

Overview of the initiative

CaixaBank has handed out more than 35.000 gifts to children at risk of vulnerability and elderly people through 'El Árbol de los Sueños' programme

- ***For the first time, the solidarity initiative has added as beneficiaries more than a thousand elderly people who live in the retirement home across Spain and has delivered to more than 34.000 children the presents they have asked for in their Christmas letters***
- ***In its eighth edition, the programme has highlighted the values inherent in the fact that each beneficiary has received the present they asked for thanks to the engagement, time and care required to make a wish come true***
- ***Thanks to the to the nearly 3,500 branches of CaixaBank that have participated in this programme, 'El Árbol de los Sueños' has reached all of Spain via more than 400 social entities from all the autonomous communities, including their local branches, and over 430 collaborating companies***

2 January 2026

CaixaBank has handed out more than 35,000 gifts to children at risk of vulnerability and elderly people through 'El Árbol de los Sueños' programme. In its eighth edition, the solidarity initiative has delivered presents to more than 34,000 children who have asked for them in their Christmas letters and, for the first time, it has included as beneficiaries over one thousand elderly people who live in retirement homes across Spain or who take part in workshops and make use of the services offered by social entities in all autonomous communities.

The programme has highlighted this year the values inherent in the fact that each beneficiary has received the present they asked for owing to the engagement, time and care required to make a wish come true.

Thanks to the nearly 35,000 branches that participated in this programme, CaixaBank has managed to take, for another year, 'El Árbol de los Sueños' to all autonomous communities.

Between 19 November and 12 December, the branches of CaixaBank had letters written by children up to the age of 12 that are in a situation of risk for different reasons and by elderly people.

To collaborate in the initiative, the bank's customers had to appear in a CaixaBank branch, where they were assigned one of the letters written by a child, detailing the specific gift that child would like to receive this Christmas. Once the letter had been collected, the participants had until 12 December to bring the gift to their branch, where the value of the gift was limited to 50 euros.

Starting from that date, CaixaBank and more than 400 social entities engaged in the fight against the child poverty and vulnerability collected and distributed the gifts to the children, who saw their dreams come true, as the only gift to be received this Christmas in many families.

In addition, the financial institution has added elderly older people to the programme this year, thus allowing it to distribute presents in retirement homes and social entities that organise workshops and services for elderly people.

More than 220,000 gifts for children since 2018.

'El Árbol de los Sueños' is an initiative organised by CaixaBank that, in this edition, has distributed more than 35,000 presents to children at risk of vulnerability and to elderly people. It involves the collaboration of a total of 403 social entities, including its delegations, linked to the fight against the child poverty and vulnerability spanning all the autonomous communities and services for elderly people, as well as benefiting from the support of 433 companies. Thanks to the nearly 3,500 branches that have participated in this programme, CaixaBank has managed to bring 'El Árbol de los Sueños' to the whole of Spain.

The 2025 edition is the eighth edition of 'El Árbol de los Sueños' and a total of 34,525 letters from children have been answered, thus setting a new record of beneficiaries in the initiative. Since the first edition in 2018 of 'El Árbol de los Sueños', through this campaign, CaixaBank has managed to help make the dreams come true of more than 220,000 wishes for children at risk of poverty and social exclusion.

About CaixaBank's Social Action

CaixaBank is a company with a far-reaching social vocation, in addition to being a socially responsible bank. Its endeavours to serve its customer and society in general are reflected in backing social action initiatives and its efforts to encourage volunteering, as a way to meet the challenges posed by society.

CaixaBank's Social Action promotes charitable initiatives, activities and campaigns, some of which include the collaboration of "la Caixa" Foundation. Thanks to its presence across all of Spain, its branch network, the largest in Spain, can detect local needs and provide much needed help, while also supporting "la Caixa" Foundation in channelling financial aid to social organisations. Thanks to its financial activity, the bank also offers services and solutions for all kinds of people.

CaixaBank's responsible actions have been recognised by leading international bodies. The Dow Jones Sustainability Index ranks it among the best banks in the world in terms of sustainability and the CDP international organisation has included it as a leading company in the fight against climate change.