



THE NWC LOCATION ONBOARDING

THE NWC 2023: SEPTEMBER 09

The NWC is a Worldwide Cycling Challenge inspired by Nicola Werner: established 2016 to raise awareness and funds in the fight against infection and virus caused cancers (HPV).

We are delighted to co-finance the project

- “immunotherapy for cervical cancer” at the Institut Gustave Roussy
- for head and neck tumours at the German Cancer Research Center.

They both share the same objective as The NWC:

No more HPV caused cancer cases!

We are convinced to make with the NWCs approach an impact to cancer prevention:

- Our (cycling) events are unique and motivate participants and community to actively take on their own cancer prevention through sports, vaccination and other preventive measures.
- our direct link to research with small, but targeted funding for research at leading institutes.

Together with our participants, volunteers & sponsors we aim to grow the current level of the NWC donation to cancer research from €70k to midterm €500k annually.

The key driver for the NWCs growth are participants and additional events across the globe.

Alignment on our values and supporting our vision is an important part in all of our engagements.

- Values: Challenge, Respect, Giving, Openness, [Live the music that plays within you](#)
- Vision: The NWC will be the approach & event in road cycling which makes a difference for the fight against cancer (HPV)

The NWC is a volunteer driven initiative: everyone gives as much as he/she can, instead of what he/ she wants...

If you like cycling / endurance sports and you like to contribute to a cause, you may like to set up your own NWC!

The NWCs business model is set up such that

- > 80% of donations from individuals will be directly attributed to cancer research
- Revenue from merchandising, Sponsorship, donations from institutions will be primarily used to operate the NWC, fund the events.

HISTORY

2016: 35 cyclists, €4k donation to cancer research

2022: > 700 cyclists, 13 cities in Europe & North America: €70k donation to cancer research

2023 CITIES

Berlin: [Fraunhofer Gesellschaft](#)

Heidelberg: [Frau Heidelberg](#)

Mont Ventoux: [Pista Cafe](#)

Frankfurt: [Rothschild](#)

London: [One More City](#)

Lyon: [Les Grimpeurs](#)

Nice: [Thilo von Steinburg](#)

Paris: THE NWC

Munich: TBD

Philadelphia: [Team I hate Cancer](#)

La Reunion: [Phuong Lien Tran](#)

Seattle: [Jason Grah](#)

+ new cities for this year to be announced soon!

RESEARCH

[German Cancer Research Center - Heidelberg Germany](#)

[Institut Gustave Roussy - Paris France](#)

HPV CAUSED CANCER

>5% of all cancers caused by HPV

>90% of all gynecological cancers caused by an HPV infection

>90% of cases preventable via early vaccination



YOUR MOTIVATION

- Be part of a growing community of primarily cyclists who raise funds for cancer research
- Associate your brand with The NWC, a forward thinking non profit organization
- Make an impact on cancer prevention & cancer research
- Being part of a fast-growing international community
- Cross referencing in Social media
- Be rewarded with great feedback from your participants

OBJECTIVE OF A NWC EVENT

- Enjoy a great day on the bike, exercise and make friends!
- Increase awareness for cancer prevention with adapting behaviour and taking advantage of preventive measures: every participant rides for a person who has or had cancer and carries its name on the bike plate
- Raise funds for cancer research

ORGANISATIONAL SETUP

For Communication:

- access and part at different Slack Channels
- biweekly "city call" on thursdays 7pm Paris time

For Social Media:

- create link with @the.nwc on Instagram
- connect directly with Solveig Werner

Time-Lines:

- Prior summerbreak:
 - Launch location & get sign ups & communicate campaign
 - Exchange on planned # of participants
- Until 31/08:
 - Complete sign ups
 - Communicate # of sign ups & additional expected participants
- September 07:
 - official deadline for all sign ups
 - arrival of parcel with bike plates
 - arrival of parcel with goodies: start & finisher pack

TO BE DELIVERED BY CITY

VISUALS

- Logo format max 300px wide or max 300px tall png or jpg & AI for dark and light background (1 axe to be 300px)
- 1-5 Photos, high resolution png or jpg → Illustrating the location

