

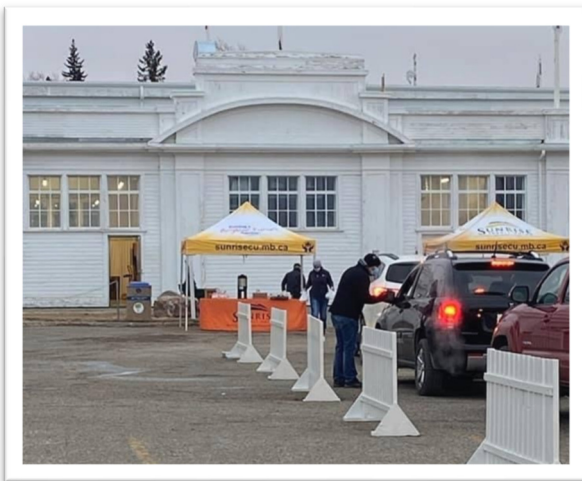


# Corporate Social Values

January - March 2021

## Community Development

Sunrise Credit Union launched a new 'Go Shop Local' initiative in late December. Go Shop Local helps 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 companies 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.



## Volunteerism

Sunrise Credit Union staff volunteered as part of the Sunrise Breakfast on March 27 to kick off what usually would have been Royal Manitoba Winter Fair week. Sunrise Credit Union has been the sponsor for the kickoff breakfast at the Royal Manitoba Winter Fair for several years and was again for this kickoff event. The RMWF could not happen in 2021 for the second straight year due to the pandemic, so the breakfast was a fundraiser for the Provincial Exhibition of Manitoba.

The staff at the Minnedosa branch of Sunrise Credit Union volunteers weekly to deliver for the Prairie Mountain Health Meals on Wheel program. The ongoing support every Wednesday has helped provide meals to seniors for more than five years.

## Philanthropy

### Goodwill

Sunrise Credit Union branches in Brandon and Virden supported the Provincial Exhibition of Manitoba 'Love-a-Fair' campaign by purchasing 500 doughnuts at Tim Hortons locations in Brandon and Virden. Virden staff delivered doughnuts to several commercial members, including Virden Chrysler Dodge Jeep Ram, Virden Recreation & Watersports, Four Season Sales, Virden Ford Sales Ltd., Wolverine Supplies and Virden Footwear. A portion of the proceeds from the doughnuts' sale during the last week of February went to support the Provincial Exhibition of Manitoba.



To celebrate what would typically have been Manitoba Ag Days week in January, Sunrise Credit Union had a social media contest (on Facebook, Instagram and Twitter). We gave away a custom-designed metal sign from Allen's Machine Works, valued at \$500. Val Forsyth of Reston was the winner. The Forsyth's have been farming for four generations and homesteaded in 1891.

For Canadian Agriculture Day on February 23, Sunrise Credit Union used the motto of *Forks Up for Canadian Ag* for a social media contest. Entrants were to post a 'Forks Up' selfie and tag Sunrise Credit Union for a chance to win \$200 worth of product from a business of their choice. Our winner, Patricia Chuhai, received a \$200 meat package from Teall Meadows of Shoal Lake.

National Pizza Day on February 9 saw Sunrise Credit Union give away a \$50 gift card to a member for a local pizza place through a social media contest. Our winner, Amber Menzies, selected Benny's Astoria Pizzeria for her \$50 gift card.

The Brandon branch donated \$1,000 to the Bobcat BIRT Cup golf tournament this summer.

### Youth

Sunrise Credit Union has been promoting the Valeyo Learning Grant on our social media channels, our Branch TV Network and our external website. Valeyo provides \$1,000 grants to students pursuing post-secondary education. Students enter by submitting an essay of 500 words or less OR a video of two minutes or less describing their academic achievement, leadership and community involvement.



## Health

The Sunrise Credit Union branch in Melita donated \$5,000 to the Melita and Area Arena Operating Board towards purchasing a golf simulator.



## Community

Sunrise Credit Union Shoal Lake and Strathclair branches extended a long-standing relationship with the Shoal Lake Communiplex for signage on the ice resurfacing machine. The new wrap on the machine is bright with the Sunrise colours and marks a five-year commitment for sponsorship with the Communiplex. Sunrise Credit Union has also provided support and signage for the Lakeside Golf Course and the Bruce Waddell Football Field in Shoal Lake.

## Financial Literacy

March was Fraud Prevention Month. Sunrise Credit Union promoted Fraud Prevention Tips through our external website and on our social media channels. Some of the tips included avoiding intercepted e-Transfers, checking website addresses carefully, and not sending personal information or details through an email, text or giving them out over the phone.

Sunrise Credit Union promoted an update to our Mobile App through our social media channels and on our Branch TV network. The update allowed the App to run 90% faster and included multiple security enhancements, improved performance, and a new auto-photo feature for cheque depositing.

## Environmental Sustainability

Sunrise Credit Union's IT Department strives to perform environmentally friendly recycling of electronic products through the Electronic Recycling Association (ERA) and the City of Brandon's e-Waste recovery program. The ERA's Winnipeg office performed a pickup of unwanted electronic items on February 24, 2021, with 110 total computers, two servers, four desk printers, a floor printer and 23 other various forms of equipment recycled during this pickup.

