



Corporate Social Values in Action

October - December 2023

Sunrise Celebrates 15th Anniversary with \$15,000 Giveaway

On Thursday, October 19, 2023, Sunrise Credit Union held a champagne reception to celebrate its 15th Anniversary. The evening featured tours of the corporate office and Brandon branch at 2305 Victoria Avenue and a noteworthy giveaway that saw a lucky member walk away with \$15,000!



Sunrise members were automatically entered into the giveaway, choosing one member from each of the 19 branches as a finalist. Those 19 members or their representatives chose a key at the reception to try unlocking a safe containing \$5,000 cash, a \$5,000 TFSA contribution, and a \$5,000 RRSP contribution.

Anticipation was building throughout the room as members began to take turns trying their luck unlocking the safe; after a handful of failed attempts, a key finally worked!

Cameron Schettler, a 19-year-old from Grandview, Manitoba, would be the one to unlock the safe! Schettler became a member of Sunrise Credit Union only six months ago and planned to use the money to help pay for nursing school and deposit into a savings account.

Building Communities Grant Program Supports Three Organizations



As an introduction to the new Building Communities Grant program and in honour of the 15th Anniversary, Sunrise Credit Union announced on November 8 that they would be giving away \$15,000 in grant funding to a non-profit organization. After

an overwhelming response with 58 applicants from across Southwestern Manitoba, Sunrise decided to increase the funding to three grants at \$15,000 each to allow more than one project to benefit from the grant; the Elkhorn Ice Plant Project, the Shoal Lake Aeration Project, and the Holland Outdoor Arena.



Due to environmental laws, the Elkhorn & District Community Centre's ice plant must be replaced. As a result, if they experience a breakdown, they will not be able to repair the plant, and their regular operations will end. A new ice plant has been ordered, fundraising efforts are in full swing to ensure hockey can remain affordable, and the Community Centre can continue to be a community pillar.

The Shoal Lake Aeration Project has been organized by For the Love of Shoal Lake, a local organization. Under normal circumstances, Shoal Lake is a popular angling destination that draws in thousands of fishermen a year. Due to excessive algae growth in recent years, the number of visitors to the lake has diminished. Adding an aeration system will revitalize the lake, protect its ecosystems, and attract visitors from near and far.

The Holland Agricultural Society is constructing an outdoor event arena, allowing them to host more activities on the Agricultural grounds and continue using their historical grandstands and barns. The Agricultural Society has been in Holland for over 100 years, and they are committed to enhancing, promoting, and sustaining agricultural and rural living for years to come.



The first official intake period for Sunrise Credit Union's Building Communities Grant Program will launch in Spring 2024.

Caring for Christmas

The Ste. Rose Share & Care initiative was a resounding success in 2023, thanks to the support of Sunrise Credit Union. Sunrise members donated more than \$5,700 to the cause, with the Ste. Rose and Laurier branches and corporate committing to a matching donation of up to \$3,000 each. A total of \$11,724.40 was donated, supporting 54 families in the communities of Ste. Rose, Laurier, and the surrounding area. Each family was given a food-only voucher to the Ste. Rose IGA or the Molgat Shopping Centre

in Laurier, a ham, oranges and wrapped children’s Christmas presents.



Christmas is the true chorus that culminates and creates a beautiful opportunity to reach out to those around us. In honour of our 15th Anniversary and in the spirit of giving, Sunrise Credit Union donated \$1,500 each to 20 local food drives across Southwestern Manitoba.

ORGANIZATION
Heart 2 Heart - Baldur
Boissevain Food Pantry
Boissevain Christmas Cheer
Samaritan House Ministries - Brandon
Helping Hands Centre - Brandon
Salvation Army - Brandon
Sara’s Pantry - Glenboro
Deloraine & Area Community Food Cupboard
Hartney Christmas Cheer Fund
M.I.L.E.S. for Seniors Inc – Holland
Melita & Area Community Link Food Pantry
Melita & Area Christmas Cheer Board
Minnedosa & Area Food Bank
Reston-Pipestone Pastoral Charge
Erickson & Area Food Bank
Treherne Christmas Cheer
Virден & Area Food Cupboard
Virден Christmas Cheer
Shoal Lake Food Bank

Sunrise Credit Union joined with Fusion, Compass and Westoba Credit Unions to collaborate on the annual matching gift donation to the Westman Traditional Christmas Dinner. We believe no one should be alone at Christmas.

