



Corporate Social Values

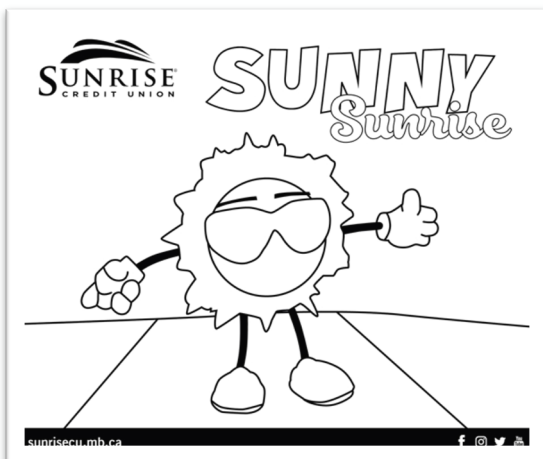
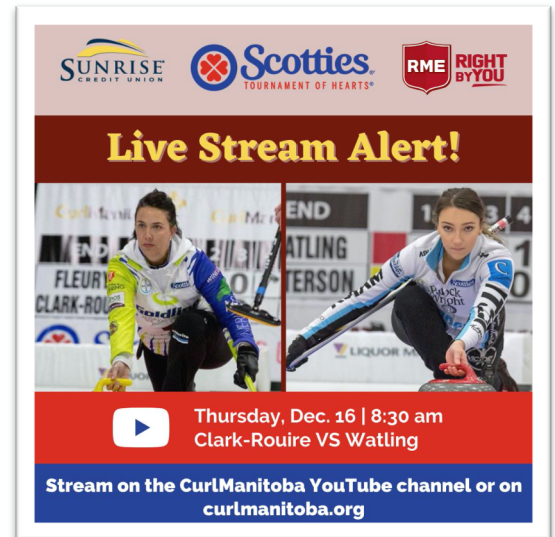
October - December 2021

Community Development

Sunrise Credit Union and CurlManitoba entered into a sponsorship agreement for live streaming of three of the most prominent curling events in the province – the Scotties Tournament of Hearts, Viterra Provincial Men's Curling Championship, and the TELUS Junior Men's and Women's Championship. CurlManitoba will live stream approximately 35 games and more than 72 hours of coverage during the three events.

Sunrise Credit Union was a presenting sponsor for A Very Virden Christmas. The event included the Shop the Arts Mosaic Christmas market, home and business decorating contest, a Christmas Craft and Trade Show, the Memory Tree, Breakfast with Santa, a free Christmas movie, Oil Capitals Skate with Santa, Wing Ding Turkey Bingo, and late-night shopping on Thursday evenings.

Waskada recreational projects were the beneficiaries of two donations. \$2,000 was given to the Waskada rink to help purchase a new ice resurfacing machine, and \$1,400 went to the Waskada Golf Course for their project that includes refurbishing the greens and adding amenities including tennis courts and a paved trail.



Sunrise Credit Union gave a \$500 sponsorship to the Adult & Teen Challenge of Central Canada Outreach service held in Brandon on November 21. The organization's fundraiser included music, drama, and ministry updates.

The Hospital Activity Book for Children is given out free to children to provide a welcome distraction when facing health challenges. Sunrise committed a \$995 sponsorship for the book and submitted an activity page featuring our mascot, Sunny.

Philanthropy

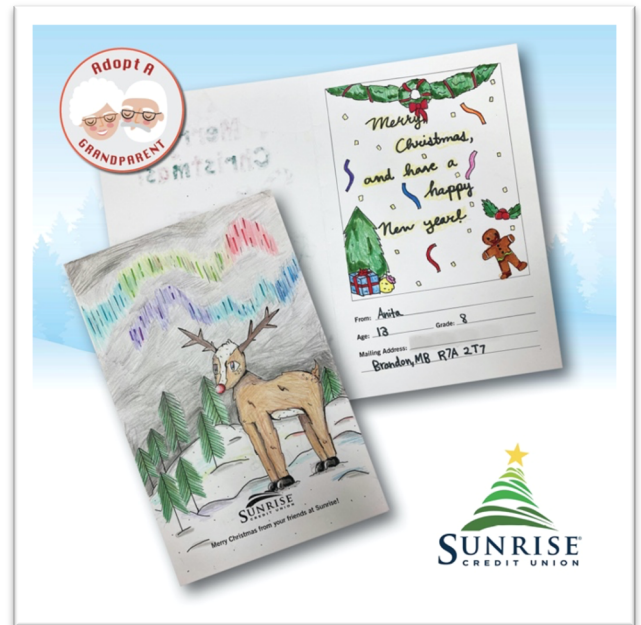
Goodwill

It was a special delivery for seniors during Christmas in 2021, courtesy of hundreds of children in Southwest Manitoba. Sunrise Credit Union's Adopt-a-Grandparent program grew in its second year, with 31 schools participating. Students wrote messages on 2,600+ cards sent to residents of 56 Personal Care Homes, Retirement Residences, and similar facilities for Christmas.

