


2014 ANNUAL REPORT



BUILDING A BRIGHTER FUTURE TOGETHER.


OUR MISSION

We are a member owned community focused organization dedicated to providing personalized competitive financial services to benefit our members and communities.



OUR VISION

To provide full services; pursue community growth; and assist youth, members, and others in achieving goals and dreams through innovation, flexibility and leadership.



OUR VALUES

At Sunrise Credit Union, we believe that we can best serve our members, our employees, our partners and our community by practicing these values:

in·teg·ri·ty. Be honest. • **hon·es·ty.** Be fair and truthful.

co·op·er·a·tive phi·los·o·phy. Assist one another in working towards common goals.

re·spect. Appreciate the abilities, qualities and achievements of others.

fair·ness. Maintain freedom from bias. • **em·pa·thy.** Understand the feelings of others.

Trust. Believe in the reliability, truth, ability and strength of others.

loy·al·ty. Feel allegiance to those we're working with.

cour·age. Face difficult situations without fear.

op·ti·mism. Maintain confidence about the successful outcome of the future.

TABLE OF CONTENTS

Annual Meeting Agenda	2
Report on Nominations	3
Seven International Co-operative Principles	4
Board of Directors Report.	5
Board of Directors	6-7
President & CEO Report.	8
Executives	9
History	10-11
Sunrise in Our Communities	12-15
Working to be an Employer of Choice	16-17
Branch Highlights	18-30
Financials	31-35
Wealth Management	36-37
Credit Union Deposit Protection in Manitoba	38
Notes	39-40

ANNUAL MEETING AGENDA

Monday, April 20, 2015

1. Call to order
2. Appointment of Recording Secretary
3. Welcome and Introductions
4. Report on Due Calling of Meeting
5. Report on Quorum
6. Adoption of Agenda
7. Minutes of Last Annual General Meeting
8. Moment of Silence
9. Board of Directors' Report
10. President & CEO's Report and Financial Statements
11. Appointment of Auditors
12. Report on Nominations
13. By-Law Amendments
14. Other business (if such other business has properly come before the meeting)
15. Presentation of Service Awards
16. Door Prizes
17. Adjournment

REPORT ON NOMINATIONS



The Board of Directors for Sunrise Credit Union strives continually to improve how we operate. One of the areas where we could see a benefit in making a change this past year was to amalgamate the Nominating Committee with the Governance Committee. This year the Governance Committee members are Lon Cullen, Lee Adams, Jean Bazin, Terry Wakely and I.

Glenn Caldwell retired from The Board at the end of his term and we welcomed Fred Greig to The Board at our AGM in April, 2014. This year the four directors with terms expiring were Terry Wakely, Glenn Young, Evan Casselman and Don Zeghers. All directors wished to stand for re-election. Notices requesting additional nominations were posted in the branch/district locations from January 15 to February 16, 2015. There were no additional candidates nominated, therefore it is my pleasure to announce Terry Wakely, Glenn Young, Evan Casselman and Don Zeghers re-elected to the Board of Directors, Sunrise Credit Union Ltd.

Jan McClelland
Chair, Governance Committee

SEVEN INTERNATIONAL CO-OPERATIVE PRINCIPLES

Sunrise Credit Union is guided by the principles of the international cooperative movement which values honesty, openness, social responsibility and caring for others. As a member of Sunrise Credit Union, you are part of a network of credit unions and other cooperatives across the world and can take pride in the principles by which co-operatives put their values into practice.

1st Principle: Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

2nd Principle: Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary co-operatives, members have equal voting rights (one member, one vote) and co-operatives at other levels are organized in a democratic manner.

3rd Principle: Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their co-operatives. At least part of that capital is usually the common property of the co-operatives. They usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing the co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operatives; and supporting other activities approved by the membership.

4th Principle: Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative's autonomy.

5th Principle: Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public - particularly young people and opinion leaders - about the nature and benefits of co-operation.

6th Principle: Co-operation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.

7th Principle: Concern for Community

While focusing on member needs, co-operatives work for the sustainable development of their communities through policies accepted by their members.

BOARD OF DIRECTORS REPORT



On behalf of the Board of Directors of Sunrise Credit Union, I'm pleased to present the 7th Annual Report relating to our operations for the year ended December 31st, 2014.

As in previous years, 2014 proved to be another very successful year for Sunrise Credit Union, and I'm pleased to be able to share some of the highlights with you.

We had good growth in 2014 despite the continuing low interest rates, as illustrated in the financial report that follows in the Annual Report. Growth was tempered however, as we are taking a more managed approach to growing our assets. This is due in part to regulatory change that governs credit unions in Manitoba and across the country. These changes are meant to provide security to our credit unions and our membership. We continue our goals of providing excellence in member service and ensuring that Sunrise is your financial institution of choice.

We were pleased to complete the merger with Sandy Lake Credit Union in 2014 and welcome them to our membership. We believe, as the saying goes, "we are stronger together". Another highlight has been the construction of our new premises in Brandon. The new building is progressing well as can be seen in pictures on our website. This new building will provide much needed space to house both branch and administrative services. It will also provide space to increase our wealth management services. We look forward to its opening in summer, 2015.

We welcomed a new Board Member in 2014, Fred Greig from Reston, and said goodbye to Glenn Caldwell, also from Reston.

Your Board has continued its education process in 2014. We participated in governance training and also took part in a facilitated board evaluation workshop. As well individual Members participated in individual training to enhance their skill set. Our Board committees were very active in 2014.

The Governance and Nominating Committee members are: Jan McClelland (Chair), Terry Wakely, Lon Cullen, Lee Adams and Jean Bazin.

The Audit and Risk Committee members are: Karen Combs (Chair), Evan Casselman, Rob Ramage, Daryll Logeot, Fred Greig, and Don Zeghers.

