



2024 MEDIA KIT



OUR MISSION

RELIEF

The St. Christopher Truckers Relief Fund is a non-faith based 501(c)(3) charity that provides financial assistance for necessity household expenses for over-the-road, Class A semi-truck drivers when an illness or injury, occurring within the last year, caused them to be out of work and experience financial difficulty.

Since 2008, over \$4.689+ million paid directly to bill holders on behalf of 3,849+ 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

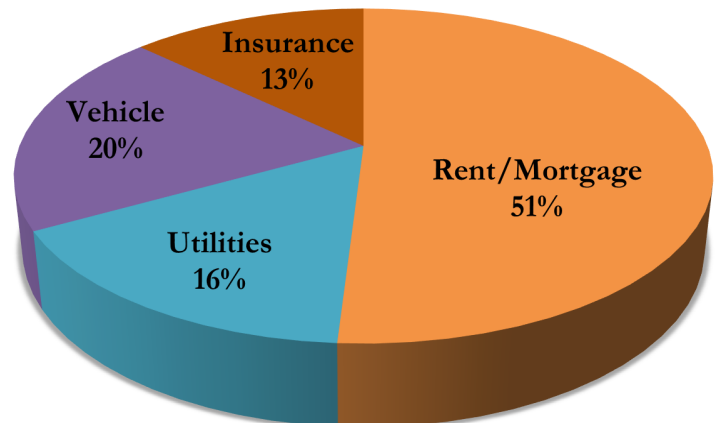
BILL PAY

APPLICANT BILLS ARE PAID FOR

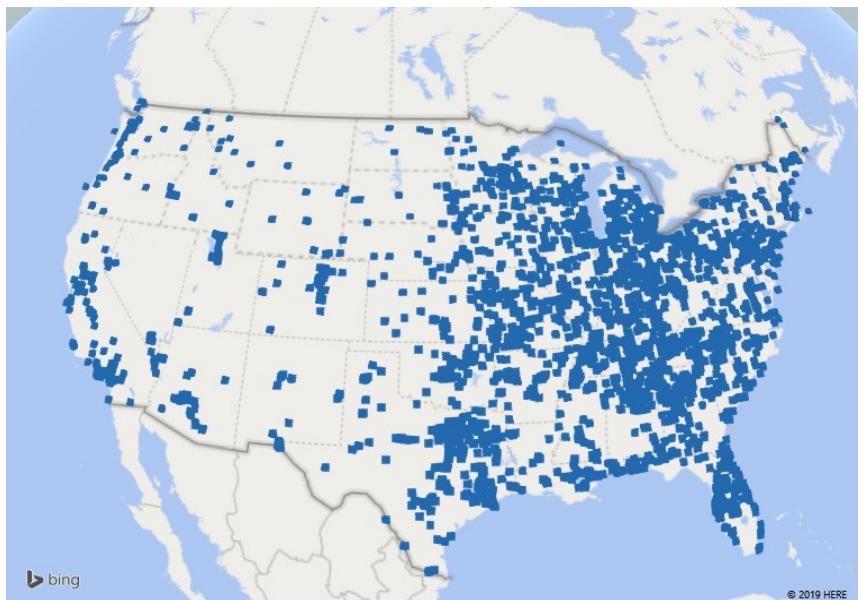
UP TO 5 BILLS PAID DIRECTLY TO PROVIDERS -
HOUSING, INSURANCE, UTILITIES, VEHICLE



How We Help Drivers



Where We've Helped





OUR MISSION

HEALTH AND WELLNESS

The St. Christopher Truckers Relief Fund provides free preventative health and wellness programs for over-the-road and regional Class A semi-truck drivers including smoking cessation, flu/pneumonia/shingles vaccine vouchers, diabetes prevention courses, and prostate cancer screenings, with the hopes of seeing a healthier driver population.



Rigs without Cigs, with sponsorship from OOIDA, RoadPro Family of Brands, Call On Doc and Grinds Coffee Pouches, is a tobacco cessation program for current OTR Class A CDL holders who are ready to be tobacco free. The program includes hands on tools, weekly support and encouragement from our Health & Wellness Manager.



Healthy Habits for the Long Haul is a 12-week interactive course that focuses on building healthy habits to manage chronic conditions such as diabetes, heart disease, high blood pressure and more. Topics include nutrition, exercise, stress management, sleep, etc., and education is tailored to OTR drivers and health conditions represented in each group.



St. Christopher Truckers Relief Fund, with sponsorship from OOIDA, offers FREE flu, pneumonia and shingles vaccines for all Class A OTR drivers.



