LUTZIE 43
FOUNDATION

2026 PARTNER GUIDE

43 KEY SECONDS TO EDUCATE AND REINFORCE SAFE DRIVING BEHAVIOR.

43 KEY SECONDS®

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OUR STORY: THE CHAPTERS

The Lutzie 43 Foundation was established in 2014 in loving memory of Philip Lutzenkirchen, a beloved son, friend, and Auburn University football player whose death in a preventable crash became the catalyst for a movement.

Our mission is simple: Educate and reinforce safe driving behavior through the 43 Key Seconds safe driving initiative, so drivers of all ages and stages make better decisions behind the wheel, every time they get in the car.

Live like Lutz. Love like Lutz. Learn from Lutz.



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THE PILLARS OF ROADWAY SAFETY

Roadway safety is not the responsibility of any single sector — it's a shared commitment that depends on three critical elements working together.

Roadway infrastructure, shaped by government agencies at the federal, state and local levels, creates the physical environment where safety begins.

Vehicle design and emerging safety technology, advanced by manufacturers and innovators, put lifesaving tools within reach of every driver. But even the best-engineered roads and most advanced vehicles can't eliminate risk without the third and most powerful element: the decisions drivers make behind the wheel.

That's where the Lutzie 43 Foundation, our partners and you come in. Through our flagship 43 Key Seconds safe driving initiative — we equip individuals and organizations with a simple, actionable framework for the choices that matter most: Take 43 Key Seconds to ensure you have a Clear Head, Clear Hands, Clear Eyes and Click It before turning the key. While infrastructure and technology continue to evolve, driver behavior remains the most immediate and controllable factor in preventing roadway tragedies.



Partner with Lutzie 43 and join a growing coalition of leaders committed to turning awareness into action — and saving lives in the process.

OUR KEY INITIATIVES

43 Key Seconds

The 43 Key Seconds safe driving initiative encourages all drivers and passengers to take 43 Key Seconds to ensure they have a Clear Head, Clear Hands, Clear Eyes and Click It before turning the key. Forty-three was Philip's number at Auburn University. Taking 43 Key Seconds before you drive is how we keep his memory alive. Companies, organizations and schools implement the 43 Key Seconds physical key, lanyard and checklist into their system-wide safety initiatives to build safe driving habits in their employees, families and communities.

School Safe Driving Summits

Our licensed 5-hour Safe Driving Summits educate high school students about the dangers of distracted, impaired and unsafe driving, and provide them with tools to make better decisions behind the wheel.

Partnerships

Corporate partners engage their workforces in safety education and support improving the culture of safe driving as a philanthropic goal. Our partners include private sector, public sector and educational institutions.

Speaking Engagements

Lutzie 43 Foundation speakers share real-world examples of how distracted, impaired and unsafe driving can impact lives. From schools to corporate conferences and association meetings, attendees will learn about the benefits of adopting the 43 Key Seconds safe driving initiative.

Support our mission by bringing our 43 Key Seconds safe driving initiative to your community.

MAKING AN IMPACT

DELIVERED MORE THAN **450** TALKS TO MORE THAN **510,000** PEOPLE ACROSS THE UNITED STATES.

DEVELOPED AND DELIVERED MORE THAN **40** SAFE DRIVING SUMMITS TO MORE THAN **30,500** STUDENTS IN PARTNERSHIP WITH GOVERNMENT PARTNERS

MORE THAN **$662,900** AWARDED IN **158** SCHOLARSHIPS TO STUDENTS.

DISTRIBUTED MORE THAN **378,000** 43 KEY SECONDS UNITS TO STUDENT AND ADULT AUDIENCES

MORE THAN TWELVE YEARS OF MISSION-DRIVEN WORK, FINANCIAL RESPONSIBILITY, AND GROWING IMPACT, AND WE'RE JUST GETTING STARTED.

As of June 30, 2026

TAKE 43 KEY SECONDS

The 43 Keys Seconds safe driving initiative aims to educate and reinforce safe driving behavior for all drivers and passengers. The physical “43 Key Seconds” key, lanyard and checklist card serve as a reminder to take 43 Key Seconds when you get in the car to prioritize safety behind the wheel.



EVERY TIME YOU DRIVE: COMPLETE THE 43 KEY SECONDS SAFE DRIVING CHECKLIST

CLEAR HEAD
Ensure you have a clear head – one that is not affected by alcohol, drugs, emotions or fatigue.