Your Board is pleased to continue to provide financial support to the communities we serve. In 2014 Sunrise provided \$190,000 in support to community projects, including \$24,000 in scholarships to deserving high school graduates.

On behalf of the Board of Directors I want to thank all our staff for their dedication and hard work in making Sunrise the successful credit union it is.

Respectfully submitted,

A handwritten signature in black ink that reads "Glenn Young". The signature is written in a cursive, flowing style.

Glenn Young (Chair)

BOARD OF DIRECTORS



Glenn Young
Chair
Ex-officio Member of the Governance Committee



Don Zeghers
Vice-Chair
Member of the Audit & Risk Committee



Evan Casselman
Director
Member of the Audit & Risk Committee



Fred Greig
Director
Member of the Audit & Risk Committee



Lee Adams
Director
Member of the Governance Committee



Lon Cullen
Director
Member of the Governance Committee

The Board of Directors create the Strategic Plan for the Credit Union, taking into consideration the vision, mission, values, long term goals, internal capabilities and the external operating environment.

The involvement of members in the Board of Director election process each year is important. Members elect Directors in a democratic one-member, one-vote system. They elect directors annually for a term that normally runs three years, up to a maximum of four consecutive terms.

In addition to attending regular Board meetings, each Director serves on a committee that assists the Board in its governance.

Directors' and Officers' Disclosure

Payments made for honouraria and per diems amounted to \$83,070 (2013 - \$68,749), reimbursement of expenses amounted to \$71,947 (2013 - \$32,030) and meeting, training and conferences costs amounted to \$31,313 (2013 - \$32,943) for the year ended December 31, 2014. Total loans and authorized lines of credits to directors amounted to \$2,324,752 (2013 - \$2,207,205), total deposits from directors amounted to \$1,716,189 (2013 - \$2,383,198)



Jan McClelland
Corporate Secretary
Chair of the Governance Committee



Daryll Logeot
Director
Member of the Audit & Risk Committee



Jean Bazin
Director
Member of the Governance Committee



Karen Combs
Director
Member of the Audit & Risk Committee



Rob Ramage
Director
Member of the Audit & Risk Committee



Terry Wakely
Director
Member of the Governance Committee

PRESIDENT & CEO REPORT

Sunrise is a home grown financial institution whose roots are found in many small communities in Manitoba. We believe that we play a large part in making our communities better, stronger and more vibrant. In 2014 we welcomed the community of Sandy Lake to the Sunrise Family.

Regulation of the financial industry continues to expand which requires more resources from Sunrise in order to comply with additional regulations. In 2014 Sunrise engaged Internal Audit Services from Saskatchewan Credit Union Central. This arrangement will provide us with the expertise required to meet our needs regarding Internal Audit Services for the next few years.

New services and products continue to evolve in our industry. We will roll out a smart phone app and deposit anywhere technology in the 1st half of 2015. This technology will allow members to deposit cheques by taking a picture of the cheque and sending the picture electronically to the Credit Union. This technology will also provide an opportunity to become more efficient, as we focus on our goal of becoming paperless between branches. These will be major challenges for Sunrise going forward.

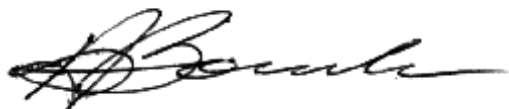
Sunrise will be moving into new premises at the corner of Victoria Avenue & 23rd Street in Brandon in early 2015. The Brandon Branch and Sunrise Wealth Management will occupy the main floor of this new building with the Corporate office occupying the 2nd floor. This will consolidate our operations into one location in Brandon. This new building will position us for many years of future growth in Brandon.

2014 provided the following highlights:

Deposit Growth of	3.00%
Loan Growth of	5.63%
Income was	\$2,993,192
Member Equity totals	\$55,422,195
Total Assets are	\$821,846,998

Thank you to the Board of Directors for their leadership, thank you to the employees for their dedication and thank you to the membership who make it all possible. We look forward to a great 2015.

Respectfully Submitted



H.J. Bowler

EXECUTIVE TEAM



Harry Bowler
President & CEO

The Executive Team cultivates our strong cooperative culture and work tirelessly to help our team scale, grow and succeed. They set the annual Business Plan for Sunrise Credit Union and provide leadership to more than 170 employees who assist our 20,000+ members achieve their financial goals and dreams.



Tim Klassen
Executive VP & ACEO



Ted Billeck
VP Deposit & Member Services



Kaydee Deremiens
VP Human Resources



Tayona Johnas
VP Strategic Development & Wealth Management



Tony Keown
VP Finance



James Knockaert
VP Lending

“Sunrise Credit Union worked to help us find the best way to borrow and the best way to set up our business finances. The staff at the branch cheered us along and offered encouragement in those moments when the undertaking seemed overwhelming. It felt very different dealing with Sunrise than our previous experiences with banking. It was professional but still personal”.

-Leah Cann, The Station, Boissevain

HISTORY



1940

Virden Credit Union was incorporated

1941

Wassewa Credit Union was incorporated, later changing its name to Boissevain Credit Union Society Ltd.

1942

Deleau Credit Union Society was formed, later changing its name to Hartney Credit Union Society Ltd.