Sunrise Credit Union conducted our 4th Annual Adopt-a-Grandparent campaign. Children from 37 schools in our Sunrise communities decorated over 4,000 Christmas cards and wrote a special note for each resident who lives at a personal care home in Southwestern Manitoba.

Merry Christmas

Children from the Baldur Nursery School got into the Christmas spirit by painting the inside windows at the Baldur branch in early December.

Strathclair staff provided crafts for children during the Community Christmas Extravaganza on December 1, 2023. The staff helped about 70 children complete a Candy Cane Reindeer.

Sunrise Virден branch decorated a float in a ‘Whoville’ theme for the Very Virден Christmas Santa Claus parade on November 25, 2023.

Holland staff participated in the Holiday Parade in downtown Holland on November 28, 2023.

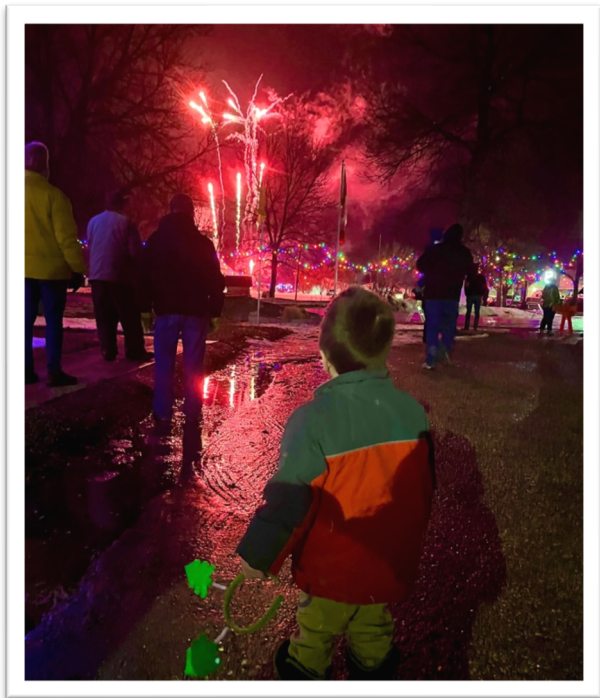
Reston hosted their annual Hot Apple Cider & Shortbread Day on December 20, 2023. Members were invited to enter the Christmas spirit by stopping by the branch and partaking in Christmas Cheer.

Grandview branch hosted sleigh rides for the community on December 22, 2023.

Brandon staff volunteered at the CNIB Christmas gift-wrapping booth at the Shoppers Mall throughout December. The program in Westman works to improve those whose lives have been impacted by blindness.



Treherne branch organized and sponsored the Skate with Santa event on December 15, 2023, along with the Treherne Chamber of Commerce.



Sandy Lake celebrated Christmas with its annual Fireworks Show on December 7, 2023. Sunrise staff provided free hot dogs

and hot chocolate at the Sandy Lake Drop-In Centre. Proceeds from the event went to the Sandy Lake Christmas Cheer Board and Erickson Food Bank.

Sunrise Brandon proudly sponsored one of 14 Christmas trees and gifts for a family at the 28th United Way Holiday Magic Tree Trimming and Live Auction.

Christmas Sponsorships/Donations

ORGANIZATION	BRANCH	AMOUNT
Elgin Family Christmas Dance	Hartney	\$250
Christmas Cheer Toy Drive	Virden	\$500
Hartney Community Christmas	Hartney	\$500

Credit Union Day

The 75th anniversary of International Credit Union Day was celebrated on Thursday, October 19, 2023. The day is recognized to reflect upon the credit union movement's history, promote its achievements, recognize hard work, and share members' experiences. International Credit Union (ICU) Day has been celebrated on the third Thursday of October since 1948.



Sunrise Credit Union branches participated in ICU Day through various initiatives, including inviting members to enjoy coffee, hot chocolate, cookies, doughnuts, popcorn, etc. Some branches also gave a Sunrise Swag gift basket to a lucky member through a free draw.

