



2025 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 4,044+ 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

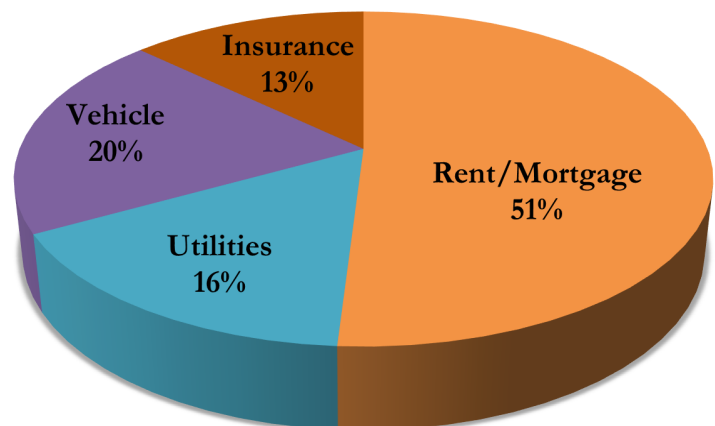
BILL PAY

APPLICANT BILLS ARE PAID FOR

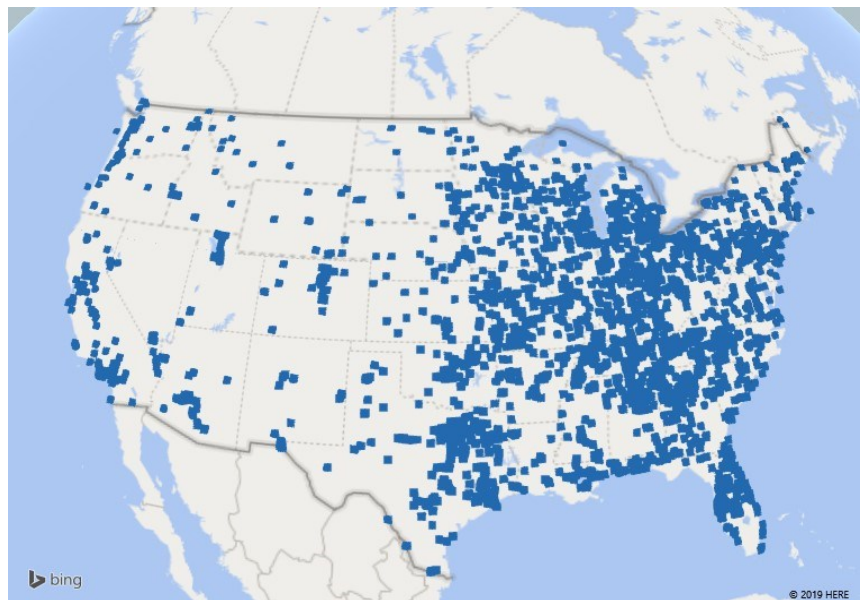
UP TO 5 BILLS PAID DIRECTLY TO PROVIDERS - HOUSING, INSURANCE, UTILITIES, VEHICLE



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

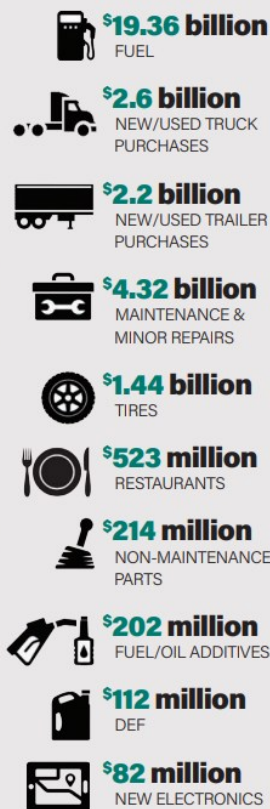


DISTRIBUTION CHANNELS:

- 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.



SOURCE: 2021 Land Line Reader Survey
2022 OOIDA Owner Operator 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.

