



Corporate Social Values in Action

January - March 2025

Sunrise Prominent at U Sports Men's Volleyball Championship

Sunrise Credit Union was the presenting sponsor of the 2025 U SPORTS Men's Volleyball Championship held March 21-23, 2025, at the Healthy Living Centre at Brandon University.

This event marked a significant milestone for Brandon University Athletics, not only hosting the U Sports Men's Volleyball Championship for the first time but also capturing their first-ever U Sports Volleyball title and claiming the Tantramar Trophy. This historic achievement is a testament to the dedication and talent of our local athletes.



In addition to being able to use VIP passes for staff to attend matches during the Championship, Brandon branch manager Conner Ross played a key role in the post-Championship match medal and Player of the Game presentations, further

strengthening the bond between Sunrise and the Brandon University community.

Sunrise also participated in a parade and rally celebrating the Bobcats' history victory on April 4, 2025.

Sunrise Attends Manitoba Ag Days

Sunrise Credit Union was at Manitoba Ag Days from January 21-23, 2025, co-hosting a trade show booth with Sunrise Wealth on the West Main Concourse of the main arena at the Keystone Centre.



Staff engaged with attendees on various topics, including loan rates and programs that can help their agricultural operations. A draw for a Child's Sunrise-branded pedal tractor was conducted at Manitoba Ag Days, with Alvin Gamey of Strathclair winning the prize.

Over 37,000 people attended the 48th edition of Ag Days, which focused on innovation, education, and collaboration. This year's attendance solidified the event as Canada's largest indoor farm show.

Minnedosa Hosts Agriculture Seminar

Underlining their commitment to community education, Sunrise Credit Union's Minnedosa branch hosted an Agriculture Seminar on March 19, 2025, at the Sunrise Credit Union Centre.

Participants heard from industry experts on equipment leasing, tax planning, succession planning, investments, and the Canadian Agricultural Loans Act program. They also had a question-and-answer session at the end of the day.

Sunrise Wealth and Sunrise Credit Union's Lending Department representatives presented at the event. One of the key takeaways from the event was the many different mutual funds and the fact that we could provide insurance options directly through Sunrise Wealth.

The event was a resounding success, with overwhelmingly positive feedback from our valued Sunrise members.

Stick It to Cancer Raises \$4K

The Reston branch hosted its 9th annual Stick It to Cancer event on March 18, 2025, at Reston Rec Plex.



The event pitted the Westman Fusion against the RMSH Renegades in a fundraising hockey game with a raffle, hat pool and 50/50 draw. Approximately \$4,000 was raised at the event and donated to the Canadian Breast Cancer Foundation.

Sunrise Credit Union Streaming Partner with CurlManitoba

Sunrise Credit Union and CurlManitoba continued their valuable sponsorship agreement this year, bringing live streaming of three of the most prominent curling events in the province, adding significant value to the curling community.

Sunrise Credit Union, in an exclusive partnership, was the sole financial services sponsor of the live-streaming coverage of the 2025 Scotties Tournament of Hearts in Pilot Mound (January 21-26), the 2025 Viterra Provincial Men's Curling Championship in Portage (February 4-9), and the 2025 Co-ops of Manitoba Junior Men's and Women's Championship in Brandon (February 26 to March 2).

Fraud Prevention Month

Sunrise Credit Union recognized Fraud Prevention Month in March by encouraging members and the general public to educate themselves on the red flags and tips to avoid being scammed.

Scams highlighted included:

- The Cryptocurrency Scam - aims to exploit people by building fake investments in which the victim transfers funds into the fraudster's pocket rather than a legitimate investment portfolio.
- The Grandparent Scam - attempts to exploit senior citizens. A fraudster will call a grandparent and impersonate a family member of theirs, typically a grandchild, who needs help.
- The CRA scam - aims to exploit people by convincing them they are in trouble with the CRA and need to act quickly before it becomes a legal matter. The fraudster will pretend to be a legitimate government employee.
- The Romance Scam - commonly attempts to exploit individuals by developing a relationship, often through social media, with a person and then requesting money to help them with a need.
- Stay in Control of Your Computer Scammers - use remote access applications to gain access to victims' sensitive information.

Staff Rock Socks for World Down Syndrome Day

On March 21, Sunrise Credit Union staff in Cypress River, Holland, and Treherne supported World Down Syndrome Day by wearing mismatched socks.



The date was chosen in recognition that Down Syndrome is a condition in which a person has three copies of Chromosome 21. Mismatched socks, a symbol of diversity and uniqueness, are worn in support to echo how chromosomes appear under a microscope.

Sunrise Out and About

Sunrise Credit Union welcomed the start of the Royal Manitoba Winter Fair on March 31, 2025, by again sponsoring the Sunrise breakfast. More than 1,000 people attended this year with Sunrise staff, including President and CEO Tim Klassen and Sunny, our mascot, volunteered at the breakfast.



Sunrise Credit Union attended the Brandon University Winter Career Fair on January 22, the Brandon Career Symposium on March 18 and the Assiniboine College Career Fair on March 20 to promote Sunrise Credit Union and our career opportunities.



Sponsorships/Donations

The Hartney Blues Senior Women's Hockey Team hit the ice in style in February with new jersey's courtesy of a donation from Sunrise Credit Union.



The Melita branch donated \$2,000 towards the Pierson Hall Committee's project to update the indoor and outdoor entry space, upgrade bathrooms, flooring, etc., helping them meet their fundraising goal

Other Sponsorships and Donations:

ORGANIZATION	BRANCH	AMOUNT
Lions Club Journey for Sight (South Run)	Waskada	\$200.00
Tyson Rheault Memorial Fundraiser	Treherne/Holland	\$500.00
Canadian Fallen Hero Portrait	Shoal Lake	\$350.00
Hamiota Minor Hockey (Hockey MB Championship)	Shoal Lake & Strathclair	\$300.00
Elgin Community Rink	Hartney	\$750.00
Sandy Lake Personal Care Home	Sandy Lake	\$800.00
Hartney Blues Sr. Ladies Hockey Team	Hartney	\$750.00
Viriden Music & Arts Festival	Viriden	\$1,000.00
McCreary Ladies Curling Bonspiel	Laurier	\$250.00
McCreary Homecoming	Laurier	\$250.00
McCreary Maple Syrup Festival	Laurier	\$300.00
McCreary Curling Club	Laurier	\$250.00