



# Corporate Social Values in Action

## January - March 2024

### Sunrise Scholarship Program Re-Branded

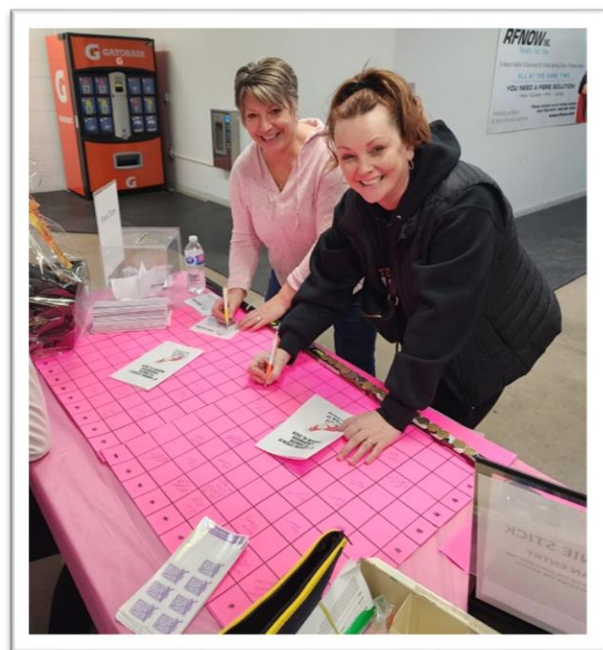
Since 2008, Sunrise Credit Union has offered approximately 200 scholarships worth approximately \$300,000 to students from our communities pursuing post-secondary education. The awarding of these scholarships varied from community to community, as did the amount awarded to the successful students who received the scholarships.

Sunrise has rebranded the scholarship program this spring primarily because of our continued growth. The goal is to provide uniformity across the organization and create a better return on investment for Sunrise Credit Union in terms of proper recognition for the scholarships we award annually.

Beginning this year, Sunrise Credit Union will award 14 scholarships annually - \$5,000 (1), \$3,000 (2 – 1 for Brandon University, 1 for ACC), \$3,000 (1 – Summer Student) and \$1,000 (10). The scholarships will reward excellence in academic standing, leadership, extracurricular activities, volunteerism, and community involvement. A volunteer evaluation committee of Sunrise Credit Union staff will be used to determine scholarship recipients.

### Stick It to Cancer Raised \$3,500+

The 8<sup>th</sup> Annual Stick It to Cancer Fundraiser was held March 14 in Reston. The event included supper and an exhibition game between the Westman Fusion and REMH Renegades. Admission was by donation, and other fundraising endeavors took place throughout the evening, including raffles, a hat pool, and a 50/50. This year's Stick It to Cancer event raised \$3,532.00, with proceeds going to the Canadian Breast Cancer Foundation. The eight-year total raised from this annual event is over \$26,250.



## Sunrise Breakfast ‘Packs Them In’ at RMWF

The Sunrise breakfast once again kicked off the Royal Manitoba Winter Fair in Brandon on March 25. More than 1,000 people enjoyed breakfast at the historic Dome Building on the Keystone Centre grounds. The admission charge included free entry to the RMWF for the day, which helped bring out the large crowd. Sunrise volunteers helped with serving and odd jobs around breakfast while our mascot Sunny attended and handed out swag to many of the kids who attended. The Sunrise breakfast is part of a larger sponsorship Sunrise Credit Union has with the Provincial Exhibition of Manitoba for all their events in 2024. The next big one is the Manitoba Summer Fair from June 5-8.



## Sunrise is WILD About the Outdoors

Sunrise Credit Union is a Silver Sponsor for the fourth season of North Mountain Adventures TV Show. North Mountain Adventures is an Outfitting Business and Sunrise member based on Ochre River. Craig and Melanie MacCarthy began filming their hunting and fishing experiences and in June

2021, signed a contract with Wild TV – Canada’s Hunting and Fishing Network. Season 4 is upon us and Sunrise’s silver sponsorship will also include the social media mention and logo placement during episodes along with the MacCarthy’s wearing Sunrise-branded swag during filming.