St. Christopher Truckers Relief Fund, with sponsorship from Southern Recipe, offers a FREE, CDC approved, diabetes prevention program. This is a 12-week interactive course that focuses on building healthy habits to help reduce the risk for chronic conditions such as diabetes. Topics will include nutrition, exercise, stress management, sleep, and more. Education will be tailored to the unique challenges of OTR drivers.



St. Christopher Truckers Relief Fund, with sponsorship from OOIDA, provides free prostate cancer screening kits for all Class A OTR drivers. In conjunction with Call on Doc, prostate cancer screenings can be done in the privacy of your truck, home, or at a lab of your choosing. Each screening is a \$50 value.

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

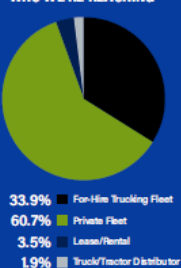
More than **400,000**** professional drivers find the answers and information they're looking for in Land Line Magazine.

HDT

HEAVY DUTY TRUCKING
THE FLEET BUSINESS AUTHORITY

HDT 101

WHO WE'RE REACHING



OUR CONTENT COVERAGE

See Editorial Calendar for detailed breakdown.

- ALTERNATIVE FUELS
- DRIVERS
- MAINTENANCE
- MANAGEMENT
- SAFETY
- EQUIPMENT
- TECHNOLOGY

150,000 MEMBERS
own and operate
240,000 TRUCKS

	\$14.3 billion FUEL
	\$2.6 billion NEW/USED TRUCK PURCHASES
	\$2.2 billion NEW/USED TRAILER PURCHASES
	\$3 billion TRADITIONAL MAINTENANCE MINOR REPAIRS
	\$1.3 billion TIRES
	\$523 million RESTAURANTS
	\$214 million NON-MAINTENANCE PARTS
	\$202 million FUEL/OIL ADDITIVES
	\$112 million DEF
	\$82 million NEW ELECTRONICS

Source: 2021 Reader Survey, 2020 Biennial OODA Member Survey



OUR MEDIA PARTNERS



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

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:

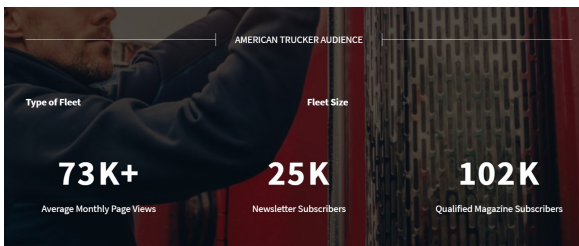
f | 12,234
in | 32,075
t | 36,100

366,353

total social engagements.

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



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





OUR MEDIA PARTNERS



**PodWheels
Network.com**

Information That's Engaged, Insightful & Road-Tested

Producer of the SCF Highway To Hope podcast. Our podcast is available on the SCF Website, PodWheels Powered By RadioNemo App, PodWheels.Net website, Apple Podcasts, Spotify, Amazon Music, iHeartRadio, Google Podcasts, and coming soon to Pandora.

Our podcast has 41,250+ downloads.



- #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



- Over 74K attendees
- Over 1100 exhibitors



- AM-BEST Conference
- Charity golf tournament
- Annual member donation



LEAD PEDAL RADIO | LEAD PEDAL PODCAST | LEAD PEDAL FAN CLUB

LEAD PEDAL MEDIA

Lead Pedal Media is a media app and brands that include The Lead Pedal Podcast for Truck Drivers, Lead Pedal Radio, Lead Pedal Fan Club, The Lead Pedal Store. Lead Pedal Media is our media app and a place that brings The Lead Pedal Brand together. All brands are owned by Outridge Enterprises Inc and include The Lead Pedal Podcast for Truck Drivers, Lead Pedal Radio Station, Lead Pedal Fan Club, and The Lead Pedal Store. We have included all of these great brands under one name called Lead Pedal Media. Get the App The Lead Pedal Podcast for Truck Drivers talks all things trucking for people in the transportation industry helping them improve their business and careers. Interviews with