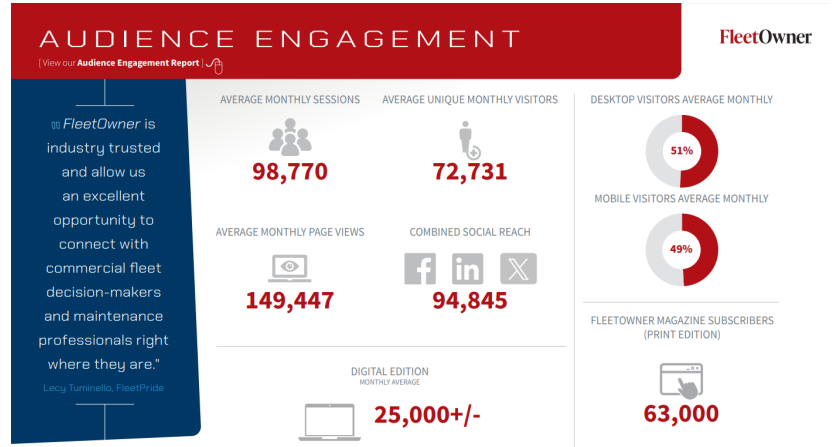
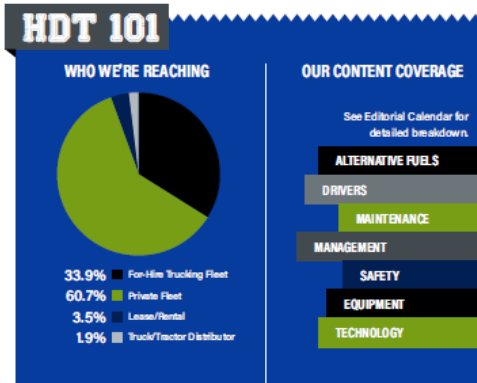
- RoadDog Live with KC Phillips
- 34 million subscribers
- Over 1 million listeners on the RoadDog Channel



OUR MEDIA PARTNERS



FleetOwner



Transport Topics

Your Ad + Award-Winning Content = Higher Engagement

Across web, email, newsletters, webinars, video, podcasts, social media and ad networks, Overdrive's award-winning content team provides multiple ways to move your audience from consideration to decision.

Website
113K Unique Monthly Visits
When it comes to staying on top of up-to-the-minute industry news, business tips and the latest equipment, owner-operators turn to Overdrive. Our content's immediacy provides opportunities to continually engage with your target audience, support conversion-based campaigns and build your brand.

Newsletters
Overdrive Daily Report
113K Recipients
Overdrive's daily email newsletter targets an exceptionally engaged owner-operator audience. Featuring the latest industry news, expert commentary and equipment coverage, Overdrive's Daily Report is a must-read.

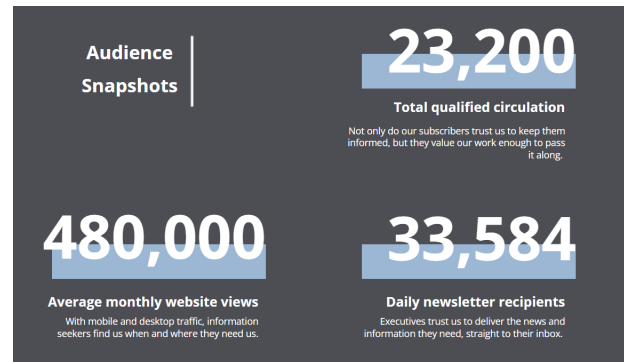
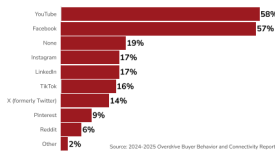
Custom Rigs
15k Recipients
Every week we highlight the industry's coolest-looking trucks with all the details on specs, paint and more.

Regulatory Rundown
108K Recipients
Digging deeply into safety, equipment, environmental and labor issues to help fleets remain compliant. This newsletter is done in partnership with our sister brand CCI.

Haul With Authority
17K Recipients
Each month, we help new trucking businesses get up to speed on best practices in business, equipment, regulations and much more.



Owner-Operators are active on social media





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.

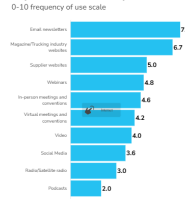


Founded in 1911, Commercial Carrier Journal has built a reputation as the premier publication for the fleet market.

CCJ: Access to an influential audience

More than 90% of our audience are decision-makers in management positions who rely on digital content to keep current on the industry. Data on our known audiences provides detailed insights on who is reading and what content resonates.

Top Source for Industry Information



We know who's reading

Through CCJ's unsurpassed audience insights, we know our content is being read by industry decision-makers.

