



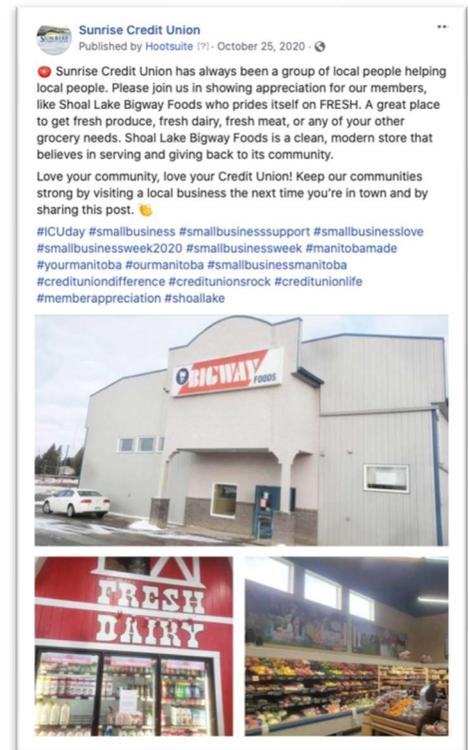
# Corporate Social Values

October - December 2020

## Community Development

In early October, Sunrise Credit Union made a significant donation to Assiniboine Community College, pledging \$1 million to the Prairie Innovation Centre (PIC). The PIC is Assiniboine’s response to labour market demands in agriculture and will enable the agriculture sector to continue to be an economic driver in the Canadian and Manitoban economy. Sunrise Credit Union naturally aligns with Assiniboine Community College in our values and visions. Our joint commitment to support the agricultural community is key to the economic strength of our region. The donation was the largest philanthropic donation in the college’s history.

Sunrise Credit Union used its social media channels to promote several of our member businesses during Small Business Month in October. The posts featured information about the business and its owners and were tagged with Love your community, love your credit union! Keep our communities strong by visiting a local business.



## Volunteerism

The fourth quarter saw Sunrise Credit Union staff register their final volunteer hours for 2020. Despite the challenges of holding events,

reducing community projects, and less gathering by local organizations due to the pandemic, staff still registered 5,106 volunteer hours for 2020 through the Do Some Good website(www.dosomegood.ca). While this represents a 30 percent drop from the 2019 totals, Sunrise Credit Union staff continue to lead the way in giving back to the community. Since 2008, the Sunrise Credit Union team has volunteered approximately 78,000 hours supporting local organizations.



Sunrise in Baldur was out on flower duty in mid-October. Staff members headed out after work to clean out the flower pots and gardens around town in preparation for winter.

## Philanthropy

### Goodwill

Sunrise Credit Union donated over \$32,000 to many charitable organizations in Southwestern Manitoba during the holiday season. The donations were primarily to organizations that run food hamper programs or initiatives that help brighten the Christmas season for vulnerable people. Sunrise supported 22 organizations through this latest round of support for charitable organizations consistent with our giving throughout the year. In the spring, the Helping People of Sunrise grant program saw \$42,000 donated to charitable organizations.

Sunrise Credit Union partnered with Brandon's three other credit unions to purchase \$2,000 worth of turkeys to support a Christmas dinner initiative. Everyone Eats Brandon was looking to provide over 3,000 Christmas Dinners and largely replace the cancelled Westman & Area Traditional Christmas Dinner.

International Credit Union Day was October 15. Typically, International Credit Union Day involves come-and-go activities in our Sunrise Credit Union branches. However, those were not possible this year due to the protocols in place for the pandemic. Instead of branch activities, we ran a contest asking members to let us know what they love most about Sunrise Credit Union. Entry forms were published in local newspapers and through our social media platforms. Close to 600 members entered for an opportunity to win a \$1,000 Shop Local Package.

Sunrise in Brandon paid a visit to our neighbours with Blue Moon Water's help, delivering a five-gallon bottle of water to each of the ten homes that were affected by a City of Brandon water main break on 23rd street.



Sunrise Credit Union in Ste. Rose delivered 'goodies' to local business members in December.

