

## **CaixaBank Volunteering supported more than 34,000 elderly people through 3,600 activities in 2023**

- **More than 2,600 CaixaBank volunteers took part in these activities, in collaboration with more than 270 social organisations.**
- **The main areas of activity were support, financial education and digitalisation.**

### **27 February 2024**

CaixaBank Volunteering has promoted 3,604 activities to accompany, care for and improve the quality of life of 34,095 elderly people throughout Spain in 2023. The actions involved 2,662 CaixaBank volunteers from all regions and were made possible thanks to the collaboration of 276 local social organisations.

With the aim of meeting the needs of vulnerable groups, the actions have focused on the four strategic programmes of CaixaBank Volunteering: accompaniment for the elderly, education, the environment and digitalisation.

As one of the pillars of the Volunteering activity, in 2023, 3,485 activities were organised to accompany more than 32,000 elderly people, and activities were carried out to bring culture, leisure and sport to this group. Among the many initiatives, for example, is the accompaniment of elderly people from the Residència Assistida per a Gent Gran Hospital de Sant Miquel - Fundació Albà on a tour in which they were able to admire the Barcelona Christmas lights; the organisation in Tomelloso (Ciudad Real) of the 3rd Castile Senior Olympics; or the preparation of some activities of the Festes Decennals de la Mare de Déu de la Candela de Valls (Tarragona).

Activities in senior citizen centres also played a significant role. Volunteers from all regions organised craft workshops, board games or shared reading activities, allowing the elderly to enjoy creative and stimulating activities. Among others, volunteers in the Community of Madrid spent an afternoon with the elderly at the Amavir residence in Getafe (Madrid), where they shared stories and anecdotes and did crossword puzzles and pastimes. Similarly, CaixaBank volunteers in the Balearic Islands made Christmas cards with elderly people from homes and centres in the region. In the Canary Islands, meanwhile, volunteers, together with Música Popular de Tenerife, gave a concert at the Santa Cruz de Tenerife old people's home.

Training in financial education is another of the pillars of the CaixaBank Volunteering action. Thus, in 2023, more than 100 workshops were held in which more than 1,500 seniors acquired basic knowledge on how to manage their personal and family finances and operate

responsibly and securely. Among the wide range of activities of this kind, in March, CaixaBank volunteers in the Valencia region organised a talk, in collaboration with the town council of Segorbe (Castellón), for the elderly to broaden their knowledge of how to plan their inheritance.

Recognizing the crucial role of technology and environmental awareness, the initiative incorporated activities addressing both. This included equipping seniors with computer skills through training in Office applications such as Word and PowerPoint and web browsing, while also fostering their participation in environmental protection efforts focused on plant and animal life.

In addition to these actions, CaixaBank Social Action promotes the Full of Life programme, an initiative that promotes the personal development of the elderly in depopulated areas to help them live a full and committed life in their community, through training workshops and group activities related to health and the prevention of frailty, personal development and life cycle, and digital skills.

Through these actions, CaixaBank Volunteering aims to highlight the importance of the elderly in our society, giving them the opportunity to enjoy activities and leisure options in order to improve their quality of life.

### **CaixaBank Volunteering**

CaixaBank Volunteering is one of the largest volunteering initiatives in Spain and its aim is to bring the practice of solidarity actions to all citizens. With 19 years of experience, the association is made up of employees and former employees of the CaixaBank Group and the "la Caixa" Foundation, as well as friends, family members, CaixaBank customers and anyone else who wants to take part in charitable activities.

In the last year, thanks to the joint work with more than 2,200 social entities and the involvement of more than 17,200 volunteers, the CaixaBank Volunteering programme has helped more than 372,000 vulnerable people throughout Spain, through activities related to the likes of education, digitalisation, accompaniment of vulnerable people and the environment.

Fostering corporate volunteering is one of CaixaBank's lines of action. For the bank, this is a way of helping to respond to the challenges faced by society, while simultaneously offering services and solutions for social entities and people at risk of vulnerability, through its financial activity.

