



CAJA MADRID
¿QUIERES? PUEDES.

2007

Corporate
Social
Responsibility





5

Society

226,2 million spent on social and cultural activities in 2007

14 million Obra Social beneficiaries



Society

Spending on Obra Social programmes: €167.5 million.

Spending on Fundación Caja Madrid programmes: €58.7 million.

Number of participants/beneficiaries of Obra Social programmes: 13,777,503 beneficiaries.

Where we are aiming

- Promote the social insertion and labour-market integration of less advantaged groups.
- Enlarge social welfare provision to the elderly and young children.
- Contribute to the integral training of young people and support their labour-market integration, with particular attention to occupational training and special education centres catering for disabled persons.
- Contribute to the promotion of volunteer working in the community, civic awareness campaigns and development cooperation.
- Defend and protect nature and the environment.
- Enlarge the choice and scope of cultural events and activities.
- Contribute to the conservation of Spain's historical heritage.
- Enrich musical activity in Spain.
- Sponsor cultural outreach activities.
- Operate a scholarship scheme for postgraduate training, and support the teaching and research programmes of Madrid's public universities.

What we have achieved

- Programmes of Dependent Care.
- Programmes of Elderly Care.
- Education and Dependent Care Programmes.
- Dependent Care and Development Cooperation Programmes.
- Environment Programmes.
- Cultural Programmes.
- Sponsorship and Cultural Programmes.
- Music Programmes.
- Exhibitions Programmes.
- Scholarships Programmes.

The next steps

- Development of new studies through the Social Demand Observatory.
- New improvement actions as a result of feedback gathering from main Obra Social projects.
- Improve the social return of leading projects by applying the Social Return Model.
- Creation of a day centre network for elderly dependents.
- New resource centres for the areas of disability and socially exclusion.
- Additional resourcing of projects to encourage active and healthy ageing.
- Greater involvement of Caja Madrid branches in the management of social, environmental and cultural subsidies.
- Adaptation of La Casa Encendida spaces, facilities and management system in line with the findings of the accessibility audit.
- Promote job creation initiatives for disabled people and those at risk of social exclusion.

5.1 Principles

The activity of Obra Social and Fundación Caja Madrid is framed at all times by the Principles and Policies approved by the General Assembly at its meeting of 21 April 1997. These principles and policies are anchored on or informed by the following concepts:

- **Unity**

Such that Obra Social is the sum of the social and cultural activities developed by Caja Madrid regardless of its legal form, nature and the make-up of its management team.

- **Equity**

Resources are allocated on the basis of need, timeliness, fitness and urgency. Decisions on the activities to be programmed and the individuals, families, collectives and institutions they are intended for pursue a maximum social return from the funds contributed.

- **Relevance**

Social and cultural activities should be attuned to the social agenda of the day, with its demands and aspirations, combining a forward-looking, innovative approach with a permanent attention to our commitments and obligations under projects in progress.

- **Transparency**

Project selection criteria, control procedures and decision-making processes are given the widest possible publicity, while society and the media are kept constantly informed about Obra Social activities as a way to improve and strengthen its image.

- **Legitimacy**

Such that Obra Social enjoys full recognition from its users and beneficiaries, the people within Caja Madrid and society at large, and is endowed with qualities that single it out as innovative and "different from the rest".

- **Independence**

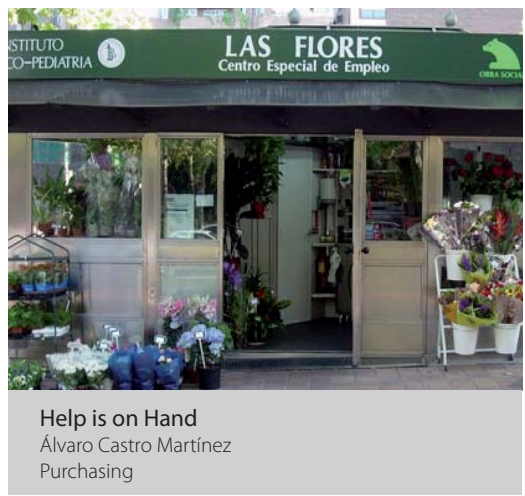
Obra Social conducts its activities in complete independence, though it may from time to time enter into partnerships with public or private agencies as a means to leverage its social investment, when such initiatives uphold and reinforce its image and purpose.

