

LEGACY

GOOD FRIENDS
GREATER DEEDS



To: Colin Robertson
News Manager
570 NewsRadio Kitchener

To: Colin Robertson, News Manager, 570 NewsRadio Kitchener

Subject: Celebrate local talent: KW Legacy Christmas Cookie Exchange

Hello! We're thrilled to announce KW Legacy's Christmas Cookie Exchange on Dec. 7, 2024, at 1 p.m. at St. George's Hall in Waterloo. This is a wonderful chance to celebrate local baking talent where attendees can sample, judge, and build their own holiday cookie plates—all while raising funds for high school scholarships.

We'd love for you to feature the bakers and a previous scholarship recipient to share how KW Legacy has impacted their education. Mike Denomme, KW Legacy co-founder, is also available to share event details and other initiatives, like the annual Golf for Scholarships, which has raised more than \$1 million, and plans for affordable housing projects and scholarships for Grade 8 students. Two additional representatives from KW Legacy are also available upon request.

If you'd like to attend the event for interviews or arrange for guests to come to your station, please contact Cris Lacuna, KW Legacy Media Relations Specialist, at 548-772-1231 or clacuna@kwlegacy.ca.

Nov. 12, 2024

KW Legacy to launch Christmas Cookie Exchange fundraiser



KW Legacy will launch its first-ever Christmas Cookie Exchange on Dec. 7, 2024, at 1 p.m. at St. George's Hall in Waterloo. The event aims to bring the community together in a festive spirit while raising funds for the charity's scholarship programs.

The Christmas Cookie Exchange invites local bakers to showcase their favourite holiday cookie creations. Attendees can sample the treats, vote for their top picks, and create holiday plates for their get-togethers and events. Tickets are \$20, and cookies are \$2 each. Proceeds will go directly towards KW Legacy's scholarship programs for local high school students.

"We are looking to give local bakers a chance to celebrate the season with their finest cookie creations while giving something back to the community," said Mike Denomme, KW Legacy's co-founder. "The best part of it is tasting some of the cookie creations and family recipes that people have been sharing for years. This is also a great way to help this Christmas while getting out with your friends and having some fun."

Attendees can look forward to door prizes, holiday giveaways from local sponsors, and a special visit from Santa Claus, making it an event the whole family can enjoy.

Since its founding in 2014 to support local charities, KW Legacy has raised more than \$1 million and awarded 96 scholarships, worth at least \$5,000 each. The organization continues to expand its impact through new fundraising ventures. It hosts a Recruitment Night every June but welcomes support and volunteers year-round.

To register for the Christmas Cookie Exchange, visit <https://kwlegacy.ca/>. For event updates, follow KW Legacy on [Facebook](#), [Instagram](#), [X](#) (formerly Twitter) and [LinkedIn](#).

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Dec. 7, 2024

KW Legacy Christmas Cookie Exchange Launch

Launch Date Time	Saturday, Dec. 7, 2024 1 p.m.
Location	St. George's Hall, Waterloo
Fees	Admission Fee - \$20 Cookie Cost - \$2 per piece <i>All proceeds from the event support KW Legacy's Scholarship Programs for local high school students</i>
Event Highlights	<ul style="list-style-type: none"> • Local bakers will be invited to produce their favourite Christmas cookies • Participants will have the opportunity to taste, judge and create plates for their holiday gatherings and parties • Special Visit by Santa • Giveaways
Organizer	KW Legacy <i>founded 2014</i>
KW Legacy Mission	to provide meaningful financial support to other charitable organizations within the community whose aim is to improve the lives of those in need
About the Scholarship	<ul style="list-style-type: none"> • The charity has no administrative costs, so all donations go directly to local charities and scholarships. • More than \$1 million raised and 96 scholarships awarded, with a minimum value of \$5,000 each • Scholarship application process begins each Jan for local high school students • Scholarship criteria include financial need, community involvement (such as running or supporting unique events), good citizenship, and a written essay about past accomplishments and future goals • For more information about the scholarships and recipients, please visit http://kwlegacy.ca/about-us.php
Key Initiatives since 2014	<ul style="list-style-type: none"> • Golf for Scholarships: Annual event raising more than \$1 million since inception, with the next one set for Sept. 2025 • Top Home Chefs: Culinary competition raising funds for the Men's Suicide Council, with more than \$95,000 raised from 2018
Annual Events	<ul style="list-style-type: none"> • KW Legacy holds an annual recruitment night in June to welcome new volunteers and sponsors and an annual Sponsors Night & Volunteer Appreciation event in Sept. to celebrate KW Legacy's achievements and announce scholars • Meet the Parents' Night - connects scholarship winners and their families with mentorship opportunities
Website and Socials	<ul style="list-style-type: none"> • Visit https://kwlegacy.ca/ or follow KW Legacy on social (Facebook/Instagram/X/LinkedIn)

For more information, contact Cris Lacuna, KW Legacy Media Relations Specialist, at 548-772-1231 or clacuna@kwlegacy.ca.

