

# 20 19

IMPACT  
REPORT



# 2019 Highlights

7 consecutive years

Sunrise Banks was distinguished as one of the top B Corporations as Best for the World for overall social and environmental impact.



## Sunrise Banks' Promise to our Planet

Sunrise Banks takes environmental stewardship seriously and strives to protect our planet by decreasing our environmental impact.

\$36,451/99

Sunrise Banks provided \$36,451 in homebuyer credits in 2019 to help with closing costs for 99 home purchases.

600 Units

We launched the Sunrise Banks Community Impact Community Development Corporation (CDC) to preserve hundreds of units of affordable housing in the Twin Cities.

95,000

Sunrise's partnership with Self has helped over 95,000 individuals build their credit.

9 In 2019 North4Good hosted nine community events.

2% net income per year

through corporate donations and sponsorships.



# Who We Are

Employee Demographics: 251 total

Female: 58%

Minority: 30%

Living in LMI Communities: 29%

LMI: low-to-moderate income

Sunrise Employees Speak the Following Languages:

Afrikaans  
American Sign Language  
English  
French  
German  
Greek  
Hmong  
Italian

Latin  
Maithili  
Nepali  
Spanish  
Swahili  
Swedish  
Vietnamese

## Sunny Award Winner – Brianna Oliverius

Each year, Sunrise hosts the Sunny Awards to recognize an employee who best exhibits the Sunrise 10X Values by creating a caring culture of achievement. Sunrise Banks Culture Coordinator Brianna Oliverius was the 2019 Sunny Award recipient.

Brianna started at Sunrise as a teller and has worked at the bank for more than eight years. In her current role, she acts as the voice of employees and brings the bank's values to life through engagement activities and bank initiatives.

"We are a family at Sunrise," said Brianna. "I love that everyone knows each other, everyone looks out for each other, and everyone cares for each other. When somebody is struggling or needs the extra support, others are there for them to help."

## Sunrise Banks 10x Values

Step Up Big Time  
Bigger Than Us  
Blind Spot Awareness  
Do the Right Thing  
Woo Hoo!  
Because We Can

# Environment

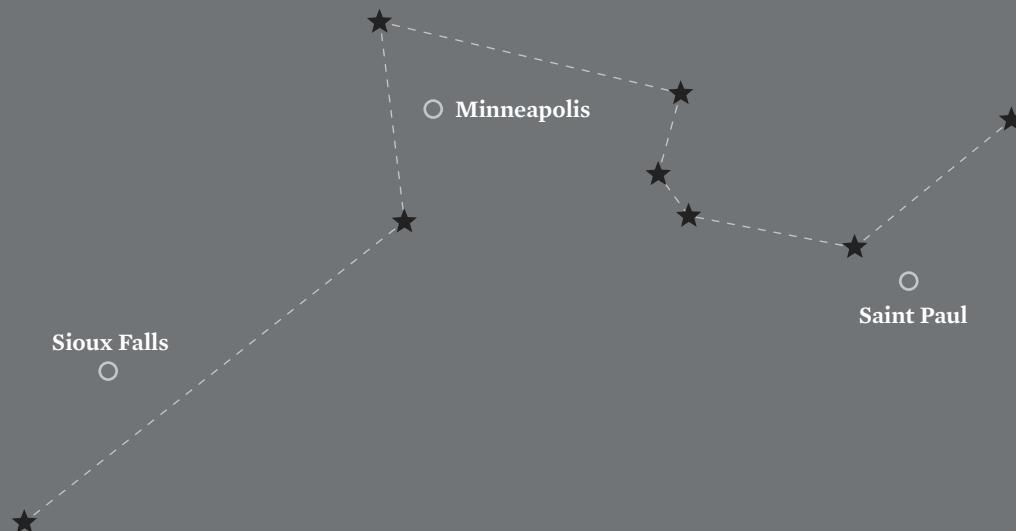
## 8 Company Locations

### 6 Retail Banking Branches

Four are in low- and moderate-income census tracts

### 1 Headquarters Office in St. Paul

### 1 Fintech Partnerships Division in Sioux Falls



All Sunrise Banks branch locations are accessible by public transportation.



62% of Sunrise Banks locations have LED lights installed throughout buildings.



Sunrise Banks' headquarters location has a 39kW solar system on the roof to generate onsite power.

# Awards



RECEIVED \$565,000 FINANCIAL ASSISTANCE AWARD from the Community Development Financial Institutions (CDFI) Fund to support our small-dollar, credit-building products and Fintech Partnerships Division

VOTED A BEST BUSINESS BANK AND BEST SMALL BUSINESS BANK in Finance & Commerce Reader Rankings

VP DIRECTOR OF DEPOSIT SERVICES MICHELLE WALSTAD APPOINTED AS BOARD PRESIDENT OF PROMINENT PREMIER PARTNERS (P3)

VP OF NEW MARKETS TAX CREDITS MARY STOICK RECEIVED TOP WOMEN IN FINANCE AWARD from Finance & Commerce

RECEIVED \$245,000 BANK ENTERPRISE AWARD from the Community Development Financial Institutions (CDFI) Fund to empower financial wellness in our local communities