Additionally, several branches collaborated with their local elementary schools for students to have a colouring page displayed in the branch during October. The colouring page incorporated the theme of the 75th anniversary of ICU Day.

The Ste. Rose branch hosted the Grade 10 class from Ste. Rose School on Credit Union Day for an information session on fraud.

Hockey, Hockey, Hockey

Sunrise Credit Union supported local minor hockey teams with more than \$10,000 in sponsorships and donations for the 2023-2024 season. They included \$2,000 to sponsor the Southwest U15 AAA Cougars’ white jerseys and \$2,000 to support all four

Yellowhead Chiefs’ teams (U15 and U18 Male and Female teams).



Other sponsorships or donations for the 2023-2024 season included:

TEAM/ORGANIZATION	AMOUNT
Parkland Extended Season Tournament	\$500
Westman Wildcats	\$500
Parkland AAA U18 Rangers - Silver Sponsor	\$500
Parkland AAA U15 Penalty Kill Sponsor	\$500
Southwest Cougars Male U18 Season Single Jersey	\$500
Brandon U15 AAA Female Wheat Kings	\$500
Yellowhead Chiefs Organization	\$2,000
Southwest Cougars U15 Home Jerseys	\$2,000
Renegades Hockey Platinum Sponsor	\$500
McCreary Mustangs Hockey Jerseys	\$600
Boissevain Border Kings	\$200
Brandon U15 AA Wheat Kings	\$500
Mountain Mustangs - High School Hockey	\$500
Pembina Tigers	\$300
Reston Minor Hockey	\$500
Minnedosa Minor Hockey Tournaments	\$500
Hartney Minor Hockey Tournaments and Breakfast Club	\$750

In addition, the Grandview branch sponsored the purchase of an iPad (\$450 value) for Grandview minor hockey. It facilitated electronic scoring to fulfill a league requirement for some teams in the program.

Sunrise Active at Community Events

Sunrise Credit Union’s Human Resources department had a trade show booth at the ASE Career Fair at the University of Manitoba on October 3, 2023, and at the Brandon

University Fall Career Day on October 4, 2023. The event promoted Sunrise as a potential employer for students. It also helped provide information on what careers are available at Sunrise Credit Union.



Sunrise Credit Union sponsored Movie Night at the Glenboro Gaiety Theatre on October 7. The public could enjoy a matinee showing of Paw Patrol: The Mighty Movie and receive free popcorn courtesy of the Cypress River branch.

Movie Night at the Holland Community Centre on October 19 featured a showing of Hocus Pocus. A \$5 admission charge included popcorn and a Halloween goody bag. Proceeds in the amount of \$337.00 were donated to the Holland Child Care Centre.

It was a Halloween movie night in Waskada on October 27, with a showing of Hotel Transylvania 4: Transformania, followed by Halloween Town. Proceeds from the event were donated to the Waskada Parent Advisory Council.

Other Donation and Sponsorships Highlights

In October, the Waskada branch partnered with Boundary Co-op on a raffle for a patio set. Proceeds from the raffle in the amount of \$2,870 were donated to the committee constructing a mini-golf course at the golf course in Waskada.



Sponsorships/Donations

ORGANIZATION	BRANCH	AMOUNT
The Enlightenment Network Inc.	Brandon	\$250
Mecca Productions	Brandon/Corporate	\$695
ACC Ag Club	Corporate	\$1,000
Ducks Unlimited Canada Souris/Hartney	Hartney	\$350
CUYLM 2024 Spring Conference	Corporate	\$500
CDF Canada Annual Appeal	Corporate	\$2,500
Manitoba 4-H Council	Corporate	\$1,800
Brandon Literacy Council	Brandon	\$200
Glenboro Curling Club	Cypress River	\$1,500
Baldur Drop-In Centre	Baldur	\$500
Holland Hockey Day	Holland/Treherne	\$1,000
Deloraine Fireman's Club	Deloraine	\$1,000
Central Park Playground	Melita	\$1,200
Shaina Strong	Brandon	\$250
Pandolfi Effect	Brandon	\$150