

Corporate Social Values: July – September 2020

Community Development

The Sandy Lake branch is financially supporting the Erickson Business Incubator, an initiative of SCORE Store Inc. The Erickson Business Incubator is an organization that helps new and startup companies by providing services such as training, management, rent incentives and contributions to startup expenses. The initiative has two main goals; launch more small businesses by people who live or do business in Erickson to grow the economy and encourage people to move to the area and create jobs. It will also help fill vacant buildings in the community.

Manitobans were anxious to enjoy their summer as much as they could amidst the pandemic. With this in mind, Sunrise Credit Union promoted the 'Local Adventures from Sunrise to Sunset' travel guide in July and August. The 48-page booklet highlighted some of the hidden gems, local fare and best places to visit in each of Sunrise Credit Union's 20 communities with more than 90 points of interest and businesses featured. Besides having the printed guide available at branches and many of the locations featured, we also promoted a PDF version online on our external website. There was appreciative feedback from members who had a summer filled with day-trip adventures and staycations guided by our publication.

Sunrise Credit Union sponsored a contest with Bell Media (BOB-FM and Pure Country), a \$15,000 Marketing Campaign giveaway. The contest's goal was to help boost a local Westman business, with businesses with fewer than 100 employees eligible to enter. Rocked Community Fitness of Brandon was the winner of the contest.

Volunteerism

The third quarter of 2020 saw Sunrise staff volunteer approximately 442 hours, pushing our year-to-date total to just over 2,000 volunteer hours in over 400 different positions. Since 2008, the Sunrise Credit Union team has volunteered approximately 73,000 hours of their time supporting local organizations. This year's lower number of hours is primarily due to many community events' cancellation because of the pandemic. Some staff choosing to fill out their volunteer hours near the end of the calendar year is likely also a factor in the current total.

Philanthropy

Goodwill

Sunrise Credit Union conducted a 'Back to School' giveaway contest in late August through our social media platforms. We gave away a laptop on Facebook, a smartphone on Instagram and a tablet on twitter. Kelsey Ratcliffe from Waskada won the laptop; Jo-Anne Neufeld of Boissevain won the smartphone, and Leandra Timmerman from Treherne won the tablet.

Sunrise Credit Union did a Canada Day Giveaway on our social media platforms. Three winners received a package valued at \$500 consisting of meat from Spring Creek Farm, Made in Manitoba products and Sunrise promotional items.

Sunrise Credit Union Hartney entered a float in the Hartney Hopper Days parade on August 9, decorating the float to reflect the Ducks in a Row Consolidation Loan campaign running at the time of the event.

The Grandview branch ran a summer giveaway contest cooperatively with two local businesses through social media platforms. Winners received a \$25 gift certificate from The Wooden Tray and Pink Petal Boutique.

Sunrise Credit Union Boissevain ran a raffle through the Boissevain golf club to give away a package of two golf bags and two memberships, valued at \$1,200.

The Boissevain branch took part in Golden West Media's (CJRB) Meal in the Field promotion. The 'entry buckets at various businesses' format could not be used due to the pandemic, so each sponsor was asked to provide the names of five customers for the draw. Four families and their crews were blessed with delivered meals surrounded by combines, trucks and grain carts!

The Reston and Hartney branches also conducted Meal in the Field promotions through their branches, with entries based on a targeted social media campaign that promoted the contest within 30 kilometres of their branches. The Reston winner enjoyed a meal provided by the Dennis Country Café while the Hartney winner enjoyed a meal provided by the Hartney Motor Inn.

Sunrise Credit Union partnered with the Manitoba Weather Centre on Facebook to give away promotional rain gauges.

Youth

Minnedosa branch donated \$5,000 to the Valley Life Beginnings for its renovations and startups costs towards a new community daycare. Due to the pandemic, Valley Life Beginnings had to cancel their major fundraising events they had planned this year.

Virden branch donated \$500 to Tim Hortons Foundation Camps on Tim Hortons Camp Day (August 12).

The Reston branch helped staff and students prepare for a safe return to school with a donation of 225 individual bottles of hand sanitizer to Reston school.

The Boissevain branch sponsored a Swim on Sunrise weekend at the Boissevain pool on August 15-16.

Health

In early 2020, Sunrise Credit Union confirmed its ongoing support for the Brandon Regional Health Centre Foundation with sponsorship towards their annual gala. Sunrise was proud to re-allocate the committed funds (\$2,000) to the *NICU Stay Within Reach Room Reno* after the gala's cancellation. This fundraiser's goal is to improve a block of rooms used by parents to stay close to their bundle of joy while they are in the Neonatal ICU. Since 2012, Sunrise Credit Union has

contributed over \$20,000 to BRHCF initiatives that benefit all served by the Brandon Regional Health Centre.

Branches in Shoal Lake, Oakburn, Sandy Lake and Strathclair donated \$1,500 to Ride for Life. Ride for Life partnered with Fraser Auction Services to host an online auction after their annual fundraising weekend in August was cancelled due to the pandemic. Ride for Life helps individuals and families requiring assistance for medical expenses or starting over after losing their home and belongings by fire.

The Melita branch donated \$1,500 to purchase patio umbrellas, so residents at the Melita Health Centre Personal Care Home could enjoy the patio area more comfortably. This donation was an incredibly thoughtful gesture considering the prevalence of outdoor visitations for residents during the pandemic.

In July, the Virden branch donated \$3,000 to the Virden Food Cupboard to purchase meat and dry goods.

Community

Melita branch coordinated and facilitated donations to the memorial funds set up for tornado victims Carter Tilbury and Shayna Barnesky.

Deloraine branch coordinated and facilitated donations to a benefit fund for resident Donald Noe, who lost his home and most of his belonging in a fire in late August.

The Cypress River branch donated \$1,260 raised through a sub-sale and 50/50 draw to the Cypress River Senior Centre.

The Cypress River branch was recognized for a donation to the Glenboro/South Cypress Library to help relocate the entrance to their washroom, expand its size, install new fixtures and add a water softener.

The Holland branch donated \$1,000 to the M.I.L.E.S. for Seniors program in Holland while the Treherne branch donated shared the bounty of their community garden in late July, donating fresh peas and beans. The program offers a variety of support services to people who are physically challenged and to adults 55+.

Ste. Rose branch organized a Duck Race in support of the Ste. Rose and Ochre River Fire Departments. The race of 189 ducks was live streamed from the Ochre River bridge on Sunrise Credit Union's Facebook page. There was a \$1,000 donation to the Ochre River and Ste. Rose Fire Departments due to this fundraising initiative.

Financial Literacy

During the pandemic, a global increase in fraud led Sunrise Credit Union to re-launch a Fraud Prevention Tip campaign in mid-September. Sunrise is currently running reminders on acceptable fraud prevention practices on our external website, social media channels and Branch

TV network. Tips include not giving out personal, credit card or online account details; not oversharing on social media and being aware of unusual or irregular email requests.

Sunrise Credit Union continues to remind our members about safe practices during the pandemic. In addition to the fundamentals of washing or sanitizing hands, maintain physical distancing and wearing a mask, we are also reminding members that opportunity to use outside-of-branch banking services such as online banking, ATM and telephone banking.