CLEAR HANDS
Ensure you have clear hands – send a text, adjust the radio and put all devices away so you can drive hands-free.

CLEAR EYES
Have clear eyes – set your sights on the road ahead. Do not look to the side at a passenger or at your phone.

CLICK IT
Finally, click your seatbelt. It’s the law and could save your life!.

Now turn your key: Only when you’re fully prepared to drive safely.

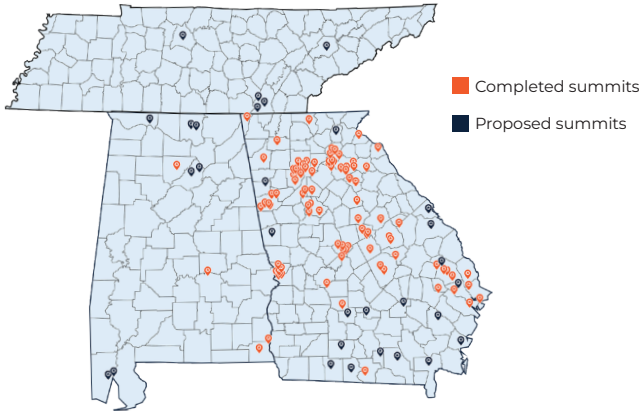
Introduce the 43 Key Seconds safe driving initiative to your community and help build a nationwide culture of smarter and safer driving.

ENGAGE STUDENTS WITH A SAFE DRIVING SUMMIT

Our licensed 5-hour **Safe Driving Summits** educate high school students about the dangers of distracted, impaired and unsafe driving, and provide them with tools to make better decisions behind the wheel and in the car. Students begin their day with a keynote testimony about the life and death of Philip Lutzenkirchen and then move into smaller groups to attend impactful breakout sessions led by first responders, trauma care and rehab specialists, law enforcement officials and trucking industry professionals. Through providing the students with stories and facts about what happens before, during and after a crash, they learn new, safer driving behaviors.

*"**The Safe Driving Summit** was eye-opening for me as a young driver. The keynote and breakout sessions helped me better understand the real consequences of unsafe driving and why it's so important to stay focused behind the wheel."*

—Burke S., North Oconee High School

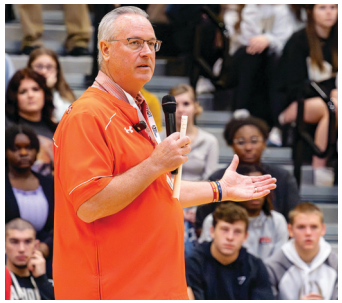


Want to help bring a summit to your community or school? We are always looking for partners to make these life-changing summits a reality

KEY ELEMENTS OF A SAFE DRIVING SUMMIT:

- **Keynote: Philip's Legacy & 43 Key Seconds Initiative: Through the Eyes of a Father –** Mike Lutzenkirchen, Executive Director of Lutzie 43
- **Share the Road: Get to Know Big Trucks –** presented by local and national professional truck drivers
- **Knowing Your Law Enforcement Agencies: State, and Local Agencies –** presented by state, local county and city law enforcement agencies.
- **Choices Behind the Wheel: A Glimpse into the Trauma Bay –** presented by local trauma care professionals
- **Road to Recovery: Navigating the Rehab Journey –** presented by local rehabilitation professionals











Courtesy of Matt Hamilton, Chattanooga Times Free Press

ENGAGING TALKS THAT INSPIRE BETTER CHOICES BEHIND THE WHEEL

Bring the Lutzie 43 Foundation to your audience for a powerful, real world message rooted in the legacy of Philip Lutenkirchen and the impact of the 43 Key Seconds safe driving initiative. Through compelling storytelling and practical insight, our speakers inspire and challenge audiences to make better decisions behind the wheel — preventing distracted, impaired, and unsafe driving while turning awareness into life saving action.

Mike Lutzenkirchen



Mike Lutzenkirchen speaks to people of all ages about Philip's story and the foundation's mission to encourage safer and smarter driver behaviors, emphasizing 43 Key Seconds to educate and reinforce good decision-making behind the wheel. Mike's heartfelt talk touches on who Philip was as a person, the poor decisions that led to his death, and ultimately the ways others can prevent crashes like his from taking place on the road. He speaks not as a policy advocate, but as a father, sharing the story of Philip and the foundation that grew from the worst morning of his life.

