



*‘Saving Lives and Families,
One Driver at a Time’*

2021 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 \$3.5+ million given on behalf of 3200+ drivers!

APPLICATION PROCESS



APPLY ONLINE

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

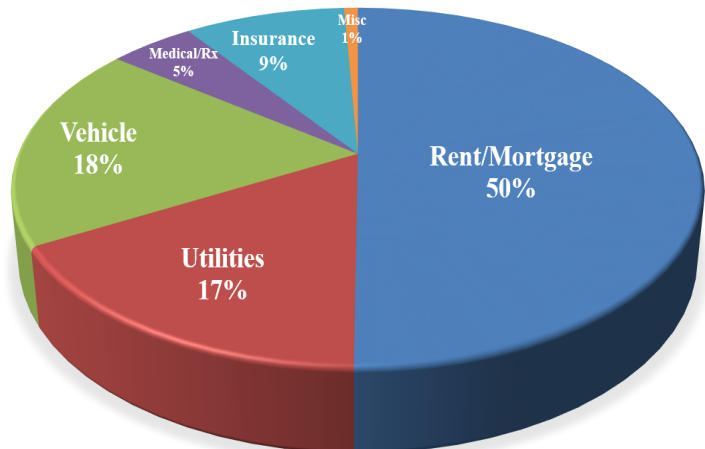
BILL PAY

APPLICANT BILLS ARE PAID FOR

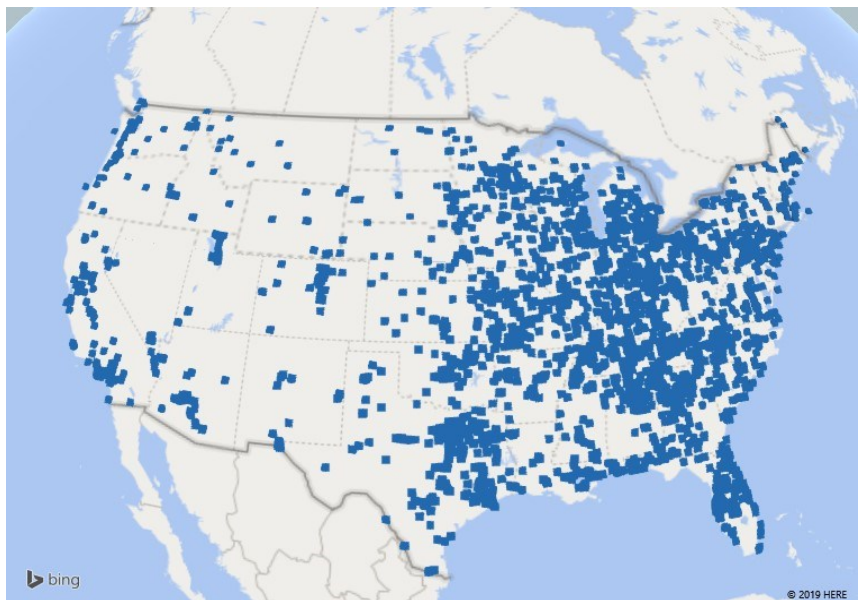
UP TO 5 BILLS PAID DIRECTLY TO PROVIDERS -
HOUSING, INSURANCE, UTILITIES, VEHICLE



How We Help Drivers



Where We've Helped





OUR MISSION

HEALTH AND WELLNESS

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



Rigs Without Cigs, with sponsorship from **RoadPro Family of Brands** and **Brenny Transportation**, is a smoking cessation program for current CDL holders who are ready to be tobacco free. The program includes hands on tools, weekly support and encouragement, and a Facebook support group.



SCF offers bi-annual, **6 week long, health challenges** to promote good nutrition, better sleep and more movement to encourage a healthier driver population.



St. Christopher Truckers Relief Fund, with sponsorship from **OOIDA**, offers **FREE flu, pneumonia and shingles vaccines** for all professional truck drivers that have a current commercial driver's license.