## NAMED BEST FOR THE WORLD BY B LAB FOR THE SEVENTH CONSECUTIVE YEAR

DAVID REILING, CEO, NAMED ONE OF THE MOST POWERFUL BUSINESS LEADERS IN MINNESOTA BY MINNESOTA 500

DAVID REILING, CEO, NAMED GLOBAL ALLIANCE FOR BANKING ON VALUES BOARD DIRECTOR REPRESENTING THE ALLIANCE'S NORTH AMERICAN CHAPTER

RECEIVED PR DAILY'S CORPORATE SOCIAL RESPONSIBILITY AWARD for the 2018 Impact Report

BILL & JOAN REILING RECEIVED LIFE OF DISTINCTION AWARD from Catholic Charities for their commitment to volunteerism, service and advocacy

RECEIVED MINNESOTA SBA LENDER AWARD FOR SECOND CONSECUTIVE YEAR from the U.S. Small Business Administration

AWARDED \$60 MILLION IN NEW MARKETS TAX CREDITS by the Community Development Financial Institutions (CDFI) Fund to incentivize investments in low-income communities to spur sustainable economic development

BECCA HOEFT, CHIEF BRAND OFFICER, RECEIVED WOMEN IN BUSINESS AWARD from Minneapolis/St. Paul Business Journal

NAMED FINANCIAL HEALTH LEADER BY FINANCIAL HEALTH NETWORK

RANKED A TOP 100 IMPACT COMPANY BY REAL LEADERS

# Affiliations

## Certified B Corporation™

FOR THE SEVENTH CONSECUTIVE YEAR, Sunrise Banks was distinguished as one of the top B Corporations as Best for the World for overall social and environmental impact. Certified B Corps™ balance purpose and profit and together are driving a global movement that uses business as a force for good.

3,200+ | 70/150

With over 3,200 Certified B Corps across 70 countries and 150 industries, Sunrise is well above the median score for ordinary businesses (55 points), with a B Corp score of 142.



**B CORP™ SCORE 142**

*B Corp scores take into consideration community and environmental impact, as well as best practices regarding mission and corporate governance, among other factors.*

## Global Alliance for Banking on Values

As a member of the Global Alliance for Banking on Values (GABV), Sunrise joins more than 63 banking leaders from around the world to advance positive change in the financial sector. All GABV members use finance to deliver sustainable economic, social and environmental development, with a focus on helping individuals fulfill their potential and build stronger communities.

63

BANKING LEADERS FROM  
AROUND THE WORLD

## Climate Change Commitment 3C Initiative

Along with 29 other member financial institutions, Sunrise has committed to measuring and disclosing the climate impact of our loans and investments over the next three years.



Global Alliance for  
Banking on Values

The 3C initiative aligns with the Paris Agreement goals to keep global temperature increase this century below 2 degrees Celsius.

## Community Development Financial Institution (CDFI)

Sunrise Banks is the only CDFI Bank in Minnesota and one of 137 CDFI Banks nationally. CDFIs are dedicated to community development and provide financial products and services that meet the needs of economically disadvantaged individuals within underserved communities.

\$80m

IN 2019, OVER \$80 MILLION WORTH OF LOANS  
ORIGINATED IN OUR CDFI INVESTMENT AREA.



## Community Development Banker's Association



As a member of the Community Development Banker's Association (CDBA), Sunrise builds wealth in communities by investing in underserved areas, engaging in a wide range of lending to support a well-rounded community and providing financial assistance and education. The CDBA is the voice and champion of community banks that serve low- and moderate-income communities.

## Public Benefit Corporation

University Financial Corp., GBC, the holding company for Sunrise Banks, is a legally incorporated benefit corporation in the state of Minnesota.

Benefit corporations have a corporate purpose to create a material **positive impact on society and the environment**, have expanded the fiduciary duty of their directors to include consideration of stakeholder interests, and are required to report on their overall social and environmental performance.



# Mission-Focused Products

## Overall Loan Portfolio (12/31)

**AFFORDABLE HOUSING** \$19.9 million



**ARTS/CULTURE** \$7.4 million



**COMMUNITY SERVICES** \$25.3 million



**CONSTRUCTION** \$38.4 million



**CONSUMER** \$56.3 million



**EDUCATION** \$17.9 million



**ECONOMIC DEVELOPMENT** \$42.9 million



**HEALTH/WELLNESS** \$5.0 million



**OTHER BUSINESS/HOUSING/REAL ESTATE** \$416.0 million



**SMALL BUSINESSES** \$200.9 million



## Customer Story | Good Curling: Frogtown Curling Club a “Community” That Cherishes its Irreverence

At the Frogtown Curling Club in St. Paul, members eat, drink and socialize. They curl, too, but the sport itself seems like more of an afterthought.

In the club’s “warming room,” adjacent to its rink, there is a cluster of round tables and chairs. Club member Peter Hovland says the furniture choice was deliberate.

“If you notice, the tables are round – that’s on purpose,” he says. “It’s more fun to sit around in a circle to talk.”

“You’re all facing each other,” interjects Club President Bruce Alexander.