Invite us to share:

- What Legacy Are You Leaving
- Rewiring Driver Behavior in 43 Key Seconds: A Paradigm Shift in Our Driving Habits
- Phone's in the Console: 3 More Small Things You Can Do to Help Remove Distractions

Doug Smith



With more than 25 years of building partnerships, cultivating relationships, and connecting people to purpose, as an award-winning speaker and storyteller, Doug Smith brings a rare ability to meet any audience where they are. In his role, Doug is intentional with his efforts at the intersection of corporate engagement, legislative advocacy, and community education, translating the foundation's mission into programs and alliances that drive real behavioral change.



Request a talk with Lutzie 43 for your next event

OUR PARTNERS ARE KEY

These organizations have joined the cause to support safe driving behavior.

Altec

erlanger

convergint

THE goizueta FOUNDATION

GEORGIA TRUCKING ASSOCIATION

Arthur M. Blank Family Foundation

Since 1948 tcw

Siskin Hospital for Physical Rehabilitation

GPC ® Genuine Parts Company

Wellstar HEALTH SYSTEM

TRANCO logistics

FedEx

STATE OF ALABAMA LAW ENFORCEMENT AGENCY

DRC DRIVER RESOURCE CENTER

PEACH STATE TRUCK CENTERS

TENNESSEE TRUCKING ASSOCIATION

DRIVING AWARENESS THROUGH AGENCY PARTNERS

While regionally focused, the Lutzie 43 Foundation has a national vision to educate and reinforce safe driving behavior. Our partnerships with agencies and associations allow us to extend the message of safe driving awareness. Partners support safe driving education by delivering Safe Driving Summits to more schools thereby reaching more students. Since 2022, we have worked with **Georgia Department of Transportation (GDOT), Georgia Governor's Office of Highway Safety (GOHS)** and the **Alabama Department of Transportation (ALDOT)** to bring Summits to 40 Georgia and Alabama high schools and counting.







Partnerships include a variety of organizational and associations, including but not limited to: **GDOT, ALDOT, National Highway Transportation Safety Association (NHTSA), National Roadway Safety Foundation (NRSF),** and the **Federal Motor Carrier Safety Administration (FMCSA)**. And we are adding new partners regularly. Through our efforts in GA and AL, we have successfully created a model that is scalable and repeatable in recruiting roadway safety minded organizations.

Become a partner with Lutzie 43 and support safe driving in your community.

ALDOT Alabama Department of Transportation

GDOT Georgia Department of Transportation

STATE OF ALABAMA LAW ENFORCEMENT AGENCY

GOVERNOR'S OFFICE OF HIGHWAY SAFETY

CORPORATE PARTNERSHIPS DRIVE HOME OUR MESSAGE

Corporate partners who invest in safe driving through our 43 Key Seconds safe driving initiative have a profound effect on their business, employees, their families and communities. Investment by companies in their employees shows that they care about drivers' safety on the road and are actively working to end crashes and fatalities from distracted, impaired and unsafe driving.

COURIER EXPRESS

Courier Express, a courier, freight and warehousing company based in Atlanta, Georgia, in 2023, launched the 43 Key Seconds safe driving initiative to their employees. This included:

- Outfitting vehicles with "Protected by 43 Key Seconds" decals
- Distributing co-branded 43 Key Seconds keys to employees
- Scheduling 43 Key Seconds Safe Driving Talk for management teams
- Promoting 43 Key Seconds through their social media accounts
- Displaying 43 Key Seconds posters in their facilities

> *"The 43 Key Seconds initiative is easy to speak to and allows our employees to tangibly associate safety not only in their lives but also in their family and loved ones."*
>
> —Jim Messerly, President Courier Express and Past Chairman of the Georgia Trucking Association

convergint

Convergint, a global leader in tech enabled security and safety solutions, partnered with the Lutzie 43 Foundation in 2024 to end distracted, impaired and unsafe driving with their workforce by implementing the 43 Key Seconds safe driving initiative.

Convergint placed a physical window cling of the "43 Seconds Checklist" in each of the company's 3,500 vehicles operating from 96 U.S.-based field offices. Then, Convergint went a step further and offered the "43 Key Seconds Checklist" window clings to colleagues and their families for use in their personal vehicles. They aim to have clings for all 6,000 employees' vehicles soon.

> *"We had built a comprehensive, reinforcing safety initiative for our colleagues, but we lacked a way to focus them on safety right before they turned the key. Lutzie 43 Foundation's '43 Key Second Checklist' does exactly that."*
>
> —Kevin Todd,
> Director of Safety for Convergint Technologies.