Grandview branch entered into a sponsorship agreement with the Grandview Trail for the Community Gathering Place. The Grandview Trail project began with a group of community members who noticed a need in the Town of Grandview to create an outdoor multi-use trail. A multi-use trail for walking, biking, and snowshoeing was developed using donations and community volunteering. The Grandview Trail project has now moved under the Grandview Sport and Leisure Board, whose goals are to create safe community spaces that promote mental health and physical well-being. The Community Gathering Place will feature benches, picnic tables, a wood storage shed and a fire pit. A Sunrise Credit Union sign will be prominently displayed on the shed as part of our sponsorship.

## Pitching in at Southwest Business Expo

Sunrise Credit Union was a Platinum Level sponsor for the 7<sup>th</sup> Annual Southwest Business Expo on February 7 in Deloraine. The Business Expo is an innovative business event featuring speakers, panel presentations, trade shows, networking, and a business pitch event with an opportunity to win cash awards. The Expo is a regional effort to promote entrepreneurship and business development in the Westman Region. Communities including the Town of Melita, Municipality of Deloraine-Winchester, Municipality of Souris-Glenwood, Municipality of Pipestone, Town of Virden, Municipality of Grassland,

Municipality of Wallace-Woodworth, Municipality of Brenda-Waskada and the Municipality of Two Borders work to create opportunity for growth in the region. This is a well-attended event that sees over 100 potential and growing entrepreneurs annually, providing ample opportunity for business development and growth. In addition to being a Platinum Sponsor, Sunrise Credit Union provided \$1,000 for the Expo Pitch Competition.



### **Building Communities Grant Program Spring Intake**

Building on the success of the inaugural Building Communities Grant Program late last year, Sunrise Credit Union is now offering grants through two intake periods annually. The in-take periods will allow us to support organizations and projects throughout our Sunrise communities more efficiently and consistently. Sunrise Credit Union considers all applications based on their merit related to the grant criteria. To maximize the impact and effectiveness of our resources, Sunrise Credit Union encourages organizations to submit innovative, well-planned and managed projects. Projects must be located in or directly benefit the residents of a Sunrise Credit Union community or

surrounding area. The first intake period began on April 1, 2024, with a deadline of May 15, 2024, for applications.

### **Sunrise Out and About**

Sunrise Credit Union Minnedosa staff attended the 4-H South Parkland Area Council Zone 1 speeches event on March 10, sponsoring the snack table as well. Two speakers from seven different area 4-H Clubs presented at the event, with the top two advancing to the area council finals. Regional manager Steve Brigden helped judge the competition.

On February 29, Melita loans officers visited a farm family that are involved in Tilston 4-H Beef Club. The Serruys boys (Quinton, 13, Kix, 10, and Cutter, 8) proudly showed off their steers and heifers and gave our staff a rundown of everything involved with raising and showing the animals. This included a financial component and how beef can be a viable business. It was a great opportunity for Sunrise staff to visit a family farm and for the children to practice their presentations and show their passion for cattle and 4-H.



The Boissevain staff volunteered at the Boissevain Science Fair on March 8. The event featured 80 projects from over 100 Grade 1-8 students competing for spots to represent Boissevain at the Western



Manitoba Science Fair in Brandon. Sunrise Credit Union is a sponsor for the Western Manitoba Science Fair on April 9, with our logo appearing on the shirts given to students.

Minnedosa staff rocked hockey jerseys on February 16 in support of the Skate the Lake and Rock the Lake 2024. Sunrise Credit Union is a major sponsor for the 16<sup>th</sup> annual pond hockey tournament and 5<sup>th</sup> pondspiel, both on Minnedosa Lake.



The Brandon branch held their annual St. Patrick's Day breakfast for branch and corporate staff on March 15.



