



# Corporate Social Values

April - June 2021

## Community Development

Sunrise Credit Union donated \$3,000 to the Erickson Business Incubator (EBI). The organization helps new and startup companies by providing training, management, rent incentives, and contributions to startup expenses. EBI has two main goals; launch more small businesses by people who live or do business in Erickson to grow the economy and encourage people to move to the area and create jobs. It will also help fill vacant buildings in the community.

## Philanthropy

### Goodwill

Alysa Ferguson of Thompson is the winner of this year's Sunrise Credit Union Our Manitoba Photo Contest. Alysa's photo 'Minosiw' emerged as the winner from over 400 entries for this year's contest. A shortlist of 30 images was put through one week of public voting through the [ourmanitoba.org](http://ourmanitoba.org) website. The week-long voting period saw close to 9,300 votes cast, with the 12 finalists and the grand prize winner receiving the most votes. Ferguson, originally from Minnedosa and still a member of the Minnedosa branch, took the winning photo at Fish Lake, Manitoba, on September 25, 2020. The name 'Minosiw' (pronounced min-NOOSE-sue) is Cree for 'Beauty.'

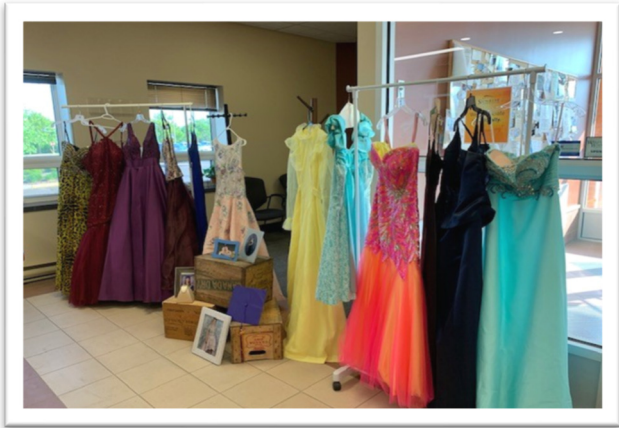
Following the Our Manitoba Photo Contest, Sunrise Credit Union highlighted the winner and the other 12 finalists in video compilations that appeared on our social media channels and Branch TV Network.





The Laurier branch handed out flowers courtesy of Country Oasis Spa & Florals to celebrate Mother's Day and did a basket giveaway for Father's Day. The Grandview branch did a Mother's Day giveaway that included prizes from a local bakery and flower shop.

In May, the Grandview branch purchased tokens for the batting cage in the community and hid them around the community along with a \$10 gift certificate for ice cream at a local business. The Grandview Recreation Commission promoted this initiative on their Facebook page.



In June, Sunrise in Virden created a display at their branch called 'In the Blink of an Eye' that featured grad photos and apparel of the staff from their graduations.

In April, Sunrise in Cypress River donated \$2,500 to support upgrades to Glenboro school, including theatre speakers, volleyball stands, and gymnasium bleachers.

Stan Schaworski, a member of the Shoal Lake branch, was the winner of the Sunrise Credit Union Meet with a Lender contest. Schaworski received the grand prize, a Cub Cadet ZT2 50 Zero Turn Lawn Mower purchased from Drummond's Farm Services Ltd. in Holland on May 19.

Sunrise Credit Union donated promotional items to include in 'Welcome Bags' by the Turtle Mountain Community Development Committee. The bags were distributed to local campgrounds to promote what Boissevain and the Turtle Mountain region offer. The Sandy Lake branch donated \$500 to purchase shirts for volunteers and staff of the boat inspection station.

Sunrise donated \$250 to the Cerebral Palsy Association.



## Youth

Many Sunrise Credit Union branches displayed signs congratulating high school graduates of 2021. Graduation ceremonies were still canceled or minimized due to the pandemic this spring. The signage showed the support of graduates in our communities moving on to the next stage of their lives.



Sunrise in Hartney committed \$1,500 to the RM of Grassland to develop the natural playground in Hartney in 2020 with payments of \$750 last year and the remaining \$750 this spring. Unfortunately, work was delayed until the spring of 2021 due to the pandemic. Recognition of Sunrise's sponsorship is on the Welcome Sign displayed at the playground.

