



Corporate Social Values Report

April - June 2025



Five Initiatives Supported through the Building Communities Grant Program

\$46,730 was awarded this spring through the Building Communities Grant Program.

The Virden Auditorium Theatre Restoration Project received \$20,000 in much-needed funding through the Facilities Construction or Improvement Capital Grant category of the grant program. The funding will support critical upgrades, including new seating, improved lighting, updated railings and carpet, and much-needed repairs to the flooring, lobby, and stage areas.

The RM of Pipestone Handivan Service and the Sandy Lake-Elphinstone Handivan Project were both awarded \$10,000 to support the purchase of new vehicles for their programs.

Two organizations were given funds through the Arts, Culture and Sport category. The Burrows Trail Arts Council received a \$5,000 grant to host four-time world hoop dancing champion Dallas Arcand in Turtle River School Division schools this fall, while the Christian Heritage School in Brandon received \$1,730.68 to create a "storybook orchard" on school grounds.

For this spring's intake, we received over 50 applications from across Westman and the Parkland area, with requests totalling close to 1 million dollars. Since its launch in the fall of 2023, the Building Communities Grant Program has invested \$178,048.68 in 16 projects and initiatives.



14 Students Supported through Sunrise Scholarship Program

Sunrise Credit Union awarded **14 scholarships** totalling **\$24,000** to students across southwestern Manitoba in June.

Dylan Radcliffe of Boissevain was awarded a \$5,000 scholarship in recognition of being an outstanding high school graduate pursuing post-secondary education.

In addition, Danika Scharff of Virden received the \$3,000 scholarship awarded to a Sunrise Credit Union Summer Student, Claire Taoyu Jin of Brandon received a \$3,000 scholarship for a student continuing their education at Assiniboine College, and Jessica Voth of Cypress River received a \$3,000 scholarship for a student continuing their education at Brandon University.

Ten other students were given \$1,000 scholarships to support their pursuit of post-secondary education this fall.

The selection process was rigorous, with 60 applicants. A five-person committee evaluated each application on academics, leadership, extracurricular activities, volunteerism, community involvement, and essay quality.



Boissevain Branch Manager, Derian Penziwol presenting Dylan Radcliffe her \$5,000 scholarship.

Three branches Host Fraud Seminars



The Waskada, Minnedosa and Grandview branches all hosted successful Scam and Fraud Presentation nights this spring.

Approximately 100 people attended the three informative seminars on scams and fraud, sharing valuable experiences and insights that enriched the evening's discussions in a relaxed and informal setting.

The evenings were not just about presentations. They also featured a lively question period and general conversation, providing a platform for the attendees to share their thoughts and further enrich their knowledge on scams and fraud.



Bertholet Claims Our Manitoba Photo Contest

Dylan Bertholet of Lauder, Manitoba, captured the top prize in the 13th annual Sunrise Credit Union Our Manitoba Photo Contest.

A panel of Sunrise staff selected Bertholet's photo, 'Prairie Storm,' as one of the 30 finalists from the 217 entries for this year's contest. A week-long public vote on the 30 finalists, held in April through www.ourmanitoba.org, saw Bertholet's photo garner the most votes and claim the top spot.

All 13 finalists received a canvas print of the winning photograph, appeared on Sunrise Credit Union's branch TVs and social media channels, and will be featured in the 2026 Sunrise Credit Union calendar. Additionally, Bertholet earned the Grand Prize, a \$500 One-Year Term Deposit from Sunrise Credit Union.



Sunrise Supports Northern Wildfire Evacuees



In early June, Sunrise Credit Union donated \$4,000 worth of Brandon transit passes and Manitoba Summer fair tickets to evacuees who had been displaced by wildfires in northern Manitoba and were staying in Brandon.

Sunrise's commitment to the community was further demonstrated when they hosted a drop-off centre for donations for a week. The overwhelming response from the public, who generously contributed toys, games, strollers, snacks, seasonal clothing, and baby items, showcased the true spirit of unity and support in times of crisis.

In addition, Sunrise Credit Union collaborated with other credit unions in Brandon to host a fundraising BBQ event at Sobey's West on June 14. The event resulted in an additional \$1,748.40 being donated to the Red Cross to support wildfire evacuees.



