



# 2020 MEDIA KIT







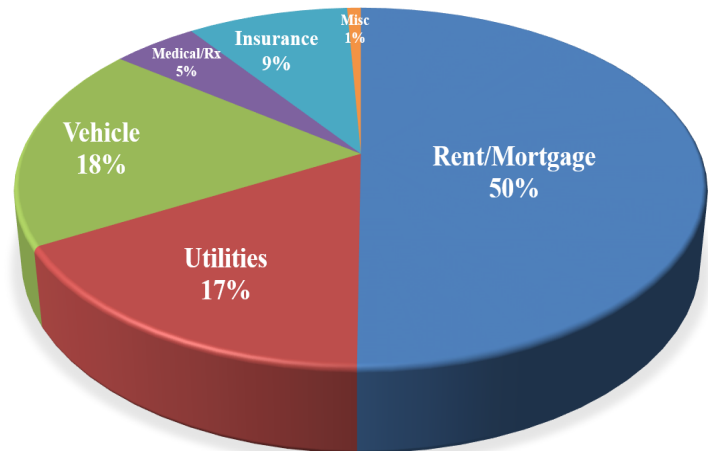
# OUR MISSION

## RELIEF

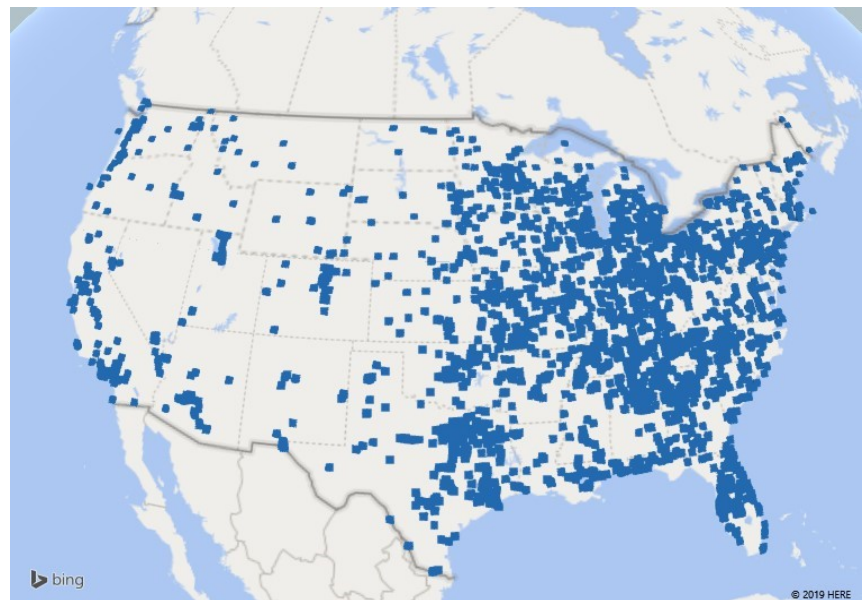
The St. Christopher Truckers Relief Fund is a non-faith based charity that helps over-the-road/regional semi-truck drivers, and their families, when an illness or injury has recently caused them to be out of work.

**Since 2008, over \$3.1+ million given on behalf of 2,900+ drivers!**

## How We Help Drivers



## Where We've Helped



## APPLICATION PROCESS



### APPLY ONLINE

[TRUCKERSFUND.ORG/APPLICATION](http://TRUCKERSFUND.ORG/APPLICATION)

YOU WILL RECEIVE CONFIRMATION  
UPON COMPLETION

### RECORDS REQUEST

MEDICAL RECORDS OBTAINED

HOSPITALS AND STAFF ARE CONTACTED TO  
OBTAIN CURRENT MEDICAL RECORDS



### REVIEW

MEDICAL DIRECTOR REVIEWS RECORDS

RECORDS ARE REVIEWED BY MEDICAL  
DIRECTOR FOR VERIFICATION PURPOSES

### QUESTIONS

ANY ADDITIONAL INFO NEEDED?

APPLICANT IS CONTACTED FOR ANY  
ADDITIONAL QUESTIONS OR ANSWERS



### NOTIFICATION

APPLICATION APPROVAL OR DENIAL

REVIEW BOARD MAKES AN ELIGIBILITY  
DETERMINATION AND DECIDES ON ASSISTANCE

### BILL PAY

APPLICANT BILLS ARE PAID FOR

UP TO 5 BILLS PAID DIRECTLY TO PROVIDERS -  
HOUSING, INSURANCE, UTILITIES, VEHICLE





# OUR MISSION

## HEALTH AND WELLNESS

**To provide programs that will benefit professional drivers and the trucking industry**



**St. Christopher Truckers Relief Fund, with sponsorship from OOIDA, Progressive Commercial Insurance, Brenny Transportation and Armstrong Tire, offers FREE vaccines at The Little Clinic, Medicine Shoppe, Walgreens and Kroger for all professional truck drivers that have a current commercial driver's license.**

