which he recognised and thanked volunteers for their work. A compilation book of messages and photographs sent by hundreds of volunteers was presented to the Pope and he gave us some very inspiring messages.



**"In life, a person can do good, do evil or do nothing. The choice is whether to do good or do nothing. People are kinder than we think"**

Pope Francis



*Queridos*

*a los Voluntarios. ¡Gracias por vuestro trabajo y vuestro ejemplo!  
Los gestos de Ustedes son semillas de humanidad. ¡Gracias!*

*Francisco  
2-5-2024*



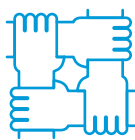
# Volunteering, training, promotion and recognition



We created the first **Campus** section on the CaixaBank Volunteering website to train volunteers and provide information about the social economy.



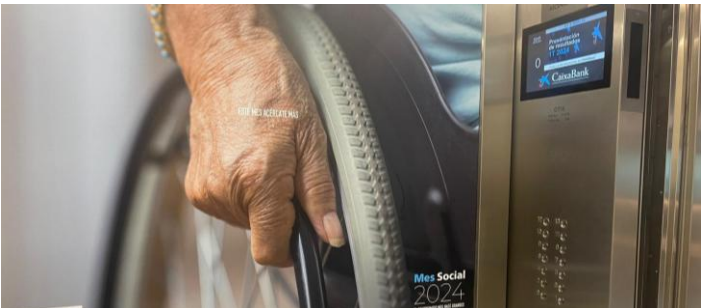
Un lugar que da  
más a los que más  
dan



As we do every year, we held a **meeting** with more than 185 voluntary representatives from all over Spain to recognise them and thank them for their work.



To show our social side, we used other **visual resources** in lifts in company centres, and on screens of various sizes in offices and central services where, for the first time, social content videos are shown permanently.





# Actions in response to the DANA floods





# Actions in response to the DANA floods

(1/2)



With **75.000 people directly affected** and an **estimated recovery cost of 22 billion euros**, the DANA floods left a deep impact (i)

The situation caused by the **DANA** crisis has generated unprecedented demonstrations of solidarity.

CaixaBank, along with the actions carried out through the **Volunteering** programme, quickly prepared a support plan for those affected, not only financially, but also from its more social solidarity side.

### Ofimóviles

- › Coverage in locations where we can't offer services in branches
- › Service in **70** towns
- › **2** Ofimóvil vehicles + **4** back-up units

### MicroBank

- › Extraordinary line of financing for the activity of the self-employed and small companies.

### Reuse Me (ReUtilízame)

- › The promotion of donations from corporate customers to social organisations in the Autonomous Community of Valencia.



### Platform for donations

- › Accessible through the online banking service *CaixaBankNow* and cashpoints
- › No need to be a customer of the bank

€22,779,793

Raised

### Bizum activation code: 10502



(i) Doctors of the World, January 2025



# 5 Actions in response to the DANA floods

(2/2)

The "la Caixa" Foundation implemented an aid plan with an initial donation of five million euros in two phases:

- › A response to the most immediate needs of those affected
- › Long-term support to help with the recovery of a normal quality of life

On 15th November 2024 it launched an extraordinary call for Valencian social organisations to mitigate the damage caused by the DANA floods and to meet the immediate needs of affected people.

The call, now closed, reached a final funding of **€1,805,562** to support a total of **94 social initiatives**.

Of all the proposals selected, **the main objective of 64% was to cover basic and emergency needs** of the people affected by the DANA and the other 36% was for the adaptation or repair of infrastructure and equipment of the organisation.



“Now, more than ever, it is a source of pride to see what we can achieve as a team to be there for our customers and for all the people who are suffering”