St. Christopher Truckers Relief Fund, with sponsorship from **Southern Recipe**, is offering a **FREE, CDC approved, diabetes prevention program**. This is a year long program with weekly live webinars focusing on nutrition, exercise, stress management, and more. Program will run Feb 1, 2021 through Jan 31, 2022.



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

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



OUR MEDIA PARTNERS

Radio Nemo

- 34 million subscribers
- Over 1 million listeners on the RoadDog Channel
- Twice/month morning radio spot with Dr. Tim Ridley

REDEYE RADIO

- 2.4 million+ unduplicated listeners
- SCF is a member of the RER Million Mile Club

WHERE IS RED EYE RADIO?

100% US COVERAGE/75% CANADIAN POP. WHEREVER THE LOAD GOES!

240+ RADIO STATIONS NATIONWIDE

Blanketing the US with National – Regional – Local Coverage in all metro markets



DISTRIBUTION CHANNELS:

- 240 AM/FM Radio Stations nationwide
- Podcasts can be heard and downloaded from iTunes, Google Play, and RedEyeRadioShow.com
- Stream from Stitcher, TuneIn, RedEyeRadioShow.com, and the Red Eye Radio Alexa Skill
- 150 Cable TV Channels

Overdrive

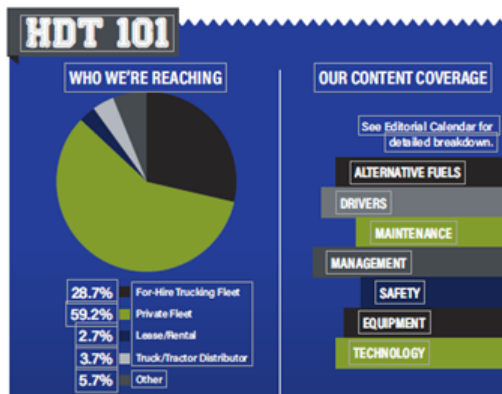


LAND LINE MAGAZINE

More than **400,000**** professional drivers find the answers and information they're looking for in Land Line Magazine.

HDT

HEAVY DUTY TRUCKING
THE FLEET BUSINESS AUTHORITY



150,000 MEMBERS
own and operate
200,000 TRUCKS



\$15.7 billion FUEL



\$6 billion TRUCK PAYMENTS



\$1.3 billion MAINTENANCE



\$1.2 billion TIRES



\$1.5 billion REPAIRS

Source: Biennial OODA Member Survey



OUR MEDIA PARTNERS



- RoadDog Live with KC Phillips
- 34 million subscribers
- Over 1 million listeners on the RoadDog Channel

AMERICAN TRUCKER

American Trucker serves independent owner-operators and other small businesses operating trucks, trailers and related equipment. It provides coverage of a diverse group of businesses that haul freight -- from agricultural and manufacturing products to construction and hazmat material.

Transport Topics

The flagship publication of the freight transportation industry. Available in print and digital.



70,866

total weekly print readers.



723,000

website views/monthly.

Vast social media following, whereby we are connected to industry leaders:



12,234



32,075

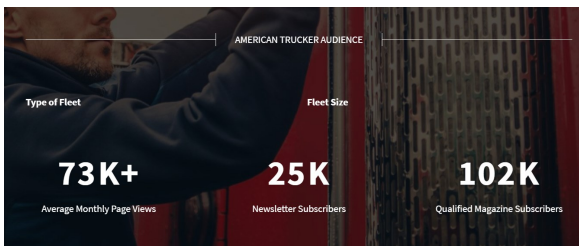


36,100

366,353

total social engagements.