1966

Melita Credit Union was incorporated

1971

Melita Credit Union merged with Virden Credit Union

1998

Cypress River Credit Union opened a branch in Baldur, MB

2001

Boissevain and Minto merged with Turtle Mountain Credit Union

1943

Treherne & District Credit Union incorporated, later changing its name to Tiger Hills Credit Union

1952

Sandy Lake Credit Union was incorporated

1954

Turtle Mountain Credit Union was incorporated in Deloraine, MB

1960

Cypress River Credit Union was incorporated

1974

Tiger Hills Credit Union opened a branch in Holland, MB

1977

Virden Credit Union opened a branch in Reston, MB

1989

Boissevain Credit Union Society opened a branch in Minto, MB

1993

Virden Credit Union opened a branch in Waskada, MB

2008

Virden, Turtle Mountain, Hartney, Tiger Hills and Cypress River Credit Unions merge to form Sunrise Credit Union

\$475 million in Assets

2010

Sunrise Credit Union opened a branch in Brandon, MB

2013

5th Year Anniversary
\$775.8 million in Assets

2014

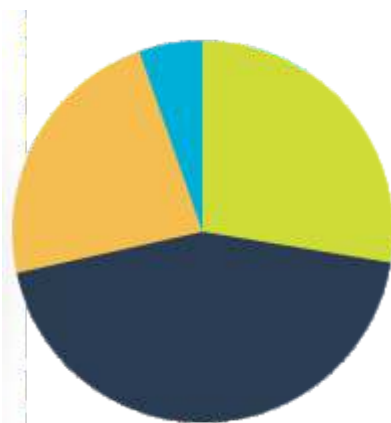
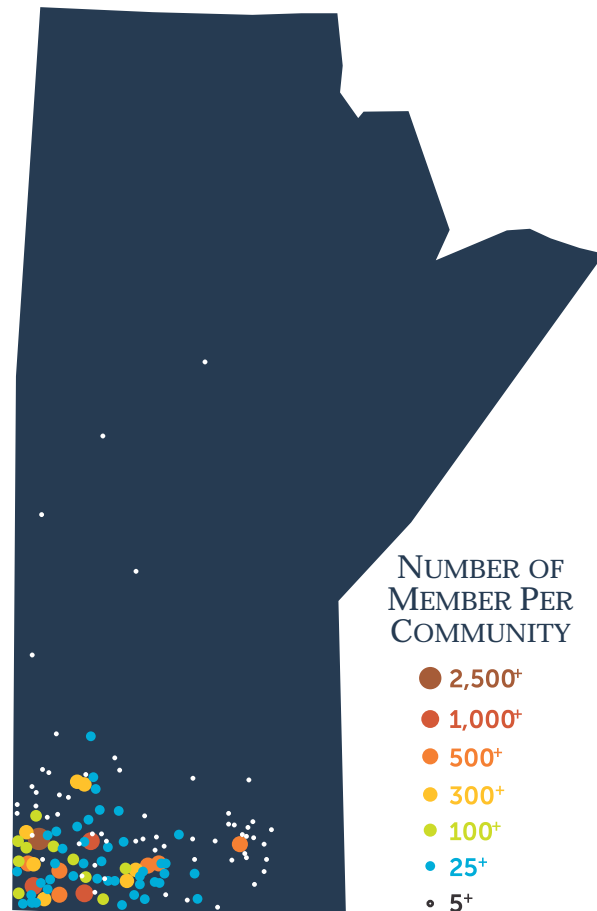
Sandy Lake Credit Union merges with Sunrise Credit Union
\$821.8 million in Assets



SUNRISE IN OUR COMMUNITIES

Donated **\$190,000** to over **400** community organizations including **\$24,000** in scholarships to youth. In addition to this, Staff raised **\$34,200** through various fundraising initiatives.

Staff **Volunteered** over **7500 hours** of their personal time, helping our communities and community organizations deliver services that benefit our members.



SPONSORSHIP BREAKDOWN

- Youth 28%
- Community Improvement 44%
- Health & Fitness 23%
- Arts & Culture 5%



285 'Followers' on Facebook



27,812 Unique Facebook Users saw Sunrise Credit Union posts in 2014.



1,887 YouTube views in 2014.



990 'Followers' on Twitter



63,831 Unique Visitors to website in 2014

Family of geese voted most Manitoban in photo contest

BY MEGAN LANE

Two geese and four goslings take a peaceful morning swim on Lake Metigoshe in the first-place picture in the Our Manitoba Photo Contest.

Sunrise Credit Union partnered with the Art Gallery of Southwestern Manitoba and Keywest Photo to gather photos from across the province that best represent Manitoba.

"We really wanted the photos to celebrate the unique and cultural characteristics of Manitoba," said Terri Roulette McCartney, marketing manager for Sunrise Credit Union.

"It was about engaging and collaborating with the communities we work in to celebrate Manitoba."

The contest received more than 500 photo submissions. These were narrowed down by representatives of the three partners to 30.

"When I sat down to check the website, I was shocked to see my picture in the top 30," Julie Corkish said. "Being geese they are very Manitoban and something always drew me to that photo. It looks so calm and relaxing."

Corkish, her husband and daughters live in Deloraine and spend time every summer at a family cabin at Lake Metigoshe. She took the photo on a calm morning last summer.

The top 13 photos based on public votes were revealed at the Art Gallery of Southwestern Manitoba on Thursday. About 60 people attended the official unveiling, including the photographers.



Julie Corkish, of Deloraine, poses next to her first-place picture in the Our Manitoba Photo Contest of two geese and four goslings taking a morning swim in Lake Metigoshe. (Keywest Photo)

"It was cool to see the photo on canvas," Corkish said. "Photography is something I have always loved."

Other winning pictures included several different lakes, two of northern lights, as well as different farm photos.

One special photo taken by Natalie Price of Basswood shows a man holding a raccoon.

"Ernie is a neighbour and friend of ours," Price said. "He knows a lot about wild animals and took in five baby raccoons to raise. We used to go over and help bottle feed them."

Unfortunately, only one of the raccoons survived and became Ernie's pet and best friend, Price said. Shortly before it was time to put Rodney back into the wild, Price did a photoshoot of the two for Ernie to have as memories.

"I submitted the photo because Ernie is the epitome

of Manitoba to me," Price said. "Ernie came with us to the gallery last night, he was a bit of a celebrity there."

Each photographer will be given a copy of their photo on canvas after the show at the gallery is finished. The 13 photos will be made into a 2015 calendar and distributed by the Sunrise branches throughout Westman.

