

CaixaBank has given more than 34,000 gifts to vulnerable children through the El Árbol de los Sueños programme

- **In its seventh edition, the charity initiative has reached nearly 5,000 children more than last Christmas thanks to CaixaBank's customers and employees, who made it possible for no child to be left without the gift they asked for in their letter**
- **A total of 35 professional football and basketball clubs from all over Spain have participated in a chain of solidarity through social networks to give visibility to the bank's programme**
- **Thanks to the more than 3,300 CaixaBank branches participating in this programme, El Árbol de los Sueños has reached all of Spain through 360 social entities from all autonomous communities, including their delegations, and 336 partner companies**

3 January 2025

CaixaBank has given more than 34,000 gifts to vulnerable children across Spain thanks to the 'El Árbol de los Sueños' programme, a solidarity initiative promoted by the financial institution thanks to which the children have received the exact gift they asked for in their letters this Christmas.

The programme's seventh edition has reached almost 5,000 more children than last year thanks to the participation of private customers and CaixaBank employees and the collaboration of 360 social entities, as well as the support of 336 companies.

In addition, this year, a total of 35 professional football and basketball clubs from all over Spain have participated in a chain of solidarity through social networks to give visibility to the financial institution's programme.

The action started on 21 November with Tadas Sedekerskis, Baskonia's captain, and each of the players who have been part of the initiative explained through the official online channels of their clubs, how to participate as well as challenging a sportsman from another club to be part of the programme El Árbol de los Sueños.

Among others, teams such as Fútbol Club Barcelona, Atlético de Madrid or Real Betis Balompíe joined in the action, in the case of football, or Laguna Tenerife, Leyma Coruña, Perfumerías Avenida de Salamanca or Lointek Gernika in the case of basketball clubs.

Código de campo cambiado

More than 180,000 children in seven editions

Thanks to the more than 3,300 branches participating in this programme, CaixaBank has managed to take El Árbol de los Sueños to all of Spain for another year. Between November 21st and December 13th, CaixaBank offices received letters written by children up to 12 years of age who are at risk for different reasons: misstructured families, food poverty or living in residential centres.

In order to collaborate with this initiative, customers had to go to a CaixaBank branch, where they were assigned one of the letters written by a child detailing the specific gift they wished for this Christmas. Once the letter had been collected, the participants had until December 13th to bring their gift to their branch, with a maximum limit of 50 euros.

Since that date, CaixaBank and 360 social entities linked to the fight against poverty and child vulnerability across all autonomous communities, including their delegations, have taken care of the collection and distribution of the gifts, so that the children have been able to see their dream become reality, also taking into account that for many families this has been the only gift they have received at Christmas.

The 2024 edition is the seventh edition of El Árbol de los Sueños and a total of 34,136 letters have been attended to, surpassing the previous record of beneficiaries of the initiative. Since the first edition in 2018 of El Árbol de los Sueños, CaixaBank has managed, with this campaign, to help fulfill the wishes of more than 180.000 children at risk of poverty and social exclusion.

On CaixaBank's social action

CaixaBank is a company with a deep social vocation, as well as a benchmark in socially responsible banking. Its attitude of service to its customers and to society in general is reflected in the promotion of Social Action programmes and in the promotion of volunteering, as a way of responding to the challenges posed by society.

CaixaBank Social Action promotes social initiatives, activities and campaigns, some in collaboration with the la Caixa Foundation. Thanks to its presence throughout the country, its branch network, the largest in Spain, can detect local needs and help from close quarters, as well as support the la Caixa Foundation in channelling financial aid to social entities. In addition, through its financial activity, the bank offers services and solutions for all types of people.

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

Código de campo cambiado