Electronic Recycling Association Pickup in May

At Sunrise Credit Union, we believe that every individual's participation is crucial in our electronic recycling efforts. Our IT Department is leading the way by recycling electronic products in an environmentally friendly way through the Electronic Recycling Association (ERA) and the City of Brandon's e-waste recovery program.

In May 2025, the ERA's Winnipeg office picked up two pallets or approximately 1,500 pounds of unwanted electronic items, including 30 computers, six printers, 24 boxes of phones and several other various forms of equipment. We encourage all of you to join us in this important initiative.

Fundraising Events

Raise Over \$15,000



Sunrise Credit Union is committed to supporting community groups, organizations, sports teams, and events with our branches hosting annual fundraisers. The funds raised reflect strong community spirit and are donated to meaningful local causes.

Sunrise Credit Union branches raised \$15,647 through fundraising events this spring. A summary of the amount raised, and the organizations supported are listed below.

Branch	Organization Supported	Amount
Holland	Holland Child Care Centre (BBQ)	\$2,392.25
Hartney	Hartney Fairgrounds (Kickoff to Summer Raffle)	\$1,350.00
Ste. Rose	McCreary/Alonsa Support Services to Seniors	\$1,055.50
Waskada	Waskada Community Foods Store (BBQ)	\$1,375.00
Baldur	STARS (Progressive 50/50)	\$3,285.00
Reston	Sinclair Lions Club (May Meat Draw)	\$625.00
Baldur	STARS (Sub Lunch Fundraiser & 50/50)	\$1,370.00
Deloraine	Deloraine Brenda Waskada Handivan Upgrades (BBQ)	\$1,500.00
Reston	STARS (BBQ)	\$2,250.00
Reston	Pipestone Fun Days (June Meat Draw)	\$445.00



Sunrise Out and About



Several branches visited local businesses during Sunrise Credit Union's Time for a Loan campaign in May. Staff delivered treats and gifts to various companies to support the campaign and raise awareness of the new small business financing options available at Sunrise Credit Union, including the ability to secure up to \$100,000 through a streamlined application process and expedited approval.

The Treherne branch hosted an end-of-school splash at the Treherne Aquatic Centre on June 26. The event featured free swimming, prize draws and free freezies.

Staff from Sunrise Credit Union in Holland had a blast volunteering at the Holland Ag Society Family Fun Day on June 1. Staff operated a Kids' Zone, which was filled with games for everyone to enjoy.

Sunrise Credit Union participated in the Brandon University Bobcats Men's Volleyball team's championship parade on April 4. Sunrise was the presenting sponsor for the U Sports Men's Volleyball Championship in Brandon in March.

Staff from Sunrise Credit Union in Cypress River provided face painting at the Cypress River Memorial Hall's family supper and dance on April 11. The fundraiser supported the purchase of new flooring for the hall.



Sponsorships/Donations

Sunrise Credit Union was the major sponsor for the Manitoba 4-H Provincial Rally at the Keystone Centre in Brandon on May 10. The event provided an opportunity for the community to come together and learn about the 4-H program as 4-H Manitoba members aged 6-23 enjoyed an exciting lineup of Beef, Equine, Small Animals and multi-purpose workshops. The workshops were not just fun but also provided valuable learning opportunities. In addition, there was an Activity Centre with various games for the kids to engage in between workshops. Sunrise Credit Union supplied volunteers and games for the Activity Centre.

Sunrise Credit Union gave a \$5,000 donation to the Holland Rink rejuvenation project to assist with the renovations of dressing rooms in the facility. This donation was supported by the Cypress River and Holland branches.

In addition to monetary donations, the Deloraine branch accepted donations of non-perishable food items to help replenish the Deloraine Food Cupboard.



Other Sponsorships and Donations:

Organization	Branch	Amount
Brandon Shriners Car Patrol	Corporate	\$1,000.00
Treherne Community Garden	Treherne	\$275.00
Virden Music & Arts Festival	Virden	\$1,000.00
Team Dundas Curling Team	Laurier & Sandy Lake	\$1,000.00
Hartney Hopper Days	Hartney	\$500.00
Our Journey	Brandon	\$1,000.00
Western Canada Car Show	Brandon	\$1,000.00