- **Economy**

Obra Social activities are conducted under criteria of efficacy, to ensure that results go according to plan; efficiency, so as to consume the fewest possible resources in meeting our objectives; and synergy, making full use of the resources and talents available within Caja Madrid.

- **Social effectiveness and timeliness**

Evaluating the ripple effects of the activities programmed, their impact on the target population and the value added they provide, in accordance with the social and cultural needs of the day, and periodically reviewing the progress of these needs with a view of establishing new priorities and objectives.



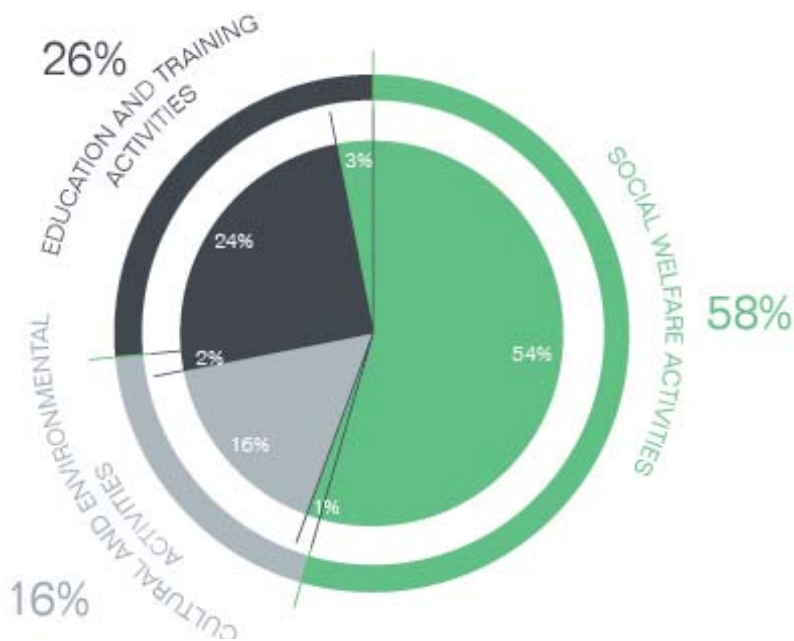
Help is on Hand
 Álvaro Castro Martínez
 Purchasing

5.2 Obra Social Programmes

Caja Madrid manages the following programmes through its community welfare organisation Obra Social:

<u>Education area</u>	<u>Social Welfare Area</u>	<u>Sociocultural Area</u>	<u>Environment Area</u>
Education and training for children and young people	Elderly care programme	Cultural activities	Nature and the environment
	Dependent care programme		
	Development cooperation and aid		

Obra Social Caja Madrid spent a total of €167.5 million on the above programmes in 2007, carrying out more than 12,000 projects and activities to the benefit of 14 million people. In addition to these programmes, Obra Social operates 151 proprietary spaces. Expenditure in the year had the following breakdown:



For a more detailed description of each of these programmes, visit the [Obra Social website](#).

5.2.1 The elderly

Caja Madrid is working so older people can enjoy this life stage in the best possible health and social conditions and participate fully in the community.

Support goes to innovative, quality projects to promote healthy ageing, quality of life improvement for elderly dependents and their families and the active social participation of older citizens, as well as research studies into ageing and its implications.

A total of €27.3 million was spent in 2007 on the following projects:



Call for projects in elderly care

The 110 projects supported in the year directly benefited 66,730 people, and a further 193,064 by indirect means.

Funding under this call prizes the following aims: promotion of healthy, active ageing, lifestyle enhancement and home adaptation works making the fullest use of new technologies.

Other projects centre on the construction, refurbishment or enlargement of old people's homes, meeting places and day centres.



Call for projects dealing with Alzheimer's, Parkinson's and other neurodegenerative pathologies associated with the ageing process

The 2007 edition resulted in support being given to 94 projects with 6,448 direct beneficiaries; 3,574 persons with Alzheimer's and their families, 2,270 Parkinson's sufferers and their families and 604 people affected by other neurodegenerative disorders. A further 14,262 persons benefited by indirect means.

