

OUR COMMUNITY

A SUNRISE READER



SUMMER 2015

BANK NEWS | FINANCIAL INSIGHTS | SPOTLIGHT STORIES

With summer right around the corner, I am excited for everything Minnesota has to offer. Make sure you hit the great trails and paths, get out the bikes and kayaks, and enjoy time with your family this summer. At Sunrise, we are hosting a new event at our office on Washington Avenue in Minneapolis, a Backyard Bash. Check out the inside article for more details. You don't want to miss it!



I would like to thank each of you for being our customer. You are an important factor of the success and growth in our communities.

Sincerely,
David Reiling, CEO, Sunrise Banks

Inside Our Community

Look inside to learn more:

- Sunrise introduces Kasasa® to help customers save more
- In the Spotlight:
 - A local organization works to close the digital divide
 - New website makes gift-giving easy
- Get inspired at TEDx Minneapolis on July 31
- Mark your calendars for Sunrise Banks festivities

Sunrise Introduces Kasasa® to Help Customers Save More

A new and free suite of checking account products at Sunrise Banks will help customers earn more interest and rewards. The suite of Kasasa products allows customers to choose the types of rewards they want to receive. Customers can choose a product that earns:

- Higher interest – Kasasa Cash
- Cash back – Kasasa CashBack
- Charitable contributions – Kasasa Giving
- iTunes or Amazon credits – Kasasa Tunes



All Kasasa accounts are eligible to receive reimbursements of up to \$20 on nationwide ATM fees if the qualifications are met each qualification cycle. Earning rewards is easy. During each qualification cycle, just have 15 debit card purchases post and settle, log into online banking, enroll in estatements, and have at least one ACH debit from your account post and settle*. There is no minimum balance required to earn rewards. Even if you don't qualify one month, you can still earn your rewards the next cycle if you qualify!

We partnered with Kasasa to bring our customers an experience that puts them first. That's because we believe that stellar customer service and simplified banking opportunities are important to building strong communities!

Ask your Sunrise Banks Relationship Banker about how Kasasa can help you start saving and earning today. For full product details and terms and conditions visit sunrisebanks.com.

* ACH debit not required for qualification on Kasasa Tunes

Mark Your Calendars for Sunrise Banks Festivities



The BBQ, festival, and fair season is finally here! Summer in Minnesota is jam-packed with great things to do and see, including festivities at Sunrise Banks that are sure to be fun for the whole family!

You are invited to join us for a Backyard Bash on **Friday, July 24**, at our bank located at 525 Washington Avenue North in Minneapolis (the North Loop). This is going to be an exciting and fun night filled with music, food and beverages available for purchase from the Lowry, featuring Freehouse beer, and backyard games, including two of our favorites Hammerschlagen and human bowling. The event will be held from 6:00 – 9:00 p.m. rain or shine.

Also be sure to mark your calendars for our Customer and Community Appreciation day BBQ on **Thursday, August 6**, at our bank located at 2300 Como Avenue in St. Paul. Stop by between 11:00 a.m. – 1:00p.m. for a free lunch and meet with your favorite Sunrise Banks employees.

Look for more information about both of these events on our website and on our Facebook page in mid-June. We hope to see you there!

A Local Organization Works to Close the Digital Divide

PCs for People is a 501(c)(3) nonprofit organization based in the Twin Cities whose mission is to create new opportunities by providing affordable computers, Internet access, repairs, and education to people with limited technological experience due to social, physical, or economic circumstances. In 2014, PCs for People distributed 8,549 computers to low-income families. In addition, the organization enrolled 6,491 Internet subscribers and completed 2,642 \$25 repairs on computers.

As our lives become increasingly reliant on an Internet connection, a large segment of the population is being excluded because they lack the required technology to go online. Despite the increasing number of devices capable of connecting to the Internet, the personal computer is still by far the most common technology used to gain access to the web.



A recent Pew Research Center poll found that five million households with school-age children do not have high-speed Internet service at home. Low-income households— and especially black and Hispanic ones —make up a disproportionate share of that five million. Through work training, internship, and volunteer experiences, PCs for People works to bridge that digital divide.

In addition to closing the technological divide, PCs for People works to eliminate e-waste by providing businesses free e-waste recycling services. These services allow businesses to save money while giving back to those in need. Businesses can also arrange a pick-up service at no cost.

To learn more, visit: www.pcsforpeople.org.

New Website Makes Gift-Giving Easy

The way we send gifts has changed over the last few years. Consumers want an easy way to send a gift to anyone, anywhere. And they want to be able to personalize it, too.



Enter Giftly, an online service that makes it easy to send personalized gift cards to anyone in the country. The service enhances the experience around giving and using gift cards by making it more interactive and personalized. Gift-givers can personalize the cards by choosing a unique experience, such as a gift for house cleaning, a night out in New York City, running shoes, spa day, or any personalized experience they feel the recipient might love.

Through Giftly's website, customers can send friends and family the gift card via email, text, printout, or as high-quality greeting card in the mail. And the recipient chooses the most convenient way to receive the gift: as a gift card in the mail, or as credit to their credit card or PayPal account.

Gift card giving can be difficult, since the recipient is required to use it at a specific merchant or brand. But Giftly makes it easier and more personalized by allowing the gift-giver to suggest an idea or local merchant, and giving the recipient the ability to use it at businesses they love.

Learn more about giftly at www.giftly.com.

Get Inspired at TEDx Minneapolis on July 31

Sunrise Banks is proud to again partner with this summer's TEDx Minneapolis, an event on July 31 that promises to explore how innovation and new ideas can inspire change and possibilities in the world around us. This year's TEDx Minneapolis will feature six idea makers, change agents, and innovators around the Twin Cities who work to create connections and inspire positive change in our communities and beyond every day.



TED events are known for bringing big ideas to life in stages across the globe. TEDx Minneapolis will focus on how local innovation can spark change, and how, locally, we can come together to find solutions for some of the world's most pressing issues.

This year's theme, "The Brink," will give speakers and guests the opportunity examine what we can do, together, to understand the massive ideas, developments, and dangers ahead of us, and what we can do to tackle them head on.

"TEDx Minneapolis is about innovation in the Twin Cities, while also finding opportunity even when one is at 'the brink'," says Sunrise Banks president David Reiling. "Sunrise Banks started this partnership with TEDx Minneapolis because our values and objectives are so closely aligned. There is momentum in the urban core and we are proud to be the lead sponsor of this event."

Speakers include local luminaries in design, nonprofit, art, and medical innovation, among others. This is the second TEDx Minneapolis event, and the second partnership with Sunrise Banks. The event's focus on innovation, inspiring positive, real change, and creating new access and opportunities for all community members goes hand-in-hand with Sunrise's mission to empower our community members and help them achieve their goals. We are proud to be a part of this fantastic event and hope you can join us!



What: TEDx Minneapolis

When: Friday, July 31; 4:00 p.m. – 10:00 p.m.

Where: The Cowles Center; 528 Hennepin Avenue; Minneapolis, MN

Tickets sales open June 4 and June 17 at 11:00 a.m.
For more, visit www.tedxminneapolis.com.

Be sure to check out our next newsletter for more stories of people making an impact in their communities and beyond!

