



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 \$5+ million paid directly to bill holders on behalf of 4,017+ 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

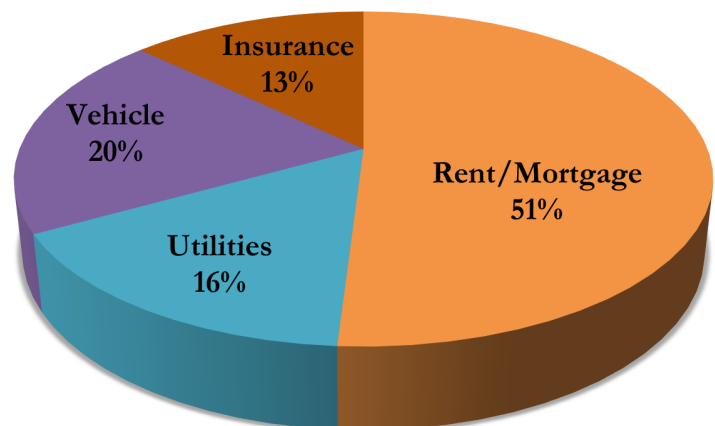
#### BILL PAY

APPLICANT BILLS ARE PAID FOR

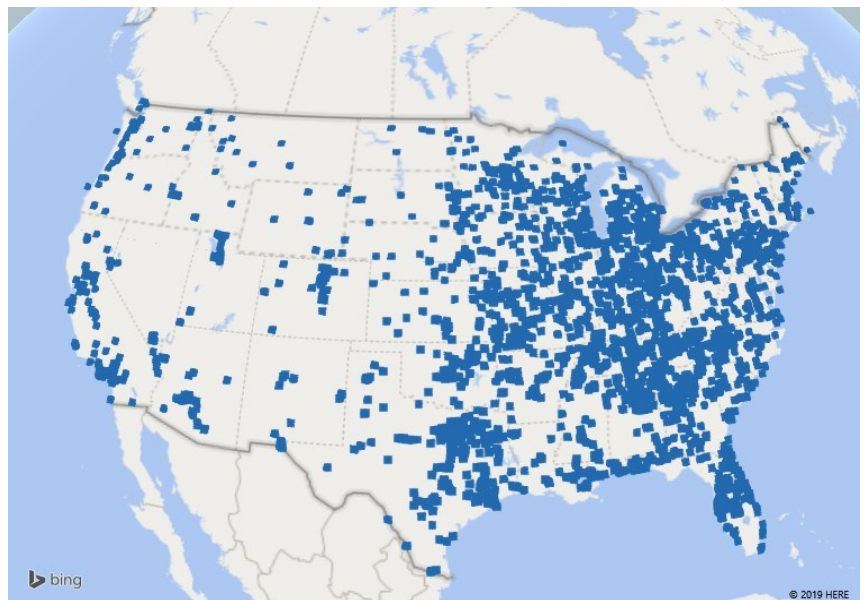
UP TO 5 BILLS PAID DIRECTLY TO PROVIDERS - HOUSING, INSURANCE, UTILITIES, VEHICLE



### How We Help Drivers



### Where We've Helped







# OUR MISSION

## DRIVEN TO BE HEALTHY

The St. Christopher Truckers Relief Fund's Driven To Be Healthy programs provide free preventative health and wellness programs for over-the-road Class A semi-truck drivers.

Our programs provide education, tools, and support for a healthier life on the road.

Programs are made possible with sponsorship from [OOIDA](#) and [Southern Recipe](#), with participant support provided by [RoadPro Family of Brands](#), [Call on Doc](#), [Grinds Coffee Pouches](#) and [Habitrol](#).



[Rigs without Cigs](#) is a tobacco cessation program for current OTR Class A semi-truck drivers 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 Class A OTR semi-truck drivers and health conditions represented in each group.



SCF's [Diabetes Prevention](#) program is a 12-week interactive course that focuses on building healthy habits to help reduce the risk of developing diabetes. Led by a certified lifestyle coach, topics include nutrition, exercise, stress management, sleep, and more. This group of similar people with similar goals and challenges, make it a great place for support, encouragement, and tips specifically for Class A over-the-road semi-truck drivers.