Sunrise Credit Union donated \$500 to sponsor the Westman Magic softball team.

Kathryn Gillis was named the recipient of the Sunrise Credit Union award for outstanding 4-H Achievement of the Mariapolis-Baldur 4-H Club in May.



Concentra Bank announced the winners for their 11th Annual *Empowering Your Community* program as part of their Annual General Meeting on April 13, 2021. A Sunrise Credit Union community is the recipient of one of the 17 grants Concentra is awarding this year. The submission for the Valley Life Beginnings Inc. Child Care Centre in Minnedosa is being awarded \$5,000 from Concentra for renovations to the centre to become operational for childcare. Sunrise Credit Union supported this initiative by providing a financial donation of \$5,000 in 2020 and is also committed to future financial support.

## Health

On June 17, Sunrise Credit Union presented the Critical Care On the Air Westman Radiothon on Bounce 96.1 and Pure Country Brandon. The radiothon raised funds for the STARS Air Ambulance Service, and listeners learned about the importance of STARS life-saving service from crew members, allies, and patients. Comments from Sunrise President and CEO Tim Klassen also aired during the day. The radiothon raised more than \$32,000.

Sunrise Credit Union donated \$5,000 to support purchasing a portable ultrasound unit for the Minnedosa hospital. The fundraising campaign spearheaded by the Minnedosa Rotary Club and the Minnedosa & District



Health Foundation aims to raise \$60,000 to purchase the ultrasound. The portable ultrasound would assist in diagnosing and treating patients promptly. The goal is to have the unit purchased by the fall of 2021.

Sunrise donated \$2,000 to the RM of Yellowhead Pickleball project. The project will create an outdoor space that will help residents and those in surrounding communities connect, be active, and enjoy the outdoors.

### **Community**

In May, Sunrise Credit Union finalized a three-year, \$15,000 commitment to Friends of Lake Minnedosa for the Weed Harvester Project. The Weed Harvester will help with aquatic weed control that will improve the lake's water quality in an environmentally sustainable way while also controlling unwanted weed growth.

Sunrise Credit Union donated \$5,000 toward the construction of a new clubhouse at the Reston Golf Course. The project is expected to commence in the fall of 2021.



Sunrise Credit Union committed to a \$10,000 donation to assist the Prairie Mountain Regional Museum, located between Shoal Lake and Strathclair, to fund three projects - replacing the shingles on the Olha School, building an open shed, and constructing a miniature golf course with an 1870-1940 farm theme.

The Sandy Lake branch donated \$1,500 toward the renewal project for the Onanole Rec Centre. The capital projects that are part of the campaign include a Fitness Centre changeroom and equipment upgrade, kitchen and bar upgrade, landscaping, and a commercial air conditioner. In addition to the \$1,500 this year, the Sandy Lake branch has committed \$1,000 per year for the next five years.

Sunrise Credit Union donated \$500 to the Treherne Run for the Hills Marathon. The virtual race will be taking place in September.



## Financial Literacy

Sunrise Credit Union recognized World Elder Abuse Awareness Day (WEAAD) on June 15 with posts on our social media channels. WEAAD acknowledges and recognizes elder abuse as a public health and human rights issue. There are many forms of elder abuse, with the misuse of power of attorney is a common form of financial abuse.

On Mother's Day, Sunrise used its social media pages to invite the public to post the best money-saving advice their moms ever gave. Forty-eight people shared their favourite money-saving tips.

## Volunteerism

The staff at Sunrise in Strathclair volunteered their time on April 24 to help clean up the Strathclair Cemetery and the Bend Cemetery.

The staff at Sunrise in Baldur volunteered their time on May 2 to plant flowers in the community for the Baldur Flower Committee in preparation for the National Communities in Bloom competition. The theme of this year's National Communities in Bloom is 'Hope is Growing,' with the colour yellow symbolizing hope.

The staff at Sunrise in Virden volunteered their time on May 26 to prepare the flower beds at the branch for post-frost planting.



## Environmental Sustainability

Sunrise in Brandon participated in the City of Brandon Tidy up Tuesday's initiative. Brandon in Bloom challenged businesses to Tidy their community every Tuesday at 10:00 a.m. from June 1 to August 31.