The pictures will remain on display at the Art Gallery of Southwestern Manitoba until the end of the month. As well, the photos can be seen on the Sunrise Credit Union website.

• mlane@brandanson.com





CORPORATE OFFICE

Belinda Griffith
 Brenda Shaw
 Caleigh McCreery
 Curtis Kelso
 David Kaminsky
 Debbie Jones
 Donald Lesage
 Gwen Wooley *30 years
 Harry Bowler
 James Knockaert
 Janice Coulter * 15 years
 Janice Demers
 Kaydee Deremiens
 Keith Demings * 5 years
 Kristyn Kolosky
 Leanne Lovie *5 years
 Lisa Massina *20 years
 Lori Taylor
 Lynn Nunn
 Nicole Desrochers
 Shelley Paull
 Shelley Phillips
 Tayona Johnas
 Ted Billeck *15 years
 Terri Roulette McCartney
 Tim Klassen
 Tony Keown
 Yvette Claeys

BALDUR BRANCH

Debra Durham
 Drew Dearsley
 Linda Furness
 Patricia Fleming
 Shirley Levreault
 Stacey Bruneau *5 years
 Suzanne Draper-Spring
 Tracey Hiscock

**BOISSEVAIN & MINTO
BRANCH**

Cathy Workman
 Christine Wear
 Don McNamee
 Elmer McCallum
 Freeda Sanderson
 Hailey Deyaegher
 Heather Wood
 Jeremy Doerksen
 Jim Dickinson
 Joan Robertson
 Leanne Pringle *20 years
 Melissa Fehr
 Michelle Harper
 Vicky Wanner

BRANDON BRANCH

Angela Ferguson
 Brittany Hainsworth
 Devin Moore *5 years
 Hollie Neufeld
 Jackie Reynolds
 Josie Dreilich
 Kim Kunka
 Kori Gordon
 Melorie Broten
 Michelle Bernard
 Mike Brolund
 Randy Kuz
 Robin Lenton
 Samantha Halyk

**CYPRESS RIVER
BRANCH**

Bill Coder
 Debra Young
 Erynn Lawrence *5 years
 Kassandra Wytinck
 Krista Sierens
 Lindsay Hague
 Tammy Gillis Waldon
 Troy McGill

DELORAINÉ BRANCH

Brenda Wiebe
 Diane Hart
 Kelly Swaenepoel
 Lorrie Weidenhamer *5
 years
 Morgan Trewin
 Patti Janssens
 Stacey Wilkinson

HARTNEY BRANCH

Jeanette Hay
 Joanne Glawson *15 years
 Jordan McElroy
 Kim Dooley
 Laurie Bodin
 Laurie Gilliard
 Peggy Moir
 Ruby Bertholet

HOLLAND BRANCH

Charlene Graham
 Jill Dearsley
 Kayla Johnson
 Kim Gee
 Shelley Johnston
 Tara Hilhorst

MELITA BRANCH

Allison Armstrong
 Carolyn Arndt
 Cassandra Patterson
 Danielle Davies
 Danielle Wood
 Denise Teetaert
 Kristen Pearson
 Mandy Chartrand
 Marcie Greenley
 Nathan Finlay
 Norma Tilbury
 Suellen Cocquyt
 Tammy Vanbeselaere
 Tara Bell
 Trevor Fletcher

RESTON BRANCH

Anita Reyes
 Candy Wanless *20 years
 Cathy Williamson
 Donita Roblin
 Janis Lobreau
 Jennifer Chant
 Lindsay Boulton
 Lorna Milliken
 Patsy Lockhart *25 years
 Sean Irwin
 Sherri Bartel
 Shirley Jago *15 years
 Teresa Vandenberghe

SANDY LAKE BRANCH

Darlene Nechwediuk
 Iris Popplestone
 Karen Boles
 Paulina Mclaughlin
 Shelley Zawislak

TREHERNE BRANCH

Brady Bouchard
 Cindy Dalrymple
 Coral Jones
 Corinne North
 Elvina Graham
 Gemma Neumann
 Jackie Conrad
 Rosanne Boulet
 Shirley Isford
 Teresa Thiessen

VIRDEN BRANCH

Adrienne Spence
 Amanda Bisson
 Britany Kaskiw
 Cheryl Ripmeester
 Cheryl Sellsted
 Delia Jackson
 Gene Pielechaty
 Janet George
 Jodi Krieser
 Karen Brown
 Kelly Masson
 Kendall Grant
 Kerry Mcleod
 Krista Orr
 Kristen Erick
 Lisa Irwin
 Lottie Bridgeman
 Morgan McBurney
 NancyDee Thomson
 Nicole Neufeld
 Rhonda Heide
 Robyn Angus
 Stephanie Brown
 Steve May *20 years
 Tim Penner
 Trevor Lewarne
 Tyler Pateman
 Yvonne Baron

WASKADA BRANCH

Amanda Janz
 Brooke Kirkwood
 Dianne Shukin
 Krista Corrigan
 Leanne Hannah-Kehler
 Rikki Ouimet
 Tanis Bennie
 Tricia Palmer

WORKING TO BE AN EMPLOYER OF CHOICE

Working to be an Employer of Choice is something that Sunrise Credit Union takes seriously. Sunrise is one of Manitoba's fastest growing credit unions and prides itself in providing staff with meaningful work, while offering opportunities for personal growth and autonomy.

Our staff are our strongest asset and investing in them is a priority. In 2014 alone, Sunrise Credit Union invested over 4766 formal training hours into staff development.



As a small business owner, Sunrise Credit Union has given us so much more than just financial support. They believe in the success of our company and continually help us to meet our fullest potential in our community and beyond. We feel that we are more than just a client to Sunrise Credit Union, we are a partner as well as a friend.

