



2024 MEDIA KIT



OUR MISSION

RELIEF

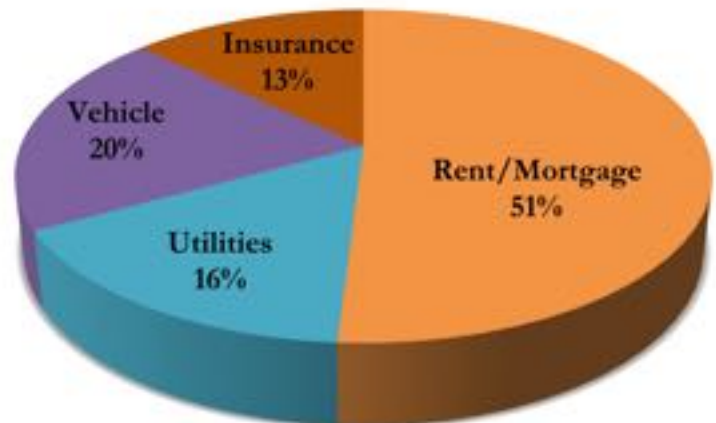
The St. Christopher Truckers Relief Fund is a non-faith based 501(c)(3) charity that provides financial assistance for necessity household expenses for over-the-road, Class A semi-truck drivers when an illness or injury, occurring within the last year, caused them to be out of work and experience financial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

Since 2008, over \$4.76+ million paid directly to bill holders on behalf of 3,891+ drivers!

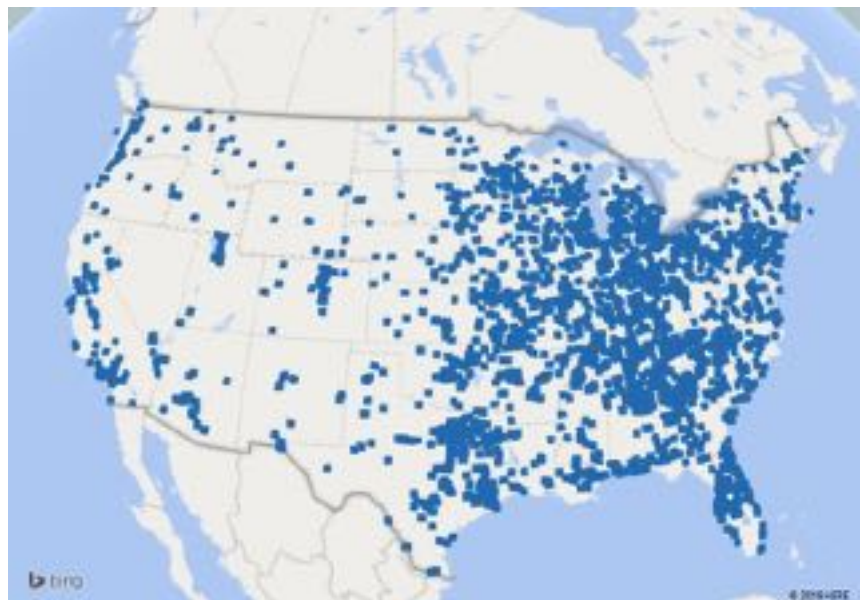
APPLICATION PROCESS

- 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 RECORD
- 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 8 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 on the Tim Ridley Show



Get in gear with the 24-hour channel devoted to the trucking industry. With news, information and entertainment, the channel keeps you up to date on the industry that keeps us moving.

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

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 (EXCLUDING 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, on-demand audio/downloaded files
- iTunes, Google Play, Amazon, YouTube, Roku, Apple TV
- Streams from iHeart, TuneIn, Pandora, Amazon Music, and the Red Eye Radio Alexa Skill
- 100+ Cable TV Channels

LAND LINE MAGAZINE

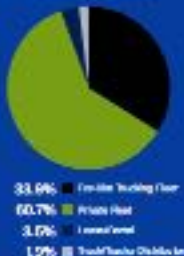
More than **400,000**** professional drivers find the answers and information they're looking for in Land Line Magazine.

HDT

HEAVY DUTY TRUCKING
The Fleet Business Authority

HDT 101

WHO WE'RE REACHING



OUR CONTENT COVERAGE

- Fleet Management
- Business
- Maintenance
- Management
- Safety
- Equipment
- Technology

150,000 MEMBERS own and operate 240,000 TRUCKS

	\$14.3 billion FUEL
	\$2.6 billion HEAVY-DUTY TRUCK PURCHASES
	\$2.2 billion SEMI/TRAILER PURCHASES
	\$3 billion TRUCKING MAINTENANCE/REPAIRS
	\$1.3 billion TIRES
	\$523 million RESTAURANTS
	\$214 million NON-PROFITABLE PARTS
	\$202 million FUEL DELIVERIES
	\$112 million DEF
	\$82 million MGMT ELECTRONICS



OUR MEDIA PARTNERS

Overdrive



Transport Topics

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



Fast social media following, whereby we are connected to industry leaders



AMERICAN TRUCKER

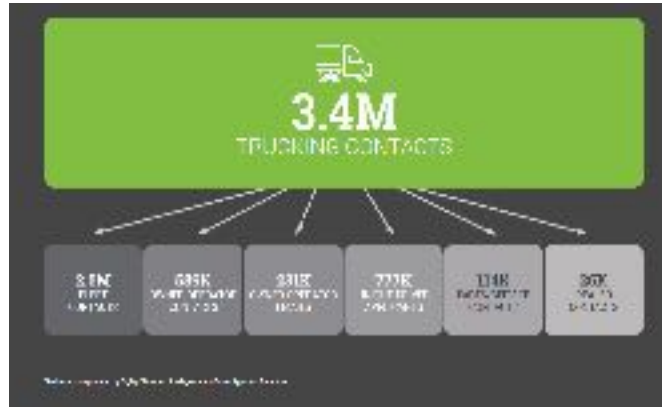
American Trucker serves independent owner-operators and other small businesses operating trucks, trailers and related equipment. It provides coverage of a diverse group of businesses that haul freight -- from agricultural and manufacturing products to construction and hazmat material.



