



# Corporate Social Values in Action

July - September 2024

## Sunrise Cools Down Members During Harvest

Sunrise Credit Union launched the Harvest Cool Down Giveaway this summer. The contest, designed exclusively for our agricultural members, saw one winner randomly selected from each of Sunrise's 19 branches. These lucky winners received a Sunrise-branded cooler filled with food and drinks, delivered right to their field by our dedicated Sunrise staff.

Unlike previous contests, the Short Message System (SMS) was used to enter, with members texting the word 'COOLER' to 78669 to enter.



Many branches took the initiative to specialize in the items added to the Cooler, sourcing them from local businesses. This supported our local economy and showcased the diverse and high-quality products our community has to offer.

## Brandon Chamber Launches 2024-2025 Event Season

On September 19, the Brandon Chamber of Commerce hosted its Chamber Luncheon at the Clarion Hotel, where over 230 business leaders and community members came together to discuss pathways to economic reconciliation. Manitoba Métis Federation Housing Minister, Will Goodon, delivered an impactful keynote address, encouraging the Brandon business community to partner with Métis people to drive economic growth and reconciliation. Sunrise Credit Union was the host sponsor for the luncheon. Brandon branch manager, Conner Ross, spoke at the event about some of Sunrise's philanthropic endeavours and the New to Canada package. In addition, attendees were provided with a uniquely Canadian gift of a 50ml bottle of Maple Syrup. The label included a QR Code linked to the New to Canada information on the Sunrise website.

## Fraud & Scam Presentation Well Attended

The Melita branch held a Scam and Fraud Presentation night at the Melita Lodge on July 24. Approximately 20 seniors from the Melita Lodge and community attended. They enjoyed the information provided and shared some of their experiences in an informal evening. Melita branch office supervisor, Marcie Greenley, was the MC

and presented a PowerPoint presentation on what to be aware of and how to protect yourself as much as possible from being a victim of a scam or fraud. There was a question period and general conversation after the presentation, further enriching their knowledge.



Pamphlets and business cards were left with the group, with instructions to contact Sunrise Credit Union if something arose that they needed assistance with, such as reporting a suspicious activity, seeking advice on financial security, or understanding their rights in case of a fraud.

### **Sunrise STARS at Golf Tournament**

Sunrise Credit Union was a major sponsor of the 2nd annual Jordan Old Memorial Golf Tournament on August 9 at the Wheat City Golf Course in Brandon.



Sunrise partnered with STARS (Shock Trauma Air Rescue Service) to sponsor a hole

at the event. Based on participating teams' scores on the hole, Sunrise donated money to STARS. For every par, \$25 was donated; for every birdie, it was \$50, and for every eagle, \$100. In addition, Sunrise Credit Union matched all individual donations golfers made. Sunrise Credit Union donated \$5,000 to STARS through the tournament organizing committee.

Sunrise Credit Union also provided four tickets to the 40th Anniversary of Sawyer Brown with Shenandoah concert on October 27 at the Keystone Centre as a free draw for tournament participants.

### **Electronic Recycling Association Pickup in September**

At Sunrise Credit Union, we believe that every individual's participation is crucial in our electronic recycling efforts. Our IT Department is leading the way by recycling electronic products in an environmentally friendly way through the Electronic Recycling Association (ERA) and the City of Brandon's e-waste recovery program. In September 2024, the ERA's Winnipeg office picked up two pallets or approximately 1,500 pounds of unwanted electronic items, including computers, printers, money counters, battery backups, and several other various forms of equipment. We encourage all of you to join us in this important initiative.

## Branches Raise Close to \$28,000

In the spring and summer of 2024, Sunrise Credit Union branches held 26 fundraising events to benefit local projects, initiatives and organizations. With the generous support of our communities, \$27,893.89 was raised.

This collection of efforts shows what it means to be part of our communities. Sunrise Credit Union contributes more than \$325,000 annually to community donations, sponsorships, and scholarships.

Below is a breakdown of funds raised and the organizations that benefited from Sunrise Credit Union's commitment to our communities.

ORGANIZATION	BRANCH	AMOUNT
Minnedosa Museum & Heritage Village	Minnedosa	\$252.00
Ste. Rose Fitness Center	Ste. Rose	\$1,100.00
Parkland Humane Society	Grandview	\$1,390.00
Canada Day Committee	Minnedosa	\$300.00
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	\$1,800.00
Waskada Community Foods (BBQ)	Waskada	\$1,200.00
Waskada Lions Club (Raffle)	Waskada	\$1,730.00
Hartney Fair Grounds	Hartney	\$2,000.00
Erickson & Area Food Bank	Sandy Lake	\$393.80
Sandy Lake Swim Program	Sandy Lake	\$465.00
Fun Fest Committee	Minnedosa	\$283.00
Boissevain School PAC Playground Project	Boissevain*	\$914.00
Virden Costume Closet	Virden	\$2,000.00
Treherne Aquatic Centre (Swim Day)	Treherne	\$684.00
Strathclair Fire Department	Strathclair	\$1,004.00
Melita Fire Department	Melita	\$2,000.00
Oakburn Community Hall	Shoal Lake	\$1,005.00
Minnedosa Youth Drop-In Centre	Minnedosa	\$512.00
Pipestone Memorial Park (Meat Draw)	Reston	\$377.60
Pipestone Fun Days (Meat Draw)	Reston	\$377.60
Seniors Helping Hands (Meat Draw)	Reston	\$377.60
Reston Willowview Palliative Care (Meat Draw)	Reston	\$377.60
2025 Pipestone Homecoming (Meat Draw)	Reston	\$377.60

Note: \* In conjunction with Boundary Co-op

## Sunrise Hosts Participant from CDF Women's Mentorship Program

Sunrise Credit Union hosted Judith Nzioka, a Branch Manager at Kenya Police Savings, this summer as part of the CDF Women's Mentorship Program.