The projects supported ranged from rehabilitation, home assistance, "breaks for carers" and training courses for relatives and volunteers through to the construction, refurbishment or fitting-out of day and residential centres.



Other assistance programmes for the elderly

In addition to the funding granted through its calls, Obra Social Caja Madrid supported 37 one-off projects benefiting 1,362,817 persons.

Caja Madrid has kept up its support to social and medical research projects into the causes and consequences of Alzheimer's, and the publication of practical handbooks to inform, educate and raise public awareness on the disease.

Other initiatives sought to recruit older people to pass their local and cultural knowledge onto school children and members of traditionally marginalised social groups, and to familiarise them with new technologies so they become more fully a part of the information society.

Finally, Obra Social collaborates in the construction, refurbishment, adaptation and fitting-out of high-quality specialist centres. We can single out the multi-year "Elderly Day Centre Construction Programme" run in a number of autonomous communities.



Spaces for the Elderly

Obra Social Caja Madrid's 41 Spaces for the Elderly serve 114,332 beneficiaries in the Madrid Region, Castilla-La Mancha and Ceuta.

As well as providing users with a place to meet, these centres seek to improve their quality of life by means of social integration and participation in the community, lifelong training and induction courses in new technologies.

The Spaces for the Elderly network hosted 4,143 activities in 2007, spanning such varied topics as preventive health, citizenship, current affairs and new technologies, plastic arts and culture, leisure and pastimes.

5.2.2 Dependent persons

As part of its equal opportunities agenda, Obra Social Caja Madrid invested €43.8 million on projects, actions and centres catering for people suffering disability or chronic disease, and those at risk of social exclusion.

2007 aids were basically channelled through the following projects:



Caring for the disabled and their families

Obra Social Caja Madrid's efforts on behalf of the disabled have materialised in 321 projects directly and indirectly benefiting 218,818 and 653,036 people respectively.

The focus is on promoting the training and personal autonomy of disabled people in order to help them stave off dependence. Support also goes to the recruitment of voluntary workers and the provision of specially adapted infrastructures.



Assistance to persons suffering inequalities or at risk of social exclusion and their families

Funding was granted to 186 projects with results benefiting 380,463 people directly and 1,900,987 indirectly. Target collectives include children and young people at social risk, alcoholics, drug addicts and ex drug addicts, HIV-positive and AIDS patients, prisoners and ex prisoners, victims of domestic violence, prostitutes and the homeless.

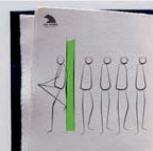
Most projects fall within the categories of prevention, rehabilitation and training for the persons at risk, and support actions for their families. In parallel, funding is provided for the construction and/or acquisition of centres to house this kind of activity, and their refurbishment, enlargement or fitting-out.



Employment creation and promotion for disabled persons and groups suffering inequalities or at risk of social exclusion

The 111 employment projects supported under this call have helped create 2,973 jobs and maintain a further 2,403 in special employment centres, social integration and/or social initiative cooperatives, and employment promotion or insertion companies.

The direct beneficiaries are persons at risk of exclusion: young people and women with difficulties finding work, the homeless, immigrants, those suffering physical, intellectual or sensorial disabilities or mental or chronic illness, and any otherwise marginalised individuals. Investment under this head is split between infrastructure and training projects.



Desigualdad social
 Cooperación de empresas a proyectos de desarrollo e inclusión con discapacidad e inmigrantes e riesgo de exclusión social
 1.1 Caja Madrid
 2007

Social inclusion of immigrants

Obra Social Caja Madrid wishes to help immigrants become more fully part of Spanish society. The 71 projects funded in 2007 directly helped 89,082 persons with another 492,955 benefiting indirectly.

Most insertion actions sought to draw immigrants in directly; among them, training courses and leisure and social activities for children and young people. Funding also went to equip and adapt or improve information and guidance centres, occupational workshops, training centres, women’s support venues and care centres for immigrant children.



Creación o fomento del empleo
 Cooperación de empresas a proyectos de desarrollo e inclusión con discapacidad e inmigrantes e riesgo de exclusión social
 1.1 Caja Madrid
 2007

ECA Caja Madrid - Supported Employment Programme

In 2007, this scheme placed 1,069 people in regular employment in ordinary companies, of whom 756 were in some way disabled and 313 suffering inequality or exclusion risk.

