



Corporate Social Values

April - June 2022

Philanthropy

Goodwill

Stino Scaletta of Brandon was the winner of the 2022 Sunrise Credit Union Our Manitoba Photo Contest. All 13 finalists will receive a canvas print of the winning photograph, be featured in the 2023 Sunrise Credit Union calendar, and have appeared on Sunrise Credit Union's branch TVs and social media channels. In addition, Stino earned the Grand Prize of a \$500 One-Year Term Deposit from Sunrise Credit Union. 2022 marked the tenth edition of the Our Manitoba Photo Contest. The unveiling of the grand prize winner on Thursday (May 12) coincided with Manitoba Day.



Brandon branch manager Connor Ross with 2022 Our Manitoba Photo Contest winner Stino Scaletta.

Sunrise Credit Union donated \$3,000 to Baldur Hall for them to upgrade their kitchen.

Sunrise Credit Union provided graduation lawn signs to participating branches to honour high school graduates this year.

Several branches held fundraising BBQs during the second quarter of 2022.

BRANCH	BENEFITTING ORGANIZATION	DONATION	DATE
Grandview	Tiny Treasures Day Care	\$2,145	June 1
Baldur	Baldur Ball Diamond Upgrades	\$2,300	June 10
Deloraine	Deloraine Winchester Swimming Pool	Unknown	June 15
Brandon	Women's Resource Centre	\$585	June 24

In addition, the Reston branch continued its sponsorship and involvement with a Meat Draw through the Reston Golf Club. The draw is held twice monthly from May through September, with proceeds donated to local organizations.



Holland staff served up ice cream ahead of the fireworks in their community on June 30.

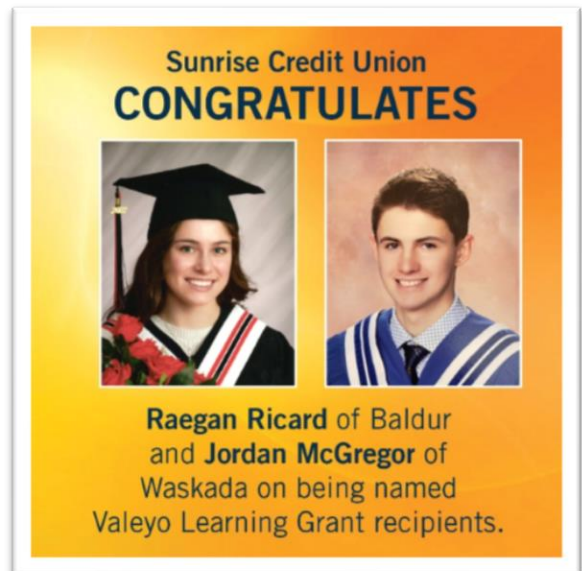
Every year Holland puts on a firework show supported primarily by donations from the community. During June, Sunrise Credit Union’s Holland branch collected donations of \$300.00. Before the fireworks, the staff played some fun games and served up ice cream to the community.

Other donations in the second quarter of 2022 included:

ORGANIZATION	BRANCH	DONATION
Cypress River Senior Centre	Corporate	\$500

Youth

Two members of Sunrise Credit Union were recipients of Valeyo Learning Grants this year, with Jordan McGregor of Waskada and Raegan Ricard of Baldur awarded \$1,200 each. The Valeyo Learning Grant is for students who are members of a participating credit union in British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario. Applicants submit an essay of 500 words or less OR a video of two minutes or less describing their academic achievement, leadership, and community involvement.



Sunny, the mascot, has on hand to greet kids from the Minnedosa Community Child Care when they toured the Minnedosa branch on June 3. The children were touring businesses in the community and received crayons and colouring pages from Sunrise staff.

Sponsorship

Sunrise Credit Union presented the Westman Critical Care on the Air Radiothon on June 3 in support of the Shock Trauma Air Rescue Service (STARS), donating \$5,000 to be the presenting sponsor for the event. STARS is a Canadian non-profit helicopter air ambulance organization

funded by government contributions, service groups, and corporate and individual donors. They provide rapid and specialized emergency care and transportation for critically ill and injured patients.