To learn more about partnering with Lutzie 43, check the website at lutzie43.org.

REINFORCE OUR MESSAGE WITH A 43 KEY SECONDS CAMPUS

Educational partners who want to extend the value of their hosted school's Safe Driving Summit can commit to reinforcing the message of 43 Key Seconds by installing permanent and digital signage across their campus reminding students to take 43 Key Seconds to ensure they have a Clear Head, Clear Hands, Clear Eyes and Click It each and every time they get behind the wheel.

Alpharetta High School, in Alpharetta, Georgia, was the first school to be recognized as an official 43 Key Seconds Campus. The school hosted a Safe Driving Summit and is using the 43 Key Seconds key and safe driving checklist to reinforce the lessons learned about the critical importance of making safe driving choices. These messages are being reinforced by the inclusion of campus signage and ongoing communications to students.

Schools who want to embrace the 43 Key Seconds Safe Driving Initiative for their community need to complete three steps:

1. Host a Safe Driving Summit on their campus.
2. Install signage in and around their campus reminding drivers and passengers to take 43 Key Seconds each time they drive.
3. Adopt a plan for on-going distribution of communications materials reinforcing the importance of avoiding distracted driving.

"When Alpharetta High School invited the Lutzie 43 Foundation to present a Safe Driving Summit, we had no idea of the magnitude of this event. It was much more than an assembly, it was a transformative experience that spoke to our students with raw, real and unforgettable facts."

—Principal Mike Scheifflee, Alpharetta High School

Interested in becoming a 43 Key Second Campus? Reach out and let us know. We can work to fit your location's physical footprint and branding.





Stephens County High School has also become a 43 Key Seconds Campus, adding signage in a way that fit their campus.

HOW YOU CAN PARTNER WITH LUTZIE 43

Join a growing coalition of leaders moving from reactive regret to proactive responsibility. Corporate partnership opportunities scale from community-level support to a foundational, long-term role of impact and shaping the mission.

CORPORATE PARTNERSHIP OPPORTUNITIES

Community Partner $2,500 1-Year Partnership	Road Leader Partner $5,000 1-Year Partnership	Mission Partner $13,000* Preferred 2-Year Partnership	Signature Partner $25,000* Preferred 3-Year Partnership	Legacy Partner $43,000* Preferred 3-Year Partnership	Circle 43 $100,000* Preferred 3-Year Partnership
First step toward safer roads • Digital 43 Key Seconds safe driving initiative kit • Social media recognition • Annual campaign acknowledgment	**Build a culture of safer driving** • Foundation presentation • Website recognition • "Protected by 43 Key Seconds" asset pack • Certificate of Partnership	**Your name on real programs, reaching real drivers of all ages & stages** • Named Safe Driving Summit sponsorship • Annual workforce activation • Executive event invitation	**A community-visible commitment to changing driver behavior** • 43 Key Seconds Essential Packs • Golf Invitational access • Annual impact report	**Foundational - Not Peripheral - to the 43 Key Seconds mission** • Presenting sponsorship of Golf Invitational or Road Race • Direct strategic engagement with Foundation leadership	**Help shape the mission through direct strategic engagement** • Advisory Council seat • A keynote at an internal leadership meeting • First right of conversation on new initiatives

Preferred Partnership Duration - While gifts of any amount and duration are appreciated, our greatest impact is achieved through multi-year partnership commitments that allow us to plan and expand our programs with confidence.

**Annual Commitment*

MEET PHILIP LUTZENKIRCHEN



Philip Lutzenkirchen was a student-athlete at Lassiter High School and Auburn University, but his impact on the world went far beyond his accolades on the field. He was a loving son, brother and friend.

He was a man of great faith as a devout follower of Christ. He was kind, generous, and someone who went out of his way to help others. While football was a platform for Philip, it was never what he wanted to define him. His status as one of the most popular players in Auburn Football history has less to do with his on-field accomplishments, and more to do with his kindness, generosity, availability and dedication to his community.

Learn from Philip

On June 29, 2014, Philip was hanging out and drinking with friends. As the day turned into the night, and night into early morning, the group of friends decided to make an early-morning run to a nearby gas station. There were three other friends in the car; only the front passenger fastened his seatbelt.