The aim of the programme is to offer job opportunities to disabled and otherwise disadvantaged persons who have special difficulties finding ordinary employment. The idea is for beneficiaries to be able to live independently and lead a more normal social and working life. This is achieved by providing them with on-the-job training and mentoring during the initial period, to prevent attitudes of rejection in the workplace and minimise adaptation risk.



Other Programmes

In addition to the above annual calls, Obra Social Caja Madrid has supported 107 one-off projects working for people with disabilities or debilitating illnesses, suffering chronic or mental illness or at risk of social exclusion. A total of 1,288,136 persons have benefited from this help.

Projects range from the construction of day centres and volunteer recruitment programmes to drug abuse prevention campaigns or the provision of ambulances and other health vehicles to municipalities all over Spain. Meantime, the 2007 edition of the Caja Madrid Social Research Awards was given over to projects and studies exploring the causes and consequences of dependence.

The Pro-Sociality area of cultural centre La Casa Encendida continued with its efforts to support people and institutions working with disadvantaged groups on a professional or voluntary basis. These mainly comprised training events for volunteers and the managers of social organisations as a means to advance the professionalisation of the third sector.

5.2.3 Development cooperation

A total of €3.6 million was spent in 2007 on 36 projects in Guatemala, El Salvador, Nicaragua, Honduras and the Dominican Republic, reaching 189,246 direct beneficiaries and another 809,927 by indirect means.

Support under the call went to projects in education, primary healthcare and sanitation or to enhance productivity and wealth creation, guided at all times by the “Millennium Development Goals”. Priority on this as on other occasions went to more vulnerable collectives like women and children.



Emergency Aid Plan

Obra Social’s other cooperation resource, the Emergency Aid Plan, continued its partnerships with Bomberos Unidos sin Fronteras, Acción contra el Hambre and Médicos del Mundo, to deliver immediate help in situations of humanitarian crisis. Since it was first started, aid has gone to more than forty countries in the form of rescue and evacuation, provision of drinking water and sanitation, and basic nutritional, health and food safety assistance for people in situations of hardship. In 2007, the Emergency Aid Plan reached 479,700 persons.

5.2.4 Education

The objective is to encourage young people to think for themselves and take initiatives, while developing the social skills and values that will turn them into well-rounded individuals.

The 2007 education and training programme was funded with €43.9 million.



Early childhood, youth and special education and training

Obra Social's five early childhood centres were attended by 1,027 children aged from four months to six years in the 2007/08 school year. The Parents School stepped up its activities, centring on assistance to the families of immigrant pupils and children with special education needs. The aim in all cases was to further their social insertion and build closer ties between family and school.

Support to young people's education and training is channelled through the seven centres run by Obra Social Caja Madrid (curricular, occupational and supplementary training) with a total of 2,756 students enrolled. A priority objective for these Obra Social centres is to help students' transition to the world of work. They accordingly offer work experience placements in partnership with businesses, which in 2007 generated a post-training hiring rate of 84%.

The Ponce de León centre offers a standard education curriculum in combination with integration units and special needs classes for the deaf and hard of hearing, to help them build their skills, confidence and self-reliance. It also runs an Occupational Centre and a Special Employment Centre.



Supplementary learning spaces

Besides these centres, Obra Social Caja Madrid runs an extensive network of Spaces for Language Learning and Spaces for Reading.

Its 11 language schools offer both English language training and Spanish for immigrants, with a total of 3,346 students attending courses in 2007.

The Obra Social library network is made up of 39 Spaces for Reading. Their more than 345,000 members can choose from among 537,320 publications, which now include materials adapted for disabled readers.



Programmes for school-age children

Priority goes to activities that help young people develop skills and values so they contribute usefully to society, and that equip teachers with the right tools to favour their students' social and labour-market integration.

Of the 39 projects implemented in the year, we can single out:

- **Scholarships:** The "Eurobecas" programme, now into its ninth edition, offered 200 grants for students and holders of occupational training diplomas to complete work experience placements in the UK and Ireland.
- **Debating programmes:** "Aulaforo" seeks to form young people in human and democratic values through a process of dialogue and reflection. To date 15,276 students in 368 centres have had the chance to express, exchange and defend their opinions in classroom debate. Likewise aimed at encouraging dialogue among young people, the "Mock European Parliament" combines training in values with the development of key skills like teamwork and public speaking, following the protocols of the European Parliament. A total of 14,496 students took part in the 2007 edition.
- **Internet programmes:** Aimed at awakening young people's interest in creative expression, literature and the principles inspiring the European Union and the Spanish Constitution

5.2.5 Culture

The 3,941 events organised in 2007 in proprietary and co-managed spaces reached an audience of 6,206,183 people, and were resourced with an annual budget of €25.7 million.



Cultural activities in proprietary spaces

The focus of the 2007 programme was on bringing on young artistic talent, instilling cultural values in school-age children and taking art and culture to the widest possible public, including young people, the elderly and families.

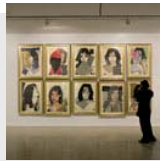
Exhibition halls: Obra Social's nine Spaces for Art hosted 90 exhibitions with a total of 139,129 visitors.

Concert halls: The four Spaces for Culture served as venue for 697 theatre and musical events.

La Casa Encendida: A meeting place for the worlds of culture, education, environmental action and pro-sociality, with full disabled access. The 1,906 activities organised under its roof in 2007 attracted a public of 584,000 persons. Its programme included:

- **Exhibitions.** La Casa Encendida celebrated its fifth anniversary with a retrospective of Andy Warhol.

- **Performing arts.** Improvisation festival "Hurta Cordel" and the festival "Electrónica en abril".
- **Audiovisual arts.** A programme of contemporary cinema, shorts and the latest in experimental video, along with retrospectives on modern film-makers.
- **Literature and thought.** Book presentations, lectures and workshops and seminars with the involvement of well-known authors.



Cultural projects

Cultural projects seek to give a first opportunity to young artists working in every creative area. Other activities are focused on the elderly, people with disabilities and those at risk of social exclusion. The school-age public is also catered for through special performances in theatres, concert halls and exhibition halls of an eminently participative nature.

2007 initiatives include the following:

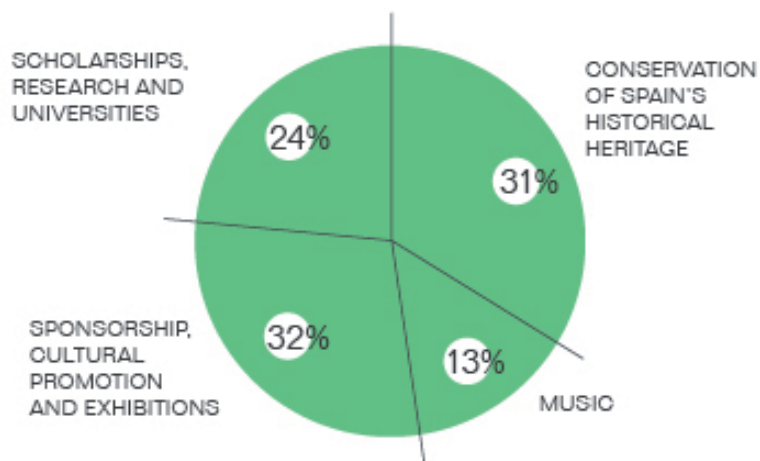
- **Plastic arts.** "Generaciones. Caja Madrid Art Awards and Grants", to recognise and promote the work of young creators; the "Inéditos" call for exhibition proposals in the emerging arts; and the "2007 Poster Prize", with 455 entries on this year's theme, a reflection on the relationship between healthy eating and respect for the environment.
- **Film.** Short film competition "En.Piezas" to showcase the work of young Spanish directors.
- **Photography.** 2007 exhibitions included "El mundo hoy. Nosotros" and "Caja Madrid Family Album", along with the online photography competition "Revelados 07".
- **Literature.** Organisation of the Vicente Aleixandre Poetry Competition and the Luis Rosales Memorial Prize for young authors.
- **Music.** Keynote projects include the "Sounds of the Earth" concert programme for schools, so children can experience and learn about the customs and traditions of other countries; and "Acordes Caja Madrid 2007", a scheme for conservatory and music school orchestras. Caja Madrid was also a sponsor of popular events like the Flamenco or Gospel Music festivals.
- **Theatre.** Including theatre campaigns developed especially for children like "Vive el Theatre, entra en escena".
- **Culture and social solidarity.** This section takes in cultural programmes designed for elderly and disabled persons and groups suffering social exclusion. Examples are the "Coffee, Chat and Cinema" film screenings for the elderly and "Arriba el telón, abajo las barreras", to encourage disabled people to take up theatre.