Sunrise Credit Union celebrated International Credit Union Day on October 21, 2021, with this year's theme being "Building financial health for a brighter tomorrow." We gave away a \$1,000 shop local shopping spree for Credit Union Day. The winner was Judy Percival of Deloraine, who divided her winnings between Hasselfield Drugs, Hoysun Chinese Restaurant, Boundary Co-op, Simply Essential Mini Day Spa, and The Rendezvous Restaurant. In addition to the giveaway, several branches also celebrated ICU day locally:

- Baldur – staff served up 95 takeout lunches and raised \$611 for the Baldur Minor Baseball diamond upgrades in the process.
- Virden – Why We Love Credit Union pumpkin decorating, member draw and handed out individually wrapped chocolate bars.
- Ste. Rose, Cypress River & Laurier – gave away individually packaged cookies.
- Reston – gave out Sunrise Credit Union promo items to members.

Sunrise Credit Union sponsored a showing of Peter Rabbit 2 in Ste. Rose. The drive-in movie night was a huge success, with Ste. Rose staff assisting with the concession area and helping coordinate the event.



The Wickham family was the winner of the Meal in the Field contest put on by the Waskada branch. The family received a meal of pizza, chips, drinks, and ice cream courtesy of Waskada Community Foods, along with promo items from Sunrise Credit Union.

Sunrise Credit Union Virden sponsored the Manitoba 150 celebrations in the community. Sunrise partnered with the Town of Virden, Valleyview Consumers Co-op, and Boston Pizza to provide 250 kids bags containing gift cards, coupons, and promo items. The Sunrise team put the bags together and handed them out during the celebrations.



The Melita and Area Bowling Association received \$1,000 from the Melita branch in honour of Lee Adams, who had recently retired as a Director with Sunrise Credit Union.

The Melita branch hosted a Halloween Extravaganza on October 31. The event included a costume contest, games, treats, and tons of fun.

The Reston branch assisted with the Pipestone Albert Recreation Commission by collecting donations of treats for their Halloween parade. The branch collected

over 3,500 goodies, with the staff then sorting, bagging, and handing out the treats to approximately 120 trick or treaters. Reston also held a Christmas draw in place of their usual shortbread and cider day and contributed to the Christmas in the Country initiative.

The Royal Canadian Legion Branch 127 moved closer to their fundraising goal for a new air conditioning unit thanks to a \$2,000 donation from the Melita branch.



In December, Sunrise Credit Union teamed with Dynasty Curling for a social media contest as part of our sponsorship of CurlManitoba's live-streaming of the Scotties Tournament of Hearts. The winner received a 'Swag Bag' valued at over \$150.

Kids in Cypress River will be a little more comfortable while waiting for the school bus, thanks to donations from Sunrise Credit Union. Cypress River Community Improvement received \$2,500, and \$1,000 went to the Cypress River Foundation to support the building of a bus shelter.

The Sandy Lake branch sponsored a Christmas Fireworks show, with cars lining the streets to enjoy

the show and mark the beginning of the holiday season. In addition to the fireworks, the outdoor event also included a hot dog and a drink fundraiser.

The Brandon Seniors for Seniors Co-op Inc. received a \$1,500 donation from Sunrise Credit Union Brandon. The money supports various social and supportive programs offered by their organization, including their weekly 'Dinner is Served' meal program, exercise groups, and social activities.

Pipestone Albert Recreation Commission and Sunrise Credit Union presented a Holiday Twinkle Tour and Scavenger Hunt. The event included a Christmas light display contest, and light display maps were available to the public. Over \$800 in prizes were available to be won in the scavenger hunt and light display contest.

Sunrise Credit Union Reston presented the Shop Local Gift Card raffle in November and December. Local merchants donated gift cards or gift certificates for the raffle, with the prizes bundled into 12 packages valued at \$120 to \$145 each. In addition, branch staff volunteered to sell raffle tickets on the four draw dates. Proceeds from the raffle, \$1,781, went to the Willowview Personal Care Home.

