



# Corporate Social Values in Action

July - September 2023

## Sunrise Credit Union Centre Officially Opens

Sunrise Credit Union officially announced a naming rights partnership in September for the newly constructed arena in Minnedosa, named the Sunrise Credit Union Centre. Before the merger with Sunrise Credit Union, Minnedosa Credit Union formally agreed to donate \$250,000 to the new facility in January 2013. Sunrise honoured this commitment and invested in one of the cornerstones of the community.

This facility will become the central hub of



the Minnedosa recreational grounds and provide various opportunities to the community, including hockey and skating in the winter and indoor practices for baseball, rugby and soccer in the spring and summer. The brand-new facility will host many community events within its walls, including concerts, fundraising initiatives, social events, and meetings. It can also

attract special events to the community, such as provincial curling championships.

The Sunrise Credit Union Centre offers wheel-chair accessible bathrooms and air-conditioned canteen services for events held on the grounds. The arena will also support and encourage an active lifestyle among community members of all ages and abilities, with a walking track and pickleball courts in the summer months.

## Field Trip

The Melita Branch embarked on field trips in August to visit commercial members in their community. On August 2, staff spent the morning with A1 Agronomy to learn about their S.W.A.T. technique and its value in production for our Ag producers. Sunrise staff also did some office learning and got a full crop scouting tour.

On August 24, three Melita lenders ventured to Cargill to meet with Plant Manager Chad Yeomans to tour their facility and learn how grain is accepted, graded, stored and transported. They also learned how moisture content and grading happens and Cargill's complex computerized system for storage. Staff were also able to talk to Tyler Fletcher, Senior Grain Representative, as well as several other members of the Elva Cargill team.

The two road trips were part of an initiative to educate lenders on the agricultural sector and industry in the community first-hand.

### Heritage Videos

Sunrise Credit Union partnered with Gordon Goldsborough, Graham Street and Shaun Cameron to produce a series of 19 one-minute videos relating to the history of Manitoba. There is one video for each Sunrise Credit Union community. These videos are available to be viewed on Sunrise’s YouTube channel, our website community pages, and have over 1,000 views on YouTube.

COMMUNITY	VIDEO SUBJECT
Baldur	McLaren Stone Outhouse
Boissevain	Telephone Exchange Building
Brandon	Valleyview Building
Cypress River	Consolidated School Building
Deloraine	Newcomb’s Hollow
Grandview	War Memorials
Hartney	Town Hall
Holland	Agricultural Society Monument
Laurier	Pennarun School
Melita	Cemetery Winter Vault
Minnedosa	Armoury Building
Reston	Pipestone Municipal Office
Sandy Lake	Elphinstone Ranch
Shoal Lake	North West Mounted Police Post
Ste. Rose du Lac	River Bowstring Arch Bridge
Strathclair	McMurachy Monument
Treherne	Dobbin Family Grain Elevator
Virden	Queen Terrace
Waskada	Concrete Block Bank

### An e-Citing Promotion

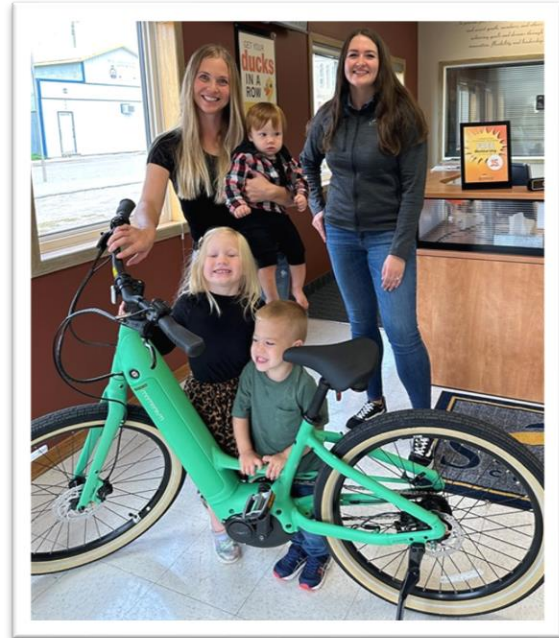
Sunrise Credit Union encouraged members to do their part for the environment this quarter with the great e-bike giveaway contest.

Members who signed up to receive e-statements through online banking were entered to win an e-bike purchased from Stream’n’Wood. The winners of the e-bikes were:

- Shannon Penner – Grandview
- Jeffrey Noel – Cypress River
- Kaylee McLean – Hartney

Sunrise Credit Union has over 15,000 personal members who utilize e-statements, resulting in

approximately 30,000 fewer printed pages monthly.



### Meal in the Field

Sunrise Credit Union staff were busy meeting members in the field (and shops) this fall as part of the Meal in the Field campaign. 2023 saw the contest become universal across all 19 Sunrise communities, with branch staff delivering a meal from local businesses to a hard-working agribusiness member during harvest.