As the morning drew past 3 a.m., the four friends left the gas station and headed down the two-lane highway nearing a T-intersection. The posted speed limit was 45 mph, yet the SUV charged through the intersection at 77 mph, failing to see the posted stop sign. The SUV flew off the road and into a ditch. Philip and the other rear passenger were not wearing their seat belts and were likely thrown from the car as it continued to travel into the air and off its wheels. Philip landed fifteen feet from the car's final stopping position and was killed instantly. He was just 23 years old.

Take Inspiration from Philip

Though Philip has departed from us in this world, his legacy will never be forgotten.



Live like Lutz. Love like Lutz. Learn from Lutz.

SIGNATURE ANNUAL FUNDRAISING EVENTS

Lutzie 43 Golf Invitational (Spring)

The annual Lutzie 43 Golf Invitational takes place at Pursell Farm's beautiful FarmLinks Golf Course in Sylacauga, Alabama. Foursomes enjoy a premium player package and a day on the links followed by a dinner and a Fireside Chat from celebrity guests that have included Rece Davis, Kirk Herbstreit, Gus Malzahn, Tom Rinaldi, Nick Saban, Steve Spurrier and others. Sponsorship and Foursome opportunities are available.

Lutzie 43 Road Race (Summer)

The annual Lutzie 43 Road Race was one of the first events the foundation hosted after Philip's passing. This annual 5k run takes place on the first weekend in August starting at the 43-Yard Line on Lutzie Field at Lassiter High School in Marietta, Georgia, and engages close to 1,000 runners both onsite and joining virtually from wherever they are in the country!

43 Day Year-End Campaign (Fall)

Annually on November 19, the Lutzie 43 Foundation launches the "43 Day Year-End Campaign." This campaign sets a high fundraising goal that supports our 43 Key Seconds safe driving initiative and helps provide Prepared for Life (PFL) Scholarships given annually to students who are ambassadors for safe driving in their community.









Interested in supporting, sponsoring or participating in any of these events? Get in touch!

FUND A PREPARED FOR LIFE (PFL) SCHOLARSHIP

The Lutzie 43 Foundation awards deserving students our $4,300 Prepared for Life (PFL) Scholarship. This scholarship is awarded annually to students who have demonstrated outstanding character in the areas of service and leadership, showing these characteristics in their decision to serve as positive ambassadors for safe driving to their peers and in their communities.

Between 2016 and 2026, the foundation awarded 158 scholarships totaling more than **$662,900**.

Application Requirements:

- Applicants must sign the 43 Key Seconds safe driving pledge.
- Applicants must complete the Safeguarding Your Legacy Curriculum.
- Applicants must complete an online application including the completion of written and video essay questions, submit a transcript, submit a resume and provide a letter of recommendation from a mentor.









PFL Scholarship application period opens in January each year and closes in March.

To learn more, support or apply, please visit lutzie43.org/scholarship

LEADERSHIP

The Lutzie 43 Foundation aims to encourage and empower all drivers and passengers to be positive ambassadors for safe driving through character development, mentorship and real-world application.

The foundation's motto is for all drivers to "Live Like Lutz, Love Like Lutz and Learn from Lutz," reflecting our desire to help others live out the many positive character attributes that Philip displayed while learning from the circumstances that led to his death. The mission is to educate and reinforce safe driving behavior for drivers of all ages and stages through the 43 Key Seconds safe driving initiative.

THE FOUNDATION



Mike Lutzenkirchen
Executive Director



Doug Smith
Vice President, Strategic Partnerships



Abby Forristall
Vice President, Events and Opportunity Management



Bill Butler
Director, Operations

THE BOARD

Katie Meier, Board Member, Co-Chair, Special Advisor to the Vice President and Director of Athletics, University of Miami

Bob Penter, Board Member, Co-Chair, Retired Partner, Aon Investments

Pamela Blass Bracher, Board Member, Secretary, Deputy General Counsel for the American Trucking Associations

Bill McLellan, Board Member, Treasurer, Independent management consultant

Dave Anthes, Board Member, Retired Senior Large Commercial Account Representative with Federated Insurance

Nosa Eguae, Board Member, Business Manager, Baxter International

Brittany Link, Board Member, Human Resources Director, The Neighborhood Dining Group

Ann Lutzenkirchen, Board Member, Supervising Producer, TNT Sports

Scott Simpson, Board Member, Senior Construction Project Manager, Trident Construction

Brittany Spillman, Board Member, Managing Director, Community and Collegiate Programs at the Cary Center for the Advancement of Philanthropy and Nonprofit Studies, Auburn University

For a full biography of each member of our team, please visit: lutzie43.org/foundation

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