Katrina Sigurdson, Party Professionals & Rental Company, Brandon, MB

BALDUR BRANCH HIGHLIGHTS

Deb Durham
Branch Manager



- Participated in Elder Abuse Awareness Day
- Staff volunteered at the Solstice Days pancake breakfast and children's activities
- Presented scholarships to two high school students pursuing post-secondary education
- Served hot dogs and refreshments on Credit Union Day
- Donated funds to Glenora Community Hall
- Donated funds to the Baldur Community Development Association for the construction of a covered picnic area
- Donated funds to Baldur Recreation for ongoing projects
- Donated funds to the Baldur Regals to assist in the upgrading of the dugouts at the ball diamond
- Donated and presented an award plaque to the Mariapolis/Baldur 4H for Outstanding Achievement
- Created a Christmas Mitten Tree in December with donations going to the United Way
- Hosted two days of member appreciation during Christmas where staff made dainties and served coffee
- Provided prizes and cash to various activities in the community such as curling bonspiels, the Argyle museum, Baldur Drop in Centre, Mariapolis Community Fundraising Auction



SPONSORED:

- Bouncy Houses at Solstice Days
- Senior Student of The Month at the local school
- The Tudor Bowl in the Tiger Hills Festival of the Arts

FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- The Alzheimer Forget Me Not Campaign
- The Children's Wish Foundation through an annual BBQ and raffle in June
- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign

BOISSEVAIN BRANCH HIGHLIGHTS

Jim Dickinson
Branch Manager



- Hosted Mary Kuma from Ebenezer Co-operative Credit Union in Ghana, West Africa for a week in May
- Staff volunteered to work the kitchen for the Boissevain Ag Days in June
- Presented scholarships to high school students pursuing post-secondary education
- Decorated and entered a float in Boissevain's July 1st celebration
- Supported Prairie Mountain Health for their powerlift stretcher fundraiser
- Served snacks and refreshments on Credit Union Day
- Hosted member appreciation days in December
- Provided many other cash and prize donations to local organization events



SPONSORED:

- Various hockey tournaments throughout the season
- Boissevain Skating Club
- Boissevain Curling Club
- Annual Farm Focus event in March
- Tiny Turtle Playroom Fundraiser
- Boissevain Golf Course Expansion project
- Canada Day in Minto / RM of Whitewater
- Meal in the Field in conjunction with CJRB and Boundary Co-op
- Chamber of Commerce Santa Day & Parade

FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign
- Along with Boundary Co-op, we raised funds by hosting a meal at the Farmer's Market in August. These funds go to a non-profit organization in our community.

BRANDON BRANCH HIGHLIGHTS



- Volunteered and managed Brandon AAA Midget Wheat King Hockey team
- Participated in Westman Corporate Challenge
- Volunteered announcing at the Brandon Cloverleaf Baseball Games
- Supported Brandon Youth for Christ new transitional housing project
- Attended United Way events and purchased a raffle jersey to donate to local hockey team to re-affle
- Samaritan House Donation
- Presented scholarships to high school students pursuing post-secondary education
- Volunteered to judge business plans for second year ACC Business Students
- Participated in the Haunted Forest for Big Brother and Big Sisters
- Volunteered for the Bantam Baseball Provincials
- YMCA Run
- Donated funds towards the Ashley Neufeld Softball Complex
- Supported Mecca Productions
- Delivered the Junior Achievement of Manitoba's Dollar With Sense program to students at Meadows School



SPONSORED:

- The Brandon Chamber of Commerce Small Business Week Luncheon
- The Construction Association of Rural Manitoba's Annual Golf Tournament
- Chamber Golf Tournament
- Food for Thought Golf Tournament
- A group of school kids to visit the Human Rights Museum in Winnipeg as part of Human Rights Day.
- Holiday Festival on Ice event in January
- Live Wire Roping event
- Women's Curling Team
- Provided many other cash and prize donations to local organizations

FUNDRAISED FOR:

- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign
- Branch Fundraising BBQ – proceeds went to the Big Bike for Heart and Stroke
- The victims of family violence through participation in the annual Walk a Mile in Her Shoes Campaign Fundraised for the Children's Hospital Foundation

CYPRESS RIVER BRANCH HIGHLIGHTS

Bill Coder
Branch Manager



- Presented a scholarship to a high school student pursuing post-secondary education
- Branch draw for AG Members, prize to be a meal-in-the-field served to 6 folks during harvest 2014
- Served BBQ pork on a bun and sweets to members for lunch on Credit Union Day
- Staff made donations to the local Christmas cheer board
- Break-the-Bank member piggybank draw for Christmas
- Volunteer one day a week to be Meal-on-Wheels drivers
- Sponsored a Steak Night at Glenboro Golf & Country Club
- Provided many other cash and prize donations to local organizations



FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- Held a fundraising BBQ and dice derby for the local rink, proceeds went towards a new flooring project at the Cypress River Arena

DELORAINE BRANCH HIGHLIGHTS

Diane Hart
Branch Manager



- Volunteered at the Deloraine Agricultural Fair and Races working at the entrance gate
- Decorated a float for the Deloraine Agricultural Fair and Races Parade and handed out goodies
- Presented an award at the Deloraine Border Festival
- Presented an award to Hope Floats as Community Volunteer Organization of the Year
- Presented scholarships to high school students pursuing post-secondary education
- Served snacks and refreshments for Credit Union Day
- Sponsored a family for Christmas Cheer
- Provided many other cash and prize donations to local organization events
- Facilitated Junior Achievement of Manitoba programs to students at Deloraine School



FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- Alzheimer's Coffee Break
- The Children's Hospital Foundation
- The Canadian Breast Cancer Foundation

HARTNEY BRANCH HIGHLIGHTS

Joanne Glawson
Branch Manager



- Entered a float and participated in the Hartney Hopper Days Parade
- Presented a scholarship to a high school student pursuing post-secondary education
- Served snacks and refreshments on Credit Union Day

SPONSORED:

- Hartney Blues
- Hartney Hopper Days Family Day
- 4H Speech Trophies
- Fitness Centre
- Coffee Break at Mayors and Reeves Meeting
- Tiny Tot Junction Day Care
- Ladies Night Out
- Grand Clairiere Fun Night
- Hartney Horticulture Society
- Souris Legion Fun Spiel
- Hartney Dart League
- Hartney Swimming Pool
- Elgin Bonspiel
- Southwest Horizon School Division Fundraiser
- Hartney Game & Fish Big Buck Night
- Lauder Cancer Day Tea
- Hartney Golf Club deck for new clubhouse and sign
- Deleau Slo Pitch Tournament, sponsored Sunrise Ball Team
- Joint sponsor with all of Sunrise of the Volleyball Provincials hosted by Melita
- Westman Wildcats with Deloraine, Boissevain and Corporate Office
- Emblem Community Development – Christmas Party
- Manitoba High School Rodeo Association
- Hartney Hopper Days Cold Plate Supper
- Grand Clairiere Beef Club Sr. Showmanship Award
- Souris & Glenwood Rodeo event sponsor
- Hartney Hoppers senior Ball Team
- Coop Youth Leadership Conference
- Souris-Hartney Ducks Unlimited
- Personal Care Home Health Day Tea
- Progressive Agriculture Safety Days
- Souris Survivor Spiel



FUNDRAISED FOR:

- Lung Association through the Breath of Spring Tulip Campaign
- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign by baking and selling cupcakes
- Hosted a Kick off to summer BBQ to raise funds to purchase a barbeque for the Hartney Golf Course

HOLLAND BRANCH HIGHLIGHTS

Shelley Johnston
Branch Manager



- Read and distributed *Just Saving my Money* book to the Holland Kindergarten class during I love to Read month
- Sold tickets for the Mother's Day Meal Raffle and prepared a delicious pulled pork meal for our winner
- Participated in the Annual Santa Parade handing out goodies -Teenage Mutant Ninja Turtle Style!
- Presented the Volunteer Award to a Holland Elementary School grade 8 student for involvement in the community
- Presented a scholarship to a high school student pursuing post-secondary education
- Staff volunteered at the Kraft Celebration Tour activity booths
- Served hot lunch for the students at Holland Elementary School
- Delivered the Junior Achievement of Manitoba's Dollars with Sense interactive classroom program to the students at Holland Elementary school
- Volunteered at the Girls Midget Hockey Provincials
- Provided many other cash and prize donations to local organizations
- Sponsored a 4-H Steer at the Treherne Fair
- Sponsored "Coffee on Sunrise" at local organizations on Credit Union Day



FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- Victoria Municipal Library through raffle tickets sales for a Mother's Day meal and Jeans Day collection
- Alzheimer's Society through coffee and dainties

MELITA BRANCH HIGHLIGHTS

Tammy
Vanbeselaere
Branch Manager



- Volunteered and provided dessert at the personal care home BBQ
- Volunteered and donated auction items at the Melita Pool BBQ
- Supported the Lion's Community Fundraising Benefit Social
- Participated in the Santa Parade and hosted families to visit with Santa Clause at the branch serving hot chocolate and cookies
- Adopted a flowerbed – planted, watered and weeded the flowerbeds at Central Park
- Took part in training for running projector at Melita Community theater and volunteered on weekends
- Delivered Meals on Wheels to elderly
- Presented scholarship to high school students pursuing post-secondary education
- Served snacks and refreshments on Credit Union Day
- Volunteered at Melita School teaching the Junior Achievement of Manitoba's Economics For Success interactive classroom program
- Sponsored Provincial High School Volleyball
- Provided many other cash and prize donations to local organizations



FUNDRAISED FOR:

- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign
- The Bunker, a youth group center for weekend activities

RESTON BRANCH HIGHLIGHTS

Jennifer Chant
Branch Manager



- Provided Sponsorship for Team Manitoba – Reston Rockets to help attend Nationals
- Participated in the Cerebral Palsy Bike Race
- Supported local Tilston & Pipestone 4-H Clubs
- Presented a scholarship to a high school student pursuing post-secondary education
- Served snacks and refreshments on Credit Union Day
- Provided many other cash and prize donations to local organizations



FUNDRAISED FOR:

- Fundraised through a number of meat draws for: Reston Nursery School, Reston 4-H Record Makers, Reston Fitness Centre, RM of Pipestone Dance Club, Reston & Area Early Learning Centre, Reston Memorial Park, Strays that Can't Pay, Reston Archery Club and Reston Golf Club Inc.
- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign
- The Canadian Cancer Society through the Daffodil Campaign
- Heart & Stroke Foundation by participating in the Big Bike Ride and serving snacks and refreshments during the event
- Pipestone Cemetery through the Dessert for a Year raffle



SANDY LAKE BRANCH HIGHLIGHTS

- Decorated a float and participated in the Western Days parade
- Volunteered to work the lunch booth at Western Days, manned a Sunrise booth for the afternoon and the Meat Draw in the evening
- Baked and served goodies and coffee for Credit Union Day
- Donated to the Sandy Lake Endowment Fund
- Provide refreshments and supplies for an Interdenominational Hymn Sing held each month throughout the summer, and again in December at Christmas time
- Provided raffle prizes or cash donations to many other local organizations



SPONSORED:

- Sandy Lake Merchants Association Inc. Annual Fish Derby
- Ukrainian Cultural Heritage Museum for the town Christmas Wreath display
- The Annual 'Crazy Golf' Tournament held at the Sandy Lake Golf Course, as well as other golf tournaments throughout the summer
- Keeseekoowenin Horse Owner's Association
- Keeseekoowenin Game & Fish Annual Fish Derby
- Yellowhead Hockey AAA Midget Boys
- Royal Canadian Legion Poppy Drive
- Little Saskatchewan River Game & Fish Deer Head Competition
- Thunder Sports Club
- Sandy Lake Recreation Association

