

REAL WOMEN IN TRUCKING

2023 | 2024 | MARKETING
MEDIA KIT



realwomenintrucking.org | info@realwomenintrucking.org



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#KNOWTHEDIFFERENCE



OUR Background

REAL Women in Trucking (RWIT) was formed as a protest group in 2010 to combat the growing problem of censorship from other organizations that were essentially efforts to silence women who were coming forward with allegations of sexual assault and sexual harassment in major truck driver training fleets. In 2013, RWIT received their IRS determination letter recognizing the truck driver-led member supported organization as a 501 (c) (6) trade association.

REAL Drivers, REAL Issues. Since then we have made significant progress to create a platform for the voice of all truck drivers so they can be heard. We have been recognized internationally for our outspoken authentic advocacy related to gender-based violence and harassment in the workplace, wage theft, misclassification of workers, discrimination, lease purchase truck schemes, unsafe truck driver training and on national truck parking coalition workgroups. These have been the cornerstone issues of our focus when we speak to legislators, policy makers, communities and the media.

Recognition for Diverse Individuals. Beyond our advocacy work we were the 1st organization to ever present a dignified award to diverse individuals who work as truck drivers. The Queen of the Road and President's Choice Trucking Industry Trailblazer Awards were launched in 2017. Since then over 90 diverse truck drivers, including people of color and those who identify from the LGBTQAI+ community have been recognized as notable nominees and award recipients



OUR MISSION STATEMENT

REAL Women in Trucking's mission is to deliver highway safety through leadership, mentorship, education and advocacy. Our organization encourages all drivers to unite and become advocates for the industry in order to improve the work and lifestyle environment.



RWIT Social Media & Program Analytics

DONATIONS/ GRANTS

\$38,281



ADVERTISING

\$11,976



MEMBERSHIP DUES

\$2,742



TOTAL REVENUE

\$52,999



\$28,778

PROGRAM SERVICES

+ **\$25,410**

ADMINISTRATIVE SERVICES

(2080 ADMIN HOURS)

= \$54,188

TOTAL EXPENSES

10 ACCOLADES/ RECOGNITION FROM THIRD PARTY ORGANIZATIONS

19 COALITION/ ALLIANCE PARTNERSHIPS

58 SERVICE RECIPIENTS

20 EMPLOYMENT/ ADVISORY OPPORTUNITIES

OUR SOCIAL MEDIA CHANNELS:

@WomenTruckers

 @real-women-in-trucking-inc

 @WomenTruckersNetwork

6.13K FOLLOWERS

753,038 VIEWS



90,998 REACH

3,145 FOLLOWERS



157,333 REACH

13,572 LIKES



18.2K FOLLOWERS
6,442 IMPRESSIONS



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#KnowtheDifference

OUR BOARD OF Directors



DESIREE WOOD

**Founder/ President of REAL Women In
Trucking & Truckers Emergency
Assistance Responders**

Truck Driver | 15 Years CMV Driving

Well-behaved women seldom make history.

-Laurel Thatcher Ulrich



TRACY ELLIS | BOARD MEMBER

Truck Driver | 22 Years CMV Driving
Union Port Driver - Southern California



JESS GRAHAM | BOARD MEMBER

Truck Driver | 11 Years CMV Driving
GTO Trucking



SONJA TUCCI | BOARD MEMBER

Truck Driver | 29 Years CMV Driving
Driver Trainer & Onboarding at Foodliner



MICHELLE KITCHIN | BOARD MEMBER

Truck Driver | 35 Years CMV Driving
Sensitive Produce Hauler at Van Eerden



NATALIE JASSOPADILLA | BOARD MEMBER

Truck Driver | 12 Years CMV Driving
Owner-Operator Hauling Nitrogen Tanks



BRITA NOWAK | BOARD MEMBER

Truck Driver | 21 Years CMV Driving
Small Carrier Owner | BratCat Express Corp.



DEBBIE DESIDERATO | BOARD MEMBER

Truck Driver | 21 Years CMV Driving
Small Carrier Owner | Walkabout Transport



ANGELA BAUM | BOARD MEMBER

Truck Driver | 8 Years CMV Driving
Currently hauls ammunition & explosives
for the Department of Defense



