



Corporate Social Values

July - September 2022

Sunrise embracing Truth & Reconciliation

Canada marked the second National Day for Truth and Reconciliation on September 30.

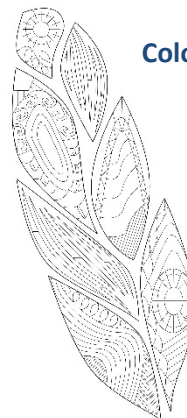
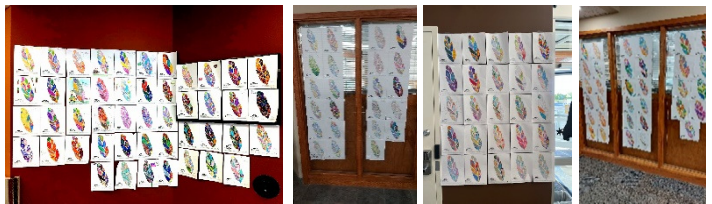
Sunrise Credit Union is committed to establishing and maintaining mutually respectful relationships with Indigenous and non-Indigenous Canadians as the foundation of meaningful reconciliation.

Sunrise has invested in community initiatives and projects that create awareness, learning, and dialogue opportunities. For example, Sunrise sponsored and participated in the Truth and Reconciliation Week activities in the City of Brandon for the last two years, contributing \$2,000 in 2022. In addition, Sunrise has provided financial support to the National Indigenous Peoples Day in Brandon, the inaugural Honouring the Good Road Gala, and the Creating a New Legacy Aboriginal Healing & Wellness Conference.

Internally, Sunrise Credit Union provides staff with Truth and Reconciliation and Indigenous Awareness Professional Development opportunities. The Board of Directors has a land acknowledgment before their meetings. We also encourage staff to learn through community events on the National Day for Truth and Reconciliation.

In 2022, many staff members wore orange on September 29 to recognize the National Day for Truth and Reconciliation.

In addition, a colouring page was distributed to schools in some Sunrise communities, with the finished sheets posted in our branches.



Colouring Page and Description

Inspired by the prairies from which we call home, images depicting the sun, leaves, clouds, water and crops are artfully woven together inside seven sections, forming a decorated feather. This weaving together of separate parts into a unified and diverse whole is also the origin story of Sunrise. This feather was intentionally designed in the spirit of Truth and Reconciliation.

Kendra Kay Entertains Crowd at Virden Downtown Daze

Two-time Manitoba Country Music Association Fan's Choice Entertainer of the Year Kendra Kay highlighted the return of Virden Downtown Daze on August 18.

Kay's appearance at the event, which was not held in 2020 or 2021, was made possible partly due to a \$12,000 sponsorship from Sunrise Credit Union – a sponsorship split between the Virden branch and Corporate. The sponsorship allowed country music fans to enjoy Kendra's performance for free!

The event was in conjunction with the Virden Indoor Rodeo and included additional entertainment, vendors, food trucks, and activities.



Virden staff finding the sunshine through the rain at the Virden Downtown Daze.

Walk This Way

The pandemic seems to have created a new appreciation in many communities for the old-fashioned activity of walking and hiking. As a result, several initiatives are ongoing to improve walking trails in Sunrise communities.

The Melita branch donated \$8,000 to the Melita Sunrise Walking Trail this year. The donation helped expand the walking Trail from the Town of Melita to the Bird Sanctuary. It also allowed for the construction of a bridge over a creek on the Trail. This year's donation was the second installment of a two-year commitment, with \$13,000 total donated by Sunrise Credit Union.



Carolyn Arndt from Sunrise in Melita is presenting a cheque to Brian Teetaert and Norma Tilbury.

Shoal Lake branch donated \$1,000 to the RM of Yellowhead for the Northshore Park Walkway Project. The North Shore Park is a focal point of the community in Shoal Lake, but the walkways were in poor condition and needed to be replaced. The RM of Yellowhead established a Committee to pursue grants and solicit grants for the project, with a total of \$60,000 needed.

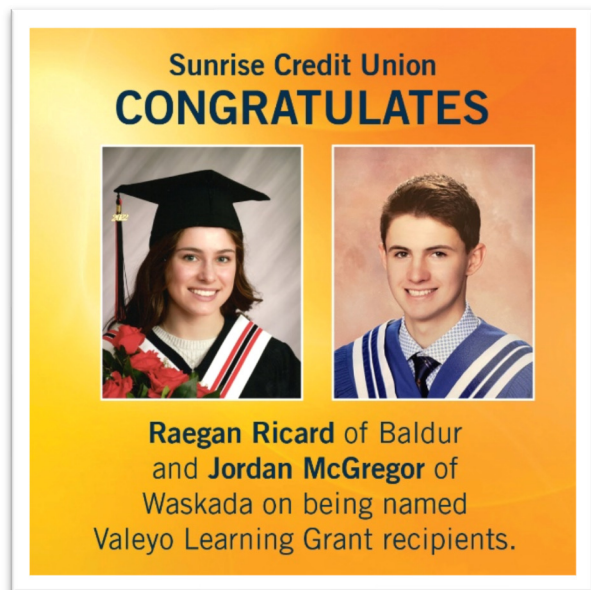
Sunrise Members Earn Valeyo Learning Grants

In early June, Jordan McGregor of Waskada and Raegan Ricard of Baldur were named Valeyo Learning Grant recipients.

