



Corporate Social Values Report

October - December 2025



Sunrise Celebrates Co-op Week and Credit Union Day

Branches held a variety of events to celebrate Credit Union Day on October 16th. These included providing treats, popcorn, and refreshments for members, while most branches had a free door prize draw.

Sunrise Credit Union teamed up with Boundary Co-op to celebrate Cooperative Week (October 12th to 18th) with four pancake breakfasts in Waskada, Deloraine, Hartney, and Boissevain.

In the spirit of community and giving back, Sunrise hosted a social media giveaway, offering \$500 to a local community organization or initiative. The winner was the Larry Woytowich Family Sports Park in Sandy Lake. This vibrant community space features a baseball field, three pickleball courts, and a roller-skating area — making it a valuable asset for residents and visitors of all ages.

In addition, the Hartney branch collaborated with Boundary Co-op to provide a pancake breakfast for the Breakfast Club at the rink on October 16th. The Laurier branch celebrated Credit Union Day by incorporating a Guess the Weight contest for a giant pumpkin dubbed Sir Wilfred Laurier that weighed in at 105.84 lbs.



Building Communities Grant Program Gives \$30,000 in Support

Sunrise Credit Union gave nearly \$30,000 to several organizations through this fall's Building Communities Grant Program.

This fall's intake period drew more than 70 applications, making the selection process both exciting and challenging. The applications were reviewed, and the following five projects and initiatives were selected:



- Grandview Fire Department (Quick Response Unit) - **\$15,000**
- Shilo Family Military Resource Centre (Rise Up Kids Initiative) - **\$2,100**
- Waskada & Area Recreation Centre (Deep Fryer for Canteen) - **\$1,450**
- Elgin Community Rink (Rubber skate-safe flooring) - **\$5,000**
- Boissevain-Morton Arts Council (Window & Door Replacement) - **\$6,000**

In addition, the Brandon branch supported the Building Communities Grant program with a \$5,000 donation to Brandon Seniors for Seniors to fund Winter Isolation Kits.

Sunrise Secures Naming Rights for Clubhouse at Outdoor Sports Complex

Sunrise Credit Union and the City of Brandon announced a multi-year agreement in October that will give Sunrise naming rights to the clubhouse at the Canada Packers Sports Complex. Henceforth, the facility will be referred to as the Sunrise Credit Union Clubhouse.

"The construction of Brandon's outdoor sports complex is a landmark moment for our community. It will help meet the growing demand for sports facilities in the community." Said Tim Klassen, President & CEO of Sunrise Credit Union, "By supporting this project through the clubhouse naming rights sponsorship, Sunrise Credit Union reaffirms its commitment to backing worthwhile initiatives that enhance our communities, including parks and recreation amenities that promote healthy, active living for both youth and adults."

Situated at First Street and Veterans Way, the Canada Packers Sports Complex will feature a FIFA-regulation soccer field, up to eight 11v11 soccer fields, one dedicated 9v9 soccer field, a cricket pitch, a clubhouse equipped with changerooms and washrooms, and 3.6 KM of pathways.



Sunrise Out and About

The Ste. Rose branch had a visible presence at the Hoof 'N' Holler weekend in Ste. Rose that was held October 10th to 12th. The branch was decorated for the Main Street Decorating Contest, dressed up in their best Sunrise cowboy gear to celebrate on Friday. They entered the Sunrise Credit Union truck and trailer into the parade on Saturday.

Sunrise staff attended the Cypress River Fun Fair on October 25th. Approximately 100 kids were in attendance and were able to win treats and promo items playing Plinko at the Sunrise booth.

Boissevain branch manager, Derian Penziwol concluded a three-day workshop with the Grade Five class in Boissevain, where they learned the 'More than Money' concept through Junior Achievement. In the three days, the students learned topics like the importance of earning and saving money, how to create and start a business, and basic budgeting - for both personal and business. The workshop was interactive with fun math initiatives as well as budgeting board games.

Laurier branch held a Halloween colouring contest with the three local schools – McCreary, Ecole Laurier, and Ecole Jours de Plaine. The contest was well received, and the eight winners were given a Sunrise water cup of goodies, Sunrise swag and a free Prudent Student account card.

Our Sunrise Staff had a lot of fun dressing up this quarter, supporting Breast Cancer Awareness Week in October, celebrating Halloween and supporting the Toronto Blue Jays into the World Series.



