Through its 'Tree of Dreams' programme, CaixaBank will distribute more than 37,000 gifts to vulnerable children and elderly people

- ***Now in its ninth year, this charitable initiative showcases the collaborative efforts of employees, retail and business customers, and social organisations. It enables children and older people to write a letter requesting their desired Christmas present***

- ***The bank is collecting the letters; participants will bring the gifts to branches up until 11 December, and CaixaBank and its partner social organisations will be responsible for distributing them over the festive period***

- ***'Tree of Dreams' reaches every corner of Spain thanks to more than 2,800 CaixaBank branches taking part in this programme and the collaboration of more than 400 social organisations across all autonomous communities – including their regional offices – and 600 partner companies***

18 November 2026

CaixaBank will distribute more than 37,000 gifts to vulnerable children and older people through its 'Tree of Dreams' programme. Now in its ninth year, this charitable initiative highlights the collaborative effort of employees, retail and business customers alongside social organisations, all working together to ensure that vulnerable children and elderly people living in care homes or experiencing unwanted loneliness have their Christmas wishes fulfilled.

The 'Tree of Dreams' initiative is being run through CaixaBank branches. As of 18 November, these branches had received more than 35,000 letters from children aged 12 and under who are at risk of food poverty or facing other potential vulnerabilities.

In addition, the programme has included letters from a further 2,000 older people – double last year's number – who live in care homes, participate in workshops, or use services provided by social organisations across all the autonomous communities. These letters will be distributed among the bank's corporate clients.

Customers of the bank who wish to participate in the 'Tree of Dreams' campaign should visit a CaixaBank branch. There, they will be given a letter written by a child detailing the gift they would

External Communication Department
prensa@caixabank.com
https://www.caixabank.com/es/actualidad.html

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like for Christmas. Once the letter has been collected, the participants will have until 11 December to hand the gift in at their branch, the value of which will be limited to 50 euros.

From that date onwards, CaixaBank and its more than 400 partner social organisations across Spain will organise the collection and distribution of the presents to make the children's dreams come true. For many families, this may be the only gift they receive, thanks to the solidarity created between the bank's customers and staff.

This year's 'Tree of Dreams' image is the result of a collaborative initiative carried out in Toledo involving 200 children, elderly people, service users from social organisations, and the Boa Mistura art collective. Boa Mistura has carried out projects in more than 40 countries and collaborated with leading international organisations such as the United Nations, as well as NGOs including Greenpeace, Amnesty International, and Aldeas Infantiles.

More than 250,000 wishes fulfilled

'Tree of Dreams' is an initiative organised by CaixaBank that involves the collaboration of more than 400 social organisations, including their branches, linked to the fight against poverty and child vulnerability in all autonomous communities, as well as with the support of 600 companies. Thanks to the more than 2,800 branches that participate in this programme, CaixaBank manages to bring 'Tree of Dreams' to the entire country.

The 2026 edition is the ninth year of 'Tree of Dreams' and, since the first year in 2018, CaixaBank has managed to help fulfil the wishes of more than 250,000 children and 3,000 elderly people.

CaixaBank's social commitment is a hallmark of the company

This social commitment drives CaixaBank's activities, setting it apart in the way it supports people. Through Social Action, it promotes programmes, initiatives, and solidarity campaigns that help address societal challenges. In collaboration with the "la Caixa" Foundation, and thanks to the country's most extensive branch network, it identifies social needs at a local level and channels support.

This commitment by CaixaBank has made it the first financial institution to certify its Social Action model with AENOR and has also been recognised by the main international organisations. The Dow Jones Sustainability Index ranks CaixaBank amongst the world's best banks in terms of sustainability, while the international organisation CDP lists it as a leading company in the fight against climate change.

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