The club has been up and running for nine years and is housed in the former Biff Adams Arena on Western Avenue in St. Paul. On a recent Thursday night, a handful of members amble around the rink, prepping the club’s sheets – what curling is played on – for an upcoming tournament. Alexander has been at the club since 11:30 a.m. making last-minute preparations.

The club has close to 600 members and hosts league play that starts in the fall and goes through the spring. Frogtown also hosts “learn-to-curl” events open to the public. Interest in the sport is alive and well in the Twin Cities. According to Alexander, there are five dedicated clubs – those with their own rink – around the Metro.

There’s no question that members at the Frogtown club love to curl, but at its core the activity is a gathering that allows players to enjoy what its members call a “very social” sport.

“It’s very much become a community,” says Alexander.

### Stones, Sweepers and Sheets

Curling is an Olympic sport, but it doesn’t share the same popularity as hockey or soccer. It is played on a “sheet” that measures approximately 150 feet long and roughly 15 feet wide. At the end of the sheet is a group of concentric circles, the innermost of which is called the “button.”

The object of the game is to throw your “stone” – a 42-pound granite weight – into the vicinity of the concentric circles, referred to as the “house.” Once the stone is thrown, two members of the team “sweep” in front of the stone in an attempt to fine tune the throw. Sweeping can make the stone go straighter and farther.

Each team has four members who each get two throws during an “end,” which is the equivalent to an inning in baseball or a quarter in other sports. Ten ends are played in Olympic curling; there are eight in league play. At the conclusion of each, the team with the most stones closest to the center of the house wins.

“There is, surprisingly, a lot of strategy,” said Alexander. “There’s going around rocks, hitting rocks, placing rocks out in front so the other team can’t get to a certain part of the house. Almost never will you see a rock go straight.”

Frogtown member Jay Ewen says he’s drawn to the sport because it’s something he will be able to continue into old age.

“This is something I can do until I’m 60, 70. That’s the appeal,” he said. “When I see other people out here that are curling into their late sixties, early to mid-seventies, that’s great.”

Ewen adds that it’s not uncommon to find yourself curling against an Olympian, either. Hovland recalls one year when the club found out it had a world-renowned athlete in its league.

“Our first year, there was this one girl who was amazing. We curled the whole year and then the Olympics were on, and I’m scrolling around, and on the Olympic curling website, there’s her throwing,” said Hovland. “She was in our league – no wonder she beat us.”

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### Who's Buying the First Round?

The Twin Cities has a strong curling community, and Frogtown's recent bump in membership reflects that. The club just added a new sheet – its sixth in the arena – making room for 20 additional teams. When the club opened registration for the extra spots, it was filled in seven minutes, according to Alexander.

The game's social aspect is a big part of curling's popularity. Before and after games, teammates and opposing players will gather in the warming rooms to socialize, eat and drink. Hovland said players will often bring a crockpot full of food to share with the group.

"The game is just a way to figure out who buys the first beer," said Hovland.

Members compared curling to golf or bowling, and threw out words like "polite" and "etiquette" when describing it.

"You start the game with a handshake and you finish the game sitting around the table," said member Clint Andera. "I don't know of any other sport where you (socialize) with the team you played."

Andera says, too, that it's not uncommon for teams to "pause" a game midway through to take a break in the warming room. Sometimes, he says, "you might not even go back out and finish the game."

There's a refreshing dash of irreverence at the club. The new sheet is referred to as Sheet "Eh," as a nod to Canadian phrase placed at the end of sentences. It was "baptized" with Labatt's, Ewen laughs.

This kind of frivolity is widespread at the club. A healthy amount of light-heartedness, coupled with curling's social aspect, is what keeps members coming back. And, as Andera points out, there's no shortage of conversation among players.

"The one thing curlers like to talk about is curling," he says.

## Credit Builder

Good credit is a necessary component of financial wellness. Having no credit or bad credit restricts one's access to loans, credit cards, leases, and more, and makes obtaining financial health difficult.

Our credit-builder program helps build credit by establishing a good payment history while also building up savings.

# 651

IN 2019, 651 NEW CREDIT-BUILDER LOANS WERE OPENED, WITH AN AVERAGE LOAN SIZE OF \$600.

## Mortgage

Owning a home is part of the American dream. That's why we offer diverse mortgage loan products to help make homeownership an option for everyone.

# 153

We helped 153 FAMILIES purchase new homes in 2019.

# 50%

50% of those families went through our Open Door Mortgage Program, which helps clients with Individual Taxpayer Identification Numbers (ITINs) reach their dreams of homeownership.

# \$36,451

Sunrise Banks provided \$36,451 in homebuyer credits in 2019 to help with closing costs for 99 HOME PURCHASES.

## Affordable Housing

In December, in partnership with Aeon, the Minneapolis Foundation, the Saint Paul & Minnesota Foundation and the Frey Foundation, we launched the Sunrise Banks Community Impact Community Development Corporation (CDC) to preserve hundreds of units of affordable housing in the Twin Cities. The CDC will be used to pool funds from Sunrise and outside investors in order to finance the acquisition of existing rental properties for low-income individuals and families.

