



Corporate Social Values Report

July - September 2025



Sunrise Credit Union Earns \$10,000 in Concentra & Equitable Bank's Empowering Your Community Grant

Sunrise Credit Union is fueling a transformative initiative to bring School Mental Health Resource Libraries to 14 schools across Western Manitoba.

In partnership with the Westman Mental Wellness & Suicide Prevention Association, this project is creating safe, supportive environments where students aged 5–18—and their educators—can access professionally curated mental health resources. From self-discovery workbooks and wellness activities to crisis support directories and digital tools, these libraries will empower youth, reduce stigma, and promote resilience.

This grant builds on Sunrise's \$16,000 contribution in 2024, reinforcing a long-term commitment to mental wellness in Manitoba's youth. Together, we're not just building libraries—we're building hope, confidence, and brighter futures.

In late September, the Westman Mental Wellness & Suicide Prevention Association delivered these valuable resources to many schools in the Western Manitoba area.



Sunrise Fairly Visible this Summer

The 35th annual Virden Indoor Rodeo & Wild West Daze were held August 14-17. 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.

The annual Strathclair Agricultural Society Fair was held on July 15, and Sunrise Credit Union staff had a float in the parade. The fair included horse and beef shows, as well as numerous agricultural competitions.

Cypress River staff participated in the Agriculture Society Fair Parade on July 19, helping the fair celebrate 135 years. The fair featured fantastic food, family and children's activities, agricultural and home exhibits, an indoor Western Jackpot, a fun gymkhana horse show, Belgian bowling, an Old-Time Musical Entertainment, and Heritage demonstrations, including spinning, harness repair, and bobbin lace.

The Deloraine Agricultural Society Fair was held on July 26. The fair was the first to feature the new open-sided shed at the fairgrounds, which was supported by a \$12,500 grant through the Building Communities Grant Program in the fall of 2024. The Deloraine Branch was also a \$1,000 Gold Sponsor for the event.

Reston staff participated in the festivities at the Pipestone Homecoming from July 11-13. There were various activities and celebrations, including the opening of Pipestone Memorial Park, which was supported by a \$5,318 grant from the Building Communities Grant Program in the fall of 2024.

Sandy Lake staff were prominent in the presentation of the 29th annual Western Days in Sandy Lake on August 9-11. Western Days included the Shevchenko Dance Ensemble, a craft market, pancake breakfast, parade, Kiddie Korner, kids' basketball tournament, Hay Bale races, Duck Race, and the Golf Cart rodeo.



Sunrise STARS at Golf Tournament

Sunrise Credit Union was a major sponsor of the 3rd annual Jordan Old Memorial Golf Tournament on August 8 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. Additionally, Sunrise Credit Union provided a \$1,500 startup prize for the 50/50 raffle. Overall, Sunrise Credit Union donated \$4,500 to STARS through the tournament organizing committee.



Sunrise Cools Down Members During Harvest

Sunrise Credit Union continued its Harvest Cool Down Giveaway this September. 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.

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 2025-2026 Event Season

On September 18, the Brandon Chamber of Commerce hosted its Chamber Luncheon at the Keystone Centre, where over 230 business leaders and community members came together to discuss pathways to economic reconciliation with guest speaker, Manitoba Métis Federation Housing Minister Will Goodon. Sunrise Credit Union was the host sponsor for the luncheon. Brandon branch manager, Conner Ross spoke at the event. He introduced a video that highlighted Sunrise's partnership with local Brandon business Chez Angela.



Sunrise Out and About

Sunrise Credit Union regional and branch managers volunteered for a Team Build Day at Habitat for Humanity in Brandon on July 21. The team had a great time contributing to the construction of 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.

Sunrise Credit Union staff volunteered at the 2025 Street Fest, held in Boissevain on September 13. Sunrise was a title sponsor for the 5th annual event, along with Boundary Co-op and hosted the highly anticipated Pie Eating Contest, where the winner, Will Schmidt of Deloraine, took home a \$500 gift card.



Sponsorships/Donations

The Sunrise Credit Union Junior Golf Tournament was held on September 14 at the Melita Golf Course, with approximately 30 golfers registered. Trophies were given to the winners of Boys 10 and under, Girls 10 and under, Boys 11-14, Girls 11-14, Boys 15-18 and Girls 15-18. All entries received a prize. Sunrise staff volunteered, cooking burgers and hot dogs at the Clubhouse and taking them around to all players. The Melita Branch donates \$3,500 annually to cover all expenses for prizes, burgers and hot dogs, water, and drinks.

The Brandon Branch launched a Summer Adventure contest in June to give away a Kayak package valued at \$1,000. The branch displayed the Kayak at several golf tournaments and took entries electronically. Tish Palfienier was the winner, walking away with the Kayak,



Donations:

Branch	Organization Supported	Amount
Reston (Meat Draw)	Seniors Helping Hands	\$484.00
Virden (BBQ)	Wallace District Fire Department	\$1,500.00
Reston (Meat Draw)	Willowview Personal Care Home / Palliative Care	\$603.00
Reston (Meat Draw)	Reston School Parent Council	\$405.00
Hartney (BBQ)	Hartney Fairgrounds	\$1,405.00
Corporate	Westman Youth Choir	\$500.00
Baldur	Cartwright Ponderosa Days	\$500.00
Deloraine	Ladies 2000 Club	\$500.00
Sandy Lake, Shoal Lake, Strathclair, Corporate	Ride for Life	\$1,500.00
Grandview & District Recreation Commission	Sponsorship for Free Swimming	\$500.00

Sponsorships:

Organization	Branch	Amount
Bulls on the Border	Waskada, Reston, Boissevain, Hartney, Deloraine, Corporate	\$2,500.00
BUAPC (Truth & Reconciliation Week)	Brandon, Corporate	\$2,200.00
Kickoff to Summer (Killarney)	Boissevain, Corporate	\$2,000.00
Rockin' the Fields	Minnedosa, Corporate	\$3,150.00
McCreary Homecoming	Laurier	\$500.00
Cattlemen's Golf Tournament	Boissevain, Corporate	\$500.00
Westman Dreams for Kids Golf Tournament	Corporate	\$500.00
Brandon Canada Day Celebrations	Brandon	\$1,000.00
Brandon Curling Club	Brandon	\$787.50
Souris Peacock Days	Hartney	\$500.00
Crooks Family Racing	Brandon	\$750.00
Salamander Summer Mustic Festival	Brandon	\$750.00
In-da-Cup Classic Golf Tournament	Hartney	\$750.00

