



Corporate Social Values in Action

April - June 2024

Building Communities Grant Program



The spring intake of the Building Communities Grant Program took place in May. Close to 60

applications to assist organizations and projects in the Sunrise Credit Union trading area were received. After careful consideration, an evaluation committee identified four organizations to receive a combined \$50,000 in grant funding.

The Leda Lake Park project in Erickson will receive \$25,000. In recognition of the donation, the lookout structure will be named after Sunrise Credit Union in perpetuity. The project addresses the community's need for more parks and recreational space.

The grant program has funded a diverse range of projects. Prairie Skills Inc. in Deloraine will receive \$10,000 to assist with upgrades to emergency accessibility to the third floor. The Oak Lake Care Centre will receive \$10,000 to purchase furniture, toys, and equipment for the new 84-space daycare. The Swan Lake First Nation Pow Wow Committee will receive \$5,000 to increase accessibility to the grounds for the

Elders and to the Elders' stand area. This variety of projects reflects the program's commitment to inclusivity and community development.

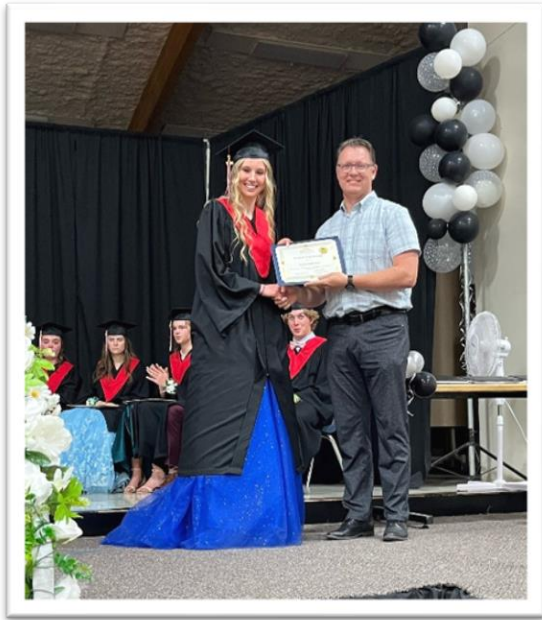


The fall intake period for the Building Communities Grant Program will take place from October 1-31, 2024.

Sunrise Scholarship Program

This spring, Sunrise Credit Union's revamped Scholarship Program made a significant impact, awarding 14 scholarships totaling \$24,000 to students. The program drew 60 applicants, with a six-person committee scoring each application on academics, leadership, extracurricular activities,

volunteerism, community involvement, and essay quality.



St. Alphonse's Laura Delichte received the most significant scholarship: \$5,000 for a high-school graduate seeking post-secondary education.



Abbigail Conrad of Swan Lake received the \$3,000 scholarship awarded to a Sunrise Credit Union Summer Student; Elizabeth Greig of Melita received the \$3,000 scholarship for a first-year student continuing their education at Brandon University, and Lindsay Wytinck of Glenboro received the \$3,000 scholarship for a first-year student continuing their education at Assiniboine Community College. Abbi, Elizabeth and Lindsay are all employed by

Sunrise Credit Union as summer students, as is the \$1,000 scholarship winner Ainsley Boulanger of Hartney.

Other \$1,000 recipients were:
Shaylee Frattinger (Elkhorn)
Kendra Wytinck (Cypress River)
Siena McMillan (Brandon)
Nadia Nickel (Solsgirth)
Raelee Brasch (Grandview)
Anna Forbes (Glenboro)
Dominique Lansing (Virden)
Carys Wytinck (Bruxelles)
Nicholas Hiscock (Brandon)

Branches Raise More than \$17,000

Branch fundraisers were popular in May and June, with \$17,138.89 raised by our community-conscious branch staff through their tremendous efforts. Below is the breakdown of funds raised and the organizations that benefitted from our commitments to our communities. This collection of efforts shows what being part of our communities is all about.



We look forward to helping more community organizations through additional branch fundraising this summer.

Branch Fundraisers (May and June)

ORGANIZATION BENEFITTING	BRANCH	AMOUNT
Minnedosa Museum & Heritage Village	Minnedosa	\$252
Ste. Rose Fitness Center	Ste. Rose	\$1,100
Parkland Humane Society	Grandview	\$1,390
Canada Day Committee	Minnedosa	\$300
Holland Elementary School Breakfast Program	Holland	\$1,850.35
Baldur Care Home (BBQ & Raffle)	Baldur	\$3,290.24
Cypress River Memorial Hall Renovations	Cypress River	\$1,832.50
Deloraine Minor Ball Association	Deloraine	\$1,800
Waskada Community Foods (BBQ)	Waskada	\$1,200
Waskada Lions Club (Raffle)	Waskada	\$1,730
Hartney Fair Grounds	Hartney	\$2,000
Erickson & Area Food Bank	Sandy Lake	\$393.80

Manitoba Envirothon Appreciates Sunrise Credit Union

Sunrise Credit Union sponsored Manitoba Envirothon in 2024. The Manitoba Envirothon is an annual hands-on environmental education competition for high school students. It is designed to encourage teamwork, problem-solving skills, and public speaking while fostering an appreciation for current environmental issues.