Jaume Masana, head of CaixaBank business banking





# Promotional actions

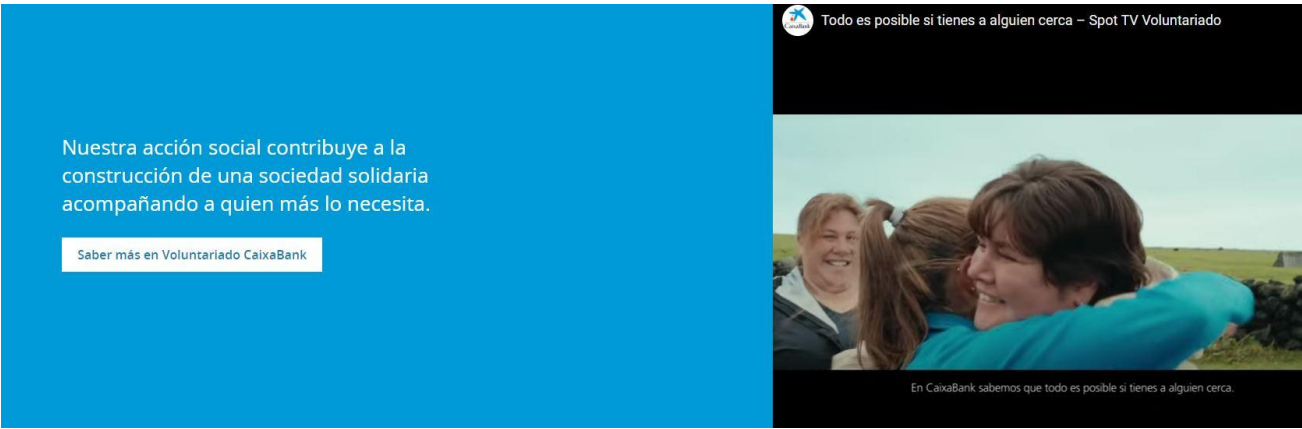




# Social commitment campaigns

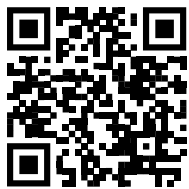
The social initiatives that we carry out always have an impact. An essential part of this impact is achieved through communication, and that's why we give visibility to the company's social actions and to the causes that hundred of social organisations work for.

In 2024, for the first time we launched **two campaigns** in our branches with the slogan *“Having a better world is easier thanks to social commitment”* and *“The world you imagine getting nearer every day”* that invite customers and the general public to discover and be part of our commitment to people.



In addition, the Volunteering programme was one of the five communication pillars of the brand purpose that CaixaBank began in 2022 **“Close to People”**, aligned with its strategic plan.

