

LOUD AND CLEAR 2017 ^(UK)

This information is for staff and volunteers to use when talking about the RNLI's work.

Before speaking to the media, please contact the Communications Team on 01202 336789.



Lifeboats



Lifeguards



Flood Rescue



Safety



International

WHO WE ARE

Purpose

The RNLI is the charity that saves lives at sea

Vision

To end preventable loss of life at sea

Values

Our volunteers and staff strive for excellence and are expected to be trustworthy, courageous, selfless and dependable

Key facts

We save lives by:

- providing a rescue service, safety education and supervision on beaches
- influencing other organisations, policy-makers and regulators

Our crews and lifeguards have saved over 142,200 lives since the RNLI was formed in 1824

The RNLI wants to halve UK and Ireland coastal drowning by 2024 and reduce drowning around the world where it's a major risk

We are separate from the coastguard and independent of the Government

HOW YOU CAN HELP US

Give time

95% of RNLI people are volunteers

4,800 volunteer lifeboat crew

170 volunteer lifeguards

Over 22,000 volunteer community fundraisers

... plus thousands of other dedicated volunteers who raise awareness, give safety advice and help in our museums, shops and offices

RNLI.org/volunteer

Give funds

People donate and raise money for us in all sorts of ways

3,230 people left gifts in their Will in 2016

5,500+ miles covered by RNLI runners in the London Marathon and Great North Run

RNLI.org/support-us

Give support

305,000 people like us on Facebook.com/RNLI

116,000 people follow us on Twitter.com/RNLI

Opt in

Since 1 January 2017, the RNLI only contacts individuals by post, email or telephone if they have given us their express permission to do so

We think this is the right thing to do – we have a responsibility to ensure our supporters' trust in us is well-placed.

More than 450,000 supporters have already opted in

To opt in, or to encourage others to do so, go to RNLI.org/KeepInTouch

HERITAGE AND INNOVATION

1824 – the year the RNLI was founded by Sir William Hillary

456 people rescued in 1907 by lifeboats from Cadgwith, Coverack, The Lizard and Porthleven from the *Suevic* – the greatest number to be rescued, to date, on one day

100 years ago we introduced the Bronze Medal for Gallantry. There have been 810 Bronze Medals awarded since then

Innovation underpins everything we do – from the technology in our lifeboats to the ways in which we raise funds

MONEY IN 2016*

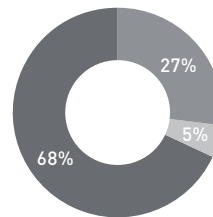
Cost

- It cost £177.3M to run the RNLI in 2016 – over £485,000 per day
- A further £49.5M was spent on buildings (eg lifeboat stations) and equipment (eg lifeboats, launching equipment and IT)
- 12.6% of costs are support costs fundamental to the running of the RNLI (eg IT, HR, finance and general admin)

Income

The RNLI raised £191.9M in 2016

- Legacies
- Donations
- Trading and other income (eg lifeguard income, RNLI Shops and investments)



*For more detailed financial information, see our annual report

Financial health

The RNLI manages the generous donations trusted to it very carefully. The RNLI's trustees ensure our free reserves are kept within a range that would allow the RNLI to run for 6 to 12 months if all other income stopped. Current reserves are at 11 months



OUR LIFESAVERS HELPED OVER
29,181
PEOPLE IN 2016



95% OF RNLI PEOPLE ARE VOLUNTEERS



372,000
PEOPLE DROWN WORLDWIDE EACH YEAR

LIFEBOATS



The RNLI provides a 24-hour search and rescue service to 100 nautical miles out from the coast of the UK and Ireland

238 operational lifeboat stations around the UK and Ireland (including 2 trial stations at Stonehaven and Union Hall)

408 lifeboats (including relief fleet). 170 all-weather lifeboats, 234 inshore lifeboats and 4 hovercraft

