



# Corporate Social Values in Action

April - June 2023

## Sunrise Presents STARS Radiothon

The Westman Critical Care on the Air radiothon was broadcast 'live' from the Keystone Centre parking lot on June 2. Sunrise Credit Union was the presenting sponsor for the 12-hour event, which raised funds for the air ambulance service.

STARS is a charitable, non-profit organization funded by generous individuals, organizations, businesses, event partners, and the government. Thanks to Sunrise's support, and other allies, STARS can respond 24/7 to care for critically ill and injured patients when and where needed most with their state-of-the-art medical helicopter and highly-skilled crew members.

This year's radiothon slightly changed, moving to QCountry and STAR-FM. 2023 also marked Sunrise's fourth year as the presenting sponsor for the STARS radiothon.

Donations exceeded the organization's original goal, with more than \$53,000 raised during the radiothon.

## The Faces of the Manitoba Summer Fair

Sunrise Credit Union sponsored the Kids Zone of the Manitoba Summer Fair held at the Keystone Centre grounds from June 7-11.

The Kids Zone was under a Circus Tent just north of the Dome Building and featured acts like Doodles the Clown and Dr. Von Houligan's Family Extravaganza.

As part of the sponsorship, staff members volunteered to give out promo items and do face painting for kids in an area just outside the Kids Zone. More than 400 kids had their faces painted during the five days of the Summer Fair, thanks to our hard-working volunteers.



## Baker Claims 2023 Our Manitoba Photo Contest

Sunrise Credit Union's 2023 Our Manitoba Photo Contest winner is Jodi Baker of Neepawa.

A panel of Sunrise staff selected Baker's photo 'Sunflower Sunset' as one of the 30



finalists from approximately 250 entries for this year's contest. Sunrise held a week-long public vote on the 30 finalists in April through the [ourmanitoba.org](http://ourmanitoba.org) website, with Baker's photo earning the most nods to be declared the winner.

Baker captured the winning photo south of Neepawa in mid-August 2022 and entered the Our Manitoba Photo Contest for the first time in 2023 after hearing about the contest on social media and being encouraged to join by family and friends.

All 13 finalists will receive a canvas print of the winning photograph and be featured in the 2024 Sunrise Credit Union calendar. In addition, Baker earned the Grand Prize of a \$500 One-Year Term Deposit from Sunrise Credit Union.

### **Manitoba Curling Legends Honoured**

Some local legends in the sport of curling were honoured at the Manitoba Curling Hall of Fame & Museum induction ceremony in Brandon on May 7.

Sunrise Credit Union was the presenting sponsor for the event at the Victoria Inn, with five teams, two builders, and two curlers recognized for a career of excellence. The teams include the 2011 Canadian Senior Champion & 2012 World Silver Medal-

winning Kelly Robertson (Neepawa) team along with the Canadian Masters Champion teams of Martin Bailey-2004 (Heather), Doug Armour-2005 (Souris), Ray Orr-2009 (Minnedosa), and Joyce McDougall-2011 (Brandon).

The individual inductees were builders Dave Petursson and Bob Flock. Petursson officiated many Provincial, National, and International events, while Flock was a police curling leader and competitor. Curlers Ruth Wiebe and Doug Harrison were recognized for their long careers of competitive excellence.

It was the first time the Manitoba Curling Hall of Fame dinner was held in Brandon since 1995.



### **Junior Achievement Program Hits Minto Elementary School**

Boissevain branch manager Derian Penziwol spent some time in the classroom in May, conducting a Junior Achievement Program session at the Minto Elementary School.

The topics covered in the three one-hour sessions were:

- Financial Literacy and Entrepreneurship.
- A practical approach to Starting a Business.
- Social studies learning objectives, including money management, goods and services, and global markets

Each one of the learning objectives had a combination of book learning and interactive games.

### **Touch a Truck a Success in Laurier**

The Laurier branch was involved in the Touch a Truck fundraiser on June 10, donating \$500 to sponsor kids' lunches while staff volunteered at the event.

Children (2-12 years old) could explore different vehicles by purchasing a passport. Vehicles onsite included construction vehicles such as loaders and graders, fire engines, police vehicles, and many more. Sunny, the Sunrise Credit Union mascot, also appeared at the event.

Touch a Truck was well attended and a huge success, with proceeds going to the Ecole Laurier Parent Committee for an outdoor classroom.

### **Other Donation and Sponsorship Highlights**

The Virden and Reston branches co-sponsored the Fort La Bosse School Division Bus Safety Colouring contest, donating funds for prizes that included two bikes and six helmets.

The Ste. Rose branch made the first part of its two-year Silver Donation (\$2,500) to the Turtle River Trails in May. In addition, the branch sponsored the Turtle River Trails Ste. Rose in Motion Fun and Fitness Walk. The

winning team of four walked 1,064 kilometres over seven weeks.



The Horod Community Hall has a new AED machine thanks to a \$2,000 donation from Sunrise Credit Union.

### **Sunrise Out and About**

Staff from the Strathclair branch assisted with the cleanup of the municipal cemetery on May 27.

The Shoal Lake branch staff delivered Meals on Wheels to seniors for six weeks in May and June.

Baldur staff spent an evening planting flowers for the Baldur Flower Committee on June 15.



Sunrise staff assisted with the Habitat for Humanity Build on June 19.

Boissevain branch staff volunteered at the canteen for the Boissevain & Area 4-H Rally



## Branch BBQs and Fundraisers Benefitting Communities

ORGANIZATION	DONATION	AMOUNT
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Wee R Special Daycare	Deloraine	\$1,500+
STARS Critical Care	Reston	\$2,150
Baldur-Argyle Fire Department	Baldur	\$4,613
Charlie Brown Daycare	Ste. Rose	\$1,200
MCI Graduating Class	Minnedosa	\$390
Glenboro South Cypress Health Action Committee	Cypress River	\$1,560

## Sponsorships/Donations

ORGANIZATION	DONATION	AMOUNT
Deloraine Golf Club 50 <sup>th</sup> Anniversary	Deloraine	\$2,000
McCreary Baseball Team	Laurier	\$500
Rural Manitoba Football League Challenge Cup	Shoal Lake	\$500
The Court Project – Ste. Rose Basketball Court	Ste. Rose	\$1,000
Cypress River Fundraiser Committee	Cypress River	\$1,000
McCreary Golf & Country Club Hole Sponsorship	Ste. Rose	\$300
Baldur Recreation Centre	Baldur	\$1,000
Manitoba Farmer Wellness Program	Corporate	\$1,000
Minnedosa Agriculture Society	Minnedosa	\$2,000
Maple Syrup Festival	Laurier	\$500
Brandon Regional Health Centre Foundation	Corporate	\$1,500
Westman Dreams for Kids Golf Tournament	Corporate	\$1,500
Tribute to Tourism Gala	Corporate	\$500
Swan Lake Recreation Complex	Holland/Baldur	\$1,200
CP Association Walk, Wheel or Run	Virden	\$250
25 <sup>th</sup> Annual Rancher's Bash	Ste. Rose	\$250
Whitewater Recreation Park Canada Day Celebrations	Hartney/Boissevain/Corporate	\$1,000
Altitude Festival (Erickson)	Corporate	\$200
Brandon Sunset Beer Tasting Festival	Corporate	\$1,500
Brandon Chamber of Commerce 140 <sup>th</sup> Awards Show	Corporate	\$3,000