Web >>



Discover more in this video

## Variety of high-quality elements

- › Totems
- › Displays
- › Outdoor vinyl posters
- › Indoor screens

~4,000

Branches

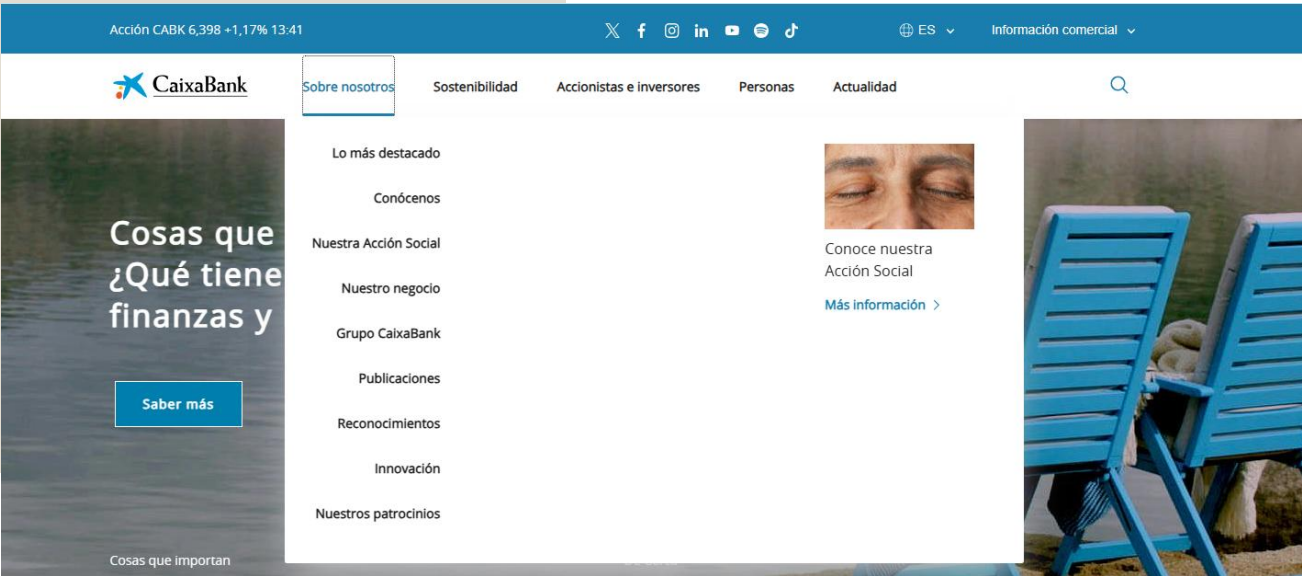
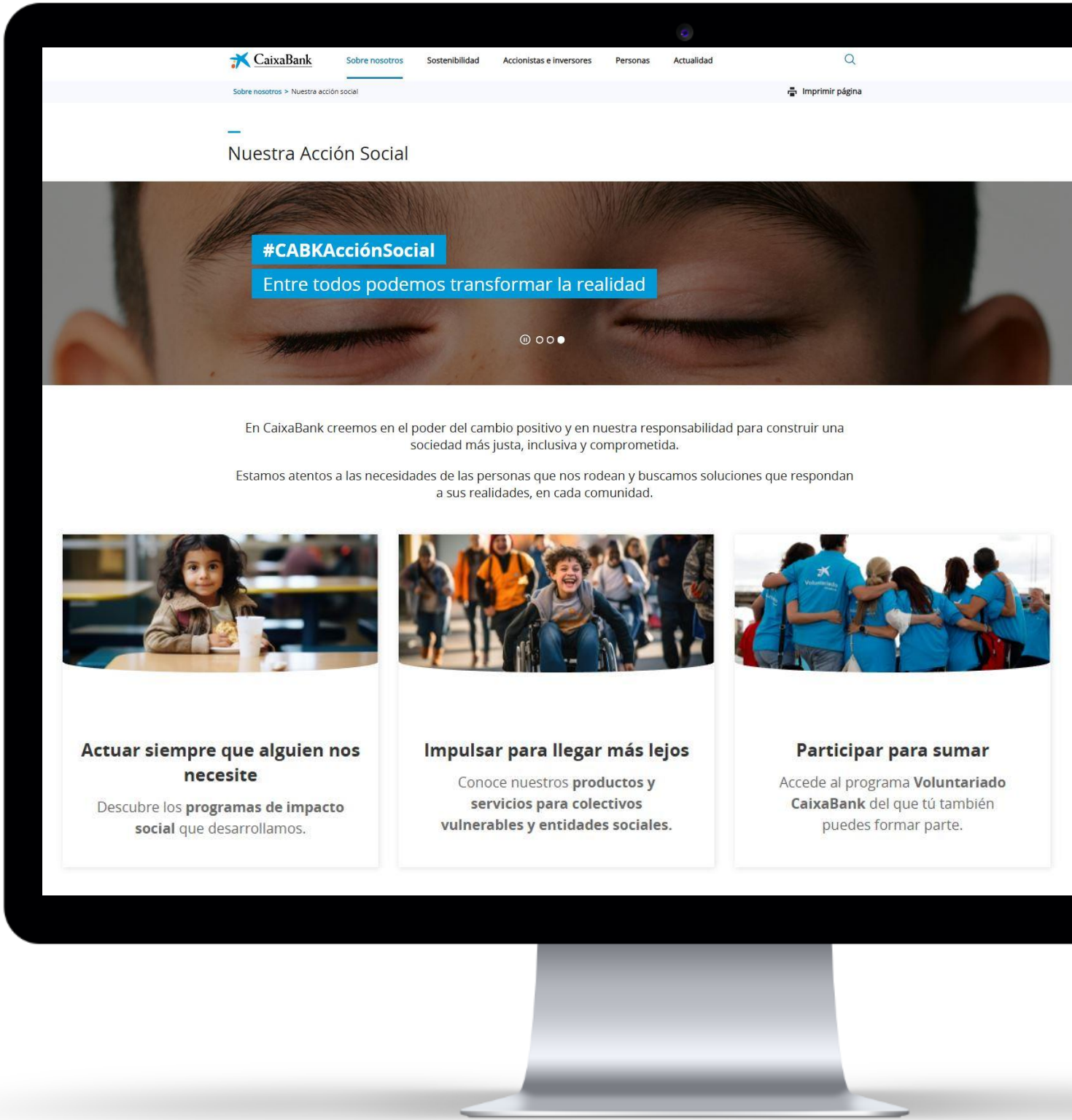
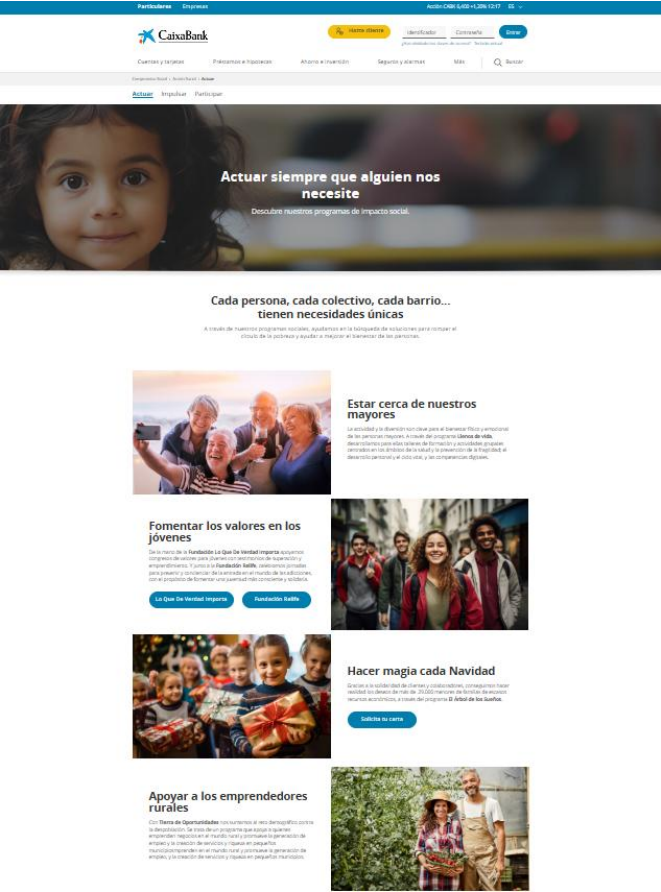




