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For Immediate Release

## **Sunrise Credit Union Releases 2024 Annual Report**

Sunrise Credit Union held its annual general meeting virtually on April 22, 2025, attended by 139 members and staff combined with 9 guests.

The meeting included releasing the Sunrise Credit Union 2024 Annual Report, which included the audited financial statements. The statements reflect a Net Income of \$8.2 million, Loan Growth of 16.5%, Deposit Growth of 3.5%, and Total Equity of 7.11%.

Sunrise President and CEO Tim Klassen noted that 2024 was marked by resilience, innovation and continued commitment to serve their members with excellence. “I am proud of the level of dedication our Sunrise staff show every day to not only Sunrise but our members and our communities.” said Klassen.

Klassen reviewed some of the highlights for 2024, including supporting many community projects both financially and through staff volunteerism. Sunrise Credit Union invested over \$600,000 in community initiatives through their Building Communities Grant Program, donations, sponsorships and scholarships. Other highlights of 2024 included enhancing their member experience through the implementation of new Customer Relationship Management software, updates to their digital banking platform and introducing Marketing Cloud software to better communicate with their members.

Fred Greig, Chair of the Sunrise Credit Union Board of Directors, notes that Sunrise Credit Union had another strong year and commends both its members and staff. “Sunrise Credit Unions success is only possible because of our members placing their trust in us and our dedicated staff providing the best member experience” said Greig.

Chair of the Nominating Committee, Agnes Kokke, welcomed David Nicholson to the board and wished a heartfelt retirement to long-time board member, Glen Young.

### **About Sunrise Credit Union**

Sunrise Credit Union was formed in 2008 and offers personalized service from 19 branches located in Baldur, Boissevain, Brandon, Cypress River, Deloraine, Grandview, Hartney,

Holland, Laurier, Melita, Minnedosa, Reston, Sandy Lake, Shoal Lake, Ste. Rose du lac, Strathclair, Treherne, Virden, and Waskada. Sunrise Credit Union has approximately 34,500 members and about 220 employees.

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