

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 \$5.18 million has been paid directly to bill holders on behalf of 4,090+ drivers!





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 <u>OOIDA</u> and <u>Southern Recipe</u>, with participant support provided by <u>RoadPro Family of Brands</u>, <u>Call on Doc</u>, <u>Grinds Coffee</u> <u>Pouches</u> and <u>Habitrol</u>.



<u>Rigs without Cigs</u> 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.





<u>Healthy Habits for the Long Haul</u> 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 <u>Diabetes Prevention program</u> 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 <u>OOIDA</u>, offers <u>FREE flu, pneumonia, shingles and covid vaccines</u> for all uninsured Class A OTR semi-truck drivers.

We also provide a huge <u>list of resources of additional support</u> that we encourage drivers to use.



OUR MEDIA PARTNERS

- 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



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





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



Get in gear with the 24-hour channel devoted to the trucking industry. With news, information and entertainment, Road Dog 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

Transport Topics



480,000



Average monthly website views With mobile and desktop traffic, information seekers find us when and where they need us.



Total qualified circulation Not only do our subscribers trust us to keep them informed, but they value our work enough to pass it alone.



Daily newsletter recipients Executives trust us to deliver the news and information they need, straight to their inbox.





Your Ad + Award-Winning Content = Higher Engagement

Regulatory Rundown 108K Recipients Digging deeply into aflety, equipment, environmental and labor issues to help fleetr remain compdiant. This newsletter is done in partnership with our sister brand CCJ.

Haut 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.

Haul With Authority

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

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

Newsletters 恖

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.



Owner-Operators are active on social media





OUR MEDIA PARTNERS



Producer of the SCF Highway To Hope podcast. Our podcast is available on the SCF Website, PodWheels Powered By RadioNemo App, PodWheels.Net web-site, 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







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 MEDIA

Lead Pedal Media is a media app and brands that include The Lead Pedal Pedar Podcas Tor 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 Media. Get the App The Lead Pedal Para Club, and The 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





TESTIMONIES

Beneficiaries



"St. Christopher Fund helped me pay some of my bills after I had to have one of my kidneys removed be-cause 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 unex-pected 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 person-ally thank drivers for their invaluable contributions. I encourage everyone to join us in showing their appre-ciation 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

A Message from Our New Executive Director



Hello,

I'm honored and excited to step into the role of Executive Director at St Christopher Truckers Relief Fund. From the moment I was introduced to this organization, I was inspired by the incredible work being done and the passion of the people who make it all happen—staff, board members, volunteers, and supporters like you.

My professional journey has been rooted in community health and prevention, with a strong focus on serving and empowering others. I bring experience as a Community Health Prevention Specialist and a demonstrated history of working in nonprofit organizational management. Over the years, I've developed a deep skill set in community organizing, health advocacy, nonprofit leadership, organizational development, grant writing, and training. I look forward

to listening, learning, and working alongside each of you to build on the strong foundation that already exists and help guide us toward an even brighter future.

Thank you for the warm welcome. I can't wait to get started and to meet many of you in the weeks and months ahead.

With gratitude, Courtney Niemann, Executive Director

Driven to Be Healthy: Supporting Driver Wellness Nationwide

The St. Christopher Fund's Driven to Be Healthy (DtbH) programs have been working diligently to support over-theroad (OTR) drivers across the country. Through our efforts, drivers have gained increased access to preventive cancer screenings, vaccinations, diabetes education, tobacco cessation support, and chronic disease management.

We're excited to share new additions to the DtbH programs designed to better support drivers' long-term health and well-being.

Starting July 1, 2025, SCF will launch a pilot partnership with Corporate Chaplains of America to help address the unique challenges faced by OTR drivers such as social isolation and an elevated risk of mental health issues.

We're also proud to announce a new collaboration with HabitNu, a recognized umbrella hub for the CDC's Diabetes Prevention Program. This partnership will give participants access to a user-friendly platform where they can attend classes, track their habits and health metrics, and receive personalized support.

Finally, we're thrilled to report that our second annual Heart & Sole Virtual 5K was a success! Inspired by SCF Ambassador Shaun Lezer, drivers and supporters from across the country came together virtually to raise awareness about health disparities in the industry and the importance of movement and exercise in promoting driver health.

Lindsey Bryan Health & Wellness Manager



STERLING sponsor REDEYE RADDO Radio Neme

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Corporate Sponsors Supporting drivers for the long haul.

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Thank you to all our donors and volunteers.



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; pod-cast 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!'

- <u>TravelCenters of America 'Be A Champion of Change'</u> <u>change roundup program and Annual Golf Outing</u>
- AMBEST and its members donate over \$51,000 at 2024 Annual Conference
- <u>DAT supports SCF</u>
- Love's Travel Stops continues support for 6th year with \$100,000 donation
- <u>2024 Truck Driver Appreciation Week campaign</u> <u>raises \$205,758</u>
- <u>Shell Rotella (R) continues long-term partnership with</u> <u>SCF through Super Rigs show</u>
- <u>C.H. Robinson supports SCF for Truck Driver</u>
 <u>Appreciation Week</u>
- <u>SCF expands Health and Wellness programs with</u> renewed Humanitarian Sponsorship from OOIDA
- <u>Southern Recipe celebrates TDAW with focus on</u> <u>health and wellness programs</u>
- <u>ATA Trucking Cares Foundation continues support in</u>
 <u>2024</u>
- 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
- <u>Total Quality Logistics supports SCF for Truck Driver</u> <u>Appreciation Week</u>
- <u>SCF partners with Wreaths Across America through</u> <u>\$5 give back program</u>



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, trans-portation, 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, re-gardless 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 <u>Click the Donate button</u> on the top of the webpage to donate through PayPal/Stripe.



STAFF AND BOARD OF DIRECTORS

STAFF

- Courtney Niemann, M.S. Executive Director
- Diane Hutsell Director of Philanthropy
- Lindsey Bryan Health and Wellness Manager
- Lacey Simpson Case Manager
- Nick Oliver Media Coordinator
- Rhonda Gregory Billing Specialist

VOLUNTEER BOARD OF DIRECTORS





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