## Sponsorships/Donations

The Treherne branch sponsored lunch for the Miles for Seniors Intergenerational Program in March. The program pairs a senior citizen and an elementary school student with the goal of bridging the generation gap. This year the seniors and students became pen pals, writing each other letters to get to know each other. They met for a Christmas luncheon in December and for another luncheon in March.

The Parkland-based Sunrise Credit Union Flames will be wearing Sunrise branded and coloured jerseys during their 2024 spring/summer hockey season thanks to a sponsorship from Sunrise Credit Union.

Speaking of jerseys, Sunrise Credit Union was happy to sponsor the second set of jerseys for Westman Volt Hockey. Volt Hockey is played indoors in a school gymnasium or at the Keystone Centre in a controlled environment. Players use electric scooters to navigate, pass and shoot. The best part? Playing VOLT Hockey is free of charge, including transportation expenses if required. Sponsors like Sunrise Credit Union ensure that everyone has the opportunity to participate and enjoy the game without any financial barriers.

Sunrise Credit Union was the Candy Bar Sponsor for KidSport West's 13th annual For The Love of Sport – Wildin' Out Neon Party on March 1. KidSport provides grants to help cover the costs of registration fees so that all kids aged 18 and under in Manitoba West can play a season of sport. The West chapter accepts applications and administers grants of up to \$500 per kid/year for kids living in Manitoba West or one of the other communities they serve.

## Other Sponsorships and Donations:

ORGANIZATION	BRANCH	AMOUNT
Hartney Enrichment Program Inc.	Hartney	\$500
Bruxelles Community Hall Renovations	Cypress River/Holland	\$1,000
MILES for Seniors Intergenerational Programs	Treherne	\$450
RM of Argyle Seniors independent Services	Baldur	\$1,000
Elgin Community Rink	Hartney	\$250
Charlie Brown Daycare Center	Ste. Rose (Jeans Day Donation)	\$520
Parkland Humane Society	Grandview	\$200
Grandview 4-H Kids Winter Activity	Grandview	\$285
Grandview Men's & Women's Curling Bonsel	Grandview	\$1,000
Sunrise Credit Union Spring Classic Hockey Tournament	Grandview/Corporate	\$1,000
ACC Legacy Gala Dinner	Corporate	\$3,000
ACC Ag Partnership Breakfast	Corporate	\$1,500
Habitat for Humanity Manitoba	Corporate	\$3,000
Pelican Lake Annual Ice Fishing Derby	Corporate	\$500
Manitoba Beef Producers 45 <sup>th</sup> Annual AGM	Corporate	\$1,500
Wheat Kings Black & Gold Gala	Brandon	\$1,470
CPA Westman Bike Race	Brandon	\$250
Sandy Lake Western Day Ice Fishing Derby	Sandy Lake	\$500
Boissevain Festival of the Arts	Boissevain	\$300
International Music Camp	Boissevain	\$200

## Upcoming Sunrise-Sponsored Event:

EVENT TITLE	DATE	LOCATION
Manitoba Maple Syrup Festival	April 20-21	McCreary
Brandon Career Symposium	April 23-24	Brandon
Brandon Beer Tasting Festival	April 27	Brandon
CUYLM 2024 Conference	April 25-26	Winnipeg
Smile Cookie Campaign	April 29-May 5	Brandon
Brandon Chamber of Commerce Awards Show	May 2	Brandon
YWCA Westman Women of Distinction	May 15	Brandon
CUMAM Golf Tournament	May 25	Clear Lake
Manitoba Envirothon	Regional Events and Provincial Event	at IPG
Manitoba 55+ Games	June 18-20	Brandon
PVGC Par-3 Golf Tournament	July 19	Pleasant Valley GC
IPG Summer Celebration Weekend	August 9-11 Peace Gardens	International
Manitoba Communities in Bloom	Various Dates	Various Locations
Manitoba Summer Games	August 11-17	Dauphin
IPG Gale in the Garden	August 21	International Peace Gardens
Brett Kissel Concert	September 1	Minnedosa
IPG Fall Celebration	September 21	International Peace Gardens