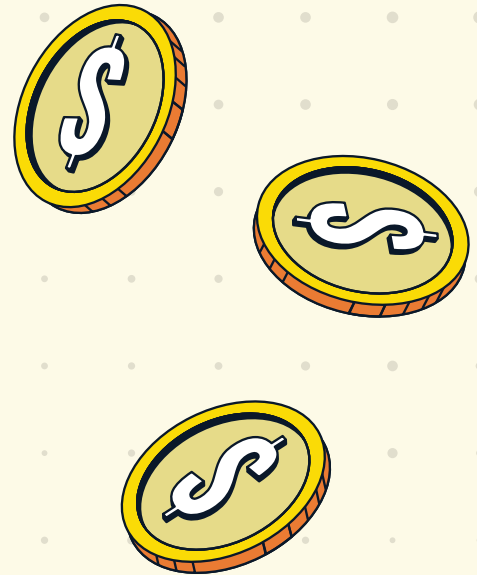




Corporate Social Values Report

July – September 2026



Sunrise Donates \$250K to Support Transformative Community Projects

Sunrise Credit Union unveiled its support for three major initiatives that will improve the lives of Western Manitobans for years to come at the Sunrise-sponsored Brandon Chamber of Commerce Luncheon on September 17.

- YMCA of Brandon (Prairie Mountain Health Childcare Project) - \$100,000
- YWCA Westman (Women's Campus) - \$100,000
- Keystone Centre Foundation - \$50,000

The \$100,000 to the YMCA of Brandon will help operate a child-care centre on Prairie Mountain Health property, about one block from the Brandon Regional Health Centre. Construction began earlier this year and is expected to be completed in 2027.

The YWCA Westman Women's Campus project is also receiving \$100,000 from Sunrise Credit Union. The campus is a six-story facility in downtown Brandon designed to provide emergency housing, supportive spaces and wrap-around services for women and children.



Sunrise Credit Union is also donating \$50,000 to the Keystone Centre Foundation. The Foundation was launched in the fall of 2025 to support the Keystone Centre's long-term sustainability, upgrades, and accessibility. The Foundation's fundraising will support the vision for the Green Space enhancement project planned for the Keystone Centre property.

Sunrise Embraces Truth & Reconciliation Week

Sunrise Credit Union contributed \$2,500 to support the Truth and Reconciliation Week activities in the City of Brandon.

Several branches recognized the National Day for Truth and Reconciliation by wearing orange on September 29.



Sunrise Credit Union Announces 5-Year Partnership with MHSAA

In September, the Manitoba High Schools Athletic Association (MHSAA) and Sunrise Credit Union announced a five-year partnership that will see Sunrise be the exclusive title sponsor of the MHSAA and its official financial institution.

Together, we'll work to strengthen high school sport, create new opportunities for the member schools and enhance the experiences of more than 40,000 student-athletes across the province.

This partnership is about more than sport. It's about supporting young Manitobans, strengthening communities, and helping students build the skills and confidence they'll carry with them long after the final whistle.



We were proud to announce this five-year partnership that will invest in students, coaches, families, and schools.

Sunrise-Sponsored BIRT Cup Raises \$85,000

Sunrise Credit Union was involved in a variety of golf tournaments this summer, including our first year as the title sponsor of the annual BIRT Cup presented by the Brandon University Athletic Department.

The event raised \$85,000, with proceeds assisting Bobcat student-athletes, Big Brothers Big Sisters of Westman, Cartwright's Mac Robinson Community Centre, Elkhorn District Community Centre, KidSport Westman Region, Wawanesa Curling Club and the Wheat City Wrangler Lacrosse Association.

Another highlight was Sunrise's first sponsorship of the Cubs Division at the annual Tamarack Golf Tournament. The Cubs is a one-day event held at Poplar Ridge Golf Course. The Cubs Division is for children ages 5 to 12, split into two age groups. The Cubs event reached a record 144 players in 2026.



Spirit Sands Medical Clinic Officially Opens

Sunrise Credit Union President and CEO Tim Klassen attended the Spirit Sands Medical Clinic's official grand opening on September 11.

The new clinic was funded entirely by donations from the community, local businesses, and support from the municipality, without any provincial or federal funding. Sunrise Credit Union was proud to be among the partners who contributed, donating \$100,000.

The new primary care clinic takes the place of the old medical centre, which had served the community for 70 years in the basement of the Glenboro hospital.



Branch Fundraising Efforts Highlight Q3 Donations and Sponsorships

The Boissevain branch teamed with Boundary Co-op for a fundraising lunch as part of the Farmers Market on August 27. They raised a combined \$2,163, which they donated to the Boissevain Food Pantry.

The Virden branch BBQ on July 17 raised money for the Virden & Area Food Cupboard, with \$1,000 donated.

The Minnedosa branch's Rock, Roll & Refresh Raffle raised \$1,250, with the proceeds split evenly among five organizations: the Canada Day Committee, Minnedosa Firefighters (in support of fireworks), the Minnedosa Fun Fest Committee, the Heritage Village, and Minnedosa Handivan Service.

The Deloraine branch chair raffle and pool day raised \$1,500, which was donated to the Deloraine School for purchasing outdoor equipment. The Sunrise-sponsored pool day was held on August 27 and featured a free afternoon by the pool with complimentary freezies, drinks and chips.

The Reston branch hosted its last Meat Draw on September 17, raising \$735 for the Reston Health Centre. The August Meat Draw raised \$450 for the Reston School Parent Advisory Committee, while the July draw raised \$422 for Seniors Helping Hands.

The Sandy Lake Beach BBQ on July 10 raised more than \$650 for the Sandy Lake Swim Club.

In addition to branch fundraising initiatives, the Grandview branch donated \$4,000 to the Gilbert Plains Country Club to help rebuild after flooding affected the course.

Sunrise Credit Union also sponsored the Bulls on the Border event in Waskada on August 6 and had major sponsorship agreements with three significant summer music festivals in Dauphin Countryfest, Rockin' the Field Minnedosa, and the Kickoff to Summer event in Killarney.



Sponsorships / Donations

Branch	Organization Supported	Amount
Strathclair	Strathclair & District Theatre Committee	\$1,000.00
Brandon	Jordan Old Golf Tournament	\$4,500.00
Brandon	Salamander Music Festival; Li'l Salamanders Kidz Zone	\$500.00
Grandview	Parkland Pirates Youth Rugby	\$2,500.00
Corporate	Westman Youth Choir	\$500.00
Corporate	Ste. Madeleine Métis Days	\$1,000.00

Sunrise Out and About

Sunrise Credit Union is a major community sponsor and partner for Virden Indoor Rodeo, Wild West Daze and Downtown Daze. Sunrise Credit Union staff actively participate in the parade and volunteer at the event. On Sunday, the rodeo's official Family Day, Sunrise Credit Union sponsors the high-stakes Shoot Out Champion finals, where the top-scoring competitors return to compete for the title. The summer at the Virden branch was also highlighted by the branch winning the Communities in Bloom Award for Businesses.



Sunrise Credit Union Hartney hosted the corn hole tournament at Hartney Hopper Days in August. But that was only part of the story. Hartney staff member Jeannette Hay made the corn hole boards, with Co-op donating 50% of the materials. The Hartney branch painted all eight sets and donated the boards to the municipality of Grassland for community use.

Summer was busy with community events. Sunrise Credit Union staff participated in:

- Virden Canada Day Parade
- Pipestone Fun Days (Reston branch)
- 138th annual Strathclair Agricultural Society Fair
- Virden & District 4-H Fat Stock Show and Sale
- Tim Hortons Camp Day
- Deloraine Fair Parade