Envirothon combines the exhilaration of team competition, the challenge of learning about environmental issues, and the experience of using this knowledge in hands-on activities. This approach to environmental education helps students develop skills necessary to address environmental problems, such as collaboration, critical thinking, and public debate.

Five regional events were held across Manitoba in April, and the top teams advanced to the Provincial Event at the International Peace Garden on May 23-25. The winning team at the Provincial Event receives a cash prize and a spot in the National Competition!

Kathryn Gibb, Community Engagement Coordinator for the Manitoba Association of

Watersheds, wrote an appreciative email to Sunrise Credit Union that stated:

Thanks to Sunrise Credit Union, we could purchase necessary field test materials, provide meals to students at events, offer travel subsidies to teams in need, and award trophies to our top teams. We promoted Sunrise Credit Union as an Estuary Sponsor of the Manitoba Envirothon for your generous contribution. Your logo was shared widely on our website and social media, and we thank you for including fun gifts for the student swag bags. Your commitment to this program significantly enhanced the students' experience. It helped us achieve our goal of providing unique environmental education to youth in Manitoba.

Environmental Sustainability

Sunrise Credit Union continues transitioning from fluorescent to LED lights throughout our branches. LED lights are energy-efficient, have a longer lifespan, are sturdier, and recyclable. They generate almost no warmth, are cool to the touch, and can be left on for hours without incident or consequence if touched. LEDs reduce the potential for safety dangers, such as burns and fires.

Sunrise Credit Union's IT Department strives to recycle electronic products in an environmentally friendly way through the Electronic Recycling Association (ERA) and the City of Brandon's e-waste recovery program. The ERA's Winnipeg office last performed a pickup of unwanted electronic items in March of 2023, with 15 total computers, eight printers, six money counters, six battery backups and several other various forms of equipment recycled during this pickup. We anticipate another pickup to occur before the end of the current calendar year.

Sunrise Out and About

Sunrise Credit Union's HR team attended the Brandon Career Symposium on April 23-24. The free event attracts high school students from across Western Manitoba, newcomers looking for work and those looking for a career change. In addition, they attended the EngAGed Career Fair by Agriculture in the Classroom Manitoba at Crocus Plains High School in Brandon on May 31.



The Holland staff members had a blast at the Holland Ag Society's Family Fun Day on June 2. Sunrise Credit Union brought the fun with Connect 4 and Giant Jenga games for the kids to enjoy.



The Baldur branch staff demonstrated their community spirit on the evening of June 5 by planting flowers for the Baldur Flower Committee, a heartwarming initiative that

reflects Sunrise Credit Union's commitment to community involvement.

Kelsey Shellrude and Brayden Kohlman from the Ste. Rose branch attended career day at Ebb & Flow school on April 24.

Sunrise staff members Danielle Howden, Jeanette Hay and Bansri Patel attended the Souris Career Fair on May 24.

The Grandview and Ste. Rose branches teamed up to participate in the Parkland Chamber of Commerce Business Bus Tour on June 11-12. The tour provided an opportunity to network while venturing through five communities and getting an inside look at some remarkable businesses and organizations in the Parkland region.

Sponsorships/Donations

Sunrise Credit Union was the title sponsor for the Wheat City Classic tournament hosted by the Westman Magic at the Ashley Neufeld Softball Complex in Brandon on June 7-9. The \$4,000 annual commitment from Sunrise Credit Union will see us sponsor the four Westman Magic teams (U13, U15, U17 and U19) and be title sponsor for the tournament for a three-year span.



Sunrise Credit Union was one of two major sponsors for the Manitoba 4-H Rally held at the Keystone Centre in Brandon on May 11. There were approximately 160 members at

the 2024 Rally, a 30% increase over their 2023 numbers, and it was only their second year of bringing back the Rally. Of course, with the 160 members that registered, families and some friends also attended, and it's estimated upwards of 500 people were in attendance during the day. Members participated in many things, from equine or cattle clinics to nail/string art, photography, tie-dye, science in the kitchen, woodworking, archery, small animals, judging clinics and much more.



Sunrise Credit Union was the largest individual sponsor for the Manitoba 55+ Games in Brandon from June 18-20. More than 900 people participated in various events and activities. Sunrise was prominent at the Appreciation Banquet, Opening Ceremonies and in making medal presentations at several events. Sunrise's sponsorship was in addition to the system-wide support for the event.

