

RNLI LOUD AND CLEAR 2020/21 ^(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 Media Engagement Team on 01202 336789

WHO WE ARE

The RNLI is the charity that saves lives at sea

Vision

To save every one.

Values

Our staff and volunteers are expected to be trustworthy, courageous, selfless and dependable.

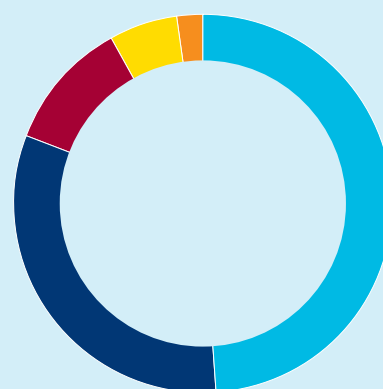
We are one crew. This is our watch.

- We are one crew – volunteers, supporters and staff – and this is our watch. It's our job to keep our charity safe and secure – like generations of lifesavers before us – so that we can continue to save lives for the next 200 years.
- Our volunteer crews are busier than ever, and more people than ever need their help.
- We are unique – as a modern emergency service and a charity, we are reliant on your support to enable our lifesavers to continue their vital work, as they strive to save every one.

MONEY IN 2019*

Charitable spend: £181.5M

Charitable spend (including capital spend) in 2019 was £181.5M, the equivalent of over £497,000 per day. This was an increase of £14.5M (8.7%) in comparison with 2018, as we continue to improve the lifeboats, equipment and working conditions for our crews to improve their safety.

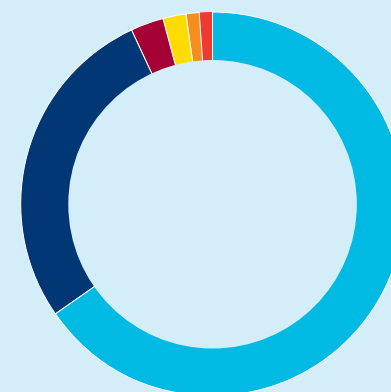


Lifeboats, property and equipment	49%
Lifeboat service	32%
Lifeguard rescue	11%
Water safety, education and awareness	6%
International	2%

Income: £166.3M

Our net income was £191.6M in 2019. However, the income available to spend on our core charitable activities was £166.3M (after allowing for the £25.3M cost of generating the income).

This is an increase of £5.6M (3.5%) in comparison with 2018, which was encouraging although we have still not recovered to 2017 levels. The increase was largely due to legacy income where the problems we experienced in 2018 in the property market were not as great.



Legacies	66%
Donations	27%
Trading (net)	3%
Charitable trading	2%
Investments (net)	1%
Other	1%

Percentages are based on net income only.

Financial Health:

The challenge we experienced in 2018 continued into 2019 when, if we exclude investment gains, financial resources reduced by a further £19.1M. While we remain in a healthy financial position, having absorbed these challenges, our free reserves reduced by £8.3M in 2019.

*For more detailed financial information, see our annual report.

HOW YOU CAN HELP US

Give funds

As a charity we are reliant on voluntary donations to power our lifesaving work.

People donate and raise money for us in all sorts of ways. To donate, visit [RNLI.org/donate](https://www.rnli.org/donate).

Fundraise for us

You can support us by taking part in an organised fundraising event, or planning one of your own – from challenges and sporting activities to coffee mornings and social events.

We're here to support you throughout your fundraising venture. However you choose to raise money for us, you can be sure you will make a lifesaving difference.

Visit [RNLI.org/fundraising](https://www.rnli.org/fundraising)

Gifts in Wills

Legacies are the RNLI's lifeline. They account for more than 66% of net income, meaning that more than 6 out of 10 lifeboat launches are only possible thanks to gifts left to the RNLI in supporters' Wills.

Visit [RNLI.org/legacy](https://www.rnli.org/legacy).

Donating in memory

By donating in memory to the RNLI you can pay tribute to your loved ones and help continue our lifesaving work.

In 2019: **9,580** people's names were added to the side of a new Shannon class lifeboat through our Launch a Memory campaign.

459 Forever by the Sea tribute funds were set up.

£2.2M was donated in memory of loved ones.

Membership

Many supporters give regularly through our membership options: Shoreline, Offshore, Governor, or Storm Force (for children under the age of 11). See [RNLI.org/membership](https://www.rnli.org/membership).

RNLI Shop

Our shops stock a range of products, with all profits going towards our lifesaving work. We also have an online shop at shop.rnli.org.

Social media

Join more than **700,000** supporters following @RNLI across social media.

Help us connect

If you have a connection with an organisation that could support the RNLI, our Partnerships Team would love to hear from you – email us at corporate@rnli.org.uk.

Give time

Volunteers are the lifeblood of our charity, supported by expert staff working in partnership to enable communities to save lives.

95% of RNLI people are volunteers

5,600+ volunteer operational crew

3,500+ volunteer shore crew

180 volunteer lifeguards

23,000 volunteer community fundraisers, plus thousands of other dedicated volunteers who raise awareness, give safety advice and help in our museums, offices, shops and visitor centres.

Find out more at [RNLI.org/volunteer](https://www.rnli.org/volunteer).