This promotion helps Sunrise Credit Union give back to the agricultural community and fosters positive relationships with our agribusiness members and local business establishments.



## Truth and Reconciliation

Sunrise Credit Union continued its commitment to Truth and Reconciliation Day as a major sponsor for Brandon's Truth and Reconciliation Week activities. In addition, we encouraged staff to wear orange shirts on September 29 to recognize Truth and Reconciliation Day on September 30.

## Sunrise Active at Community Events

The Reston staff attended the Reston fair, held July 21-23. The fair features agricultural exhibits, livestock shows, and a variety of entertainment.

Visitors also enjoyed carnival rides and games. The staff volunteered at the gate and the social and had Sunny ride their float entry in the Saturday morning parade.



On July 15-16, staff volunteered at the Cypress River Fair. On the 15th, the parade included a Sunrise Credit Union float, floats from other businesses and organizations, antique cars and tractors. Sunrise also donated to the town fundraising event featuring a comedian and social. On the morning of the 16th, staff set up a booth where the kids enjoyed "Giant Yard Games" and got Sunny tattoos and promo items. Our team ran a station for the King Farmer Competition in the afternoon. Members had to sort and roll out silver coins within a time limit to pass our station and answer how much value there was.

The 135th Annual Strathclair Ag Society Fair was on July 18. Sunrise staff and Sunny had a blast volunteering at the pancake breakfast and participating in the parade.

Hartney Hopper Days on August 11-13 featured a merchant BBQ on Friday, a bonfire on Saturday and a parade on Sunday, among other events. The Hartney branch was a proud supporter of the event, donating \$250 toward the fireworks and \$250 toward the bouncy castle rental. In addition, staff participated in the parade and volunteered at a booth at the fairgrounds for Family Day, handing out prizes to children for playing Plinko.

Laurier branch sponsored the McCreary Ag Society Fair and Rodeo on July 29-30. In addition to having a float in the parade, staff handed out 130 goodie bags.



The staff of the Baldur branch spent many summer nights this year volunteering at the home games of the Baldur Regals of the Border Baseball League. The Regals played seven regular season and two playoff games from May to July.

## **Other Donation and Sponsorship Highlights**

The Waskada branch sponsored and volunteered at Movie Night in Waskada on August 9, where families enjoyed The Super Mario Bros. Movie. Proceeds went to the Waskada Wee Ones Early Learning Centre.

The Sunrise Splash Shindig was on August 25 at the Treherne Aquatic Centre. Sunrise staff volunteered at the event, playing Super Connect 4 while collaborating with Homestead Co-op and Panko's to put on the BBQ and sponsor the free public swimming. Proceeds of the event, \$1,000.00, were donated to the Treherne Aquatic Centre. Sunrise Credit Union was a platinum sponsor of the 7th annual Mudbog event in Grandview on August 11-13. Staff volunteered at the Slip N Slide held on the Sunday of the family-friendly event.

The 2023 Credit Union Cup was September 17. The annual event pits the Minnedosa and Neepawa Golf Club members against each other in a Ryder Cup-style competition. It is co-sponsored by Sunrise and Stride Credit Unions. Team Minnedosa won the men's and women's competitions at the event.

## Branch BBQs and Fundraisers Benefiting Communities

ORGANIZATION	DONATION	AMOUNT
Organization	Branch	Amount
Virde n 4 Ukraine Committee	Virde n	\$1,628.25
Wee R Special Daycare	Deloraine	\$1,000
Holland Fire Department	Holland	\$1,211
Shoal Lake Community Hall	Shoal Lake	\$580.75
Strathclair Parent Advisory Council	Strathclair	\$763
Reston School Outdoor Space Project	Reston	\$1,500
Minnedosa Fun Fest	Minnedosa	\$350
Special Olympics Westman	Minnedosa	\$350

## Sponsorships/Donations

ORGANIZATION	DONATION	AMOUNT
Ride for Life	Strathclair, Shoal Lake, Sandy Lake	\$1,500
Canadian Cancer Society - Marathon Monday	Holland, Baldur, Cypress River, Brandon	\$1,000
2023 Junior Golf Tournament	Melita	\$3,500
Hartney Hopper Days	Hartney	\$500
Pilot Mound Pool Committee	Baldur	\$1,000
Shoal Lake Community Foundation	Shoal Lake	\$1,000
Shoal Lake Emergency Response Team Jaws for Life	Corporate	\$1,000
Funds for Furry Friends	Brandon	\$449.20
Chris Lockhart Medicial Expenses	Reston	\$400
Central Park Playground	Melita	\$1,200
Reston Palliative Care & Willowview Activities	Reston (Meat Draw Donation)	\$382
Pipestone Drop-Inn Centre	Reston (Meat Draw Donation)	\$382
Pipestone Fun Days	Reston (Meat Draw Donation)	\$382
Seniors Helping Hands	Reston (Meat Draw Donation)	\$382
RMNP Film Festival Toonie Screening	Corporate	\$1,000