



# Corporate Social Values in Action

October - December 2024

## Sunrise Donates \$100,000 to Spirit Sands Medical Clinic

Sunrise Credit Union announced a \$100,000 donation to the Spirit Sands Medical Clinic in Glenboro in December 2024. This generous contribution, which represents a substantial portion of the fundraising goal, will play a crucial role in ensuring the initiative's success.



The Spirit Sands Medical Clinic's vision is 'To meet health needs and provide comprehensive care for individuals, families and communities.' When completed, the clinic will be a 3,250-square-foot facility accommodating 3-4 health practitioners. It will offer a range of services and will serve the municipalities of Glenboro-South Cypress, Prairie Lakes, Argyle, Victoria, and Oakland-Wawanesa.

The project's estimated cost is \$2.5 million, and the fundraising effort is currently about halfway to the goal.

The project is expected to commence in the spring of 2025 and will take approximately one year to complete.

## Building Communities Grant Program Gives \$37,000 in Support

Sunrise Credit Union provided nearly \$37,000 to four organizations through this fall's Building Communities Grant Program.

For this fall's program, we meticulously reviewed close to 50 applications, ensuring that four deserving projects, each representing a diverse aspect of our community, were selected for funding based on the criteria outlined in the guidelines.

The Westman Mental Wellness & Suicide Prevention Association received a \$16,000 grant, a significant boost that will help develop school mental health resource libraries in seven Sunrise Credit Union communities. The Deloraine Agricultural Society 'Share the Shed' project will receive a \$12,500 grant, a substantial contribution that will aid in the construction of an open-sided shed at the fairground, enhancing the community's event hosting capabilities. A grant of \$5,318 to the Pipestone Memorial Park Committee will enable them to

complete their project, transforming a vacant lot into an attractive, inclusive green space. The Cypress River Senior Centre's \$3,000 grant will cover the cost of replacing the Centre's baseboard heaters and the related electrical work, ensuring a comfortable environment for the seniors.



Since its launch in the fall of 2023, the Building Communities Grant Program has contributed \$131,318 to 11 projects and initiatives, significantly impacting and enriching our communities. This collective effort is something we can all be proud of, and it demonstrates the power of community involvement. The next intake period for the program will be in the spring of 2025, offering more opportunities to inspire and shape our community's future.

### **Credit Union Day**

Branches held a variety of events to celebrate Credit Union Day on October 17. These included providing treats, popcorn, refreshments, and Halloween candy for Members while most branches had a free door prize draw. In addition, the Virden branch celebrated with a colouring contest while Cypress River hosted a pork-on-a-bun lunch.



In addition, Sunrise Credit Union partnered with Boundary Co-op to provide a free beef-on-a-bun lunch in four communities to celebrate National Co-operative Week! The four events happened in Hartney (October 15), Waskada (October 16), Deloraine (October 17) and Boissevain (October 18).

### **Merry Christmas**

The Ste. Rose Share & Care initiative was a resounding success in 2024, thanks to the support of Sunrise Credit Union. Sunrise members donated more than \$6,000 to the cause, with the Ste. Rose and Laurier branches and corporate committing to a matching donation of up to \$3,000 each. The Share and Care initiative supports families in the communities of Ste. Rose, Laurier, and the surrounding area.

Sunrise in Reston organized an Adopt a Grandparent Christmas card exchange between the kids at Reston School and residents at Alstone Lodge, WillowView Home, and Golden Estates. Branch Manager Lindsay Boulton, Member Service Representative Keri Bartel & Sunny delivered the cards!



Sunrise in Boissevain organized an Adopt a Grandparent Christmas card exchange between kids at Boissevain and Minto Schools and residents at Cherry Creek Place, Evergreen Place and Westview Lodge.

The Ste. Rose and Laurier branches teamed up for an Adopt a Grandparent Christmas program in their communities. Kids from McCreary School, Ste. Rose School, Ochre River School, Ecole Laurier and Ecole Jours de Plaine coloured Christmas cards and they were delivered by Sunrise staff to the Gendreau Home, Trios Villa in Ste Rose, Alpine Manner and the Alonsa McCreary Health Centre in McCreary. In addition, some cards were delivered door-to-door for some extra Christmas cheer to residents in Ochre River, Ste. Rose, McCreary and Laurier.

Sunrise Credit Union teamed up with Brandon's three other credit unions to cover the turkey budget for the 39th annual Westman and Area Traditional Christmas Dinner, held annually in Brandon on Christmas Day. Over the years, the number of meals served at the Dinner has increased to 3,000, which requires over 100 turkeys to be cooked and carved. Since 1985, the Dinner has been a cornerstone of the community, creating a festive ambiance that truly embodies the spirit of Christmas, a

familial bond, and a delightful Christmas meal setting.

Staff from Sunrise Credit Union in Brandon attended the Christmas Tree Auction in support of the United Way on November 30. Sunrise sponsored a family, bought gifts, wrapped them, and then decorated a tree for the live auction.



In addition, staff from the Brandon branch and Corporate office volunteered to help with gift wrapping this holiday season at the Brandon Shoppers Mall to support the CNIB.

Sunrise Credit Union staff in Virden had a great time being part of the Virden Santa Parade on November 30. In addition, on the evening of November 21, the Virden staff provided a by-donation gift-wrapping service. Proceeds supported the Virden Christmas Cheer Board. The Virden staff also donated \$500 from their Jeans Day fund to the Virden Christmas Cheer Toy Bin to purchase toys for the Christmas season.

Sunrise Credit Union in Boissevain had a fantastic time participating with a float in the Boundary Co-op Parade of Lights on December 2. Staff and family members handed out hot chocolate and candy in front of the Sunrise branch.