McGregor graduated from Waskada School in the spring of 2022 and is enrolled in pre-employment heavy equipment technician at Olds College this fall. He maintained Honour Roll marks during his time in high school. And was active in extracurricular activities, including being captain of the high school hockey team and serving on the student advisory committee.

Ricard graduated from Prairie Mountain High School in June and is attending Brandon University this fall and taking classes in the pre-professional dentistry program. Raegan was the Student Council President, has played many sports in high school, and even started a track & field club during the pandemic.

The Valeyo Learning Grant is a \$1,200 scholarship. 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.



Grill, Baby, Grill – Grill, Baby, Grill

The summer of 2022 saw the return of fundraising BBQs for many of Sunrise Credit

Union's branches. The individual branch BBQs raise approximately \$40,000 annually for worthwhile organizations and projects in Sunrise's 19 communities.

In 2022, more than \$11,000 was raised from our staff's efforts at the branch fundraising BBQs. Here are some of the organizations that benefitted.

Branch	Benefitting Organization	Donation	Date
Minnedosa	Kain Burgess Cancer Treatment	\$250	May 27
Baldur	Baldur Minor Ball	\$2,300	June 10
Deloraine	RM of Deloraine - Winchester Pool Project	\$1,500	June 15
Brandon	Women's Resource Centre	\$585	June 24
Strathclair	Strathclair Minor Ball	\$641	Aug 19
Shoal Lake	Northshore Park Walkway Project	\$868.85	Sept 1
Waskada	Waskada Community Park Accessible Washroom Project	\$2,000	Sept 15
Holland	Handivan for Holland and area	\$2,000	Sept 16
Reston	Reston School Breakfast Program	\$1,300	Sept 16

In addition to its fundraising BBQ, the Reston branch concluded its popular Meat Draws in September. The draws are held bi-weekly from June 9 to September 15, with \$3,375 raised for nine community organizations. The organizations that each received \$375 were:

- Reston & Area Early Learning Centre
- Reston Fair
- Reston Travel Club
- Pipestone Drop Inn
- Reston Nursery School
- Senior's Helping Hand
- Pipestone 4-H Beef Club
- Pipestone Albert Ag Society
- Pipestone Recreation Club

Three branches held Meal in the Field contests during the 2022 Harvest. Cypress River staff delivered a Meal in the Field to Derek Verstraete and Family on September 2; Waskada staff delivered to Temple Farms

Ltd. on September 28 and Hartney staff delivered to Brett and Luanne Hodgson on September 28.



Smile for the Cookie!

In September, the Brandon and Virden branches were part of the Tim Hortons Smile Cookie fundraising initiative. \$1 from every Smile Cookie sold in Brandon and Virden from September 19-25 was donated to the Brandon Area Community Foundation (BACF).

The BACF invests contributions it receives in a perpetual endowment fund and uses the income earned to make grants to various charitable groups. These grants benefit our local communities in Southwestern Manitoba.

9,832 Smile Cookies were sold during the fundraising campaign, raising close to \$10,000 for the Brandon Area Community Foundation. Sunrise Credit Union and three other credit union partners (Compass, Fusion, and Westoba) added to the total by contributing an additional \$5,500, including \$1,375 from Sunrise.

Volunteerism

In addition to sponsoring the Kinsmen Mud Bog during the Grandview homecoming, the

staff of Sunrise Credit Union in Grandview supported and ran the Slip'n'Slide on the Sunday of the event.

The Boissevain Fair returned on June 24-26 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.

The summer of 2022 saw a return to parade season for many of Sunrise Credit Union's branches. Staff from several branches participated in parades held in conjunction with fairs or festivals, including Grandview, Reston, and Strathclair.

Sunrise staff was prominent at the Canada Day celebrations in Laurier on July 1. Volunteers from the Ste. Rose and Laurier branches set up and ran games, including three-legged and sack races. The staff also handed out balloons, did face-painting, and had photo opportunity props set up. The day culminated with a fireworks display sponsored by Sunrise Credit Union.

Other Initiatives Sponsorships/Donations

Organization	Branch	Donation
Flames of Hope Golf Tournament (Diabetes Canada)	Corporate	\$3,000
World Percheron Congress	Corporate	\$1,000
Westman Dreams for Kids McDonald's Classic Golf Tournament	Corporate	\$1,500
Reston Fair Committee	Reston	\$750
Rockin' the Fields of Minnedosa	Minnedosa	\$2,000
Kinsmen Mud Bog/Party in the Park	Grandview	\$2,500
Run for the Hills Marathon	Treherne	\$500
Rides for Hope (Adult & Teen Challenge)	Corporate	\$500
Deloraine Ag Society	Deloraine	\$100
North American Game Warden Museum Golf Tournament	Corporate	\$250
3rd Annual Big 3 Wellview Fundraising Golf Tournament	Virden	\$250
Wee R Special Inc. Daycare	Deloraine	\$350
In-Day Cup Golf Tournament	Reston/Hartney	\$500
Creating a New Legacy Final Gathering	Corporate	\$500
Thunder & Ice Snowmobile Trail Map	Shoal Lake	\$200
Oak Lake High School Rodeo Association	Corporate	\$500