St. Christopher Truckers Relief Fund provides free prostate and colon cancer screening kits for all Class A OTR semi-truck drivers. Screenings are done in the privacy of your home or truck. Each screening is a \$50 value.



St. Christopher Truckers Relief Fund, with sponsorship from [OOIDA](#), offers [FREE flu, pneumonia, shingles and covid vaccines](#) for all uninsured Class A OTR semi-truck drivers.

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

## 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

## LAND LINE MAGAZINE

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

**150,000 MEMBERS**  
own and operate  
**240,000 TRUCKS**

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

Source: 2021 Reader Survey, 2020 Biennial OODA Member Survey



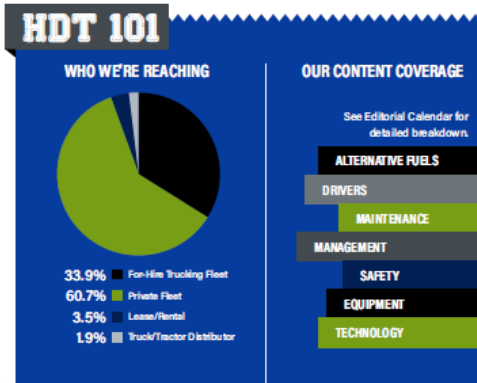
Get in gear with the 24-hour channel devoted to the trucking industry. With news, information and entertainment, the channel keeps you up to date on the industry that keeps us moving.

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

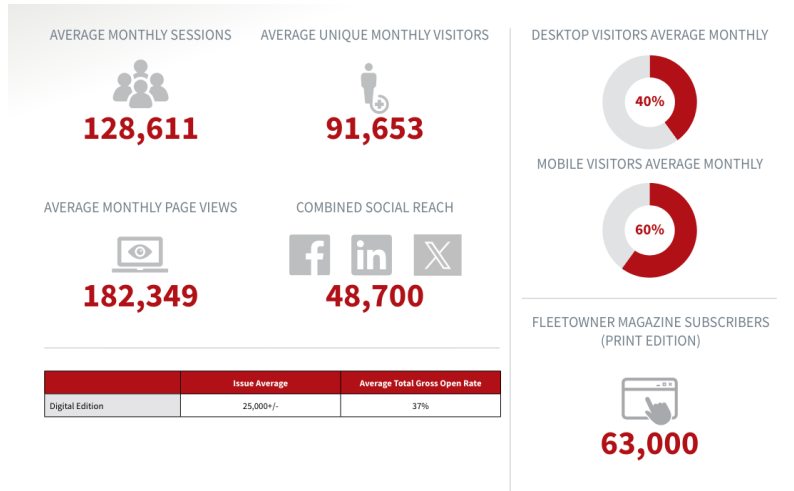




# OUR MEDIA PARTNERS



# FleetOwner



# Overdrive



# Transport Topics

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



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





# OUR MEDIA PARTNERS

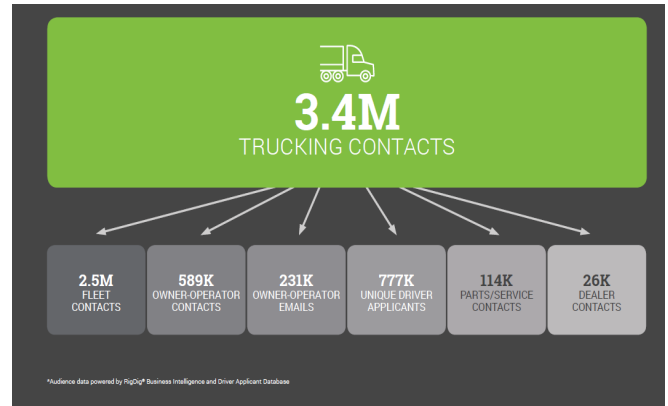


Information That's Engaged, Insightful & Road-Tested

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.

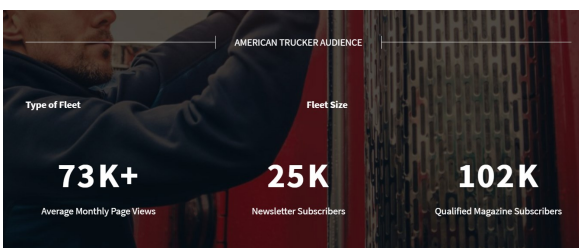


Founded in 1911, Commercial Carrier Journal has built a reputation as the premier publication for the fleet market.