Sunrise Credit Union in Ste. Rose participated in the Secret Santas for Seniors



promotion. People were encouraged to stop by and choose a senior to sponsor from the tree and then drop off a gift valued at \$25-\$30 at the Ste. Rose Primary Health Care Centre unwrapped and with the tag.

Sunrise Credit Union staff were busy at the second annual Winter Fest in Melita on December 7-8. Sunrise sponsored pictures with Santa at the Communiplex and entered a float in the parade, which the staff ensured was decorated with as many lights as possible!



Sunrise Credit Union staff in Grandview enjoyed participating in the Grandview Santa Parade on December 7. In addition, the Grandview branch sponsored Christmas Eve Sleigh Rides on December 24.

Sunrise Credit Union staff in Holland had a great time at the Holland Santa Claus Parade on December 7, while staff from Minnedosa had a great time at the Minnedosa Santa Claus Parade on December 8.

Sunrise Credit Union in Treherne participated in a Skate with Santa event on December 20. Sunrise Credit Union sponsored the Hot Chocolate Bar, while Treherne Chamber of Commerce sponsored hotdogs and cookies. In addition, the Treherne branch donated to the Treherne Christmas Hamper program in December.

Sunrise Credit Union in Reston held a Holiday Cheer 50/50 draw, with the winner picking a local organization to benefit from 50 per cent of the proceeds. In addition, the Reston branch held its annual apple cider and shortbread day on December 20.

## **Cyber Security Awareness Month & Financial Literacy Month**

October was Cyber Security Awareness Month! Sunrise Credit Union assisted in keeping members safe from security threats by posting and promoting an article on the Sunrise Blog on safeguarding yourself from cyber fraud and scams. In addition, Sunrise promoted external information on password managers and how to spot and avoid online threats, like phishing scams.

November was Financial Literacy Month, and Sunrise Credit Union used the theme 'Break the Taboo when talking about money!' to help our members and the general public start the conversation on tips, tricks, and best practices for handling money. We encouraged people to visit the Sunrise blog to learn more about the four sub-themes:

[Talk to your Kids About Money](#)

[Consolidation Loans](#)

[Retirement Savings](#)

[Not Knowing How to Save](#)

## **Sunrise Out and About**

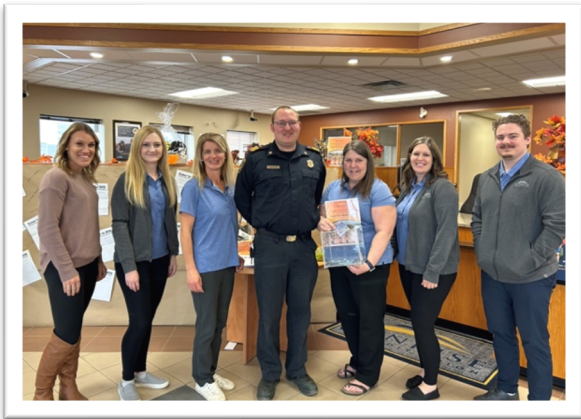
Sunrise Credit Union attended the Brandon University Career Fair on October 2, and the Assiniboine College Career Fair on October 17.

Sunrise Credit Union was proud to support the Boissevain Minor Hockey breakfast club, cooking and serving breakfast to 45 kids on November 8.



## Sponsorships/Donations

Sunrise Credit Union in Baldur held a Funds for the Fight barbeque on October 2, with proceeds going to the Canadian Breast Cancer Foundation. In addition, Sunrise staff wore pink shirts every Friday in October in support of breast cancer awareness month. Sunrise Credit Union encouraged their members to get CHARGED UP for fire safety during Fire Prevention Week from October 6-12. Members received a free nine-volt battery for their home smoke detector. Several branches used the initiative to set up displays in their branch and to raise funds for their local fire department, including Laurier, Minnedosa, Holland, Treherne, Reston and Hartney. In addition, Sunrise Credit Union in Sandy Lake donated 18 pairs of working gloves to volunteer Harrison Park Fire Department members in recognition of their community efforts!



Sunrise Credit Union sponsored the beef-on-a-fun lunches at the Manitoba Beef Producers' District Meetings held in Deloraine (October 30), Grandview (October 21) and Miniota (October 22).

Sunrise Credit Union in Cypress River sponsored FREE popcorn for two matinee shows of The Wild Robot at the Glenboro Gaiety Theatre on October 19-20.

Sunrise Credit Union in Minnedosa was a Gold Sponsor for Minnedosa Minor Hockey's Girls' Hockey Weekend from November 22-24, 2024, which featured U7, U9, U11, U11/U13 and U15 Divisions.



Sunrise Credit Union in Cypress River donated items such as Sunny stuffies and pencil kits to the Samaritan's Purse Shoebox Campaign.

Ivan Bruneau and Leona De Smet from the Rural Municipality of Victoria installed an AED machine at the entrance of Sunrise Credit Union in Cypress River and Holland on October 25. Sunrise was chosen because the ATM part of the building is accessible 24/7.



### Other Sponsorships and Donations:

<b>ORGANIZATION</b>	<b>BRANCH</b>	<b>AMOUNT</b>
Deloraine Cancer Care	Hartney	\$200.00
Intermountain Snowmobile Club	Grandview	\$2,000.00
Baldur Rec Centre	Baldur	\$750.00
Purple Thursday Fund	Virden	\$250.00
Hartney Women's Hockey Team	Hartney	\$750.00
Hartney Christmas Extravaganza	Hartney	\$400.00
Elgin Family Day	Hartney	\$250.00
McCreary Cheer Board	Laurier	\$300.00
Ecole Laurier Christmas Dinner	Laurier	\$100.00