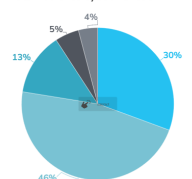
Our known audience data includes:

- ✓ Name
- ✓ Title
- ✓ Company
- ✓ What they are reading
- ✓ How long they spend reading

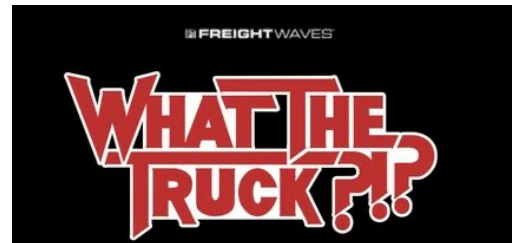
CCJ Audience by Fleet Size

10 to 24 Units	29%
25 to 50 Units	18%
51 to 100 Units	13%
101 to 250 Units	14%
251 to 500 Units	11%
More than 500 Units	15%

CCJ Audience by Job Function



- Operations/Safety Management
- Corporate Management
- Maintenance Management
- Purchasing/Administrative/Marketing Management
- Other



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.

LEAD PEDAL RADIO

www.LeadPedalRadio.com

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 those 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 2025



8,085
Followers

2024
677,000
Reach



1,155
Followers

2,800
Reach



6,686
Followers

18,300
Impressions



643
Followers

14,235
Impressions



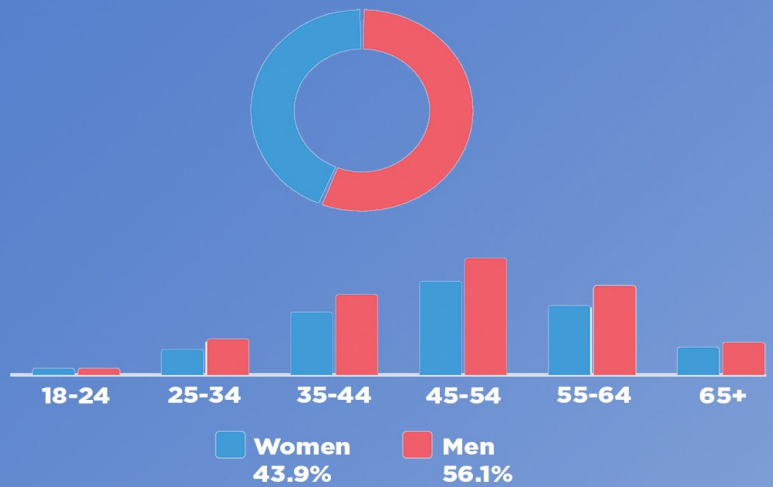
312
Followers

1,800
Impressions

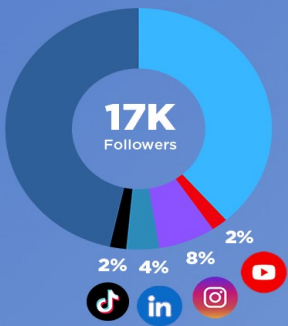


346
Followers

6,648
Impressions



f
47%



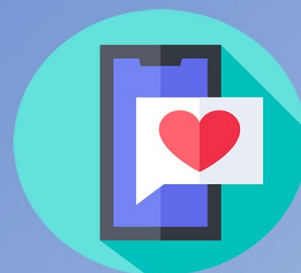
t
39%

55%

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



f
94%



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

"At Love's, we recognize that professional drivers are the backbone of our economy, delivering goods that keep us moving. That's why we've proudly supported the St. Christopher Truckers Relief Fund since 2020. We want to ensure that drivers facing tough times have the support they need when it matters most."

Courtney Franklin, Loves Travel Stops

["Why DAT supports the St. Christopher Truckers Relief Fund"](#)

*"I love celebrating carriers during Truck Driver Appreciation Week," said **Cody Griggs, Vice President of digital brokerage at C.H. Robinson.** "These events are a wonderful opportunity to meet and personally thank drivers for their invaluable contributions. I encourage everyone to join us in showing their appreciation with the #ThankATruckDriver hashtag and helping us support truck drivers everywhere."*

*"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.***

*"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." **Norita Taylor, Director of Public Relations, Owner-Operator Independent Drivers Association, SCF Board President***



CORPORATE SPONSORS

STERLING SPONSORS



C.H. ROBINSON



ACKERMANN | TILAJEF PC



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LEGACY SPONSORS



HUMANITARIAN SPONSORS



PLATINUM SPONSORS





CORPORATE SPONSORS

GOLD SPONSORS



**Matthew and Anne
Smith Foundation**



loveadv.



