



# Corporate Social Values

April - June 2020

## Community Development

### *Helping People of Sunrise Grant Program*

Twelve worthwhile organizations in Western Manitoba received grants valued at close to \$42,000 through the Helping People of Sunrise grant program. Sunrise Credit Union launched the temporary initiative in late April, partnering with non-profit organizations and businesses to fill essential needs in our communities during the COVID-19 pandemic. Organizations used local companies to procure goods and services for food, clothing, shelter and other items. The fourteen organizations that received funding were:

1. Southquill Health Area Foodbank Inc. (Erickson)
2. Shoal Lake & Area Food Bank
3. Elphinstone Lions Club
4. Minnedosa and Area Food Bank
5. Boissevain Food Pantry
6. Melita and Area Community Link Food Pantry
7. Deloraine & Area Food Cupboard
8. Seniors Access to Independent Living (Virden)
9. Helping Hands Centre of Brandon
10. Samaritan House Ministries Food Hamper Program (Brandon)
11. M.I.L.E.S. for Seniors (Holland)
12. YWCA (Brandon)



## Volunteerism

Sunrise Credit Union celebrated National Volunteer Week (April 19-25) by promoting our staff's volunteerism. Sunrise staff volunteered more than 7,500 hours with over 500 organizations in 2019.

## Philanthropy

### Goodwill

#### *Helping People of Sunrise Grant Program*

See summary in Community Development above.

#### *Local Adventures from Sunrise to Sunset*

Sunrise Credit Union produced a 48-page booklet 'Local Adventures from Sunrise to Sunset.' The content came after consultation with staff to unveil some of the hidden gems, local fare and best places to visit in each of Sunrise Credit Union's 20 communities has to offer. There is mention of more than 90 points of interest and businesses across Southwestern Manitoba. Initially, the guide was to be released on May 12 to coincide with Manitoba Day and Manitoba's 150<sup>th</sup> birthday. However, the health and economic crisis forced the plans to be altered. A PDF version of the guide is now available on Sunrise Credit Union's external website, and copies are available at our branches and select businesses in our communities.



Day-trip adventures and staycations are likely to be prevalent in Manitoba this summer. We hope the Local Adventures from Sunrise to Sunset Travel Guide will be a companion for members to explore what every Sunrise community has to offer.



#### *Holiday Social Media Contests*

Sunrise Credit Union ran social media contests for Mothers' Day, Fathers' Day and Canada Day, with all being well-received and creating substantial engagement online for our social media channels.

### Youth

#### *Graduation Signage*

The COVID-19 pandemic forced most graduation ceremonies to either be cancelled or downsized. Several branches supported local graduates by displaying signage in their honour.



#### *Scholarships and Grants*

Since 2008, Sunrise Credit Union has offered scholarships to students from our communities pursuing post-secondary education. The disruption in the 2019-2020 school year and the absence of most graduation ceremonies due to the COVID-19 pandemic slowed intake for the scholarship program this spring. We hope to provide final numbers in the third quarter update.

Sunrise Credit Union promoted the Valeyo Learning Grant program. The program provided up to 12 grants of \$1,000 each to eligible students for full-time study at a qualifying Canadian college or university.

### *Keeping Students Connected Contest*

Sunrise Credit Union ran an online contest during the month of June called 'Keeping Students Connected.' The purpose of this contest was twofold:

1. Award a laptop to a student to help with remote learning
2. Increase our direct contact list by gathering names, email addresses, cell phone numbers and consent to send future marketing to.



397 people provided their contact information for a chance to win the laptop.

### **Health**

#### *Critical Care on the Air Radiothon*

On June 18, Pure Country 101 and 96.1 BOB-FM aired the Critical Care on the Air Radiothon Westman to raise funds for the STARS Air Ambulance service. Sunrise Credit Union was the presenting sponsor for the event, pledging \$5,000 as part of the sponsorship and an interview with Sunrise President and CEO Tim Klassen aired during the radiothon. On June 18, branches challenged each other to secure \$10 per staff member, with 19 of 20 branches participating and raising an additional \$2,185. The fundraising goal of STARS' was exceeded with approximately \$45,000 raised overall.



**Harvest Sunset**  
By Justin Oertel

### **GRAND PRIZE WINNER!**

### **Community**

#### *Our Manitoba Photo Contest*

Justin Oertel of Brandon was the winner of the 2020 version of the Our Manitoba Photo Contest. A week-long online voting period through the [www.ourmanitoba.org](http://www.ourmanitoba.org) website generated close to 10,000 votes resulted in the winning entry of 'Harvest Sunset.' Justin earned the Grand Prize of a \$500 one-year term deposit. All 13 finalists received a canvas print of their winning photo and appeared in the Local Adventures from Sunrise to Sunset travel guide. They will also be in the 2021 Sunrise Credit Union calendar.

### **Environmental Sustainability**

Sunrise Credit Union staff in Baldur joined with the Baldur Community Flower Committee the last week of May to help plant flowers and weed the flower beds around the town sign.

### **Financial Literacy**

#### *World Elder Abuse Awareness Day*

Sunrise Credit Union supported World Elder Abuse Awareness Day by sharing the 24-hour Seniors Abuse Support line: 1-888-896-7183.

