



"la Caixa" Banking Foundation



Cooperantes Caixa International Volunteer Program

August 2015



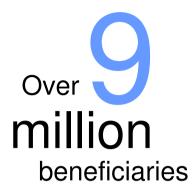
Who are we?



One of Europe's leading financial and business holding company

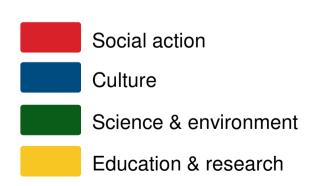
Leading retail banking group in the Spanish market

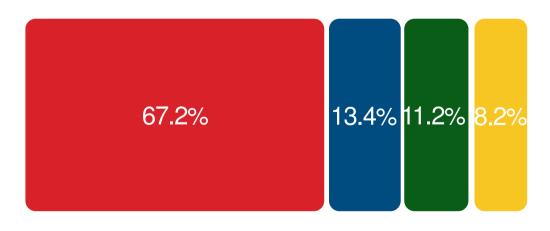






Budget distribution





5





benefits not only the whole of society but also the volunteers, **building trust**, **solidarity and reciprocity** between people and creating suitable opportunities for participation

is a powerful way for **citizens to become involved** in dealing with the challenges of social transformation

can **reinforce the efforts** made to achieve the strategic targets of institutions



2.3% of all Spanish people are volunteers

CIS barometer data for 2011

Publication: The volunteer observatory for 2013 Así Somos: the social volunteer profile in Spain. Publication: Data on volunteering in Spain 2011. The Ministry of Health, Social Policy and Equality.



"la Caixa" Banking Foundation

Corporate Volunteers 6,009

- Employees
- Pensioners
- Relatives

- Young entrepreneurs
- Caixaproinfancia
- (CooperantesCaixa

Volunteers from the Foundation programmes 6,799



- The Elderly: 4,276
- Care for Patients with Terminal

Illnesses: 423

Hospital CiberCaixes: 1,274



The importance of volunteers for the company

The volunteer programme represents an unparalleled opportunity to improve the knowledge, relevance and impact of Caixabank's commitment of contributing to improving people's lives.

The target to be achieved in the 2015-2018 strategic plan is for Caixabank to become a **leading institution** in volunteers, the number of activities and the social impact of such activities.

Caixabank is the only **financial institution** in the Spanish market that can provide all the experience and know-how of its Foundation to serving the customers, employees and shareholders who wish to spend their time and effort on voluntary activities.

Including CSR in the strategy of companies makes the volunteers a very efficient tool for improving their external prestige and improving business performance.

Suitably managing the voluntary activities increases internal cohesion and employees' pride in belonging to Caixabank and improves its involvement in the territory, city or district where these activities are carried out.



The aim of CooperantesCaixa is to contribute to improving the living conditions of vulnerable people living in developing countries by providing technical assistance for cooperation projects by the corporate volunteer team of the "la Caixa" Banking Foundation





CooperantesCaixa

is a programme with the following technical features:

- Technical volunteering.
- ✓ Short-term.
- ✓ Developed by employees currently working, in early retirement or retired.
- It encourages participation by these professionals in productive projects that create better living conditions.



FROM 2007 TO 2015



320 volunteers

39 institutions



19 countries





Volunteers profile

AGE

- 51% younger than 35
- 41% % from 36 to 50
- 13% older than 50

EDUCATION

MBA

Marketing

- Economics
- IT

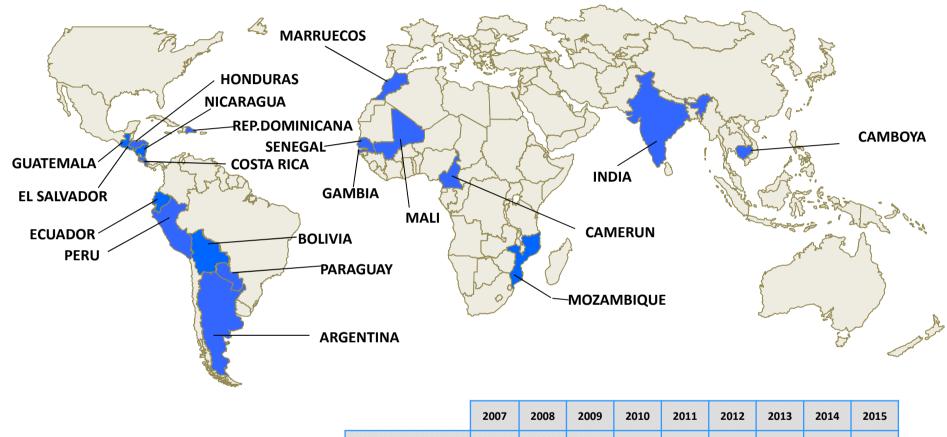
Law

Tourism

Type of volunteer work

- 1. <u>MANAGEMENT AND ACCOUNTING</u>: analytical accounting, Integral microcompany management cycle, administrative tasks, etc.
- 2. MICROFINANCES: Designing forms or tools for monitoring portfolios, default management, etc.
- 3. MICROENTREPRENEURSHIP: Designing business plans, purchasing policy, customer portfolio management, etc.
- 4. TOURISM INICIATIVES Marketing and communication





| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|----------------------------------|------|------|------|------|------|------|------|------|------|
| Number of volunteers | 11 | 30 | 40 | 40 | 40 | 40 | 40 | 40 | 39 |
| Evaluation results of volunteers | 8.80 | 7.58 | 8.10 | 8.28 | 8.78 | 8.70 | 8.14 | 8.20 | |
| Evaluation results of local NGOs | | | | 8.94 | 9.46 | 9.56 | 9.02 | 9.38 | |



What we have learned and what others can learn

Keys

- 1. Programmes aligned with the company's business or know-how. Making use of technical experience and knowledge.
- 2. Skill-based: The programmes are focussed on the professional skills and experience of its employees.
- 3. Focussed on the working plan that has been agreed among the agents involved.
- 4. Fostering volunteer culture inside the organization
- 5. Matching financial contributions with technical and expert collaboration

Challenges

- 1. Greater investment in resources (human, economic, management and time resources) than in other volunteering models
- 2. Fewer participants in the volunteering programme.
- 3. Difficulty in managing the expectations of the volunteers and NGOs
- 4. Short-term stay in the field. Reflecting on models to ensure sustainability: longer commitment from headquarters.
- 5. Volunteers are committing their personal holidays.





Innovation: Microenterprise management training plan

Innovative factor: Over the years the volunteers have been creating a specialised work methodology for the most suitable management of microenterprises based on the profile of the beneficiaries of the socioeconomic development projects. A practical guide has been designed:

