Abstract
This paper analyses the evolution of Castilla and Leon savings banks' social activities during the four-year period between 2000 and 2004, and how these social activities influence on savings banks' performance. The results show a small growth in the social activities, being "Cultura y Tiempo Libre" the area which receives more finance, and a positive influence of social activities on the total assets. These findings show how firms compete in the sector, that is, the importance of social activities in the improvement of firms' image and in its performance.

Keywords
Social activities, Savings banks, Evolution, Performance.