Dec. 7, 2024

Championing education and community connection since 2014

KW Legacy is a local organization that was founded in 2014 to support the Waterloo Region community. The first initiative was a St. Jerome University alumni event hosting a Golf for Scholarships fundraiser which quickly expanded to include all 15 local high schools in the region. The inaugural fundraiser raised more than \$100,000 for local high school graduates. Legacy scholarship recipients are school leaders who make an impact. They actively serve others and value connections with their community.

KW Legacy has raised more than \$1 million through nine tournaments at the Conestoga Golf and Country Club. The most recent tournament held in Sept. 2024 had more than 100 participants and raised a record \$100,000. As the organization gears up for its next golf event in Sept. 2025, it aims to surpass the \$1.1 million milestone in total donations.

Over the years, KW Legacy has awarded 96 scholarships worth at least \$5,000 each to qualified students in the region. Scholars are selected based on financial need, contributions to their school or community, participation in unique events, and general civic action. Applicants must also write an essay about their accomplishments and future goals. In 2024, 12 scholarships were awarded from more than 5,000 applicants. The scholarship application process begins each Jan.

In 2018, KW Legacy launched its Top Home Chefs initiative to support the Men's Suicide Council, identified by the Waterloo Region Suicide Prevention Council. The event showcases 50 local home chefs whose dishes are sampled by 450 attendees and judged by well-known local foodies. Since its inception, it has raised more than \$95,000, with the latest event in April 2024 raising \$50,000.

KW Legacy is a charity with zero overhead, so 100% of donations go directly to local causes. The organization plans to expand its impact by addressing affordable housing and providing smaller scholarships for Grade 8 students. It also seeks to partner with individuals and organizations to help them plan their legacies through wills or estate planning.

KW Legacy stays connected to the community through various events. These include annual recruitment nights in June, Meet the Parents nights introducing scholarship recipients and their families to mentoring opportunities, and a Sponsors Night and Volunteer Appreciation Event in Sept.

In addition to the regular charity events, KW Legacy will launch a new Christmas Cookie Exchange on Saturday, Dec. 7, 2024, at St. George's Hall in Waterloo. Local bakers will be invited to produce their favourite Christmas cookies, while attendees can taste, judge, and create their holiday treat plates. Admission is \$20 and cookies can be purchased for \$2 each. All proceeds will support the organization's scholarship programs. The event will feature door prizes, giveaways from local sponsors, and a visit from Santa.

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For more information, visit kwlegacy.ca, follow them on social media @Legacy_KW, or contact Cris Lacuna, KW Legacy Media Relations Specialist, at 548-772-1231 or clacuna@kwlegacy.ca.



Scholarship recipients at the 10th annual KW Legacy Golf for Scholarship tournament, held at Conestoga Golf Club on Sept. 7, 2024. **More photos are available [here](#)**



KW Legacy members serve food at the 2024 Top Home Chef event, which raised \$47,000 for the Waterloo Region Suicide Prevention Council. **More photos are available [here](#).**

MIKE DENOMME | <https://www.linkedin.com/in/mike-denomme-289380/>



Co-founder of KW Legacy, Mike brings over 20 years of leadership experience in high-tech roles and is currently the Senior Director of Sales Operations and Enablement at Euna Solutions. With a background in strategic planning, sales, finance, and operations, he has held roles at firms like Desire2Learn and Shopify, where he's been recognized for his ability to build strong relationships and solve complex challenges.

Through KW Legacy, Mike is committed to giving back to the community by supporting scholarships for local high school students, raising awareness about men's mental health, and exploring affordable housing solutions. He is a Certified Management Accountant with a BA in Economics and an MBA. He enjoys mentoring others and making a positive impact in the community.

PETER KALBFLEISCH | <https://www.linkedin.com/in/peter-kalbfleisch-54084843/>



Peter serves as a KW Legacy governing board member, secretary of the advisory board, and member of the KW Legacy scholarship team. With 22 years of experience in education, he is currently a Vice Principal at Kitchener Collegiate Institute within the Waterloo Region District School Board. Peter focuses on building relationships that promote organizational growth and stakeholder trust, creating a safe and supportive environment for all students.

As an experienced administrator, he specializes in team building, curriculum development, and encouraging open dialogue. Peter emphasizes accountability and engagement among stakeholders while developing his team's internal capacity. He holds a bachelor's degree in Secondary Education from the University of Canberra, which informs his approach to navigating the changing educational landscape while upholding high leadership standards.

BILL LEMON | <https://www.linkedin.com/in/bill-lemon-81bb3369/>



Bill is a Superintendent at Waterloo Region District School Board and a governing board member of KW Legacy, where he supports local student scholarships and resources. He began his career as a Math and Physical Health Education teacher. He has held various roles, including Child and Youth Worker with young offenders, Residence Life Coordinator at the University of Waterloo, and Assistant Director at YMCA Camp Wabanaki.

With extensive experience in system-level leadership, Bill focuses on School Improvement and Safe and Healthy Schools, always keeping student learning at the forefront. He is dedicated to promoting Human Rights and Equity in education and works to create inclusive environments.

Bill has also participated in negotiations with secondary teachers and provided leadership during the staffing process, showcasing his commitment to collaborative education.

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