SOCIAL MEDIA



SOCIAL MEDIA REPORT 2024



7,802
Followers

2023
98,000
Reach



1,118
Followers

1,900
Reach



6,101
Followers

18,300
Impressions



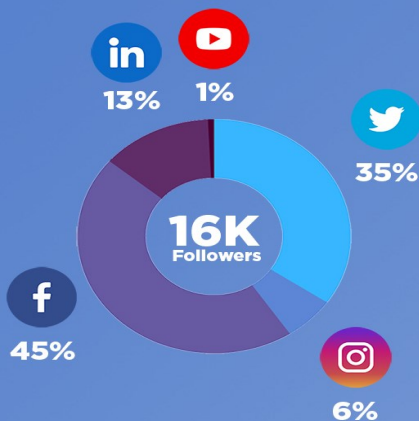
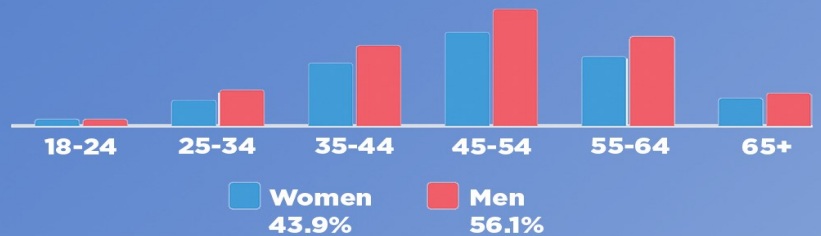
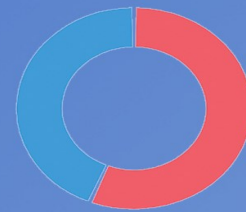
495
Followers

14,235
Impressions



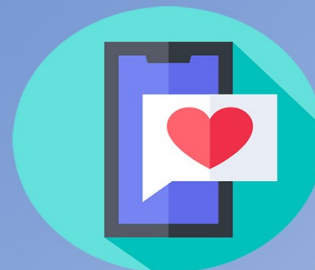
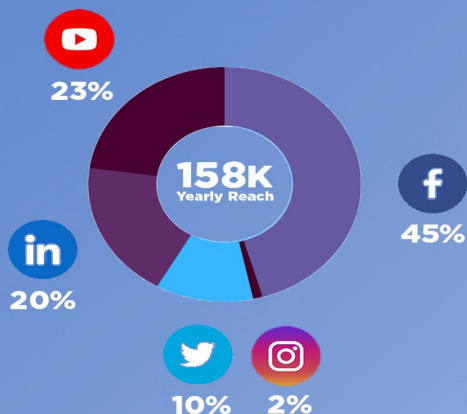
299
Followers

137,000
Impressions



55%

of people who engage with nonprofits on social media end up taking some sort of action.



87%

of donors who first donate from a social referral source make their second donation from a social referral



TESTIMONIES

Beneficiaries



"St. Christopher Fund helped me pay some of my bills after I had to have one of my kidneys removed because of a tumor. They were easy to work with and quick to help. They made my recovery a bit easier. Thank you SCF!"

"This organization is truly a life saver for so many truckers. They understand and truly save lives. I owe them a debt of gratitude and I am forever thankful." Djuan

"SCF was truly a blessing to me and my family. Thanks to them, we were able to keep a roof over our head and the lights on. I could never repay the kindness they have shown." J. Ford

"I would like to say thank you from the bottom of my heart to the St. Christopher Fund. Sometimes the unexpected happens, and even with all the planning and saving, it just might not be enough. Thanks to SCF, my lights are on this month and my rent is paid. Once I'm cleared to go back to work, I plan on donating so the next driver will have the opportunity to receive help like I did. Thanks again St. Christopher Fund!" King Paul

*"Every year I get a physical through the VA and they draw labs every year as well. Last year when my labs were drawn the numbers indicated a move towards prediabetes or diabetes and that was what had me join your program. I had my yearly physical on Monday with labs drawn and I was just informed everything was within normal range and not the numbers I had last year. Those little changes can make a difference. I just wanted to share this with you!" **Tim F., Driving Down Diabetes participant.***

*"715 days smoke free! I cannot believe how far I have come! I'm so grateful for all the support that made it a possibility." **Rigs Without Cigs Participant***



TESTIMONIES

Donors and Corporate Sponsors



WHY I SUPPORT

Norita Taylor, OOIDA

OOIDA supports the St. Christopher Fund because we know how important it is to keep truckers on their feet until they can get back on the road. **Truck drivers keep things moving and we want to do all we can to help them and their families in times of need.**



WHY DO I DONATE?

Rosetta, Hurricane Express Recruiter

I give to the St. Christopher Fund because I have worked in the Trucking Industry for many years. I have seen drivers take ill and then their families suffer because of the loss of income. Drivers do a service to all of the country. If we didn't have truck drivers we would not have one single thing to get us through the day. I appreciate truck drivers and they deserve to be taken care of in a time of need.