Financial Literacy Month

November was Financial Literacy Month, and Sunrise Credit Union waved the red and green flags around a variety of financial habits! Social Media posts encouraged people to Talk Money, with the red and green flags focusing on topics such as scams/fraud, budgeting effectively, an emergency fund, maintaining consistent money habits and the importance of seeking reliable financial advice.

In addition, Branch TV's and the Sunrise Blog offered advice, tips, and tricks about everyday financial habits.



Sunrise Celebrates the Holidays

Sunrise Credit Union proudly served as the title sponsor for the Brandon Santa Parade, bringing festive cheer to downtown Brandon on November 22nd. With a Winter Wonderland theme, the Brandon branch staff entered a float in the parade, which was very well attended thanks to unseasonably good weather. Turnout from both floats and parade spectators exceeded that of the previous year.

The Keystone Centre Foundation held its inaugural Family Fun Day on December 20th. Sunrise Credit Union was the exclusive sponsor for Santa Land, where kids were able to get free pictures with the big man. Sunrise's logo was included in the pictures, and we also handed out treats, colouring sheets and promo items to the kids while promoting our Gift of Membership opportunity.

The first annual Deloraine Parade of Lights was held on December 4th, with the Deloraine Branch sponsoring the event as well as participating in it.

The Holland branch spread holiday cheer by participating in the Santa Parade in Holland on a very cold December 6th.

Virden staff used money from their Jeans Day fund to purchase \$500 worth of toys for the Virden Christmas Cheer's Toy Bin. The Cheer board collects food and gifts for families in need during the holiday season. Sunrise Credit Union also accepted toy donations (approx. \$25) at the Virden branch throughout the holiday season.

Continuing the holiday spirit, the Virden branch co-sponsored a matinee holiday movie featuring the classic, National Lampoon's Christmas Vacation at the Derrick Theatre on December 20th. Sunrise Credit Union and Valleyview Co-op provided free admission, popcorn, and a drink.

Sunrise Credit Union sponsored the community event, Kick off to Christmas in Shoal Lake. For this event, Sunrise purchased frozen hams for a Ham Huck competition on the curling ice. Basically, it was a 'closest to the button' contest using hams as curling rocks - larger hams for adults, and smaller hams for kids. Approximately 50 ham huckers participated, with the winners taking home the hams.

The CPKC Holiday Train passed through Minnedosa on December 5th, with Sunrise Credit Union's Minnedosa staff serving over 300 hot chocolates to spectators who enjoyed the musical artists' performances. The Minnedosa staff were busy the following evening, braving the cold to take part in the annual Santa Claus parade.

The Hartney branch also used the holiday season to deliver some sweet treats and various games, puzzles, and activity books to the Cameron Lodge. They used their Jeans Day Fund to support the Secret Santa program organized by the Hartney PCH staff, ensuring that all residents received a personalized gift this year.

The United Way West Central Manitoba held its 30th Annual Holiday Tree Auction on November 27th. Brandon staff participated in the evening, decorating a tree that was then sold to the highest bidder.



Donations

The Hartney branch made a significant contribution to the future of baseball in October with the donation of \$5,755 towards ball diamond upgrades. This donation came from the community BBQ's organized by the branch in 2024 & 2025, the patio table raffle from summer of 2025, and additional monetary donations from the branch. In addition, the Hartney branch donated \$1,362.09 from their staff Jeans Day Fund to Hartney Minor Ball for the purchase of equipment for an indoor training facility.

Sunrise Credit Union sponsored 18 minor hockey teams and programs in the fall of 2025, with a total of \$12,550 in contributions. Among the teams supported were the Yellowhead Chiefs, Southwest Cougars, Brandon Wheat Kings, Parkland Rangers and Westman Wildcats AAA organizations.

Organization	Branch	Amount
Coats for Kids	Brandon	\$390.00
Hartney Minor Ball	Hartney	\$1,362.09
Virden Christmas Cheer Board	Virden	\$500.00
Community Christmas Dinner	Minnedosa	\$300.00
Laurier Fire Hall	Laurier	\$1,500.00
Sara's Pantry (Glenboro)	Cypress River	\$500.00
Westman Traditional Christmas Dinner	Corporate	\$625.00

