



Corporate Social Values Report

January - March 2026



Sunrise Snack Shack Promotes Local at Manitoba Ag Days

Manitoba Ag Days, the largest indoor agriculture show in Canada, was held from January 20 to 22, at the Keystone Centre in Brandon. Sunrise Credit Union was happy to take part again this year with a booth set up in the hallway near the Enns Brothers and Flynn arenas.

We teamed up with member-owned food producers to offer samples like popcorn, cookies, jerky, and chocolate-covered coffee beans at the Sunrise Snack Shack. Our booth also highlighted Sunrise Credit Union as a top choice for agricultural lending in the area. Visitors could pick up marketing materials, snacks, water, and other giveaways. We raffled off a 55-inch TV, which was won by Claire Ramsey from Strathclair.

The Assiniboine College Ag Partnership Breakfast also took place during Manitoba Ag Days on January 21. Sunrise staff attended and provided support for financial awards given to students studying agriculture and related trades at the college.



Sunrise Breakfast: A Royal Manitoba Winter Fair Tradition

The Royal Manitoba Winter Fair was held during spring break, once again kicking off with the annual Sunrise Breakfast on Monday, March 30, the first day of the RMWF.

Roughly 1,500 people attended the breakfast, and Sunrise Credit Union provided volunteers to assist organizers with busing tables, refilling coffee, etc., while also handing out Sunrise swag to children.



W.O.W.; Sunrise Staff Attend Conference

The Women of Westman (W.O.W.) Conference took place on Wednesday, March 11, from 8:00 a.m. to 3:00 p.m. at the Keystone Centre in Brandon.

This was year six of the WOW Conference, with this year's theme: Future in Focus - Women Shaping Tomorrow. The day featured inspiring keynote speakers, transformative sessions, and powerful networking.

As part of Sunrise Credit Union's gold sponsorship, several Sunrise staff members attended the Conference. Shanda Rolfe, Tara Hilhorst, Kayla Sholdice, Rikki Weidenhamer, and Robyn Angus had a fantastic day of learning and networking.



Westman Multicultural Festival

Sunrise Credit Union was a Gold Sponsor for the revamped Westman Multicultural Festival in Brandon from February 5 to 7.

This year's event featured eleven pavilions, each operated by hundreds of volunteers who were dedicated to showing local, diverse roots. An estimated 25,000 visitors passed through the pavilions over the three days.

Sunrise Credit Union Streaming Partner with CurlManitoba

Sunrise Credit Union and CurlManitoba continued their valuable sponsorship agreement this year, bringing live streaming of three of the most prominent curling events in the province, adding significant value to the curling community.

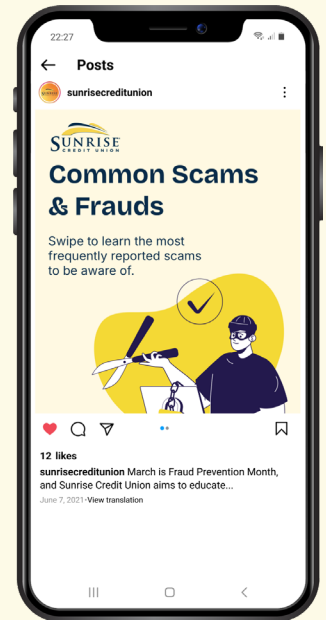
Sunrise Credit Union, in an exclusive partnership, was the sole financial services sponsor of the live-streaming coverage of the 2026 Scotties Tournament of Hearts in Rivers (December 30 to January 4), the 2026 Bunge Provincial Men's Curling Championship in Selkirk (February 3 to 8), and the 2025 Co-ops of Manitoba Junior Men's and Women's Championship in Morris (February 18 to 22).



Protecting Our Members

Sunrise Credit Union highlighted the importance of educating our members about scams and what to be aware of to protect themselves and their personal information during Fraud Prevention Month in March. Sunrise supported this initiative by sharing red flags and preventative measures across our social media channels and the Sunrise Blog.

