

Corporate Social Values: January – March 2020

Future Attractions: Quarter Two and COVID-19 Messaging

Since about mid-March, the COVID-19 health and economic crisis has dominated the public messaging for Sunrise Credit Union. Some of our priorities include:

- Keeping our members informed on any changes to our business operations,
- Having our staff be as helpful as possible in directing members to banking methods that are an alternative to in-branch services.
- Informing members about the possibilities of deferring payments for loans and mortgages.

We have a dedicated page for COVID-19 updates on our external website that not only touched on these subjects but also directed our members to educational materials for federal and provincial programs to help those in crisis. Topics posted include:

- The ability to use Sunrise for CRA Direct Deposit.
- Financial Aid for Retirees.
- Collabria providing relief for Sunrise Credit Card Holders.
- Interac Flash Daily Limit increase.
- The Canada Emergency Business Account application process.

In late April, Sunrise Credit Union unveiled the Helping People of Sunrise Grant Program. The temporary initiative sees Sunrise partnering with non-profit organizations and businesses to fill needs in our communities, multiplying the positive impact. A hypothetical example would be a local food bank having their need for food filled by Sunrise purchasing products from a local business member. The deadline for non-profit organizations to apply for a grant is April 30, and we will hope to fill the needs for those organizations that qualify the first week of May.

Quarter One (January – March) Highlights

Community Development

Sunrise Credit Union had a sizable display ‘between the rinks’ during Manitoba Ag Days at the Keystone Centre in Brandon from January 21-23. The display had several themes, including the importance of Farm Transition Planning and Agricultural products and services available at Sunrise Credit Union.

Sunrise Credit Union had a day of shopping to stock up on Made in Manitoba products in March. These items will act as promotional and giveaway items in helping in the celebration of Manitoba 150.



Volunteerism

The first quarter of 2020 saw our 2019 numbers finalized for volunteers. According to the dosomegood.ca website, our staff volunteered 7,574 hours, and with close to 500 different organizations and events.

Since 2008, the Sunrise Credit Union team has volunteered approximately 73,000 hours of their time in support of local organizations to increase the vibrancy of the communities we serve.

In the first quarter of 2020, staff volunteered approximately 900 hours. The number of hours is down substantially from the same period a year ago (2019). The reduction is likely related to the impact of the COVID-19 pandemic on events and organizations in March.

Philanthropy

Goodwill

Sunrise Credit Union launched its annual Our Manitoba Photo Contest in mid-March. Entries closed April 3, and the shortlisted photos were then put to a public vote on the ourmanitoba.org website for a week in early April. The grand prize winner and 12 runner-ups will be unveiled in a countdown on our social media channels in early May.



Sunrise was a Data Privacy Champion for Data Privacy Day on January 28. Data Privacy Day aims to create awareness about the importance of respecting privacy, safeguarding data and enabling trust. As a Champion, Sunrise Credit Union recognized and supported the principle that all organizations share the responsibility of being conscientious stewards of personal information.

Youth

Sunrise Credit Union promoted the Valeyo Learning Grant and the Credit Union Young Leaders of Manitoba Student Bursary Contest on our external website and social media channels.

Community

- Melita branch donated \$1,500 to the Melita Fire Brigade to go toward new radios and \$1,500 to MADD.
- Virden branch coordinated the donation of \$1,866 each to three retirement homes in Virden. Local businesses allowed their support to the branch's annual golf tournament to be donated even though the event was cancelled.
- Pierson branch donated \$1,000 to help with the upgrade of the playground at the Pierson School. We also help promote the Parent Advisory Council's Countdown to Spring Sweepstakes on our Branch TV network.
- Grandview branch donated \$300 to the Gilbert Plains High School Rodeo.
- Reston branch hosted its annual Stick It to Breast Cancer Fundraising Hockey Game on March 12. Proceeds went to the Canadian Breast Cancer Foundation.
- Virden branch used \$300 to sponsor the 121st Virden Men's Bonspiel.

Financial Literacy

Fraud Prevention Month

March was Fraud Prevention Month. Sunrise Credit Union ran several rules on fraud prevention during the month on our external website, social media channels, Branch TV network and external advertising outlets (newspapers, radio). Tips included not giving out personal, credit card or online account details; don't overshare on social media, and being aware of unusual or irregular email requests.

In addition to the Fraud Prevention Month messages, Sunrise Credit Union has also repeatedly reminded the public to be cautious about suspicious emails, texts or phone calls during the COVID-19 health and economic crisis.

Would you like Extra Money Every Month?

January is the month people re-think their budgets. Sunrise Credit Union posted tips on our social media channels, external website, and external advertising platforms (newspapers, radio) to inform people on how they could save money every month. Tips included ways to reduce or eliminate expenses, bundling financial, telecommunication and other services, paying down high-interest debt, making healthy and smart choices with groceries and food selection, rewards credit cards and smart shopping, including gently-used products.



Southwest Business and Entrepreneur Expo

Jennifer Chant and Puneet Biltiwala of the Virden branch made a presentation on the importance of a business plan at the Southwest Business and Entrepreneur Expo in Melita on February 12. Sunrise Credit Union also had a trade show booth at the event.