TREHERNE BRANCH HIGHLIGHTS



- Volunteered at the Kinsmen Bowling Tournament
- "Volunteered at the Mens' and Ladies' annual Golf Tournaments
- Volunteered at Tiger Hills Arts Association Christmas Boutique
- Volunteered at the pancake breakfast for the Fiddlers Contest for Holland Curling Club
- Volunteered in the food booth at the Treherne Agricultural Fair
- Volunteered at the tourist booth for Glass Bottle Building
- Presented a scholarship to a high school student pursuing post-secondary education
- Presented the Grade 9 Progress Award and cash prize to a deserving student at Treherne Collegiate
- Volunteered at the Run for the Hills Marathon held annually in Treherne
- Prepared and served chili at the annual Chili Cook Off with proceeds benefiting the Tiger Hills Transit
- To commemorate Credit Union Day, we served refreshments at the branch, supplied hot dogs, drinks and a donation for the students and staff of Treherne Collegiate and presented a donation, books and promotional items for all the children at Treherne Elementary School
- Provided many other cash and prize donation to many local organizations which were fundraising for many worthwhile causes



FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- The Canadian Breast Cancer Foundation through the Get Pink'd Campaign
- Organized and managed the 6th Annual Sunrise Golf Classic with proceeds benefiting the Tele Health Project at the Tiger Hills Health Center

VIRDEN BRANCH HIGHLIGHTS



- Volunteered to run the gates for three days at the Virden Indoor Rodeo held in August
- Participated in the Virden Indoor Rodeo Parade
- Staff participated in a joint fundraiser with Valleyview Co-op riding the Big Bike for Heart and Stroke Foundation
- Participated in the Santa Clause Parade
- Donated funds from the branch staff Jean Day fund to local organizations including a donation to the Mary Montgomery School and the Goulter School to assist with revitalization of playground equipment
- Volunteered serving lunch in partnership with BDO at the Canadian Food Grains Bank Harvest in Kola, Manitoba
- Presented scholarships to high school students pursuing post-secondary education
- Served snacks and refreshments on Credit Union Day
- Staff attended and participated in a number of golf fundraising functions for local organizations
- Provided many other cash and prize donations to local organizations



FUNDRAISED FOR:

- The Lung Association through the Breath of Spring Tulip Campaign
- The Canadian Breast Cancer Foundation through Get Pink'd Campaign
- Virden Curling Club through the organization and management of the third annual Wil Weir Memorial Golf Tournament
- Staff participated in a joint fundraiser with Valleyview Co-op riding the Big Bike for the Heart and Stroke Foundation

WASKADA BRANCH HIGHLIGHTS

Tanis Bennie
Branch Manager



- Every second week, we provide hot lunches at the Waskada School and assist in preparing and serving
- Served the members snacks and refreshments during the Christmas season
- Presented a scholarship to a high school student pursuing post-secondary education
- Served snacks and refreshments on Credit Union Day
- Served lunch at the farmers market
- Provided many other cash and prize donations to local organizations



FUNDRAISED FOR:

- Donated funds from the Jean Day Staff Fund to the Christmas Cheer
- The Lung Association through the Breath of Spring Tulip Campaign
- The Canadian Breast Cancer foundation through Get Pink'd Campaign

SUNRISE CREDIT UNION LIMITED

Summary Consolidated Financial Statements

For the year ended December 31, 2014



INDEPENDENT AUDITORS' REPORT

To the Members of Sunrise Credit Union Limited:

The accompanying summary consolidated financial statements of Sunrise Credit Union Limited and its subsidiaries, which comprise the summary consolidated statement of financial position as at December 31, 2014, the summary consolidated income statement, and statement of changes in members' equity for the year then ended are derived from the audited consolidated financial statements of Sunrise Credit Union Limited for the year ended December 31, 2014. We expressed an unmodified audit opinion on those consolidated financial statements in our report dated March 19, 2015.

The summary consolidated financial statements do not contain all the disclosures required by International Financial Reporting Standards. Reading the summary consolidated financial statements, therefore, is not a substitute for reading the audited consolidated financial statements of Sunrise Credit Union Limited.

Management's Responsibility for the Summary Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of these summary consolidated financial statements in accordance with International Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these summary consolidated financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, these summary consolidated financial statements, derived from the audited consolidated financial statements of Sunrise Credit Union Limited for the year ended December 31, 2014 are a fair summary of those consolidated financial statements.

Report on Other Legal and Regulatory Requirements

As at December 31, 2014, the Credit Union met the capital and liquidity reserve requirements established by Sections 15, 21, and 21(1) of the Regulations to the Credit Unions and Caisses Populaires Act of Manitoba.

Readers of the summary consolidated financial statements are advised that in order to appropriately interpret the Credit Union's capital and liquidity reserve requirements, the reader must refer to the audited consolidated financial statements and notes for the year ended December 31, 2014.

Brandon, Manitoba
March 19, 2015

MNP LLP
Chartered Accountants

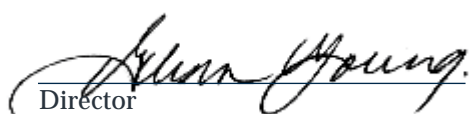
SUNRISE CREDIT UNION LIMITED

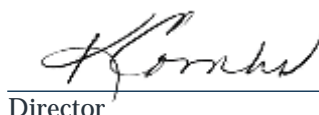
Summary Consolidated Statement of Financial Position