Housing affordability is an issue across the country. The Twin Cities Metro has lost more affordable housing than it added since 2011, according to the Metropolitan Council.<sup>1</sup>

"AFFORDABLE HOUSING IS KEY TO FINANCIALLY STABLE AND SUCCESSFUL COMMUNITIES,"  
SUNRISE BANKS CEO DAVID REILING

<sup>1</sup><https://www.twincities.com/2019/02/05/minneapolis-st-paul-mn-affordable-housing-report/>

## FAIR

FAIR is a package of products built in partnership with Prepare + Prosper, which provides checking, savings and credit-builder products to people in underserved communities. The FAIR products are built with customers' specific needs in mind, no matter income size or banking history. These products offer consumers the tools and support necessary to take control of their financial wellness.

Since its launch in June 2018, FAIR has enrolled  
**250 customers into 397 new accounts.**

FAIR program participants attend check-in evaluations every 4-6 weeks to make sure their needs are being met, give feedback on the program and receive additional assistance.

In 2019 Prepare + Prosper added four external partner organizations to reach more individuals.

# Fintech Partnerships

The Sunrise Banks Fintech Partnerships Division is focused on aligning and partnering with like-minded fintech (financial technology) companies to help more individuals achieve financial wellness.



30%

Nearly 30% of Americans have no savings to help them in a financial emergency<sup>2</sup>.

63%

63% of people aren't able to cover an unexpected \$500 expense<sup>3</sup>.

TrueConnect is a voluntary employee benefit that provides a lower-cost, responsibly structured loan alternative to expensive payday loans.

<sup>2</sup><https://www.bankrate.com/banking/savings/financial-security-june-2019/>

<sup>3</sup><https://www.forbes.com/sites/maggiemcgrath/2016/01/06/63-of-americans-dont-have-enough-savings-to-cover-a-500-emergency/#1532fb1b4e0d>

2,500

EMPLOYERS HAVE ACCESS TO THE PRODUCT

MAKING IT AVAILABLE TO MORE THAN

104,000

EMPLOYEES



\$39,000

Borrower average salary is \$39,000, aligning with the goal of reaching lower- and moderate-income borrowers.

# Self.

Self offers small Credit Builder Accounts for people with poor credit who want to rebuild their payment history. Self is also a helpful tool for those who have no credit history but would rather not open a credit card account.

"I love Self! First plan started in October 2016 and score improved 110 points over the course of a year," said Self client Annette B.

95,000

Sunrise's partnership with Self has helped over 95,000 individuals build their credit.

# gusto

12,000,000

12 million Americans use payday loans each year and spend more than \$9 billion in fees to do so.<sup>4</sup>

100,000+

In August, Gusto, a payroll provider servicing over 100,000 employers, launched a new product called Cashout to offer the employees they already serve an alternative to payday loans.



Cashout allows employees to access their payroll in advance of payday and allows up to two payday advances a month direct from their paycheck, upon qualification.

32,640

In 2019, Gusto originated 32,640 loans.

<sup>4</sup><https://www.pewtrusts.org/en/research-and-analysis/fact-sheets/2016/01/payday-loan-facts-and-the-cfpbs-impact#:~:text=Twelve%20million%20Americans%20take%20out,other%20small-dollar%20loan%20products>

# Environmental Stewardship

## Customer Story | Growing Up with Youth Farm: Fostering Leadership and Civic Engagement Skills Through Urban Farming

Ask Yasmin Banishoraka about astragalus.

The 21-year-old University of Minnesota student and Youth Farm steward can talk at length about the plant’s medicinal qualities as well as other herbs that possess healing properties. Sumac, Banishoraka explains, is a good astringent – for those unfamiliar, that means it can help to clear up mucus.

Banishoraka has been a Youth Farm participant for more than a decade and exemplifies the knowledge and sense of community engagement that the organization instills in young people across the Metro.

Youth Farm is a youth development program based in Minneapolis that manages about a dozen urban gardens in Minneapolis and St. Paul. Started in 1995, the organization teaches youth leadership skills through sustainable farming.

Youth Farm engages more than 1,500 youth throughout the growing season and school year. The organization works with young people aged 9-24, and provides different roles for participants based on their age. Youth Farm has around a dozen garden sites it manages, offers cooking classes, and participates in community events and farmers’ markets.

**THE FOOD GROWN AT YOUTH FARM’S GARDENS IS EITHER FREE FOR THE PUBLIC TO TAKE OR SOMEHOW DISTRIBUTED BACK INTO THE COMMUNITY.**

“Youth Farm is kind of difficult to describe because we have so many different facets of what we do,” said Youth Farm Development and Communications Associate Erin Finneman. “Essentially we’re rooted in being a youth development program, but we do all of our work through farming.”

At its core, Youth Farm strives to empower youth to become civically engaged and confident. Banishoraka joined the Lyndale Neighborhood Association Board when she was 18; at the time, she says, she was the youngest board member ever to join.

Banishoraka joined Youth Farm when she was nine and is a semester away from graduation. After college, she’s interested in working in public policy. In particular, Banishoraka would like to help fix the affordable housing crisis.

“My work with Youth Farm has really cemented my love of community building and community organization,” she said. “Without being involved in Youth Farm I would’ve never run for the board and never discovered that affordable housing was something that I was really passionate about.”