WHY I SUPPORT

Adam Brady, President

Intact Accident & Health is proud to support the mission of St. Christopher Truckers Relief fund. **The organization's tireless work, compassion, and dedication to provide drivers with needed monetary support and resources is important and inspiring.**



SAVING LIVES AND FAMILIES, ONE DRIVER AT A TIME



Donate Now!

Sapp Bros. is Matching Donations up to 25K!



WHY I SUPPORT

MARY HOYT
Individual Donor



I support all the truck drivers because they do so much for us all of us. We would have nothing if it weren't for them. It's one small way I can support them, like they support us. It seems like a very hard job, physically and mentally, and a mostly thankless one. I love to support their families for their sacrifices as well. **The families go long times without seeing their dad/husband/wife and they have a lot to deal with while the truckers are on the road and the families make sacrifices as well for our benefit.** I am honored to be able help in any way I can. It warms my heart to read the stories about how they are helped. **It's one small way I can pay them back for all they do and to let them know that I appreciate them and pray for their safety and their families!**

*“Helping make trucker’s lives a little easier when they are faced with difficult times. Shell Rotella is a proud supporter of the St. Christopher Truckers Relief Fund.” **Shell Rotella***

*“AMBEST has been a steadfast supporter of the St. Christopher Truckers Relief Fund for a long time. This year during our annual meeting, our members’ contributions to the donation drive once again exceeded our expectations. After the pledges were collected, a female OTR driver approached me and shared a powerful testimony: “Five years ago, I was diagnosed with breast cancer. When no other organizations were willing to assist, the St. Christopher Fund came to my aid.” Moments like this make our support and efforts truly worthwhile. We extend our heartfelt gratitude to the entire St. Christopher Fund team.” **Chuck Ryan, President & CEO, AMBEST Inc.***

*“Brenny Specialized is honored to be a corporate sponsor of St. Christopher Trucker Relief Fund! We decided to become a sponsor many years ago as one way to show our support for the most important people in our industry, our Professional Truck Drivers! When you become a SCF corporate sponsor your drivers will appreciate and know that your company truly cares about what matters most in our industry, truck drivers!” **Joyce Brenny, President/Owner, Brenny Transportation and Brenny Specialized***



CORPORATE SPONSORS

STERLING SPONSORS



FleetOwner



ACKERMANN | TILAJEF^{PC}



VISIONARY SPONSORS



C.H. ROBINSON





CORPORATE SPONSORS

LEGACY SPONSORS



HUMANITARIAN SPONSORS



PLATINUM SPONSORS





CORPORATE SPONSORS

GOLD SPONSORS



**Matthew and Anne
Smith Foundation**



SILVER SPONSORS



LLP Trucking



**Chuck Ryan
Foundation**



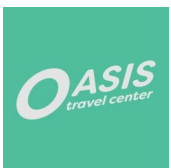


CORPORATE PARTNERS

BRONZE SPONSORS



Truckers United for Charities



Olson's Truck Stop

Graham Trucks

Arrowhead Travel Center



Midland Oil





CORPORATE PARTNERS

FRIEND SPONSORS

Tupper Creek Marketing

Cahtia Pictures

Triune Industries

Renegade Products

Acuity Insurance

Cullman Petroleum

John McGee Trucking

Clark Freight Lines

Arm Rocker Sun Blocker

TN Trucking Assn

Holms Radiator

Transport Designs

Descartes MacroPoint

Tango Card

DPS Transport

Ultimar Inc

W Star USA

Waist Bound & Down

G&H Petroleum

Trucking Pillow Guy

Total Truck Branding

SleepDog Mattress

**Strategic Industrial
Products Group**

ShockStrap

Koch & Sons

Operation Roger

Wheelburner Express

McGann & Chester

Rolling Strong

Women in Trucking

Hot Shot's Secrets

Star Fabrication Ltd.

FedEx Freight

Grinds Coffee Pouches

IL Trucking Association

Riverwood Trucking

Rodney Sekich Trucking

Fleet Safety Services

Big Rig Coffee

Ken Freeman Music

Missouri Trucking Assn

Arizona Trucking Assn

GrahamTrucks

On Time Media

Dave Meeker Auto

Grain Valley Chiropractic

**Gold Standard
Transportation**

Burns Logistics

Innovative Access Solutions

L2 Trucking Products

ProMiles

Protote Systems

**Dutch Valley Food
Distributors**

Ayerco

Thank You to all of our
sponsors and donors!