The International Peace Garden Adopt-a-Flower Bed sponsorship was a new opportunity as part of their 90th anniversary. Sunrise Credit Union gave \$1,000 to sponsor one of the stunning annual flower beds at the International Peace Garden.

The Grandview Fire Department is looking forward to a new fire truck in 2022. Sunrise Credit Union in Grandview donated \$1,000 to the purchase in December.



ORGANIZATION	BRANCH	DONATION
Minnedosa Centennial Handivan Association	Minnedosa	\$350
Manitoba Selects Football Team	Corporate	\$150
Journey for Sight	Waskada	\$200
Westman Women's Resource Centre	Brandon	\$1,000
Ste. Amelie Cemetery	Ste. Rose	\$800
Intermountain Snowmobile Club	Grandview	\$300
Baldur Memorial Hall	Baldur	\$500
Shoal Lake Kids' Club	Shoal Lake	\$250
Baldur Fire Department	Baldur	\$250
Deloraine Health Authority	Deloraine	\$750
Bren-Del-Win Library	Deloraine	\$500
Deloraine Winchester Historical Society	Deloraine	\$300
Goodlands Community Hall	Deloraine	\$900
Deloraine Game & Fish	Deloraine	\$900
Deloraine-Winchester Swimming Pool	Deloraine	\$900
Deloraine Fireman's Club	Deloraine	\$900
Melita Pool Committee Inc.	Melita	\$2,500

Youth

The maintenance and enhancement of recreational facilities are essential to youth development. Sunrise Credit Union in Baldur was proud to donate \$3,000 to the Baldur Minor Baseball Association for upgrades to diamonds in the community.

Sunrise Credit Union gave a \$500 sponsorship to Skate Virden.

Sponsorship of Hockey Teams.

TEAM	AMOUNT
Pembina Tigers High School	\$250
Reston Renegades High School	\$400
Glenboro Wildcats High School	\$100
Southwest Bantam Cougars	\$500
Tournament of Champions Brandon	\$1,500
Elkhorn U11 and U13 Female Tournament	\$200
Rural Tournament of Champions Hartney	\$100
Parkland AAA U15 Female Rangers	\$400
Birtle/Shoal Lake/Rosburn High School	\$100

Sunrise Credit Union Christmas Donations

Another successful Share and Care fundraiser at the Ste. Rose and Laurier branches in 2021, with \$6,000 raised. 57 families received a ham and a box of oranges, and 54 children received gifts thanks to the fundraiser.

The Helping Hands Centre of Brandon received delivery of \$1,000 worth of product, including flour, celery, diced tomatoes, chicken legs, smoked hams, and turkeys from Sunrise Credit Union. The Centre provides meals for between 160 and 220 people daily.

Sunrise Credit Union purchased \$450.00 worth of hams and turkeys from The Meat Man and \$520.62 from Shoal Lake Bigway Foods to be used in Christmas hampers. The Shoal Lake and Area Food Bank delivered the hampers to needy families in Shoal Lake, Oakburn, Elphinstone, and Strathclair.

Needy families in Baldur and the surrounding area received vouchers to local grocery stores instead of hampers through the Heart 2 Heart Community Cause. Sunrise Credit Union Baldur supported the initiative with a \$1,500 donation.





Sunrise Credit Union Reston donated \$1,000 to the Reston-Pipestone Pastoral Charge Christmas hamper program and sponsored the Santa Sunday pancake breakfast.

Sunrise Credit Union donated \$500 to the Westman Traditional Christmas Dinner to purchase turkeys.

The Deloraine and Waskada branches joined together to donate \$2,000, to the Deloraine and Area Christmas Cheer for food hampers for the holiday season.

Volunteerism

Staff at the Ste. Rose and Laurier branches volunteered at the pancake breakfast put on by the Ste. Amelie Ridge Riders as part of Hoof 'N' Holler Days in Ste. Rose. In addition to volunteering, staff handed out prizes with Esme and Eliena Pinette winning a Grand Prize package giveaway.

Staff in Strathclair spent some of their free time painting the upstairs portion of the Strathclair arena. The painting took place over several Monday evenings during October and November.

As part of our connection with CurlManitoba championships, Sunrise Credit Union featured several volunteers with the Scotties Tournament of Hearts Host Committee in Carberry in December on our social media channels.



Financial Literacy

Sunrise Credit Union sponsored a social media contest to give away copies of 'Wealthening Like Rabbits' by personal finance writer, speaker, and bestselling author Robert R. Brown. The book is described as a witty, accessible, never-boring romp through personal finance that you will count as one of your best investments ever.