TESTIMONIAL

- English; German or French optional
- min 400 max 800 characters

SOCIAL MEDIA

- Instagram Account
- Facebook Account
- LinkedIn Account
- Media contact person

LOGISTICS

- information regarding the ride , fundraising goal
- Main contact
- Mailing & Shipping address



NWC events will be associated with

- Promoting health in particular cancer prevention via sports & arts
- Growing a forward thinking charitable startup
- Reaching out to like-minded people
- Changing mindset from “what’s in it for me” to “what could I do for others”

PREPARE THE RIDE	Event-organizer	THE NWC
1. Find participants & team		
<ul style="list-style-type: none"> • Find min 10 max 25 participants for 1st years ride • in subsequent years up to 75 participants 	find participants	<ul style="list-style-type: none"> • registration on website • communicate with Instagram & E-Mail
Identify 2-3 friends to help: 2 ride leaders & other support	find ride leaders	free ride leader jerseys
setup a pre-ride prior to summer break	organize	communicate with Instagram & E-Mail
<ul style="list-style-type: none"> • Use a strava group • contact your network • engage a bike store / coffee 	organize	support with Social media
Communicate about the upcoming event	Instagram, e-mail, flyers etc.	NWC comms: Instagram, LinkedIn, Mail, Podcast
2. Set the route		
<ul style="list-style-type: none"> • pick a route you feel comfortable with; • should not be too difficult, ideally on medium size tarmac roads • around 100km, not too hilly... 	at your discretion	provide guidance for preparation
Start: select a café a bike store or another approachable place	whatever you think is appropriate	
Breaks: coffee and lunch stops are always a great idea		
Finish: ideally a place where you can sit down after the ride, have a drink, some food ...		
3. Fundraising		
Set the objective at your discretion	decide	dedicated space on website
Target €50-100 / participant	decide	provide guidance
Follow up with participants	do!	provide regular update on donations
4. final preparations		
Logistics for the event		
# participants	lock by August 31	<ul style="list-style-type: none"> • distribution material • Organizers insurance



THE RIDE: SEPTEMBER 09	Event-organizer	THE NWC
1. Deliver a true NWC ride		
Guide groups of 25 cyclists with 2 ride leaders	find ride leaders	free ride leader jersey
Bike plate with name of close one who has or had cancer	distribute	production
Share ride on social media	organize & post	repost
Starter kit: Bidon, stockers, energy bars	distribute	provide material
Coffee & lunch break	prepare & organize	10% of fundraising as budget to pay for coffee & food
Take photos	ideally with a photographer	platform to store photos
At the arrival: medal & finishers bag	congratulate & handover to participant	provide material
19:00 Tombola for the big win	communicate	at the Paris event live
2. After the ride		
Thank you message	at your discretion	personalized e-mail for your location & donors
Send the holiday card for the festive season	write and send	provide material
Share photos	upload to platform	provide access to platform



“ We started in 2016 honoring the wish of my late wife to alert people for cancer prevention, to make a financial contribution to cancer research and to spare other people Nicola’s fate.

Her Doctor, Dr. Judith Michels runs a large project at the Institut Gustave Roussy for immunotherapy in cervical cancers; which we supported in 2022 with €56k.








Our mid term objective is to donate €500k to research projects focusing on HPV.

I cannot imagine a better alignment of objectives.”
Moritz Werner March 2023

DRAFT

THE TEAM

LINKS

-  [Website](#)
-  [Instagram](#)
-  [Youtube](#)
-  [LinkedIn](#)
-  [E-Mail](#)
-  [Twitter](#)
-  [Strava](#)

PHOTOS

ARTICLES

- [Eurosport](#)
- [Bftmv](#)
- [Le cycle](#)
- [L'equipe](#)

HASHTAGS

- #thenwc
- #livethemusicthatplaywithinyou
- #thenwc8
- #thenwcfamily
- #rideagainstcancer
- #cancelcancer

ASSOCIATION NICOLA WERNER

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