Sunrise Credit Union's generous donation of \$5,000 to the Westman Volt Hockey program for the purchase of a second set of jerseys for their national competition in mid-May is a testament to our commitment to inclusivity. VOLT Hockey, an inclusive sports program in Brandon, provides an exciting opportunity for individuals with disabilities to participate in a fun team sport. The indoor

games take place in a safe environment with dedicated volunteers, where players utilize electric scooters for enhanced mobility and an exhilarating playing experience. Their sessions are available for children and adults aged ten and up.

Sunrise Credit Union was the presenting sponsor for the Sunset Rotary Club of Brandon's 12th annual Brandon Beer Tasting Festival. For the April 27 event, Sunrise partnered with Pattison Media (CKLQ and STAR-FM) to provide commemorative beer-tasting mugs.



Sunrise Credit Union, in collaboration with other credit unions in Brandon, sponsored the Tim Hortons Smile Cookie Campaign in support of the Brandon Area Community Foundation (BACF) and Westman Dreams for Kids. Our collective effort raised a total of \$115,083 in Brandon, a significant contribution to these worthy causes.

The Melita branch staff donated \$1,320.00 to the Royal Canadian Legion Branch No.127 to help purchase new chairs. The Legion in Melita is thriving with several meat draws, Chase the Ace, league darts and dart tournaments, and fundraising suppers throughout the year.



Sunrise Credit Union's donation of \$2,500 to the Brandon Wheat Kings to assist with their travel to the Telus Cup Men's U18 National Championship in Membertou, Nova Scotia, is a continuation of our long-standing sponsorship association with the team. This ongoing support is a testament to our commitment to the community and the team that is so dear to us.

Waskada staff used their Jeans Day fund to donate \$500 to the Waskada Communities in Bloom to assist with their endeavours to beautify the community. The fund sees staff members donate \$2 every Friday on their Jeans Day.



The Shoal Lake, Strathclair, and Sandy Lake branches teamed up to donate \$1,500 to the Ride for Life initiative. The Ride for Life event has been raising funds annually since 1996,

with close to \$250,000 raised given to Manitoba families in need over the last 28 years. This year's Ride for Life will take place July 20-21 in Horod.

Other Sponsorships and Donations:

ORGANIZATION	BRANCH	AMOUNT
Virден Music & Arts Festival	Virден	\$1,000
Hartney Enrichment Program Inc.	Hartney	\$500
Erickson 4-H Beef Club	Sandy Lake	\$500
Baldur Recreation Centre Solstice Weekend	Baldur	\$500
Baldur – Argyle Fire Department	Baldur	\$250
Westman Filipino Community Barrio Fiesta	Brandon	\$250
Turtle River Trails	Ste. Rose	\$1,500
Shoal Lake Ag Society Fair	Shoal Lake	\$200
Westlake Community Centre 27th Annual Ranchers Spring Bash	Ste. Rose	\$200
Ste. Rose Stingers Fastpitch	Ste. Rose	\$330
Minto Mustangs Golf Tournament	Boissevain	
Team Dundas Curling Team	Laurier	\$500
McCreary Agricultural Society Rodeo	Laurier	\$300
Laurier Recreation Canada Day Celebrations	Laurier	\$250
Parkland Horsemen's Chuckwagon Races	Laurier	\$200
Cartwright Ponderosa Days	Baldur	\$500
Boissevain U11 Baseball Team	Boissevain	\$1,000
ACC African Students Club	Corporate	\$500
Brandon Car Patrol (Shriners)	Corporate	\$1,500
Tourism Westman Tribute to Tourism Awards	Corporate	\$500
Keystone Centre 50th Anniversary	Corporate	\$1,750

Upcoming Sunrise-Sponsored Events

EVENT TITLE	DATE	LOCATION
Westman Dreams for Kids Golf Tournament	July 11	Wheat City Golf Course
Souris Peacock Days	July 12-14	
Gilbert Plains – Grandview Ag Society Fair & Rodeo	July 12-14	
PVGC Par-3 Golf Tournament	July 19	Pleasant Valley GC
Ride for Life	July 20-21	Horod
Cattlemen's Classic Golf Tournament	August 1	Killarney Lakeside Golf Course
Cartwright Ponderosa Days	August 2-4	
Jordan Old Memorial Golf Tournament	August 9	Wheat City Golf Course
IPG Summer Celebration Weekend	August 9-11	International Peace Garden
Manitoba Communities in Bloom	Various Dates	Various Locations
Manitoba Summer Games	August 11-17	Dauphin
IPG Gala in the Garden	August 21	International Peace Garden
Parkland Horsemen's Association Chuckwagon Races	August 24-25	
Brett Kissel Concert	September 1	Minnedosa
IPG Fall Celebration	September 21	International Peace Garden
BRHC Foundation Gala	September 21	Brandon