Sunrise also participated in Data Privacy Week in January, highlighting tips to help our members take control of their data in an online world and how to protect themselves online to prevent being a victim of a cybercrime.



Committing to the Environment

At Sunrise Credit Union, we recognize that every individual plays a role in supporting environmental sustainability. Our IT Department continued to lead electronic recycling efforts through partnerships with the Electronic Recycling Association (ERA) and the City of Brandon's e-waste recovery program. In March 2026, the ERA's Winnipeg office collected a pallet of equipment, including 136 Hard Drives, 9 monitors, 7 laptops, 8 printers and 21 Data Tapes from Sunrise Credit Union for recycling.

Sunrise Out and About

The Virden branch hosted an Ag Appreciation Night seminar in honour of Canadian Ag Days on February 10. Attendees learned about Sunrise's Agricultural services and met the team while also enjoying a complimentary supper.

Sunrise Credit Union was a Bronze Sponsor for the Assiniboine College Foundation Legacy Gala on March 19. Several staff members attended, enjoying the food creations that the students from the Manitoba Institute of Culinary Arts prepared.

Sunrise Credit Union's HR Department was prominently featured at the annual Brandon Career Symposium on March 17 to 18 at the Keystone Centre. More than 80 exhibitors welcomed 2,500 students and over 1,000 members of the public to explore career opportunities. They also attended the Brandon University Winter Career Fair on January 28.

The Brandon Wheat Kings Foundation's Black & Gold Gala was held February 19 in the Manitoba Room at the Keystone Centre. Sunrise Credit Union staff enjoyed an evening that featured the presentation of this year's Hall of Fame inductees, Ray Allison and Ron Chipperfield, along with an exceptional meal and entertainment.



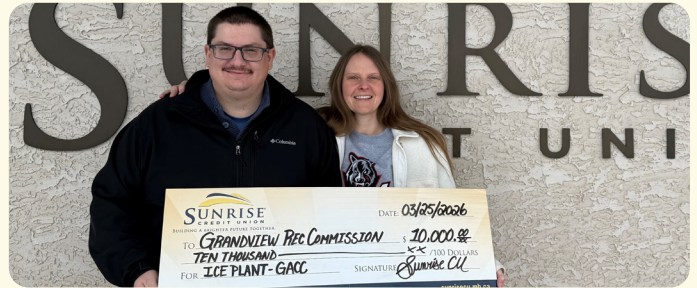
Sponsorships & Donations

The Reston branch hosted its 10th annual Stick It to Cancer event on March 24, at Reston Rec Plex. The event pitted the Westman Fusion against the RMSH Renegades in a fundraising hockey game with a raffle, hat pool and 50/50 draw. Approximately \$4,800 was raised at the event and donated to the Canadian Breast Cancer Foundation.

The Grandview branch supported the inclusion of the Grandview Agricultural Community Centre as the Manitoba finalist for Kraft Hockeyville. Sunrise Credit Union provided a donation of \$10,000 to assist the fundraising effort for a new ice plant, which would run the hockey and curling arenas.

Sunrise Credit Union made a \$2,000 donation to the Boissevain Pickleball Association to help with the building of two pickleball courts in the community. The courts are part of phase two of the Boissevain School Playground project and are expected to be built this summer.

Sunrise Credit Union continued its support for the Manitoba Farmer Wellness Program this year with a \$2,500 donation. The program provides no-cost, confidential mental health support to Manitoba farmers, farm families and farm employees when they need it most.



Branch	Organization Supported	Amount
Corporate	Habitat for Humanity Designer Bag Bingo	\$600.00
Corporate	Manitoba Gymkhana Rodeo Association	\$400.00
Corporate	Manitoba HS Rodeo Association – Barrel Racing	\$2,000.00
Waskada (Jeans Day Donations)	Prairie Mountain Health – Cancer Care	\$1,000.00
Brandon	Westman FC	\$500.00
Corporate	Fire + Frost Festival at Clear Lake	\$2,500.00
Corporate	Manitoba Beef Producers 47th Annual AGM & Tradeshow	\$750.00
Minnedosa	Minnedosa & Area Food Bank	\$500.00