# Visibility and awareness

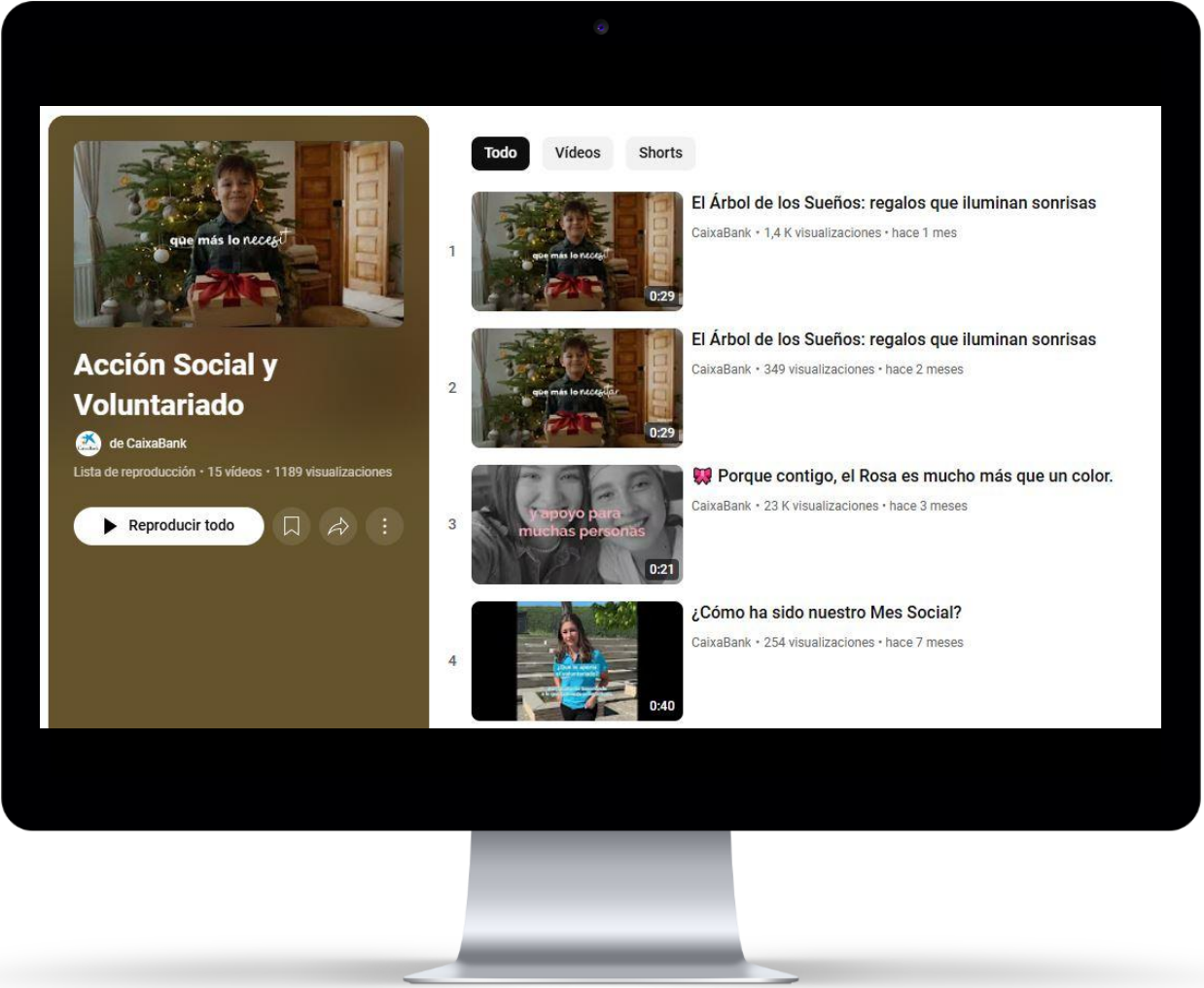
One of the great advances this year was the **creation of a** bespoke Social Action **landing** page that can be found at [caixabank.es](https://caixabank.es), with a strong focus and visuals to help users find out more about our work.