Youth Farm is providing access to healthy food in low-income neighborhoods. Certain neighborhoods in North Minneapolis, for example, qualify as “food deserts” according to the federal government. This means there is limited access to affordable, nutritious food in the area.

Data from 2017 shows 60% of households in the Hawthorne Neighborhood in North Minneapolis – the site of Youth Farm’s Emerson Avenue Garden -- live on less than \$35,000 a year.<sup>5</sup>

“We never say that food or farming or sustainability is our main focus, it really is youth development,” said Finneman. “But when you start to look at sustainability, it plays into a larger societal issue. These youths are impacting the food systems in their own neighborhoods. What better way to be a leader than that?”

Some Youth Farm stewards – participants aged 19-24 – have joined the organization as full-time employees after going through the program. Banishoraka isn’t “100% sure” what the future holds. However, when asked how long she plans to stay with Youth Farm, she seemed fairly confident.

“There’s no end date on that as far as I know,” she said.

<sup>5</sup><http://www.mncompass.org/profiles/neighborhoods/minneapolis/hawthorne>

## Customer Story | Preserving Our Natural Habitat: The Minnesota Land Trust’s Efforts to Protect and Restore the North Star State

From the Boundary Waters to the bluffs, Minnesota has no shortage of outdoor attractions.

The state’s geographic landscape is made up of an amalgam of natural treasures. Snow or shine, there’s nothing an outdoors lover couldn’t find in the North Star State.

The Minnesota Land Trust has been protecting and restoring these natural assets for nearly 30 years. To date, the Land Trust has protected more than 59,000 acres of habitat and 330 miles of shoreline throughout Minnesota.

The Land Trust helps restore land that has been degraded by industrial development and protect areas that hold essential habitat, recreational value or natural beauty.

A majority of the organization’s work has been done through conservation easement agreements with residential land owners. Land Trust easements are voluntary contracts that limit future use or development of a person’s land.

An easement, for example, could prohibit the building of certain large structures on protected land or ban cutting down trees. Generally, these agreements make sure no natural landscape is degraded through unnatural development.

“We are unique in that we hold 96% of all conservation easements held by nonprofits in our state,” said Minnesota Land Trust Director of Development and Communications Alex Tsatsoulis.

He adds that Land Trust employees and volunteers walk each acre of easement land every year to ensure they’re being sufficiently protected.

So what do the Land Trust projects look like? It varies from case to case.

In Houston County, one landowner saw up-and-coming developments approaching his 98 acres, so he recruited the Land Trust to enact an easement while also protecting the land’s integrity through responsible agricultural practices.

The Land Trust has also worked on the St. Louis River Restoration Initiative, helping to recreate the body of water’s natural habitat through the removal of wood waste left from sawmills and reseeded wild rice crops.

Steve Ramsey has worked with the Land Trust for close to 10 years. His 160 acres of woodlands in Northern Washington County is protected through an easement with the organization.

“It has a wide diversity of not only flora, but fauna,” said Ramsey of the property. “I wanted the property preserved in its natural state like our family has done for well over 100 years. (The Land Trust) provides a legal means to preserve the property in perpetuity.”

The Land Trust is also active in engaging individuals – especially kids — with the outdoors. In 2016, the Land Trust partnered with the City of Duluth and local community groups to create Youth Outdoors, which plans and coordinates activities for underserved youth in the area.

“That connection to nature, especially at a young age, builds not only a conservation ethic, but really is important for their mental health and physical wellbeing,” said Tsatsoulis.

Youth Outdoors Duluth worked with more than 400 kids in its first year, offering activities like archery, rock climbing and canoeing to the area’s youth.

**THE LAND TRUST HAS SET AN AMBITIOUS GOAL FOR ITSELF: BY 2027, THE ORGANIZATION LOOKS TO HAVE COMPLETED 1,000 PROJECTS THAT PROTECT 100,000 ACRES OF LAND AND 2 MILLION FEET OF SHORELINE.**

In that same amount of time, the Land Trust hopes to complete 3,000 acres of restoration and three community engagement projects.

“(The work) is important because we, along with all the species in the state, rely on the natural systems that surround us,” said Tsatsoulis. “Whether it’s clean water for us to drink or wildlife habitat. It’s also important from a health aspect for people to connect with nature and get outdoors. These experiences are important for our health and for us as human beings.”

# Sunrise Banks' Promise to our Planet

Sunrise Banks takes environmental stewardship seriously and strives to protect our planet by decreasing our environmental impact. We commit to:

TRACKING AND MONITORING THE  
CARBON IMPACT OF OUR PORTFOLIO  
OF LOANS AND INVESTMENTS BY 2022

ENGINEERING AN INTERNAL  
FRAMEWORK THAT MINIMIZES  
THE CARBON FOOTPRINT OF  
OUR FACILITIES

MOVING PRODUCTS AND SERVICES  
TO A DIGITAL ENVIRONMENT

OFFSETTING OUR CARBON PRODUCED  
BY ORGANIZATIONAL TRAVEL

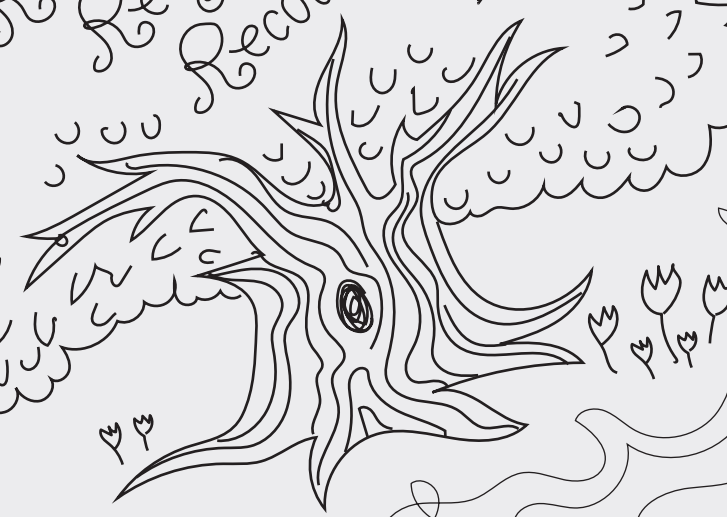
EDUCATING AND ENGAGING STAFF  
ABOUT WHAT WE CAN DO EVERY DAY  
TO MAKE A SUSTAINABLE DIFFERENCE





decrease enviromental impact

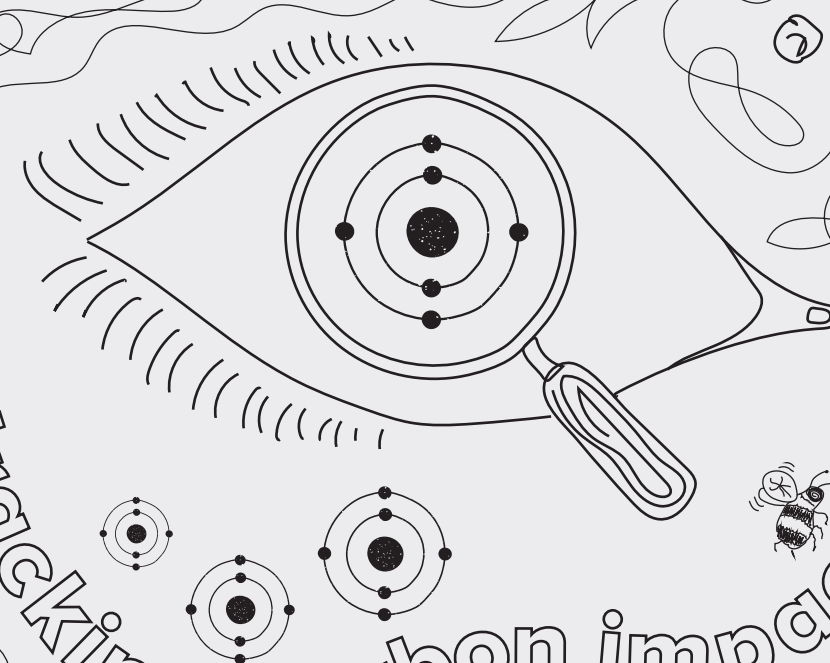
Reduce  
Reuse  
Recycle  
Recovery



digitizing our services



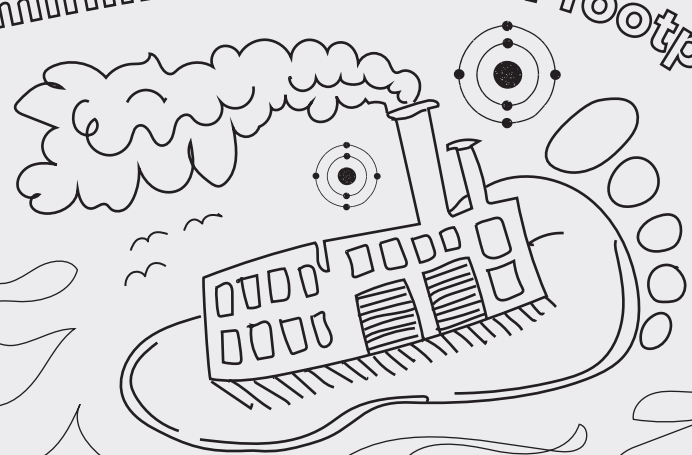
tracking carbon impact



education on sustainability



minimizing carbon footprint of facilities



PROMISE TO OUR PLANET



carbon offsets for travel







Powered by  
Sunrise Banks

North4Good connects engaged community members with volunteer opportunities, allowing participants to have fun while supporting a cause they believe in.

IN 2019 NORTH4GOOD HOSTED NINE COMMUNITY EVENTS AND MADE THE FOLLOWING IMPACT:

14,000

Prepared more than 14,000 sandwiches for the homeless

200

Assembled 200 personal care kits for Clare Housing residents

PARTICIPATED IN AN ON-SITE DAY AT HABITAT FOR HUMANITY’S ENTREPRENEURS BUILD



# Giving Back

At Sunrise Banks, we pride ourselves on community engagement and giving back. We strive to help the communities we serve through volunteer efforts, local partnerships and charitable donations.