Virde staff volunteered their time at the Telus Cup Western Regional U18 Championship.

Sunrise Credit Union was a Diamond Sponsor for the 2022 Telus Cup Western Regional U18 Championship held at Tundra Oil & Gas Place in Virden from March 31 to April 3. The \$3,000 sponsorship helped organizers stage an event that was postponed during the pandemic. The event brought together the host team, the Southwest Cougars, and the top U18 male teams from

Manitoba, Saskatchewan, and Northern Ontario to compete for a spot in the National Telus Cup event.

Credit Union Young Leaders of Manitoba (CUYLM) held their 2022 conference 'All In: Betting on Yourself' in Brandon on April 28-29. Sunrise Credit Union was a Platinum sponsor (\$3,000) for the event. The CUYLM is a network of over 200 young credit union professionals from across the province who are passionate about cooperative, socially-responsible banking and aspire to lead Manitoba's credit unions into the future.

The inaugural Westman Flame of Hope Charity Golf Tournament was held June 10 at the Glen Lea Golf Course in Brandon, and Sunrise Credit Union was an Ace Sponsor (\$3,000) for the event. The Tournament was in support of D-Camps and diabetes research.



Hartney minor ball players show off the Sunrise logo on their new uniforms.

Sunrise Credit Union sponsored the Southwest Business & Entrepreneur Expo on April 27 at the Glenwood Memorial Complex in Souris. The innovative business event featured speakers, panel presentations, a trade show, networking, and a business pitch event with an opportunity to win cash awards. In addition to sponsoring, Sunrise set up a booth for the trade show.

Sunrise Credit Union sponsored new uniforms for Hartney Minor ball with a \$2,350 donation. The community's minor ball program was on hold for the past two years because of the pandemic, but kids were ecstatic to be back playing in their new uni's in 2022.

Sunrise Credit Union sponsored the National Indigenous Peoples Day Celebration on June 21 at the Riverbank Discovery Centre in Brandon. This free event celebrated the diversity of Canada’s First Nations, Inuit, and Métis People with a full day of entertainment and displays.

The Laurier Recreation Committee received a \$2,000 donation from Sunrise Credit Union to fund the Canada Day Celebration fireworks.

Other sponsorships in the second quarter of 2022 included:

ORGANIZATION	BRANCH	DONATION
Oji-Cree Softball	Corporate	\$500
Dauphin & District 4-H Beef and Sheep	Grandview/Ste. Rose	\$200
Westman Softball Association	Corporate	\$1,200
Tilston 4-H Beef Club	Melita	\$250
Manitoba Summer Fair	Corporate	\$500
Reston Minor Hockey U17 Jerseys	Reston	\$1,200
Melita School (Swim Program)	Melita	\$450
CUCM Golf Tournament	Corporate	\$367
1st Annual Métis Festival (Roblin)	Grandview	\$250
Manitoba High School Rodep (Gilbert Plains)	Grandview	\$200

Volunteerism

The Baldur staff spent evenings in early June planting for the Baldur Flower Committee. The Baldur staff also regularly volunteered at Baldur Regal home games and at Baldur Solstice Days on June 17-18.

The Boissevain Fair returned June 25-26 after a two-year break. It featured livestock shows, show and shine, fireworks, a bouncy castle, face painting, and a kids' carnival. Sunrise Credit Union staff from the Boissevain branch helped run the kids' carnival games Sunday afternoon.

Environmental Sustainability

Updated statistics from Credit Union Central of Manitoba (CUCM) indicated that Sunrise Credit Union members continue to use e-Statements effectively to reduce the number of printed pages. The statement cycle in April showed that approximately 52.7% of business members and about 65.5% of personal members use e-Statements rather than having mailed printed statements. Overall, each month, 33,000 pieces of paper are no longer printed by offering the e-statement option.



Baldur staff ready to go planting for the Baldur Flower Committee.