Transport Topics

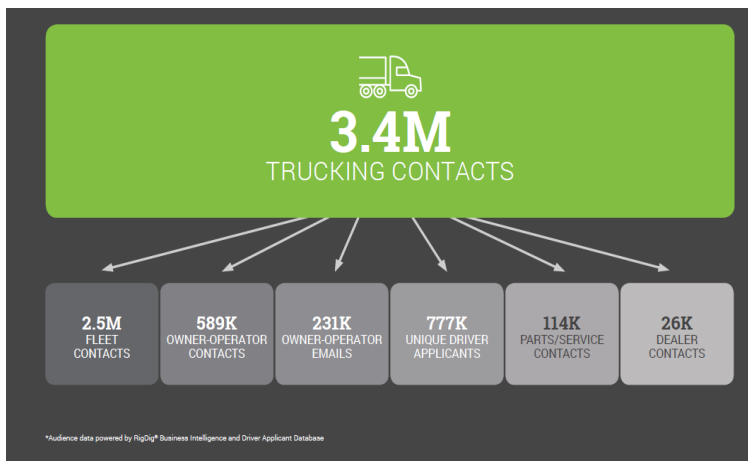




OUR MEDIA PARTNERS



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



- #1 in page-views: 1.5M page-views per month
- #1 in unique visitors: 200k unique visitors per month
- #1 in estimated total visits: 575k total visits per month
- #1 in social media engagements: 11x the nearest logistics site in terms of engagement per month
- #1 in total monthly impressions (as measured by Meltwater): 445 million



Information That's Engaged, Insightful & Road-Tested

Producer of the SCF Highway To Hope podcast. Our podcast is available on all media platforms including Stitcher, Spotify, iTunes, YouTube and TuneIn. Our brand new podcast series has already gained over 1500 downloads.



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



- Over 74K attendees
- Over 1100 exhibitors



SOCIAL MEDIA



4938+ followers



7000+followers



850+ followers



980+ connections



1300+ 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



FleetOwner

ACKERMANN | TILAJEF^{PC}



VISIONARY SPONSORS





CORPORATE SPONSORS

LEGACY SPONSORS



C.H. ROBINSON



HUMANITARIAN SPONSORS



CONVOY

Transport Topics

PLATINUM SPONSORS





CORPORATE SPONSORS

GOLD SPONSORS

**J. Pritzker
Foundation**



peppercomm



AM★BEST
America's BEST Truck Stops

SILVER SPONSORS



PROGRESSIVE
COMMERCIAL



TRUKR STIK
TRUCK MIRROR SQUEEGEE



KONEXIAL

ECHO
Transportation Simplified™



GLOBALTRANZ
FREIGHT DRIVEN BY TECHNOLOGY



TEXAS
San Antonio
Brownsville • El Paso
Laredo • Pharr

ARKANSAS
North Little Rock
Springdale
Van Buren



CORPORATE PARTNERS

BRONZE PARTNERS



Trucker Wayne Cragg



ALLEN LUND COMPANY
Transportation Brokers



WOMEN IN TRUCKING



FRIEND PARTNERS



BILL WEAVER
MUSIC





PARTNERSHIP OPPORTUNITIES

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

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!'

- [TravelCenters of America 'Be A Champion of Change' change roundup program](#)
- [Pilot Flying J ribbon fundraiser supporting SCF](#)
- [Annual Band Together campaign selling rubber wrist bands](#)
- [Company match at GATS 2018/2019](#)
- [3PL MoLo Solutions donates per load booked](#)
- [Truck show auction](#)
- [Blue Tiger product sales](#)
- [TrukrStik product sales](#)
- [Branded merchandise sales](#)
- [Annual monetary donation](#)
- [MACK Trucks #ThankATrucker tshirt campaign](#)
- [Love's Fuel Stops supports SCF](#)
- [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 are available for driver support

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
- **Julie Dillon** - Health & Wellness Manager
- **Nick Oliver** - Media Coordinator

VOLUNTEER BOARD OF DIRECTORS

- **Joyce Brenny (P)** - Founder & CEO, Brenny Transportation & Brenny Specialized
- **Dr. Tim Ridley (VP)** - Talk Radio Host, Tim Ridley Show
- **Norita Taylor (S)**- Director of Public Relations, OOIDA
- **Tom Heinz (T)** - President, Heinz Inc. & Coffee Cup Fuel Stops
- **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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