Judith has been building her career in customer service for the last 23 years. She attended the Emerging Leaders Retreat at Camp Wannakumbac and spent time talking with staff in the Brandon, Corporate, and Boissevain branches. She also had lots of fun Manitoba experiences, including going on rides at the Manitoba Summer Fair, exploring the Human Rights Museum, and checking out Clear Lake.



The CDF Women's Mentorship Program started over two decades ago and has forged connections among women credit union managers from diverse countries across Africa, Asia, South and Central America, and the Caribbean.

## Sunrise Out and About

The 34th annual Virden Indoor Rodeo and Wild West Daze was held August 15-18. The Virden Indoor Rodeo has been voted "Rodeo of the Year" by the cowboys and

cowgirls multiple times over the last two decades. Sunrise Credit Union has been a longtime supporter of the event. In addition to sponsoring the event, Sunrise staff volunteer at the admission gates for each performance of the rodeo and perform many behind-the-scenes duties for organizers that help make the event a resounding success.



Lenders from Melita had the unique opportunity to visit Real Greens on August 15. Real Greens, a newly established commercial greenhouse, is a fascinating venture that produces for Valleyview Co-op. Owner Kendra Custance shared a wealth of information, including the greenhouse's innovative hydroponic system that enables year-round production, regardless of Manitoba's climate, and its advanced self-monitoring capabilities for nutrient levels. The trip is one of several scheduled by the Melita branch over the last two years to get lenders out in the area and learn more about agriculture from actual producers.

Sunrise Credit Union's HR and Marketing team members attended Brandon University's annual orientation for first-year students on September 3. In addition to sponsoring the event, Sunrise Credit Union provided napkins and cups for the lunchtime BBQ on the university's front lawn.



Sunrise Credit Union marketing and wealth team members volunteered for a Team Build Day at Habitat for Humanity in Brandon on July 12. Despite it being a scorching day, the teams had a good time contributing to building another new home in the East End of Brandon. Team Build Days are offered to corporations as a fundraising opportunity, with Sunrise contributing \$3,000 to Habitat for Humanity. In August, Sunrise staff attended a key ceremony where two families were given keys to their new homes.

The 136th Annual Strathclair Ag Society Fair on July 16 was a true celebration of community spirit. Sunrise Credit Union was proud to sponsor the children's entertainment and provide the announcer's tent for the Heavy Horse Hitch Ring. Our staff members and Sunny also had a wonderful time at the pancake breakfast. They participated in the parade, further strengthening our bond with the community.

The Shoal Lake Ag Society fair on July 17 was another opportunity for Sunrise Credit Union to engage with the community. Staff members from Shoal Lake decorated a float for the parade and were honoured with the top commercial float prize, a testament to its significant presence and impact in the community.



The Reston Fair was held on July 20. Sunrise Credit Union participated in the parade, and staff volunteered to work at the fairground admission gate.

Sunrise Credit Union was a platinum sponsor of the 8th annual Mudbog event in Grandview from August 9 to 11. In addition to sponsoring one of the evening concerts, staff volunteered at the Slip'N'Slide on Sunday, partnering with the Fire Department and Trackside Motors for the family-friendly event.

In addition, local branches participated in parades and were visible during the Sandy Lake Western Days from August 9-11 and Hartney Hopper Days from August 9-11. Other events Sunrise staff participated in included the Co-op Fuel Day on September 17, and Tim Hortons Camp Day on July 17.

### **Sponsorships/Donations**

Sunrise Credit Union sponsored the Gala in the Garden on August 24 at the International Peace Garden. Attendees enjoyed the beauty of the newly renovated Errick Willis Pavilion! The Gala raised funds to support the continued development of the Conservatory and the Conservatory's South Patio. These unique spaces allow the Garden to continue on a sustainable and industry-standard path of event rental revenue to support operations and maintenance.

Sunrise Credit Union in Ste. Rose decorated the sidewalk at the branch for Chalk the Walk in honour of World Suicide Prevention Day. Chalk the Walk encourages the community to display messages for those passing by to read and further discuss mental health awareness with others.



Several branches organized food and monetary collections for local food bank organizations as part of Sunrise Credit Union's Gas and Grocery Campaign this summer.



### Other Sponsorships:

ORGANIZATION	BRANCH	AMOUNT
Brandon Curling Club	Brandon	\$750.00
Salamander Music Festival	Brandon	\$900.00
Food Truck Warz	Brandon	\$1,000.00
Hartney Hopper Days	Hartney	\$500.00
Minto Playground Project	Boissevain	\$1,000.00
Baseball Manitoba U11 Tier 3 Provincials	Boissevain	\$1,000.00
Hartney Golf Club Night Golf Event	Hartney	\$500.00
Ride for Life	Strathclair, Shoal Lake, Sandy Lake, Corporate	\$1,500.00
Bulls on the Border	Waskada, Reston, Boissevain, Hartney, Deloraine, Corporate	\$2,500.00
Kenton 4-H Canada Day	Virden	\$150.00
Lakeside Golf Club Fundraiser Tournament	Shoal Lake	\$380.00
Cypress River Resource Center	Cypress River	\$200.00
Manitoba Down Syndrome Society	Cypress River	\$250.00
BUAPC (Truth & Reconciliation Week)	Brandon, Corporate	\$2,500.00
Westman Youth Choir	Brandon, Boissevain, Hartney, Deloraine, Waskada, Corporate	\$500.00
Team Eagles (Curling)	Melita, Corporate	\$1,000.00