KENYETTE GODHIGH | TRUSTEE EMERITUS

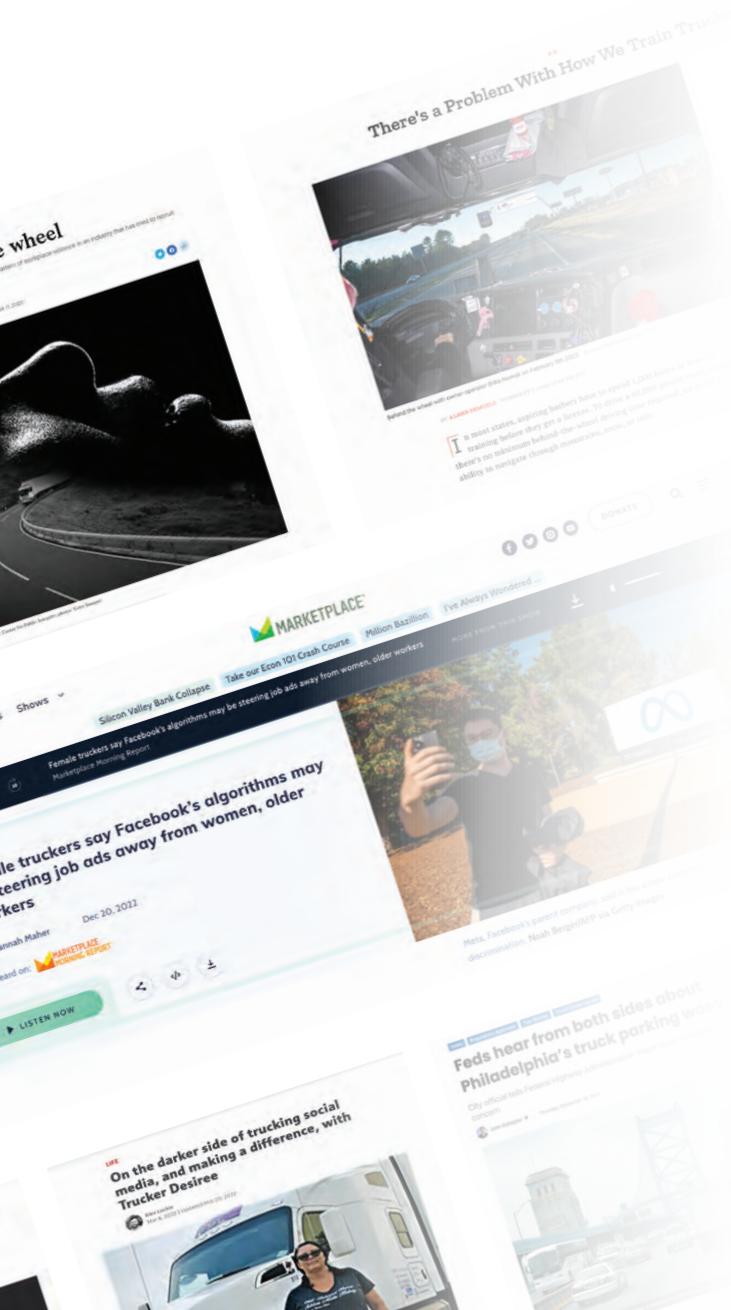
Truck Driver | 5 Years CMV Driving
Small Carrier Owner | Bellwether Logistics



IDELLA M. HANSEN | TRUSTEE EMERITUS

Truck Driver | Over 50 Years CMV Driving
High Security for IBI Security Transport

RWIT in the Press



Candid.
GuideStar



The Washington Post

Non-Profit Transparency Report Profile

Published: 01/15/2023

Driver Film

DRIVER is a forthcoming feature-length documentary about a vital community of women long-haul truck drivers.

Estimated Release Date: Jan 2024

California Investigating Assault Against Female Truck Driver

This case was one of several sexual assaults against women in trucking covered in Scripps News documentary series "In Real Life."

Published: 01/06/2023

Attacked Behind the Wheel - Investigative Report - Labor

An investigation by Public Integrity and Newsy found a disturbing pattern of workplace violence in an industry that has tried to recruit more women but failed to protect them from sexual assault.

Published: 12/11/2022

In Real Life - Natasha Del Toro - Attacked Behind the Wheel

Newsy Investigative Report

Published: 12/11/2022

Uniting to End Gender-Based Violence and Harassment: The Impact of Worker-Centered Education and Awareness

Presenters include RWIT President and other worker advocates who shared their successful models of worker-led education and awareness efforts to prevent and address gender-based violence and harassment (GBVH) in the world of work.

Published: 12/07/2022

Female Truckers Group Alleges Facebook's Ad System is Discriminatory

Real Women in Trucking alleges in an EEOC complaint that Meta is steering ads for lucrative jobs away from women and older workers

Published: 12/01/2022

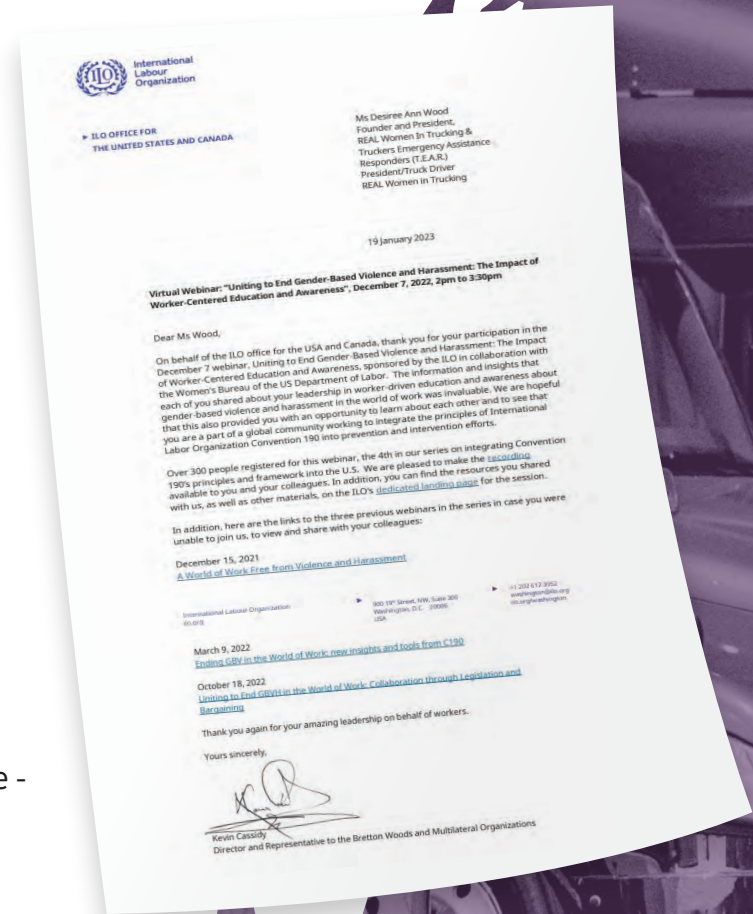
ALSO FEATURED IN:

RWIT Initiatives & Achievements

RWIT has been a leader in raising the alarm on major safety issues related to commercial drivers license programs and gender-based violence in entry-level driver training fleets.

They have been the most active partner organization in the Jason's Law Safe Truck Parking movement that effected a bill to become a law and the subsequent **Federal Highway Administration Truck Parking Coalition** working groups in which RWIT was the only association to have an experienced driver at each and every meeting.

Today, several RWIT Board members in addition to driving are public speakers, consultants, appointed members and volunteers at various worker events and **State Freight Advisory Committees** that study truck parking in order to develop capacity solutions for drivers. In 2022, RWIT President Desiree Wood was appointed to the prestigious Transportation Research Board National Academies of Science, Engineering and Medicine - Freight Planning and Logistics Blue Ribbon Committee where she brings the truck drivers perspective to the table for consideration for urban planners and infrastructure data researchers.



RWIT IN THE FILM INDUSTRY

In 2020, RWIT/TEAR President Desiree Wood became an expert witness for cases that affect women who work as truck drivers involving sexual assault, pregnancy discrimination and a consultant for television and motion picture productions. Her 1st expert witness case resulted in a landmark **\$5 million settlement for the Plaintiff in Jane Doe v CRST in 2021.**

Desiree acted as a consultant for the motion picture "Paradise Highway" released in the Summer of 2022, starring *Academy Award Winning Actors* Juliette Binoche and Morgan Freeman. Since 2013, Desiree worked with Screenwriter/Director Anna Gutto to develop the script, and provide ride-alongs for her and lead actress Juliette before teaching her to drive a commercial motor vehicle for the movie. During the filming, Desiree acted as a stunt driving double and provided insight into the trucking lifestyle for the character Sally. She also appears in the movie playing the character Patti. RWIT Member Dianne McNair-Smith also appears in the movie as the character Dolly. REAL Women in Trucking is credited in the movie which depicts the camaraderie between women truck drivers based on the actual conference call chat rooms once hosted by the RWIT organization prior to 2015.



Truckers Emergency Assistance Responders, Inc.

RWIT launched a 2nd organization in early 2020, **Truckers Emergency Assistance Responders, Inc.**, a 501 (C)(3) charity was created to help truck drivers affected by carrier abandonment who have no resources to get home with their belongings and pets. TEAR distributed over 13,000 units of PPE care packages to truck drivers in the early months of the Pandemic and has helped nearly 200 commercial drivers with short-term assistance since they formed.



MICHELLE SCOLARI
TEAR Board Member

TEAR Board Member/Truck Driver Michelle Scolari, who has 45 years CMV driving experience and does refrigerated LTL for Wanship Enterprises out of Salt Lake City, Utah has done verification intake for nearly 78 drivers in 2022 alone.

Visit www.cdltear.org to learn more.



RWIT Award Programs

The Queen of the Road and Trucking Industry Trailblazer Awards were launched in 2017 as the 1st dignified recognition for women who work as truck drivers, over 90 notable individuals have been nominated and 2023 will be its 6th year, the event will be held during the Mid-America truck Show in Louisville, Kentucky.

RWIT AT THE WHITE HOUSE

In April 2022, RWIT President Desiree Wood was invited to the White House for the Biden-Harris Trucking Action Plan event. This was followed by the first ever Day of Action to Address Sexual Violence in the Trucking Industry hosted by the Department of Labor Women’s Bureau. This event kicked off a series of invitations to RWIT members to attend events and to speak on this subject matter both in Washington DC and virtually for the Cornell University ILR Worker Institute – Equity in Focus Summit and the International Labour Organization - Uniting to End Gender-Based Violence and Harassment in the Workplace Summit.





REAL DRIVERS, REAL ISSUES

Our goal is to empower drivers to take charge of their own careers and be the best versions of themselves. We aim to equip drivers with the knowledge and confidence they need to succeed and make their mark on the industry by providing education and resources that address the real issues they face

CORPORATE PARTNERSHIP WITH



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