## 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.







# OUR MEDIA PARTNERS



- Over 56K attendees
- Over 870 exhibitors

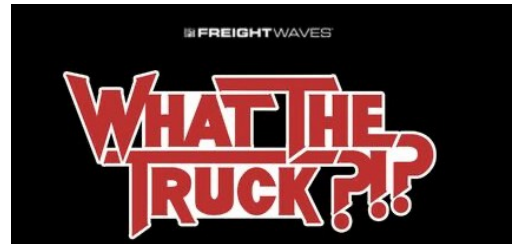


- AM-BEST Conference
- Annual member donation



**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



Dooner is an award-winning podcaster who hosts and produces FreightWaves' WHAT THE TRUCK?!? In under a year he helped build FreightCasts, the world's largest logistics and supply chain podcast network in media. WTT is ranked in Apple Podcasts top-20 Business News podcasts. He also writes a newsletter of the same title with over 15k subscribers in the supply chain and trucking niche. Dooner has been in freight since 2005 and has held directors positions in operations, sales, consulting, and marketing. He has worked with FedEx, Reebok, Adidas, L.L. Bean, Hasbro, Louis Vuitton, and many more high level clients across the full spectrum of the supply chain. He was a featured speaker at TEDx Chattanooga.



# 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



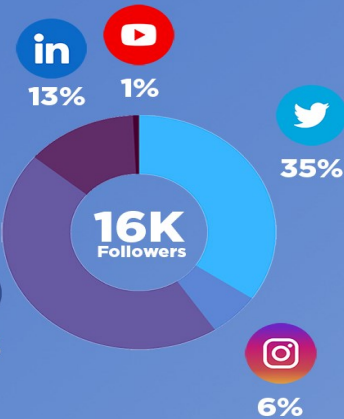
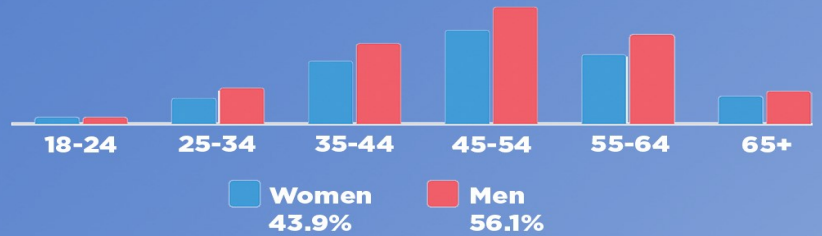
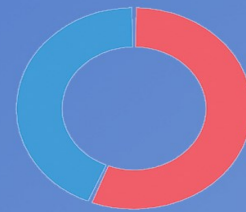
**495**  
Followers

**14,235**  
Impressions



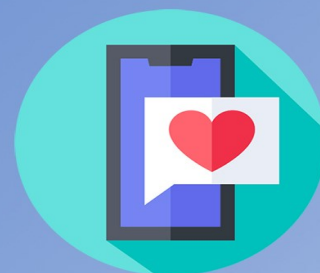
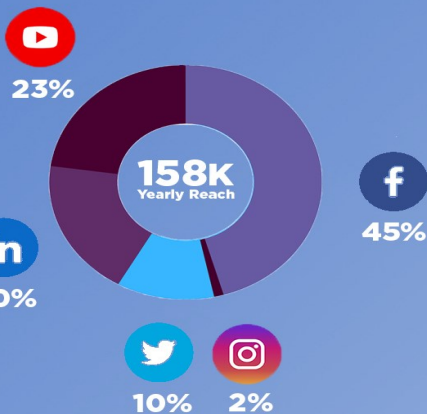
**299**  
Followers