**Information about vouchers is [here](#)**



**Free prescription cards are provided to drivers and their family members so they can get discounted medications.**



**A smoking cessation program, with sponsorship from Brenny Transportation, Progressive Commercial Insurance, Armstrong Tire and RoadPro Family of Brands, for current CDL holders to help them be tobacco free. Includes hands on tools, weekly support and encouragement and a Facebook support group.**

**More about the smoking challenge is [here](#)**

**We also provide a huge list of resources of additional support that we encourage drivers to use.**

**A link to that list is [here](#).**



# OUR PLATFORMS

## Radio Nemo

- 51k listeners
- Twice/month morning radio spot with Dr. Tim Ridley
- St. Christopher Minute with Dr. John McElligott weekly



- 300K executives & commercial truck fleets print & online
- 25-30K owner operators
- \$1.1+ million total reach
- 3 publications annually



- 2 million+ listeners hear our ad spots
- Over 15K FB followers see our promotions
- 200+ radio stations nationwide - 100% US coverage/70% Canadian population
- Member of the RER Million Mile Club

## Overdrive

The Overdrive brand is the premier media vehicle for reaching the world of owner-operators. Through cutting-edge platforms, Overdrive allows you to make multiple impressions to an engaged audience of truck drivers. More than 200K owner-operators know and trust the Overdrive brand.



169k Annual Reach  
Founded in 1911, Commercial Carrier Journal has built a reputation as the premier publication for the fleet market.



- Direct mailed to over 218K readers
- 9 publications annually



- Bi-monthly B2B & consumer hybrid
- Verified distribution of 248k & 10k add'l copies distributed to fleets & individual carriers
- Largest circulation driver



- Over 56K attendees
- Over 500 exhibitors
- 5k run/walk registration fees come to us



- AM-BEST Conference
- Charity golf tournament
- Silent auction fundraiser



Road Dog Live  
with KC Phillips



- Over 74K attendees
- Over 1100 exhibitors

## Transport Topics

The flagship publication of the freight transportation industry. Known for its breadth, this content leader provides the industry's best government, business, equipment, technology, and logistics coverage. Available in print and digital.





# SOCIAL MEDIA



4,500+ followers



6300+followers



550+ followers



980+ connections



880+ subscribers



# TESTIMONIES

## Beneficiaries

*"SCF was a huge blessing to us! They helped pay our rent after my husband was diagnosed with Multiple Myeloma and couldn't drive. They were so easy to work with and Dana was so pleasant and helpful every time I called! She truly cared about us and what we were going through. Every trucker should know about this amazing organization! Thank you so much!"*  
**wife of driver with cancer**

*"I want to thank you for the work that you do. My husband had a major stroke which ended his trucking career and at the time I wasn't working and begging companies to please hire me. It was roughest time of my life. Your organization helped me and you have no idea how much we appreciated and needed your help. Thank you from the bottom of my heart and God bless you and your organization."*  
**Driver with stroke**

*"We can not express our thankfulness for your generosity. This has taken a great weight off our shoulders. We cried with relief and appreciation."*  
**Driver with kidney problems**

*"Thank you for saving my house from default. You and what you do is a blessing! Thank you!"*  
**Driver with congestive heart failure**

*"I want to say thank you from the bottom of my heart for your financial help with my bills. I had to have a 5 way emergency heart bypass and am not able to work for 3 months. Without your support and caring, I may have ended up homeless. Thank you so VERY much for your help!! You are a true Godsend and true blessing!! Thank you."*  
**Driver with heart surgery**

## Companies

*"Our employees and drivers are the heart of Heartland. They power us, which is why we want to make sure each of them and their families are cared for and supported. Donating to St. Christopher Fund is like donating to the safety and security of our team. It's a no-brainer, and I hope other companies in the industry will follow suit."*  
**Michael Gerdin, Heartland Express Chairman and CEO**

*"We know full well it's our customers' continued patronage that puts food on the tables and roofs over the heads of the families of all Blue Tiger employees, which is why donating to St. Christopher Fund, a nonprofit that takes care of our customers' families when they need help, is always an easy decision for us."*  
**Chantal Saah, Owner and President**

*"TravelCenters of America through our TA and Petro Stopping Center brands have been a part of the St. Christopher Trucker's Relief Fund since 2010. Since that time, we have raised over \$2 million dollars through our Band Together for SCF wrist band program as well as other fund raising activities. Since this time, the Band Together for SCF program has been the largest yearly fund raising effort for the charity."*  
**TravelCenters of America**