LIFEBOATS

The RNLI provides a 24-hour search and rescue service around the UK and Ireland up to 100 nautical miles offshore.

- 238 operational lifeboat stations
- 445 lifeboats (including relief fleet)
- 164 all-weather lifeboats
- 274 inshore lifeboats
- 7 hovercraft

We have 2 Flood Rescue Teams.

2019 statistics

- 8,941 launches from lifeboat stations in the UK and Ireland
- 9,379 people aided
- 220 lives saved
- 26 people aided each day, on average

Lifeboat costs

Lifeboat class	Build & Delivery ¹ £'000	Through Life ² £'000
Shannon (ALB)	2,131	3,506
B class (ILB)	276	816
D Class (ILB)	86	267

1. This is the cost of building and delivering the boat to station, including crew training costs
2. This is the cost of the boat for its entire useful life, including all refits and maintenance.

Crew kit costs

- Drysuit for ILB crew member £800
- Thermal suit for ILB crew member £230
- Helly Hansen layered clothing and boots for ALB crew member £1,500*
- Lifejacket £480
- Helmet £260
- Seagoing gloves £25

*This is the recommended retail price (RRP). We always seek to obtain the best price for all kit and equipment. Where possible we will negotiate a lower cost, so may not always pay the full RRP.

Training costs

- Average annual training cost for individual crew member £1,400

LIFEGUARDS

Our lifeguards provide a safe environment on the beach and encourage safe behaviour so visitors can enjoy their day and return home safely.

- 248 UK and Channel Island beaches (in 2019)
- 1,500+ RNLI lifeguards on patrol (in 2019)

Our lifeguards must adhere to rigorous fitness standards, including being able to complete:

- a 400m pool swim in under 7½ minutes
- a 25m pool swim underwater and a 25m surface swim consecutively in under 50 seconds
- a 200m beach run in under 40 seconds.

2019 lifeguard statistics

17,356 incidents 29,334 people aided 154 lives saved

Lifeguard kit costs

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

- Full wetsuit £250
- Binoculars £100
- Sunglasses £45
- Rash vest £60
- Swimsuit/trunks £60

INTERNATIONAL

320,000 people drown worldwide each year*

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

Drowning is the leading killer of children aged 1–17 in Bangladesh*

The RNLI is working with partners globally and in countries where drowning is a significant problem to elevate the issue onto the global agenda, widen the research base, grow skills, and identify cost effective and practical solutions to save more lives. In 2019, this included projects in Bangladesh and Tanzania.

In 2019

We helped:

- 12,098 children to learn to swim
- 42,032 children and community members to learn about water safety
- keep 8,993 children safe from drowning by providing working parents with free, supervised childcare
- support a lifeguard service in Cox's Bazar, Bangladesh, where lifeguards rescued 54 people and took 351,931 preventative actions.

Costs

In 2019, we spent £3.7M – about 2% of the RNLI's total charitable spend – on our international work. A proportion of this was funded by money received from the Isle of Man International Development Fund and the UK Department for International Development.

*Global Health Estimates 2016, World Health Organization

RNLI IN HISTORY

The RNLI was founded by Sir William Hillary in 1824. Since then, we have continued to innovate to provide our lifesavers with the very best training and equipment to save lives at sea. The commitment and dedication of our volunteer crews and lifeguards remains as strong today as it was then. Collectively they have saved over 143,100 lives since the charity was founded 196 years ago.

1790: first purpose-built lifeboat, the *Original*, designed by Henry Francis Greathead, stationed at South Shields

1890: first steam lifeboat goes into service

1920: first trials for launching with tractors, replacing horses

1940: Dunkirk – 19 lifeboats took part in Operation Dynamo with the rescue of over 300,000 Allied troops

WATER SAFETY

Around 150 people die by accident in UK and Irish waters each year.* Half of those who drown never intended to enter the water.

From our analysis we know that 51% of total annual accidental coastal deaths occur in just 11 of the 79 coastal counties in the UK and Ireland. We also know men over 35 are the most at risk group. By working with partners the RNLI influences improved safety on and beside the water.

We're asking the public to help save more lives by sharing some simple survival skills:

- If you find yourself in the water unexpectedly, fight your instincts and float until the effects of cold water shock pass.
- If you see someone else in trouble at the coast, call **999** or **112** and ask for the coastguard.

Coastal walking safety tips

- Be wary of all edges around the sea and waterside.
- Always take a means of calling for help.
- Check the weather and tide times.

Activity tips

- **Swimming** – swim at a lifeguarded beach, between the red and yellow flags.
- **Angling from rocks** – always wear a lifejacket and carry a means of calling for help.
- **Kayaking** – always carry a means of calling for help and keep it within reach.
- **Scuba diving** – check that you're fit to dive.
- **Sailing and motorboating** – always wear a lifejacket or buoyancy aid, ensure everyone onboard knows how to call for help, get appropriate training, and check your engine and fuel before every trip.

Know what to do – visit [RNLI.org/safety](https://www.rnli.org/safety).

*UK average (131 people) from the Water Incident Database (WAID) 2016–18. Republic of Ireland average (23 people) from Irish Water Safety (IWS) 2011–15.