5.3 Fundación Programmes

Fundación Caja Madrid's activities radiate out to large areas of Spanish society and cultural life:

<u>Conservation of Spain's historical heritage</u>	<u>Music promotion and diffusion in Spain</u>	<u>Sponsorship, cultural promotion and exhibitions</u>	<u>Scholarships, research and universities</u>
Collaboration with official institutions in the Madrid Region	Concerts	Publishing initiatives	Support for postgraduate training
Restoration works outside Madrid	Education	Exhibitions	Support for research
Smaller-scale restoration works	Musicological research and publications	Sponsorship of cultural institutions	Support to university programmes

Total spending on the Foundation's 2007 activities was €58.7 million, with the following distribution by area:



For a more detailed description of each area, visit the [Foundation website](#).

5.3.1 Heritage conservation

Fundación Caja Madrid has devoted over €152 million to this programme since its start-up in 1991. This makes it the private non-profit institution putting most resources into the conservation of Spain's historical heritage.

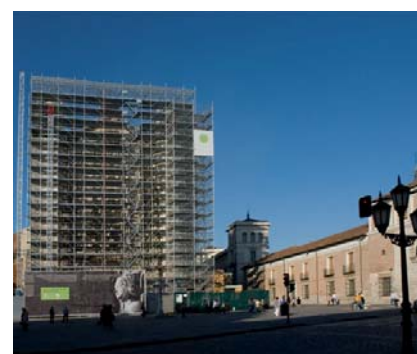
When a project ends, the Fundación Caja Madrid adds a new publication to its "Restored Monuments" collection, to provide a technical account of the work undertaken and attract visitor interest. To this same end, it produces video documentaries and organises on-site exhibitions and concerts, in partnership with the Foundation music programme.

Aside from its longstanding collaboration with the Madrid City Council and Regional Government, the Programme for the Conservation of Spain's Historical Heritage has approved two new projects outside the region: the full restoration of the mural paintings in the Basilica of the Sagrado Corazón de Jesús in Gijón, and a cultural restoration project on the Convent-Castle of Calatrava la Nueva (Ciudad Real).

Other 2007 events were the May opening of an on-site interpretation centre at the Church of San Pablo in Valladolid, which has so far attracted over 20,000 visitors, and the inauguration of an exhibition on the restoration of Goya's paintings on the Regina Martyrum dome of the Pilar Basilica, which will run until 2008. Meantime, work began on the full restoration of the Church of La Asunción in the Monastery of San Millán de La Cogolla, complete with a teaching workshop that welcomed over a thousand school students in the La Rioja region.



Hole
Ignacio García Luna
Gesmadrid

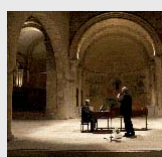


Church of San Pablo

5.3.2 Music programme

Fundación Caja Madrid's music programme is the largest carried out by any private non profit organisation in Spain

The programme takes in three main categories that are mutually related: diffusion, education and research, and musicology and discographic publications.



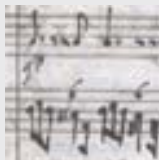
Diffusion

The aim here is to break down the psychological barriers between certain sections of society and classical music, so it can be better understood and enjoyed by all. The 2007 programme took in the Chamber Music Season, the Music and Heritage Season, the Lied Cycle and the Spanish music cycle Los Siglos de Oro, along with a new edition of the Música de Hoy contemporary music cycle in collaboration with the Madrid Regional Government and the Ministry of Culture.



Education

- An ambitious pedagogical project targeting school children and young people in the Madrid Region (58 concerts attracting a public of over 33,000).
- Sponsorship of the University of Alcalá specialisation and musical pedagogy courses for postgraduates and teachers.
- Fundación Caja Madrid partners Fundación Albéniz in the sponsorship of the Madrid International Chamber Music Institute (ICE).
- Fundación Caja Madrid, in collaboration with national youth orchestra JONDE, provides scholarships and travel grants for young instrumentalists wishing to pursue further studies in Spain or abroad.