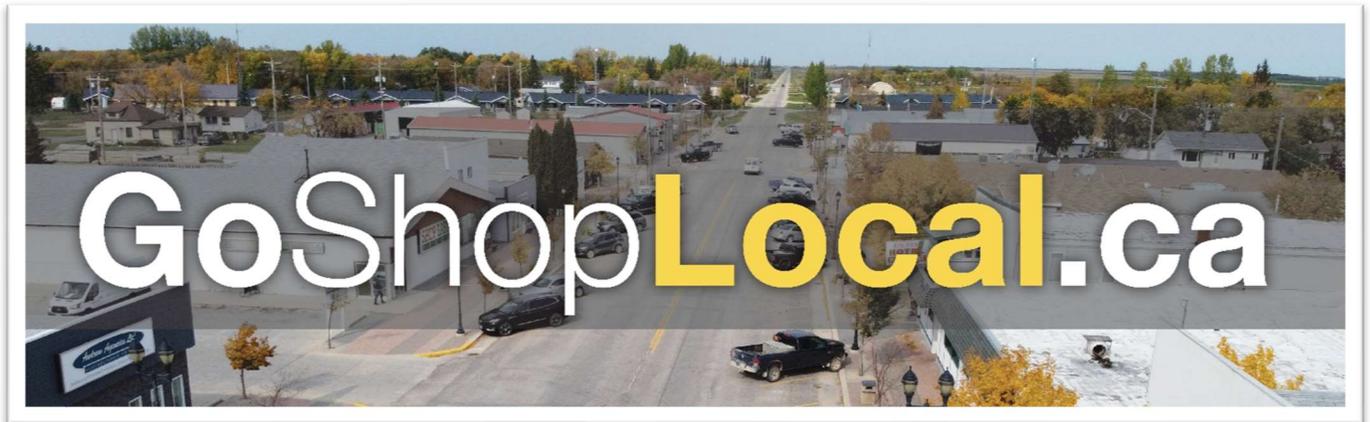
### Youth

Hundreds of children in Southwestern Manitoba answered the call to bring a little cheer to those living in personal care and retirement homes during the holiday season. Sunrise Credit Union initiated operation 'Adopt-a-Grandparent' in late November, invited schools in several communities to have their students produce handcrafted Christmas cards. Students decorated, coloured and wrote a message on the cards. More than 2,000 cards were randomly distributed to more than 35 personal care homes, retirement residences and similar facilities across Southwestern Manitoba.

Sunrise in Reston made a \$1,000 donation to the Reston School breakfast program in October. The program has been offered for several years and is well attended by students.

## Health

Sunrise Credit Union in Melita donated magazines, puzzle books, colouring books and hot chocolate to each of the residents in the Melita Lodge.



## Community

Sunrise Credit Union launched a new 'Go Shop Local' initiative in late December. The initiative is to help increase the visibility of small businesses in neighbouring regions and beyond by giving people an online platform that allows them to get more information about individual businesses and the product and services they provide. The service was available to businesses and entrepreneurs for free. Sunrise Credit Union supported the launch of [www.goshoplocal.ca](http://www.goshoplocal.ca) to businesses and consumers throughout Southwestern Manitoba through a robust marketing campaign in January 2021.



## Financial Literacy

Sunrise Credit Union engaged children during Financial Literacy Month in November through a contest. The contest saw kids across Sunrise communities complete activity sheets to learn more about Borrowing Money, Making Money, Saving Money and Spending Money. We also contacted several schools and classrooms to make them aware of the contest. The contest generated more than 450 entries, and 14 branches gave away a \$100 deposit into HeadStart Plan 24 account to one winner from their community.

Sunrise Credit Union promoted safe practices and tips on our social media channels during Cybersecurity Awareness Month in October.

Sunrise Credit Union continues to remind our members about safe practices during the pandemic. In addition to the fundamentals of washing or sanitizing hands, maintain physical distancing and wearing a mask, we are also reminding members to use outside-of-branch banking services such as online banking, ATM and telephone banking when possible.