

# Corporate Social Values

October - December 2022

## Adopt-a-Grandparent

Sunrise Credit Union delivered smiles to those living in our communities personal care and retirement homes for the third straight year this Christmas. The Adopt-a-Grandparent program aims to give each resident a handcrafted, coloured Christmas card from a child, helping spread some good cheer.



The program sees Sunrise Credit Union branches invite nearby schools to have students produce handcrafted Christmas cards. The cards are then collected by staff and prepared for distribution.

The response to the initiative has been overwhelmingly positive. This year, more than 2,500 decorated cards from children from 33 schools were collected and

distributed to 48 personal care and retirement residences.

## Merry Christmas

Sunrise Credit Union partnered with Westoba, Fusion, and Compass Credit Unions to provide a \$2,700 donation to the Westman and Area Traditional Christmas Dinner. The 37th annual event was held in person for the first time since 2019 at the Keystone Centre on Christmas Day, with nearly 3,000 meals being served or delivered. In addition to the donation, a custom-built Harley Davison motorcycle built by Cycle Boyz Customs was on display at the Brandon branch for a week. The bike raffle was a fundraiser for the Westman and Area Traditional Christmas Dinner.



*Sunrise partnering up with Westoba, Fusion and Compass Credit Union to support Western Traditional Christmas Dinner held at the Keystone Centre.*



Sunrise Credit Union donated \$1,000 to the Shoal Lake Healthy Community Committee to cover the cost of turkeys and hams for Christmas hampers for the community.

Sunrise Credit Union donated various small items for inclusion in Operation Christmas Child Shoeboxes.

On November 18, the Strathclair staff participated in the Annual Christmas Extravaganza with a Christmas craft for kids to make and take home.



*Strathclair staff's holiday photo with Santa.*

The Sandy Lake staff provided free hot dogs and hot chocolate at their branch before the Sandy Lake Community Christmas Fireworks Show on December 1. The show raised just over \$600 to donate to the local Christmas Cheer. In addition, the branch collected non-perishable food items to donate to the Southquill Food Bank.

Reston branch served shortbread and cider on December 21, providing members with the opportunity to wish branch manager Sherri Bartel the best in her upcoming retirement.

Sleigh Rides were the order of the day in Grandview as Sunrise Credit Union sponsored the popular Christmas event on December 23 while also providing hot chocolates for participants. In addition, the

Grandview branch entered a float in the Grandview Santa parade.



The Deloraine branch bought coffee for members on December 23 at the Rendezvous, Morningstar Inn, and Crafted and More.

### **Credit Union Day**

International Credit Union Day took place on Thursday, October 20. In 2022, Credit Union Day's theme was 'Empower Your Financial Future with a Credit Union.' Many Sunrise Credit Union branches celebrated with coffee, cookies, cupcakes, prize giveaways, and hospitality. Many branches also passed out Sunrise Credit Union's 2023 Our Manitoba Calendars to members.



*Baldur staff celebrating Credit Union Day with Coffee and Donuts.*

On Credit Union Day, the Ste. Rose staff discussed financial literacy with Grade 10, 11, and 12 students from Ste. Rose high school. Topics included how to budget money, the importance of loan repayment, and student credit cards.

### Volunteerism

Sunrise Credit Union staff volunteered more than 8,400 hours in 2022. The team tracks their hours using a web service called Do Some Good, with 94 employees volunteering 40 hours or more during the 2022 calendar year. Community and Economic Development, Sports and Recreation, Animal Welfare, Health & Well-Being, and Mental Health are the five most popular volunteer genres.

Ste. Rose and Laurier's staff took part in the annual Hoof 'N' Holler weekend in Ste. Rose on Thanksgiving weekend. The branch entered the community decorating contest, participated in the Saturday parade, and served hot chocolate at the branch for parade watchers.

Junior Achievement (JA) Manitoba resumed its in-school programming this fall to help students gain skills in financial literacy, workplace readiness, and entrepreneurship. The JA programs enable young people to develop essential life skills through exposure to interactive activities and innovative business solutions. Elementary, middle, and high school students (grades 2-12) are offered the program at no cost, with more than 150 schools throughout Manitoba participating annually. Local volunteers, including some Sunrise staff, bring their professional experiences into the classroom to help students connect the program concepts with real-life situations.



### Other Initiatives

Sunrise Credit Union participated in the Children's Hospital Foundation of Manitoba

fundraising efforts in November in a couple of ways. Credit Union Central of Manitoba (CUCM) did a system sponsorship of \$250,000 over three years, with Sunrise's contribution being \$5,740 annually. In addition, Sunrise Credit Union collected monetary donations from members from November 28 to December 16. People who donated more than \$20 received a free Sunny Plush Toy. \$3,346 was collected through this initiative and presented to the Children's Hospital Foundation of Manitoba.



*Brandon Staff ready to give away the plush Sunny toys.*

Sunrise in Baldur hosted a scavenger hunt for the Baldur Daycare children on October 13. The children hunted for Sunrise yellow rocks in Veterans Park and turned them in for colouring pages, crayons, and treats.

Sunrise Credit Union donated again to the Canada-Ukraine Foundation on behalf of our members in early October. \$2,640 was sent in this contribution, adding to the more than \$16,000 from early May.

In November, the Minnedosa branch collected non-perishable, nut-free breakfast food items for the Minnedosa and Area Food Bank. In addition, the branch donated \$10 to the Food Bank for every kilogram of food collected to a maximum of \$2,000. Thanks to the community's generosity, the initiative exceeded the goal of collecting 200 kilograms of food.

Sunrise Credit Union sponsored 20 hockey teams and organizations in 2022 for \$9,360. One significant sponsorship was \$1,800 for new jerseys for the Westman Wildcats U18 Female hockey team. In addition, U15 & U18 (Male & Female), High School, Senior, and other teams got sponsorship ranging from \$200 to \$800.



## Sponsorships/Donations

ORGANIZATION	BRANCH	DONATION
Glenora Playground	Baldur	\$2,000
Melita Lodge	Melita	\$1,000
UCT Glenboro (Christmas Hampers)	Cypress River	\$500
Boissevain Curling Club	Boissevain	\$2,000
Ride for Life	Strathclair, Shoal Lake, Sandy Lake	\$1,500
Deloraine Cancer Care through Lauder Ladies Cancer Tea	Hartney	\$400
Treherne Elementary Tarmac Replacement Project	Treherne	\$3,000
Grandview Recreation Commission (Halloween Fundraiser for new ice plant)	Grandview	\$750
Minnedosa Senior Citizens Association	Minnedosa	\$2,000
Wee R Special Inc. Daycare (Jeans Friday)	Deloraine	\$350
Adult & Teen Challenge Be Part of a Story Banquet	Brandon	\$300
Tiger Hills Transit Inc.	Holland	\$2,000
Shoal Lake Fire Department (Fundraiser Ball for new Jaws of Life)	Shoal Lake	\$200
Melita Legion Lounge (Veteran banners)	Melita	\$1,000