As at December 31, 2014

	2014	2013
ASSETS		
Cash and cash equivalents	32,751,929	33,109,072
Accounts receivable	55,483	198,208
Investments and accrued interest	63,249,757	55,488,757
Members' loans receivable and accrued interest	706,090,642	668,470,362
Income taxes recoverable	198,614	5,592
Prepaid expenses	1,411,003	952,157
Property and equipment	11,303,845	11,396,541
Intangible assets	6,695,725	6,132,211
Deferred tax	90,000	27,000
	<u>821,846,998</u>	<u>775,779,900</u>
LIABILITIES		
Member deposits and accrued interest	742,585,234	720,969,943
Current tax payable	-	106,295
Accounts payable	6,839,569	5,558,949
Term loan payable	17,000,000	-
	<u>766,424,803</u>	<u>726,635,187</u>
MEMBERS' EQUITY		
Member shares	12,729,029	10,958,544
Retained earnings	40,969,816	38,186,169
Contributed surplus	1,723,350	-
	<u>55,422,195</u>	<u>49,144,713</u>
	<u>821,846,998</u>	<u>775,779,900</u>

APPROVED ON BEHALF OF THE BOARD


Director


Director

A full set of audited financial statements is available from the Credit Union

SUNRISE CREDIT UNION LIMITED

Summary Consolidated Income Statement

For the year ended December 31, 2014

	2014	2013
Financial income		
Member loans	28,616,074	28,092,171
Investments	1,565,968	1,689,858
	<u>30,182,042</u>	<u>29,782,029</u>
Interest expense		
Deposits	10,649,523	11,028,645
Interest on borrowed money	1,225	139,905
	<u>10,650,748</u>	<u>11,168,550</u>
Gross financial margin	<u>19,531,294</u>	<u>18,613,479</u>
Operating expenses		
Administration	4,441,620	7,751,693
Amortization	1,232,352	2,370,020
Member security	730,690	787,815
Occupancy	1,412,106	1,394,763
Organizational	543,662	646,997
Personnel	12,013,663	12,127,651
	<u>20,374,093</u>	<u>25,078,939</u>
Net operating expenses	(842,799)	(6,465,460)
Other income	5,455,009	10,878,029
Income before provision for (recovery of) impaired loans, property held for resale, interest rate swaps and income taxes	<u>4,612,210</u>	<u>4,412,569</u>
Provision for (recovery of)		
Impaired loans	536,316	(295,601)
Property held for resale	(9,127)	258,235
	<u>527,189</u>	<u>(37,366)</u>
Income before interest rate swaps and income taxes	4,085,021	4,449,935
Fair value adjustment on interest rate swap	(384,195)	524,943
Income before income taxes	<u>3,700,826</u>	<u>4,974,878</u>
Income taxes		
Current	770,634	918,997
Future	(63,000)	(80,000)
	<u>707,634</u>	<u>838,997</u>
Net income	<u>2,993,192</u>	<u>4,135,881</u>

A full set of audited financial statements is available from the Credit Union

SUNRISE CREDIT UNION LIMITED

Consolidated Statement of Changes in Members' Equity

For the year ended December 31, 2014

	Share capital	Retained earnings	Contributed Surplus	Total equity
Balance December 31, 2012	10,968,033	34,209,039	-	45,177,072
Net income	-	4,135,881	-	4,135,881
Issuance of member shares	2,394,705	-	-	2,394,705
Redemption of member shares	(2,404,194)	-	-	(2,404,194)
Dividends on preference shares, net of tax recovery	-	(158,751)	-	(158,751)
Balance December 31, 2013	10,958,544	38,186,169	-	49,144,713
Net income	-	2,993,192	-	2,993,192
Acquired through business combination	36,589	-	1,723,350	1,759,939
Issuance of member shares	2,196,729	-	-	2,196,729
Redemption of member shares	(462,833)	-	-	(462,833)
Dividend on preference shares, net of tax recovery	-	(209,545)	-	(209,545)
Balance December 31, 2014	12,729,029	40,969,816	1,723,350	55,422,195

A full set of audited financial statements is available from the Credit Union

- Max out TFSA contribution

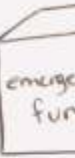
- Create an emergency cash fund

- Increase mortgage payments

- Max out RRSP contribution



"Financial Planning 101"





WEALTH MANAGEMENT



On a daily basis, our frontline staff identifies and addresses member needs, providing helpful financial products and services. As each product or service is added, another piece of that member's financial puzzle gets put into place. Opening a daily interest savings account, getting a residential mortgage and putting life and disability insurance on a vehicle loan are all examples of basic financial planning. Those decisions result in both the creation and managing of personal financial resources often referred to as wealth management.

In 2014, Sunrise Credit Union went beyond our usual wealth management product and service offering by:

- Publishing easy-to-understand financial literacy tips
- Partnering with Junior Achievement of Manitoba and secondary schools throughout the region to facilitate key financial literacy training to students
- Creating, 'Financial Planning 101', a YouTube video that lays the basics of financial planning
- Publishing a 'Budget Workbook' to help members manage their money

For advanced strategic, succession or transition planning and investments, Sunrise continued to refer members to our Financial Planning partners at Brugger Wealth Management, Gray Asset Management and Pillar Wealth Management.

Brugger Wealth Management 204-571-5300

Gray Asset Management 204-571-3700

Pillar Wealth Management 204-727-7746



CREDIT UNION DEPOSIT PROTECTION IN MANITOBA


How safe is your money?

All deposits with a Manitoba Credit Union are guaranteed without limit by the Deposit Guarantee Corporation of Manitoba.

Since 1937, when Manitoba's first credit union opened, no member has ever lost any deposit or interest earned at the contracted or posted rate on a deposit.

depositguarantee.mb.ca

Commemorating Sunrise Credit Union's sixth anniversary year, the look of iron was featured throughout the 2014 Annual Report. Traditional gifts for a sixth anniversary include those made of 'iron' which is indicative of strength, growth, protection and embracing the fire within. These traits, combined with our Vision, Mission and Values, have catapulted Sunrise Credit Union's growth from \$475 million in 2008 to \$821.8 million at the end of 2014.



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Holland (ATM)
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Melita (ATM)
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Minto
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Reston (ATM)
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Treherne (ATM)
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Viriden (ATM)
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