**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

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



**C.H. ROBINSON**



ACKERMANN | TILAJEF PC



## VISIONARY SPONSORS





# CORPORATE SPONSORS

## LEGACY SPONSORS



## HUMANITARIAN SPONSORS



## PLATINUM SPONSORS







# CORPORATE SPONSORS

## GOLD SPONSORS



FAMILY OF BRANDS



**Matthew and Anne  
Smith Foundation**



peppercomm

Randall Reilly

## SILVER SPONSORS



Transport Topics



**Chuck Ryan  
Foundation**





# CORPORATE PARTNERS

## BRONZE SPONSORS







# CORPORATE PARTNERS

## FRIEND SPONSORS

<b>Tupper Creek Marketing</b>	<b>SleepDog Mattress</b>	<b>Rolling Strong</b>	<b>Ken Freeman Music</b>
<b>TN Trucking Assn</b>	<b>Operation Roger</b>	<b>Women in Trucking</b>	<b>Missouri Trucking Assn</b>
<b>Holms Radiator</b>	<b>Mudflap</b>	<b>IL Trucking Association</b>	<b>Arizona Trucking Assn</b>
<b>Tango Card</b>	<b>Delta Defense</b>	<b>Riverwood Trucking</b>	<b>On Time Media</b>
<b>Seafoam Sales</b>	<b>Freight Ninja</b>	<b>Rodney Sekich Trucking</b>	<b>Grain Valley Chiropractic</b>
<b>Cab Fresh</b>	<b>Truck Parking Club</b>	<b>Dutch Valley Food Distributors</b>	<b>Burns Logistics</b>
<b>REAL Mobile</b>	<b>Ultra Seat</b>	<b>LubriSyn</b>	<b>ProMiles</b>
<b>GGE</b>	<b>Freight Networking</b>	<b>Dusty Porter</b>	<b>Ayerco</b>
<b>DC Power Solutions</b>	<b>Acar Auto Parts</b>	<b>Candy Bass</b>	<b>Maxx View</b>
<b>TMFS</b>	<b>Rockinfeet</b>	<b>Focust Apps</b>	<b>Tony Justice</b>
<b>Airtab</b>	<b>SHE Trucking</b>	<b>Richard Conaway</b>	<b>Bennett Truck Transport</b>
<b>Before the Wheels Roll</b>	<b>Uniden</b>	<b>Permatex</b>	<b>Shore Corporation</b>
<b>FLITZ</b>	<b>DOT Stow</b>	<b>Blue Tiger</b>	<b>Jobs In Trucks</b>
<b>International Used Trucks</b>	<b>Sterling Insurance Company Foundation</b>	<b>Big Rig Mattress</b>	<b>Blue Parrott</b>
<b>Fleet Mattress</b>		<b>Pipe Break</b>	<b>The Truck Photo Agency</b>
<b>Radiator Pros</b>		<b>Foreverbed</b>	<b>James "Tex" Crowley</b>
<b>Midwest Technical Institute</b>		<b>Temper Axle Product Corp</b>	<b>EAB Strategies</b>
		<b>RG Transportation</b>	

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 over-the-road Class A CDL semi-truck driver who is away from home 200+ nights/year that has had a medical problem within the last year that took them off the road and led to financial difficulty. Medical information must be able to be confirmed by a review of medical records. Applicants must provide medical and financial information.

## **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. Money is not sent to the applicant.

## **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 semi-truck driver who is away from home 200+ 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 semi-truck driver away from home 200+ niights/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/Stripe.





# STAFF AND BOARD OF DIRECTORS

## STAFF

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



## 2024 BOARD OF DIRECTORS



**JOYCE BRENNY**  
PRESIDENT

PRESIDENT & CEO  
BRENNY TRANSPORTATION &  
BRENNY SPECIALIZED



**NORITA TAYLOR**  
VICE PRESIDENT

DIRECTOR OF PUBLIC  
RELATIONS, OOIDA



**TOM HEINZ**  
TREASURER

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



**ELISABETH BARNA**  
SECRETARY

FOUNDER  
EAB STRATEGIES, LLC



**MARIAN LOWES**  
BOARD MEMBER

MANAGER, CORPORATE COMMS  
TRAVELCENTERS OF AMERICA



**CODY GRIGGS**  
BOARD MEMBER

VP DIGITAL BROKERAGE  
CH ROBINSON



**CHUCK RYAN**  
BOARD MEMBER

PRESIDENT & CEO  
AMBEST INC.



**MARK SINGLETON**  
BOARD MEMBER

VP SALES & MARKETING  
RUDOLPH FOODS



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[shannon@truckersfund.org](mailto:shannon@truckersfund.org)**