# CORPORATE SPONSORS

## STERLING SPONSORS



## VISIONARY SPONSORS



C.H. ROBINSON

## LEGACY SPONSORS



HIGH NOON  
SALES LLC

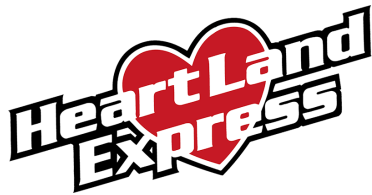
## HUMANITARIAN SPONSORS





# CORPORATE SPONSORS

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS







# CORPORATE PARTNERS

## BRONZE PARTNERS



**Melvin L. Davis  
Oil Co.**



**Uber Freight**



## FRIEND PARTNERS





# PARTNERSHIP OPPORTUNITIES

A partnership with St. Christopher Truckers Relief Fund is an opportunity to deepen your connection with professional drivers and the trucking industry as a whole. Partnering with us shouts  
**‘We Are Driver Driven!’**

**Current partners have participated in some of the following activities with all proceeds coming to SCF:**

- [Annual Band Together campaign selling rubber wrist bands](#)
- [Company match at GATS 2018/2019](#)
- [Employee fundraiser with company match](#)
- [Truck show auction](#)
- [Blue Tiger product sales](#)
- [TrukrStik product sales](#)
- [Branded merchandise sales](#)
- [Annual monetary donation](#)
- [5k with registration fees donated to SCF](#)
- [Song download campaign](#)
- [Company match fundraiser](#)
- Truck Driver Appreciation Week campaign
- Giving Tuesday campaign
- Golf tournament fundraiser
- \$5 donation to wear jeans with company match





# FREQUENTLY ASKED QUESTIONS

## **Who can apply for help?**

Any American truck driver with a medical problem that has led to financial difficulty. Applicants must provide medical and financial information. The medical problem had to have happened in the last year.

## **What types of assistance are provided?**

Assistance is provided for essential expenses including rent/mortgage, utility bills, vehicle payments, insurance, and prescriptions. These payments are made directly to bill holders. On some occasions, we will pay for a portion of a medical procedure, if it is needed for the driver to return to work and they have no other way to cover this expense.

## **What is not covered?**

We **do not** pay for past medical bills, cable, phones/cell phones, motorcycle/boat payments, vacation homes, traffic tickets, dental work, credit cards, pet care, funeral expenses, child support, gifts, transportation or bills deemed by the committee as unnecessary or excessive.

## **How will my donation be used?**

75-77% of all donations go to relief and development

## **Where do the donations come from?**

69% from individuals and 31% from corporate donors

## **Are you member based or an insurance company?**

No, we are a charity. Any American truck driver whose medical problems caused financial difficulty within the last 2 years, can apply for help.

## **Are you a faith-based organization?**

No, we help any truck driver, regardless of their faith. In fact, we don't know applicants' beliefs. St. Christopher is the patron saint of travel, a well-known fact among truckers. The organization was named after this saint.

## **Are your Board of Directors paid?**

No, our board is made up of volunteers. There are 4 part-time staff members who are paid.

## **Are Donations Tax Deductible?**

Yes. The St. Christopher Fund is 501(c)(3), non-profit organization, which means that all donations made to the organization are tax deductible. You will receive a postcard that indicates how much you donated.

## **How Do I Make A Donation?**

Mail a check to PO Box 30763, Knoxville, TN 37930 or Click the 'Donate' button on the top of the webpage to donate through PayPal.



# STAFF AND BOARD OF DIRECTORS

## STAFF

- **Dr. Donna Kennedy, Ph.D, M.S.** - Executive Director
- **Shannon Currier** - Director of Philanthropy & Development
- **Dana Karnowski** - Operations Manager/Grant Writer
- **Monica Hurst** - Operations Manager
- **Julie Dillon** - Health & Wellness Manager
- **Nick Oliver** - Media Coordinator

## VOLUNTEER BOARD OF DIRECTORS

- **Joyce Brenny (P)** - Founder & CEO, Brenny Transportation & Brenny Specialized
- **Norita Taylor (S)** - Director of Public Relations, OOIDA
- **Tom Heinz (T)** - President, Heinz Inc. & Coffee Cup Fuel Stops
- **Dr. Tim Ridley** - Talk Radio Host, Tim Ridley Show
- **Rick Ash** - Chairman, OnRamp to Health, Owner/Manager Hat Trick Enterprises
- **Eric Harley** - Talk Radio Host, Red Eye Radio
- **Mark Singleton** - Vice President of Sales and Marketing, Rudolph Foods
- **Patty Delmonico** - Senior Manager, Commercial Marketing, TravelCenters of America
- **Kim McDonnell** - Senior Marketing Content and Community Manager for RoadPro Family of Brands





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