Transport Topics



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





OUR MEDIA PARTNERS



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





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



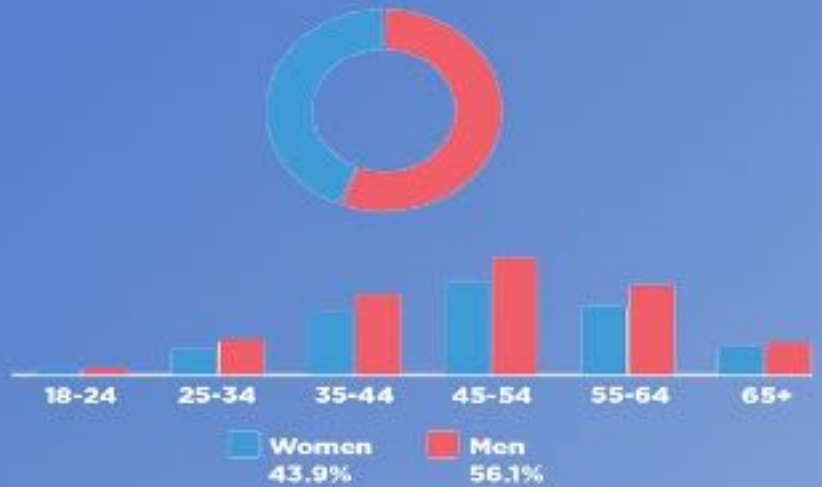
495
Followers

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?

Christina Herberich, Shell Rotella

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 not just what I can support from, the way they support us. It doesn't take a very hard job, physically and mentally, and a really good one. I have 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 to 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



ACKERMANN | TILAJEF™



VISIONARY SPONSORS



C.H. ROBINSON





CORPORATE SPONSORS

LEGACY SPONSORS



HUMANITARIAN SPONSORS



PLATINUM SPONSORS





CORPORATE SPONSORS

GOLD SPONSORS



Randall Reilly

peppercomm

**Matthew and Anne
Smith Foundation**



SILVER SPONSORS



**Chuck Ryan
Foundation**





CORPORATE PARTNERS

BRONZE SPONSORS



Olson's Truck Stop

Graham Trucks

Arrowhead Travel Center



Midland Oil



CORPORATE PARTNERS

FRIEND SPONSORS

Tupper Creek Marketing

TN Trucking Assn

Holms Radiator

Transport Designs

Tango Card

Taiga Data

Seafoam Sales

Cab Fresh

REAL Mobile

GGE

DC Power Solutions

TMFS

Airtab

Before the Wheels Roll

FLITZ

International Used Trucks

Fleet Mattress

Radiator Pros

SleepDog Mattress

Koch & Sons

Operation Roger

Wheelburner Express

McGann & Chester

Blue Ink Tech

Mudflap

Delta Defense

Freight Ninja

Truck Parking Club

Ultra Seat

Freight Networking

Acar Auto Parts

Rockinfeet

SHE Trucking

Uniden

DOT Stow

**Sterling Insurance Company
Foundation**

Rolling Strong

Women in Trucking

IL Trucking Association

Riverwood Trucking

Rodney Sekich Trucking

**Dutch Valley Food
Distributors**

LubriSyn

Dusty Porter

Candy Bass

Focust Apps

Richard Conaway

Permatex

Blue Tiger

Big Rig Mattress

Pipe Break

Foreverbed

Temper Axle Product Corp

Ken Freeman Music

Missouri Trucking Assn

Arizona Trucking Assn

On Time Media

Grain Valley Chiropractic

Burns Logistics

ProMiles

Ayerco

Maxx View

Tony Justice

Bennett Truck Transport

Shore Corporation

Jobs In Trucks

Blue Parrott

The Truck Photo Agency

James "Tex" Crowley

EAB Strategies

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.



SPONSOR HIGHLIGHTS

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](#)
- [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](#)
- Brenny Transportation annual Q1 fundraising - bake sale, silent auction, pot luck, bingo, pie in the face



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

VOLUNTEER BOARD OF DIRECTORS



2024 BOARD OF DIRECTORS



JOYCE BRENNY
PRESIDENT

PRESIDENT & CEO
BRENNY TRANSPORTATION &
BRENNY SPECIALIZED



NORITA TAYLOR
VICE PRESIDENT

DIRECTOR OF PUBLIC
RELATIONS, OODIA



TOM HEINZ
TREASURER

PRESIDENT, HEINZ INC.
COFFEE CUP FUEL STOPS &
STEELE HOTEL GROUP



ELISABETH BARNA
SECRETARY

FOUNDER
BAR STRATGERS, LLC



MARIAN LOWES
BOARD MEMBER

MANAGER, CORPORATE COMMS
TRAVELCENTERS OF AMERICA



CODY GRIGGS
BOARD MEMBER

VP DIGITAL BROKERAGE
CH ROBINSON



CHUCK RYAN
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PRESIDENT & CEO
ARREST INC.



MARK SINGLETON
BOARD MEMBER

VP SALES & MARKETING
RUDOLPH FOODS



**P.O. Box 30763
Knoxville, TN 37930
865.661.1786
www.truckersfund.org
shannon@truckersfund.org**