



Corporate Social Values

January - March 2022

Community Development

Sunrise Credit Union was pleased to sponsor elements of the Royal Manitoba Winter Fair, which returned to the Keystone Centre in Brandon for the first time since 2019. Sunrise sponsored the Western Breakfast held at Display Building No.II (Dome Building) on the Fair's first day on March 28. Approximately 750 people enjoyed breakfast for \$5, and many also walked away with various promo items from Sunrise Credit Union. We also partnered with other credit unions from southwestern Manitoba to sponsor Credit Union Family Day on March 30. This sponsorship also included volunteers handing out reusable bags to patrons entering the Fair and the Max & Ruby's Musical Playdate performances in the Manitoba Hydro Amphitheatre.



Sunrise Credit Union is committing \$50,000 to the [Onanole & District Recreation Centre Renewal: The Capital Campaign](#). The campaign supports projects related to the ongoing needs of the physical building and grounds and nourishes the social and recreational needs of those who live, work, play, grow and invest in the community. Renewal: The Capital Campaign aims to raise \$1 million and will have supported 15+ projects and upgrades at the Onanole & District Recreation Centre building and grounds once complete.

Sunrise Credit Union donated \$3,000 to the Rink Management Committee to help with upgrades to the boards and doors on the skating side of the Strathclair Arena. The facility houses many activities for multiple organizations during the year, and the upgrades will enhance the safety and usability of the arena.



Philanthropy

Goodwill

Sunrise Credit Union responded to the rapidly escalating crisis in Ukraine in early March with a donation of \$50,000 to the Ukraine Humanitarian Appeal Fund, established by the Canada-Ukraine Foundation (CUF) and the Ukrainian Canadian Congress (UCC). Sunrise also began and continues to accept donations on behalf of the Canada-Ukraine Foundation from our members. As a result, an additional \$11,000 has been sent to the Foundation from our members to date.

Sunrise Credit Union made a gift of \$4,000 to the Co-operative Development Foundation of Canada.

CDF Canada has successfully implemented international development projects for over 70 years, spanning Africa, the Americas, Asia, and Eastern Europe.

The Cypress River branch held a successful 50/50 fundraiser, selling just over 300 tickets and raising \$780 for the Cypress River Community Improvements School Bus Shelter Project. In addition, the winner donated \$300 back to the cause and convinced his employer, Enbridge, to match that amount, resulting in \$1,380 being donated to the project.

The Grandview branch donated a sightseeing Horse Drawn Wagon Ride through Riding Mountain National Park, valued at \$350, to the Grandview Legion as a prize for their headcheese competition.

Waskada branch staff joined the Brandon Wheat Kings in recognizing Support Cancer Manitoba Month in January. The team purchased the unique Wheat Kings sweatshirts with the purple logo and wore them periodically during the month.



The Grandview branch sponsored several sporting events during the first quarter of 2022, including the Hockey Manitoba U13 Rural C Championship in Grand Plains, the Grandview two-person and men's bonspiels, and the Parkland Municipal Bonspiel.



The Reston branch provided promotional items to the RM of Pipestone Economic Development Corporation to include in visitor bags given to people staying in the local campground.

Sunrise Credit Union helped celebrate Canadian Agriculture Day by soliciting and posting pictures of our staff participating in the Forks Up selfie campaign. We encouraged those reading the posts to submit or reply with Forks Up selfies.

Other donations in the first quarter of 2022 included:

ORGANIZATION	BRANCH	DONATION
Heart & Stroke Foundation	Cypress River	\$150.00
2022 Prairie Wind Music Festival	Cypress River	\$200.00
Waskada Legion	Waskada	\$250.00
Pipestone Meat Draw	Reston	\$300.00
Sandy Lake Shevchenko Dance Ensemble	Sandy Lake/Strathclair	\$500.00
Hamiota Huskies Pink the Rink Fundraiser	Strathclair	\$150.00

Youth

Sunrise Credit Union donated \$1,500 to the School Lake School Playground to update the playground equipment.

The Reston, Brandon, Grandview, Melita, and Virden branches and the Corporate office collaborated to provide a Platinum Sponsorship of \$800 for the Hockey Manitoba Female Under-13 Rural C Championship held in Elkhorn in early March.

In early March, the Boissevain branch provided a Platinum sponsorship for the Hockey Manitoba Under-11 Rural B Championship held in Boissevain.

Sunrise Credit Union posted information on our social media channels and on our website on how to apply for the Valeyo Learning Grant. Members who were attending or going to attend a post-secondary institution were eligible to apply for a \$1,200 grant courtesy of Valeyo.

Sponsorship

Sunrise Credit Union was a Silver Sponsor for the Managing Through the Storm seminar held in Virden on March 3 and the Manitoba Farmer Wellness Program. The forum provided tips, tools,

and practices to help people navigate the family farm business 'through the storm' with confidence and peace of mind.

As part of our sponsorship agreement with CurlManitoba, Sunrise Credit Union had high visibility signage at the TELUS Junior Provincial Championship held at the Brandon Curling Club in late February. We also provided lanyards for the competitor and spectator passes. As part of this sponsorship, Sunrise Credit Union also ran a social media contest leading up to the Viterra Men's Championship, with the winner receiving Dynasty Curling swag.



Other sponsorships in the first quarter of 2022 included:

ORGANIZATION	BRANCH	DONATION
Reston Golf Club – Tee Box Signage	Reston	\$500.00
Healthy Lake Ice Fishing Derby – Pelican Lake	Corporate	\$250.00
Treherne Bowling Club – Score Sheet Ad	Treherne	\$50.00

Volunteerism

Cypress River staff volunteered at the local spring Fun Fair put on by the Cypress River Multipurpose Centre.



Boissevain staff volunteered at the 'Boissevain Minor Hockey' Breakfast Club' in early March, preparing breakfast for 18 children participating in the program that day.

Financial Literacy

Sunrise Credit Union posted information on Staying Safe Online on our social media channels and our Branch TV Network during Data Privacy Week from January 24-28.

Sunrise Credit Union posted a warning and information on the dangers of Romance Scams around Valentine's Day in February.

In March, Sunrise Credit Union posted tips on our Branch TV Network during Fraud Prevention Month.