LEVELS OF SPONSORSHIP

Sterling \$100,000+

Press release; company name w/logo and link on sponsor page; 6 Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit; radio acknowledgement on Tim Ridley show, XM 146; semi-annual sponsor highlight; website spotlight with dedicated sponsor page; podcast interview; recognition plaque

Visionary \$50,000

Press release; company name w/logo and link on sponsor page; 6 Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit; radio acknowledgement on Tim Ridley Show, XM 146; website spotlight with dedicated sponsor page; podcast interview; certificate of recognition

Legacy \$25,000

Press release; company name w/logo and link on sponsor page; 6 Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit; radio acknowledgement on Tim Ridley Show, XM 146; podcast interview; certificate of recognition

Humanitarian \$20,000

Press release; company name w/logo and link on sponsor page; 5 Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit, radio acknowledgement of donation on Tim Ridley Show, XM 146; podcast interview; certificate of recognition

Platinum \$15,000

Press release; company name w/logo and link on sponsor page; 4 (once a quarter) Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit; radio acknowledgement of donation on Tim Ridley Show, XM 146; podcast interview; certificate of recognition

Gold \$10,000

Company name w/logo and link on sponsor page; 3 Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit; radio acknowledgement of donation on Tim Ridley Show, XM 146

Silver \$5,000

Company name w/logo and link on sponsor page; 2 Facebook, Twitter, Instagram and LinkedIn posts w/tag; logo on media kit

Bronze \$1,000

Company name w/logo (no link) on sponsor page; 1 Facebook, Twitter, Instagram and LinkedIn thank you post w/tag

Friend \$100 – \$999

Company name w/name only on sponsor page

As the Fund is 501(c)(3) charity, all contributions are tax deductible.



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 oppor-
tunity 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](#)
- [AMBEST’s Annual monetary donation](#)
- [Love’s Fuel Stops supports SCF](#)
- [Truck Driver Appreciation Week campaign](#)
- [Shell Rotella ® ‘Steps Up to the Plate’](#)
- Hurricane Express \$5 donation to wear jeans with company match
- [C.H. Robinson kicks off “Miles of Gratitude” nationwide tour](#)
- [Southern Recipe celebrates NTDAW with health focused challenge](#)
- [ATA Trucking Cares Foundation donates to SCF in 2023](#)
- [Acuity Insurance Trucker Appreciation Essay Contest](#)
- [Sapp Bros matches donations up to \\$25k for NTDAW - makes \\$42k donation](#)
- [TravelCenters of America 5th Annual Golf Outing](#)
- [ArcBest Spot a Trailer campaign](#)
- [Pilot renews Visionary Sponsorship for 2023 with \\$60k donation](#)
- OOIDA renews annual support with \$20k donation
- [Total Quality Logistics continues support of SCF](#)



FREQUENTLY ASKED QUESTIONS

Who can apply for help?

Any American over-the-road Class A CDL holder who is away from home 200-300 nights/year that has had 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, and insurance. These payments are made directly to bill holders.

What is not covered?

We **do not** pay for current or past medical bills, cable, 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?

53% from individuals and 47% from corporate donors

Are you member based or an insurance company?

No, we are a charity. Any over-the-road Class A CDL holder who is away from home 200-300 nights/year whose medical problems caused financial difficulty within the last year, can apply for help.

Are you a faith-based organization?

No, we help any over-the-road Class A CDL holder away from home 200-300 nights/year, 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 6 full or part-time staff members who are paid.

Are Donations Tax Deductible?

Yes. The St. Christopher Fund is a 501(c)(3), non-profit organization, which means that all donations made to the organization are tax deductible.

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

- **Donna Kennedy, Ph.D, M.S.** - Executive Director
- **Shannon Currier** - Director of Philanthropy
- **Lindsey Bryan** - Case Manager
- **Nick Oliver** - Media Coordinator
- **Rhonda Gregory** - Billing Specialist

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VOLUNTEER BOARD OF DIRECTORS

- **Joyce Brenny (P)** - Founder & CEO, Brenny Transportation & Brenny Specialized
- **Norita Taylor (VP)**- Director of Public Relations, OOIDA
- **Tom Heinz (T)** - President of Heinz, Inc., Coffee Cup Fuel Stops & Convenience Stores, Inc. and Steele Hotel Group, LLC
- **Elisabeth Barna (S)** - Founder, EAB Strategies, LLC
- **Mark Singleton** - Vice President of Sales and Marketing, Rudolph Foods
- **Marian Lowes** - Manager, Corporate Communications, TravelCenters of America
- **Cody Griggs** - Vice President Digital Brokerage, C.H. Robinson
- **Chuck Ryan** - President & CEO, AMBEST Inc.



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