19,000 miles of coastline covered by our lifeboats

3 London lifeboat stations and 4 inland lifeboat stations

2016 statistics

8,851 launches

8,643 people rescued

431 lives saved

23 people rescued a day, on average

Costs

- D class inshore lifeboat £52,000
- Shannon class all-weather lifeboat £2.2M
- All-weather lifeboat crew member full kit £1,598
- Inshore lifeboat crew member full kit £1,836
- Lifejacket £458
- Seagoing gloves £25
- Inshore lifeboat station annually £95,000
- All-weather lifeboat station annually £215,000
- Training for individual crew member annually £1,600

LIFEGUARDS



RNLI lifeguards aim to reach any casualty up to 300m from shore within the red and yellow flags, on RNLI-lifeguard-patrolled beaches within 3½ minutes

Over **240** UK and Channel Island beaches patrolled by over **1,300** RNLI lifeguards in summer 2016

2016 statistics

17,414	20,538	127
incidents	people aided	lives saved

Costs

Local authorities and beach owners contribute to the RNLI's costs, which helps to cover lifeguard wages

- Lifeguard inshore rescue boat £13,000
- Lifeguard full kit £872
- Binoculars £90
- Red and yellow flag £17
- Training for individual lifeguard annually £718

INTERNATIONAL



The RNLI is using its experience and working with international partners to understand the drowning problem better and build the capacity of communities most at risk

372,000 people drown worldwide each year*

Over **90%** of these deaths occur in low- or middle-income countries

Children under the age of **5** are at greatest risk

2016

The RNLI helped partner organisations in Ghana, Tanzania and Bangladesh to:

- Teach 29,681 children about water safety
- Help 2,800 children learn to swim
- Run a lifeguard service that performed 147,837 preventative actions

In Bangladesh we have launched Project Bhasa with our partners CIPRB (Centre for Injury Prevention and Research, Bangladesh) and the George Institute. Starting with the world's largest household survey on drowning, we aim to dramatically reduce drowning in the high-risk area of Barisal

Funding

- £2.1M in 2016 – about 1% of the RNLI's total annual spend
- Funded by donations specifically for international projects and by our investment income

How you can help

- Drowning is a silent epidemic – please share our international stories
- Email international@rnli.org.uk for an International factsheet

*Figures estimated by the World Health Organization (WHO)

FLOOD RESCUE



The RNLI's Flood Rescue Team is a group of specially trained volunteers ready to carry out search and rescue operations in severe flooding situations throughout the UK and Ireland, and around the world

8 Flood Rescue Teams across the UK and Ireland

6 hours – the maximum time it takes for a team to reach anywhere in the UK and Ireland

100 Flood Rescue Team volunteers, 50 of whom can be deployed internationally

SAFETY



Respect the Water is the RNLI's drowning prevention campaign. It highlights the risks, advises how to avoid danger and survive an emergency situation

- Around 190 people die in UK and Irish waters each year. That's more than those killed in cycling accidents
- The main risks are cold water shock, rip currents, tidal cut off, and unexpected slips, trips or falls into the water. Surprisingly around half those who drown, never intended to get wet

Know what to do – RNLI.org/RespectTheWater

Know what to do if you find yourself in the water unexpectedly

- The initial effects of cold water pass in less than a minute so don't try to swim straight away
- Float on your back to catch your breath. Try to get hold of something that will help you float
- Keep calm and call for help or swim for safety if you're able

Know how to call for help

- Always take a means of calling for help
- If you see someone in trouble, call 999 or 112 and ask for the coastguard
- Throw something that floats that they can hold on to
- Don't go in the water yourself – too many people drown trying to save others

For specific safety advice about water sports and coastal activities go to RNLI.org/safety

Safety tips for children

The water is great fun! But remember to stay SAFE:

- S** Spot the dangers
- A** take Advice
- F** stay close to a Friend or Family member
- E** learn what to do in an Emergency

Find out more at RNLI.org/education