SUNRISE GIVES A MINIMUM OF 2% NET INCOME PER YEAR THROUGH CORPORATE DONATIONS AND SPONSORSHIPS.

900

**CANDYGRAMS**  
In February, Sunrise employees sent over 900 internal random-acts-of-kindness candygram messages, which generated a \$1,000 donation to St. Paul Urban Tennis.

\$120,000

**BEDRACE FOR BRIDGING**  
In March, two Sunrise Banks teams participated in the Bedrace for Bridging event. The event raised over \$120,000, which helps Bridging provide furniture to impoverished community members and those transitioning out of homelessness.

160

**FOOD & PET DRIVE**  
In May, Sunrise employees donated over 1,400 food items to the Groveland Food Shelf and over 160 pet toys and treats to Warrior Dogs.

27

**AMERICAN RED CROSS**  
In June, 27 employees volunteered for the Missing Maps event with the American Red Cross to trace up-to-date maps for first responders to use in crisis aid.

10

**PLAYWORKS KICKBALL**  
In June, 10 Sunrise employees participated in the Playworks Kickball Tournament. This event raises money for Playworks, an organization that helps develop school recess programs that improve physical and emotional health for kids.

240

**HABITAT FOR HUMANITY**  
In August, 30 Sunrise Banks employees participated in Habitat for Humanity’s Entrepreneurs build in St. Paul. The volunteers spent five days on the site, volunteering over 240 hours.

5,000

**B CORPORATION VOLUNTEERING**  
In October, seven B Corps came together at Sheridan Story to pack over 5,000 meals to fight the hunger gap at local schools.



300

### VOLUNTEER CHALLENGE

In November, Sunrise Banks employees volunteered over 300 hours for the volunteer challenge. Additionally, donations were sent to organizations on behalf of the top three volunteers.



\$16,000

### CHARITABLE GIVING WEEK

During our annual Charitable Giving Week, employees gave nearly \$16,000 to support nonprofit organizations. Additionally, employees volunteered their time to help assemble over 1,000 mailers for the Minnesota Coalition Against Sexual Assault.



\$8,000+

### COFFEE PERKS 4 GOOD

The Park Perks and NorthLoop4Good coffee bars at our Como and Washington branches generated over \$8,000 in donations to neighborhood nonprofit organizations in 2019.



12

### CRISIS NURSERY

Sunrise staff visited the Greater Minneapolis Crisis Nursery 12 times to make meals for children through their Cook for Kids program.



100s

### WINTER CLOTHING DRIVE

In December, Sunrise employees donated hundreds of scarves, mittens and winter hats to Lutheran Social Services.



Tare Market

### BRAND JOURNALISM VIDEO

The Sunrise Banks marketing team created a brand journalism video to tell Tare Market's impactful story. Check it out on our YouTube page.

Only 7% of plastics end up being recycled.

## Employee Stories

### Putting Volunteer Time Off into Action

Sunrise Banks employees receive volunteer time off to engage with the community. **FULL-TIME EMPLOYEES RECEIVE 40 HOURS A YEAR, AND PART-TIME EMPLOYEES RECEIVE 20 HOURS ANNUALLY.** Employees decide which organizations they'd like to work with and what activities they want to engage in.

**MICHELLE TRUEBLOOD**, a senior business systems analyst, started at Sunrise in June 2019. Only a few weeks after starting, Michelle was already using her volunteer time off and continues to volunteer each Friday, tutoring at a local school. Michelle used to be a teacher, and it's rewarding for her to see students thrive and grow.



Michelle Trueblood, left, volunteers each Friday at a local school.



**NGA NGUYEN** is a relationship banker and a volunteer rockstar. On top of volunteering at Sunrise, she spends time each weekend preparing and selling food to parents and students at the Vietnamese School of Minnesota to raise funds for the school's expenses. She's been volunteering at the school for the last two years. Nga finds joy in being able to support the school so that her 10-year-old son, and other Vietnamese-American kids, can continue to learn Vietnamese and about the culture that she grew up with before leaving Vietnam with her sister in 1987.



# Financial Wellness

Financial wellness is at the core of Sunrise Banks' mission: **WE STRIVE TO BE "THE MOST INNOVATIVE BANK EMPOWERING FINANCIAL WELLNESS."** We offer financially inclusive products that aim to better the lives of our clients and help them reach their financial goals. Additionally, we offer financial literacy and counseling services, including:

## FINANCIAL CHOICE

In partnership with Lutheran Social Services (LSS), we offer our clients and employees access to free financial counseling and budgeting education.

In 2019, **34** participants engaged with budget, debt, credit report review, and/or student loan counseling.

Participants in the Debt Management Plan program paid off over **\$36,000 in debt in 2019** and **\$142,000 since the partnership began**.

Additionally, LSS provided financial education workshops to **161** individuals in the community.

## KNOWLEDGE LAB

We host both business and personal online knowledge labs to help people learn about different financial topics and journeys.

In 2019, over **400** individuals used these modules to learn about topics such as: budgeting, buying a home, paying off debt and investing.

## SPRINGFOUR

In partnership with SpringFour, we can help individuals connect with local services to help them save money and achieve financial wellness.