peppercomm

Randall Reilly

SILVER SPONSORS



Transport Topics



**Chuck Ryan
Foundation**



Crosshairs
CHARITABLE FOUNDATION



Altria





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BRONZE SPONSORS





CORPORATE PARTNERS

FRIEND SPONSORS

TN Trucking Assn	SleepDog Mattress	Rolling Strong	Ken Freeman Music
Holms Radiator	Mudflap	Women in Trucking	Missouri Trucking Assn
Tango Card	Delta Defense	IL Trucking Association	Arizona Trucking Assn
Seafoam Sales	Freight Ninja	Riverwood Trucking	Grain Valley Chiropractic
Cab Fresh	Truck Parking Club	LubriSyn	Burns Logistics
REAL Mobile	Ultra Seat	Dusty Porter	ProMiles
GGE	Freight Networking	Candy Bass	Ayerco
DC Power Solutions	Acar Auto Parts	Focust Apps	Maxx View
TMFS	Rockinfeet	Richard Conaway	Tony Justice
Airtab	SHE Trucking	Permatex	Bennett Truck Transport
Before the Wheels Roll	Uniden	Blue Tiger	Shore Corporation
FLITZ	DOT Stow	Big Rig Mattress	Jobs In Trucks
International Used Trucks	Sterling Insurance Company Foundation	Pipe Break	Blue Parrott
Fleet Mattress	Comdata	Foreverbed	The Truck Photo Agency
Radiator Pros	Fiscal Systems	Temper Axle Product Corp	James "Tex" Crowley
Midwest Technical Institute	FuelMaster of America	RG Transportation	EAB Strategies
Trimble	Hermann Living Trust	Konexial	Foltz Trucking
Blackbaud Giving Fund	Kingsgate Logistics	McGann and Chester	PEI Expedited
Spartan Direct LLC	Arrowhead Travel Plaza	Wolfe Trucking	Grub Mart
Poor Boys Truck Repair & Towing	Midwest Technical Institute	Progressive Insurance Foundation	Majors Management
Dellwood Baptist Church	DOT Stow		Park Avenue Wholesale
Cahtia Pictures			Stuff2Color

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 and Annual Golf Outing](#)
- AMBEST and its members donate over \$51,000 at 2024 Annual Conference
- [DAT supports SCF](#)
- Love's Travel Stops continues support for 6th year with \$100,000 donation
- [2024 Truck Driver Appreciation Week campaign raises \\$205,758](#)
- [Shell Rotella ® continues long-term partnership with SCF through Super Rigs show](#)
- [C.H. Robinson supports SCF for Truck Driver Appreciation Week](#)
- [SCF expands Health and Wellness programs with renewed Humanitarian Sponsorship from OOIDA](#)
- [Southern Recipe celebrates TDAW with focus on health and wellness programs](#)
- [ATA Trucking Cares Foundation continues support in 2024](#)
- Triumph Pay supports SCF through surveys and \$10,000 donation
- Rihm Kenworth renews Humanitarian Sponsorship with \$20,000 donation
- Citgo renews Gold Sponsorship with \$10,000 donation
- Pilot renews Visionary Sponsorship for 2024 with \$60k donation
- [Total Quality Logistics supports SCF for Truck Driver Appreciation Week](#)
- [SCF partners with Wreaths Across America through \\$5 give back program](#)



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
- Lindsey Bryan - Health and Wellness Manager
- Mallory Davis - Case Manager
- Nick Oliver - Media Coordinator
- Rhonda Gregory - Billing Specialist

VOLUNTEER BOARD OF DIRECTORS



2025 BOARD OF DIRECTORS



NORITA TAYLOR
PRESIDENT

DIRECTOR OF PUBLIC RELATIONS, OOIDA



JOYCE BRENNY
VICE PRESIDENT

PRESIDENT & CEO
BRENNY TRANSPORTATION &
BRENNY SPECIALIZED



TOM HEINZ
TREASURER

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



ELISABETH BARNA
SECRETARY

FOUNDER
EAB STRATEGIES, LLC



MARIAN LOWES
BOARD MEMBER

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TRAVELCENTERS OF AMERICA



CODY GRIGGS
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CH ROBINSON



CHUCK RYAN
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MARK SINGLETON
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