



Corporate Social Values

July - September 2021

Community Development

Sunrise Credit Union announced a \$50,000 commitment to Valley Life Recreation Inc. in Minnedosa and the RM of Minto-Odanah. The funds will aid in the construction of the Squirrel Hills Trail Park trail system that will accommodate cycling, trail running, hiking, dog walking, snowshoeing, winter fat biking, and other outdoor activities.



Sunrise Credit Union joined with the other credit unions in Brandon to donate to the Brandon Urban Aboriginal People's Council to support Truth and Reconciliation Week events in Brandon. The week of September 27 to October 1 including several educational and informational activities, including the sacred fire burning continuously for the five days, the teepee challenge, indigenous market, blanket exercise, and Healing by the River.



The Reston branch sponsored the Harvest Haze Street Festival on September 11, 2021. The Pipestone Community Development Corporation put on Harvest Haze as a downtown business event. This year, the festival was combined with the Annual Town-Wide Yard Sale, creating a popular event attracting residents of the RM of Pipestone and neighbouring towns and communities.

The Reston branch also supported the Reston Historical Museum with a donation of \$2,000 to help fund the mural depicting the Peanut Line Train. The mural was produced by local artist Whitney Paul-Joseph.

In addition, the Reston branch sponsored meat draws in August and September. Rather than the in-person draws taking place, the branch donated \$225 to each of seven different organizations. The donated amount was an approximation of what would have been raised at each in-person meat draw.

The Treherne branch contributed a \$5,000 sponsorship in support of the Treherne Rink Upgrade project. The project begins with the replacement of the condenser this fall. It will continue with further projects, including replacing the Chiller and Brine Pump, a new compressor, and upgrading the electrical panel.

The Strathclair and Shoal Lake branches donated \$10,000 to the Prairie Mountain Regional Museum. A long-time credit union member, the Prairie Mountain Regional Museum was incorporated in 1999 and is located on Yellowhead Highway #16 between the Sunrise communities of Strathclair and Shoal Lake. The donation will help fund three ongoing projects at the PMRM – replacing the shingles on the Olha School, building an open shed, and constructing a miniature golf course with an 1870-1940 farm theme.

Sunrise in Grandview donated \$2,500 to the Grandview Library. The donation will help furnish the modernized location that the Grandview Library will be moving into later this year. The new site will provide greater access to resources, education, and technology in the community.



Philanthropy

Goodwill

Sunrise Credit Union in Brandon, Ste. Rose, and Treherne were proud to host Tour 150, featuring the custom retrofitted tour vehicle named Nakatamaakewin [na-kah-tah-MAA-kaywin]. Tour 150 brought a culturally rich and diverse display of art to communities across the province. It was wrapped in the beautiful artwork of local Inuit artist Kailey Sheppard. It depicts the natural beauty of our area. Inside is a collection of Inuit art in soapstone, felt, print, textiles, and other materials.



Sunrise Credit Union entered into a five-year, \$7,000 agreement with the Brandon University Athletic Department for a wall sign at the Healthy Living Centre.

The Virden branch sponsored the Virden Oil Capitals (MJHL) annual golf tournament in early August. The sponsorship was part of our overall commitment to the Oil Caps as their official marketing partner.

Sunrise Credit Union sponsored Family Fun Night at Food Truck Warz 4 in Brandon on September 16. The first 400 vehicles attending the event received free admission courtesy of Sunrise Credit Union on the first day. Staff from the Brandon branch also volunteered at the Sunrise tent all day

Thursday, handing out water and sanitizing wipes.

The Reston branch held a Back to School fundraising barbeque on September 10, raising \$1,225 for the Reston School Breakfast Club.

Sunrise Credit Union joined with other credit unions in Brandon to collect donations to the Brandon Bear Clan. Members were able to drop off donations of the most needed items at the Brandon branch between September 15 and October 1.

The Ste. Rose branch sponsored a drive-in movie night in the community on September 24. In addition to the sponsorship that provided free admission, Sunrise staff volunteered at the concession stand during the show.