In 2019, this partnership sourced over **2,300** referrals to local services and companies for over **500** individuals.

## BANZAI

In partnership with Banzai, we offer free online literacy courses for teachers and their students throughout the Twin Cities urban core.

**IN TOTAL, WE SPONSORED 24 SCHOOLS AND EDUCATED OVER 1,500 STUDENTS.**

Additionally, in 2019 this program brought real-world financial literacy to **280** students.

## TWIN CITIES ROAD CREW

In partnership with Twin Cities Road Crew, we offer interactive, energetic programming on spending and saving smart to Twin Cities urban schools.

**IN 2019, THESE PROGRAMS REACHED FIVE SCHOOLS, 60 TEACHERS AND OVER 1,300 STUDENTS.**

34

\$36,000+

400 +

2,300+

500+

280

5/60/1300+

# 2019 Sponsorship and Donations

Adaptive Sports USA

AEON

African Economic Development Solutions of MN

Alafia Foundation

Alliance Housing

Alzheimer's Association

Athletes Committed to Educating Students

Autism Society of Minnesota

Beacon Interfaith Housing Collaborative

Beth El Synagogue - Common Sound Festival

Black Women's Wealth Alliance

Boys and Girls Clubs of Sioux Falls

Catholic Charities of St Paul and Minneapolis

Children's Home Society of Minnesota

Circus Juventas

City of Lakes Waldorf School

Clare Housing

Coalition of Asian American Leaders

CommonBond Communities

ComMUSICation

Como Park HS Nordic skiing

ConnectUP! MN

Creative Enterprise Zone - St Paul

Crescent Cove

Daily Work

Dreams Givers

Friends of the Boundary Waters Wilderness

Graywolf Press

Habitat for Humanity - Twin Cities

Harrison Neighborhood Association

Hope International Education

Interact Center for the Visual and Performing Arts

Interfaith Action of Greater St Paul

International Institute of MN

Jewish Community Action

Jobs Foundation

Junior Achievement

La Crèche Early Learning

Listening House of St Paul

Little Brothers - Friends of the Elderly

Lutheran Social Services of MN

Mary Moon Foundation

MATTER

Minneapolis Crisis Nursery

MN Literacy Council

MN Museum of American Art

Missing Children Minnesota

MN Fringe Festival

MN Land Trust

MN Pet Rescue

MN Pit Bull Rescue

Murray Middle School St Paul - Tutoring Program

Northside Arts Collective

Northside Residents Redevelopment Council (NRRC)

Open Cities Health Center

Page Education Foundation

Prepare + Prosper

Progeny Academy

Rebuilding Together Twin Cities

Rein in Sarcoma

Sandford Health Foundation

Sheridan Story

Simpson Housing Service

Social Impact Strategies Group

St Anthony Park Area Seniors

St Anthony Park Community Foundation

- 4th in the Park

St Anthony Park Student Association

St Paul Area Seniors

St Paul Fire Foundation

St Paul Urban Tennis

Sunrise Banks Employee 'Pay it Forward' Fund

Susan G. Komen Great Plains

Tech Dump

Textile Center of Minnesota

The Link Minnesota

Tree Trust - MN

Twin Cities Jazz Festival

Twin Cities Rise!

University of MN - Athletic Dept.

University of MN Foundation - MN Cup

Urban Boatbuilders

Voices for Racial Justice

Walker West Music Academy

WomenVenture

Youthlink



## Message from David

It's hard to believe we've already come into a new decade. And with 2019 in the rearview, there's much to look forward to in 2020.

The bank accomplished a lot in 2019: We continued to support low-income consumers by providing access to convenient and affordable products and services; developed a novel affordable housing initiative that will preserve 600 units of affordable housing in the Twin Cities; and committed to lessening the carbon footprint of our loan and investment portfolio.

But those are just some of the highlights – 2019 was another incredibly successful year for the bank.

Most importantly, we were able to help empower financial wellness. We provided alternatives to payday loans and other predatory lending practices through our Fintech Partnerships Division, helped consumers establish stronger credit scores and provided financial literacy services to hundreds of local residents.

### **OUR SUCCESS RELIES ON THE SUCCESS OF THE COMMUNITIES WE SERVE.**

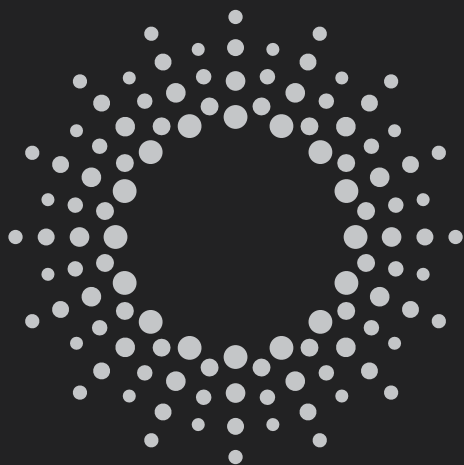
Sunrise Banks will continue to strive for positive change in all that it does in 2020 and beyond. I hope you do the same.

Sincerely,

David Reiling  
President  
Chief Executive Officer  
Board Chairman







SunriseBanks.com



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NMLS #640909



Global Alliance for  
Banking on Values