Research

- Recovery of signal works from Spain’s musical heritage.
- Cataloguing of the music collections of Patrimonio Nacional as part of the “Música Inédita” scheme.



Musicology and discographic publications.

Discographic novelties were the recording of Noah’s Flood by Benjamin Britten, the first Foundation release with the school-age public in mind, and new additions to the Los Siglos de Oro and operetta collections.

5.3.3 Patrocinio y cultura

This programme handles large-scale projects in the cultural dissemination area undertaken by Fundación Caja Madrid on its own account or in partnership with other institutions.

The Foundation’s main publishing project, the monthly literary magazine *Revista de Libros*, reached its issue number 132 in 2007.

It also sponsored a Royal Armoury exhibition in Beijing’s Forbidden City to round off the “Year of Spain”, and the publication of the Sorolla Museum catalogue.



El retrato

On the exhibitions front, Fundación Caja Madrid continued its joint programme with the Fundación Colección Thyssen-Bornemisza. The use of the two sites has significantly enlarged Madrid's exhibition capacity, as well as proving a big hit with the visiting public, which flocked to the shows in growing number. Two exhibitions are programmed each year. The Spring 2007 season opened with *El espejo y la máscara. El retrato en el siglo de Picasso*. This exhibition was a major popular success, with more than 120,000 visitors to the Fundación Caja Madrid gallery out of a total attendance of 288,899 persons. The second exhibition mounted in the Sala de las Alhajas gallery and the Thyssen-Bornemisza Museum was *Durero y Cranach. Arte y Humanismo en la Alemania del Renacimiento*, which was seen by a total of 218,000 persons.

The Foundation also organised *Reino y ciudad. Valencia en su historia* on the occasion of the Americas Cup event, held this year in the city of Valencia.

5.3.4 Scholarships, research and universities



Foundation scholarships

125 postgraduate scholarships to study at universities or research institutions of the awardee's choice in the United States, Canada or Europe (excepting Spain).

The 2007 budget for this programme was €4.5 million.

Latest improvements:

- Increase in the number of scholarships (from 100 to 125).
- New subject areas (physics, chemistry, mathematics and music) to join the existing areas of social, legal, health and technical sciences.
- Higher monthly payments (from a minimum of €1,200 up to €1,500, depending on the country of destination).
- A new, one-off payment of €1,000 euros for settling-in expenses.
- Assured renewal for a second year if results so warrant.

Students were handed their scholarship credentials at a ceremony presided by His Royal Highness the Prince of Asturias.

A dedicated section (**Nuevo Canal de Becas**) has been opened on the Foundation website where users can find full information on the FCM Scholarship Programme.



Research

- Collaboration with the **National Cancer Research Centre (CNIO)**, running since 1998, for the conduct of clinical research in cancer.
- Cataloguing of one of the main collections in the **Simancas General Archive: the "Registro General del Sello de Castilla"**, in partnership with the Ministry of Culture and the University of Valladolid.
- Start-up of a collaboration with **Fundación Severo Ochoa** for the attachment of Spanish and international researchers with postgraduate studies and relevant experience to the National Molecular Biology Centre of the same name.
- In 2007, Fundación Caja Madrid took on the exclusive sponsorship of the archaeological excavation and restoration works at the tomb of **Djehuty** in Luxor (Egypt), in collaboration with the Spanish Council for Scientific Research (CSIC).



Joint scholarships

These are scholarships schemes run in collaboration with eminent institutions like the Spanish Academy in Rome, Fundación Josep Carreras, Colegios del Mundo Unido or Centro de Estudios Monetarios y Financieros Internacionales (CEMFI).

Universities

- **Collaboration with public universities in the Madrid Region**
- **Erasmus – Fundación Caja Madrid scholarships.** With a total budget of €2.2 million divided into packages of 500 euros/month (4,400 monthly payments), this scheme, now into its third year, benefited 549 students from Madrid's six public universities. Stays at the European universities chosen by students averaged around 8 months.