The Melita branch hosted a Beef on a Bun fundraiser on September 24, with proceeds going toward restoring the outdoor rink in the community.



Staff at several Sunrise Credit Union branches dressed in orange shirts on September 29, the day before the National Day for Truth and Reconciliation.

The Baldur branch donated \$250 to support the Baldur Fire Department fundraising barbeque on September 18.

The Shoal Lake branch donated to the Lakeshore Lodge and Morley House to assist with painting at the two retirement facilities. In addition, they also provided prizes for the ladies and junior golf tournaments in Shoal Lake.

The Cypress River branch donated to the Canada Post Foundation Charity, which provides grants to children's organizations in Manitoba. They also co-sponsored the Cypress Ag Society for repairs and repainting of their bleachers.



The Waskada branch held a Meal in the Field promotion, with the winner receiving their choice of a meal prepared by Waskada Community Foods. The winner chose pizza and ice cream for supper. They also received Sunrise promo items, including a cooler, hats, and koozies.

The Waskada branch also donated toward the graduation banners displayed on Main Street in Waskada.

Youth

The Grandview branch sponsored a free swim weekend at the community pool on July 17-18. In addition to providing free entry, staff attended handed out freezes to those in attendance.

Sunrise Credit Union donated \$500 to the Oji-Cree Softball Association to support their inaugural tournament held at Brandon's Ashley Neufeld Softball Complex in August.

During August, the Argyle Kids Club and Baldur Early Learning Centre participated in a scavenger hunt at Veterans' Park, searching for rocks painted in Sunrise colours. Once the children found the stones, they could exchange them for prizes.

The Melita branch sponsored a Junior Golf Tournament in the community on September 26.



The Grandview branch donated to the Grandview School Athletic Department to purchase new uniforms for the men's and women's high school basketball teams.

The Waskada branch donated cups to Waskada school for their daily milk program.



Health

June 17, Pure Country 101 and 96.1 Bounce aired the Critical Care on the Air Radiothon Westman to raise funds for the STARS Air Ambulance service. Sunrise Credit Union was the presenting sponsor for the event, pledging \$5,000 as part of the sponsorship, and an interview with Sunrise President and CEO Tim Klassen aired during the radiothon. The event raised more than \$32,000 for STARS operations across Manitoba.

The Boissevain branch provided a \$1,000 donation to Jake Ayre, a participant in the STARS Rescue on the Island fundraising event. They also provided sponsorship to Seniors Services of Turtle Mountain Area Inc., which helped provide 110 meals in July for the community.

The Brandon branch was pleased to support the Bobcat BIRT Cup held at the Wheat City Golf Course on July 9

and also sponsored the Brandon Pickleball Club, with signage displayed at their courts located at Stanley Park in Brandon.

The Shoal Lake branch provided a donation to the Shoal Lake Pickleball court development project.

Volunteerism

Staff at Sunrise Credit Union in Virden rolled up their sleeves in support of Tim Hortons Camp Day on July 21, 2021, with staff members washing windows to help raise funds.

On September 18, Sunrise staff in Boissevain attended the Manitoba 150 celebration in the community and spent the afternoon handing out water and promo items to people attending the StreetFest.



Waskada staff also volunteered during Manitoba 150 celebrations in their community on September 18. The team served ice cream, drinks, and popcorn and took tickets for the draws during the day-long events.



Staff at the Reston branch volunteered in several ways, including painting planter boxes in the RM of Pipestone Community Garden, assisting with the finishing work at the daycare playground, delivering water, snacks, and promo items to local farmers during harvest, selling tickets to Chase the Ace and doing barrel resets at barrel racing events in Elkhorn and Virden.

Environmental Sustainability

Sunrise in Brandon participated in the City of Brandon Tidy up Tuesday's initiative. Brandon in Bloom challenged businesses to Tidy their community every Tuesday at 10:00 a.m. from June 1 to August 31.