Similarly, all the **content** on [caixabank.com](https://caixabank.com) has been adapted, and now occupies a special place on the company's corporate website.





# Visibility and awareness



On **YouTube**, the most popular video platform for users, a **new channel** has been created for Social Action and Volunteering using the most up-to-date parts of each programme.



In addition to the regular posts on the **social media** sites of CaixaBank and Volunteering and the company's external communications, all these channels offer **rigorous, updated information** about our programmes.





# 6 Visibility and awareness



We held two **CaixaBank Talks** to raise the visibility of cancer and disabilities, which got more than 1,500 views.



## PROGRAMACIÓN 2024



### Marcos Malumbres

Profesor de ICREA y jefe de Ciclo Celular y Cáncer en Vall d'Hebrón Instituto de Oncología

*Contra el cáncer: hábitos saludables*

La importancia de tomar conciencia de que unos hábitos de vida saludables son la clave en la prevención y lucha contra el cáncer.



165

Espectadores en directo



317

Visualizaciones post evento



### Marc Buxaderas

Monologuista y afectado de parálisis cerebral

*Rompiendo barreras con humor*

El humor como la mejor herramienta para la sensibilización y normalización de la discapacidad.



245

Espectadores

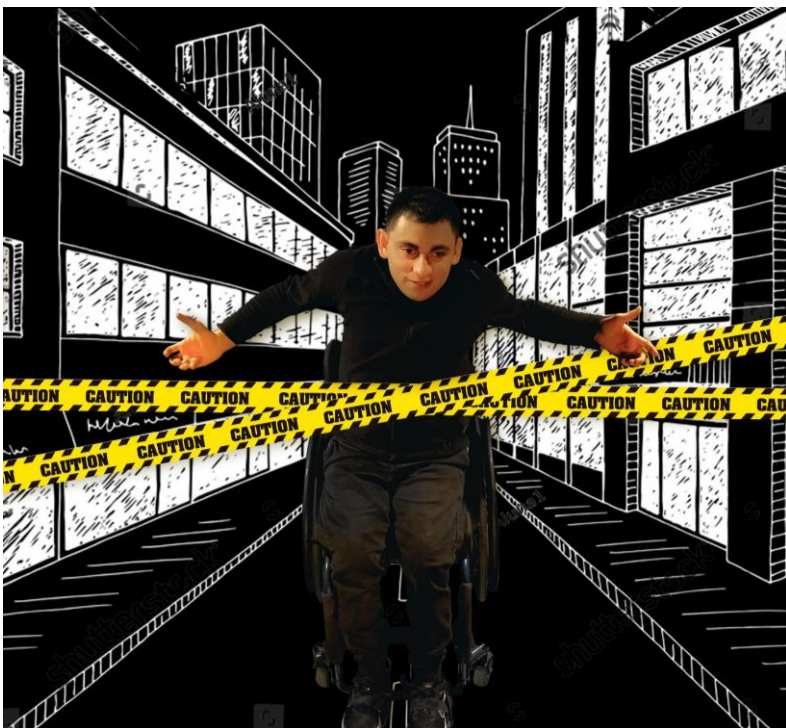


+ 700

visualizaciones post evento



As part of our partnership with the Spanish Association Against Cancer (AECC) we were joined by **Marcos Malumbres**, oncologist and researcher at Vall d'Hebrón Hospital, to tell us some important lifestyle tips in the fight against cancer.



For his part, the stand-up comedian **Marc Buxaderas** made us see that humour is a fundamental tool in life and to help normalise disabilities in society.









#CABK  
Social  
Action