The "la Caixa" Foundation and CaixaBank join forces with the ONCE Guide Dog Foundation to raise awareness in society and promote equal opportunities

- ***Under the slogan 'Much more than a dog', the "la Caixa" Foundation and CaixaBank have joined the guide dog exhibitions, which have toured the Spanish geography, to show the public how these animals are worked with as a fundamental element in the autonomy and safety of blind people***

- ***More than 6,000 people have attended events in ten Spanish cities in 2026 in which dogs show their qualities to guide blind people in complex environments***

- ***Through this agreement, the three entities promote inclusion and encourage respect and understanding of the needs of blind people through awareness-raising and informative actions for society***

November 6, 2026

The "la Caixa" Foundation and CaixaBank join the ONCE Guide Dog Foundation as collaborating entities in their work to inform society, interest groups and authorities about the fundamental role of guide dogs in the lives of visually impaired people and to promote inclusion, promotion of respect and understanding of the needs of blind people and the importance of correct behaviour in society with guide dogs.

As a result of this commitment, the "la Caixa" Foundation and CaixaBank have promoted the ONCE guide dog exhibitions that have toured ten Spanish cities in 2026 and which have been attended by more than 6,000 people to show how these animals are worked with to be one of the fundamental elements in the autonomy and safety of blind people.

Through this agreement, the entities collaborate with the training and development of this initiative, which aims to generate a positive impact on the lives of people with visual disabilities. These animals symbolize the independence, safety and autonomy of their users. In addition, this agreement reinforces the brand value thanks to the multiple common ties of inclusion, respect and responsibility with society.

The sponsorship, which will be in force until 2029, includes different institutional representatives of both entities participating in the exhibitions, as well as in the annual demonstration at the ONCE Foundation facilities of the Guide Dog so that employees of the "la Caixa" Foundation and

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CaixaBank can observe the work of excellence that is carried out so that a dog becomes the eyes of a blind person.

Much more than a dog

Under the slogan 'Much more than a dog', these exhibitions are held in municipal sports centers with the presence of about 600 people on average, from different educational centers in each town and citizens in general, who witness various obedience and concentration exercises carried out by these animals together with guide dog mobility instructors.

In addition, it is shown in a circuit, which simulates a street, how the training process is so that dogs can overcome obstacles, go up or down stairs, cross zebra crossings, look for doors or stay in a cafeteria or any means of transport at the feet of a blind person.

In this sense, it should be noted that guide dog users participate in all the exhibitions and explain to the attending public what their daily life is like with these dogs, as well as their access rights and recommendations on how to behave with a guide dog in any everyday situation.

Commitment to diversity and inclusion

For the "la Caixa" Foundation and CaixaBank, sponsorship is a strategic communication tool that imparts values that the bank shares with its stakeholders. *Partners*, such as leadership, effort, self-improvement and teamwork. Through sponsorship, both entities promote cultural, social and economic progress, in line with their founding values of commitment to society.

The "la Caixa" Foundation and CaixaBank are entering this sponsorship for the first time with the main objective of promoting awareness in society about visual impairment. Helping the public to better understand the daily needs and challenges faced by blind and low-vision people will be the axes on which all actions will pivot. All this is forged through emotional connection and facilitating the link with the public through real stories of guide dog users.

Through this agreement, the "la Caixa" Foundation and CaixaBank will have brand visibility in multiple physical and digital supports of the ONCE Guide Dog Foundation and will go hand in hand in all the social impulse planned during these three years.

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