

LOUD AND CLEAR 2014-15

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.

Our purpose:

The RNLI is the charity that saves lives at sea



Lifeboats



Lifeguards



Flood



Safety

WHO WE ARE

Vision

To end preventable loss of life at sea.

Values

Everything our volunteers and staff do to achieve this is in the spirit of being selfless, dependable, trustworthy and courageous.

Key facts

We save lives at sea using lifeboats, lifeguards, safety advice and inland flood rescue.

Our crews and lifeguards have saved over 140,000 lives since the RNLI was formed in 1824.

Our lifesavers helped 30,347 people in 2013.

The RNLI relies on volunteers to provide its lifesaving service.

Only 1 in 10 lifeboat crew members has professional maritime experience.

We are independent of the Coastguard and separate from Government.

93% of our total income comes from donations.

HOW YOU CAN HELP US

Whether it's volunteering your time, raising money or supporting us in other ways, the RNLI relies on the public's generosity to save lives at sea. We couldn't do it without you.

Give time

95% of RNLI people are volunteers

4,600 volunteer crew

150 volunteer lifeguards

Around 20,000 volunteer community fundraisers

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

To see the ways you can get involved, visit RNLI.org/volunteer

Give funds

People raise money for us in all sorts of ways:

3,350 people left gifts in their Will in 2013

6,200+ miles covered by RNLI runners in the London Marathon and Great North Run

73,500 orders on RNLIshop.org.uk

For more information on how you can raise funds, see RNLI.org/HowToSupportUs

Give support

90,400 people like us on [facebook.com/RNLI](https://www.facebook.com/RNLI)

51,000 people follow us on twitter.com/RNLI

13,990 members of our children's club, Storm Force

HERITAGE

The RNLI was founded by Sir William Hillary in 1824.

456 people rescued in 1907 by lifeboats from Cadgwith, Coverack, The Lizard and Porthleven from the *Suevic* – the largest rescue in the RNLI's history.

5,322 lives saved during the First World War from 1,808 launches. To find out more visit our Hope in the Great War exhibition or see RNLI.org/hope.

9,000 objects in our collection

400,000+ people visited our museums in 2013

100 years since six lifeboats battled rough seas to reach the hospital ship *Rohilla* in 1914. Volunteers from Whitby worked for 50 hours in atrocious conditions to save 146 people.

MONEY IN 2013

Income: £182.7M

Legacies	£118.4M
Fundraised income	£51.7M
Net merchandising and other trading	£6M
Net investment income	£2.6M
Lifeguard and other income	£4M

Running costs: £144.6M*

Lifeboat service	£31.2M
Lifeboat property and equipment	£64.3M
Fundraising and legacies	£26.1M
Lifeguard rescue	£14.9M
Safety, education and awareness	£6.8M
International and flood rescue	£0.7M
Governance	£0.6M

*10% of these costs are support costs fundamental to the running of the RNLI, including information systems, human resources, finance and general administration.

Capital costs: £48M

Lifeboat stations	£21.9M
Lifeboats and launching equipment	£16.6M
All-weather Lifeboat Centre	£4.7M
Other equipment and property	£4.8M

(Capital costs means payments made for any longer term projects over £10,000 each.)

2013 FINANCIAL SUMMARY

- The RNLI achieved a good financial performance in 2013, coupled with a remarkable increase in legacy income. However we still need to raise similar amounts in 2014 to keep our lifesaving service going.
- Our free reserves are funds available to run the RNLI in case of a short-term setback. They are at 10 months (£101.9M), which is at the lower end of the range set by the Trustees.

Building for the future

The All-weather Lifeboat Centre at Poole HQ will bring production, maintenance and refit in-house, under one roof for the first time. This will secure our supply of all-weather lifeboats and give greater control of future costs and quality. The first stage of operations will move in by the end of 2014, and, once fully up and running, we'll save over £3M every year. See RNLI.org/build.

LIFEBOATS



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

235 operational lifeboat stations around the UK and the RoI (including Lough Ree which is a trial station)

346 operational lifeboats at our stations

19,000 miles of coastline covered by our lifeboats

3 London lifeboat stations on the River Thames at Tower (Waterloo Bridge), Chiswick and Teddington

4 inland lifeboat stations at Lough Derg, Loch Ness, Enniskillen and Lough Ree (trial station)

2013 statistics

8,304 launches

8,384 people rescued

325 lives saved

• An average of 23 people rescued a day

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• 37% of lifeboat launches were in darkness

Lifeboat costs

- D class inshore lifeboat £41,000
- B class Atlantic 85 inshore lifeboat £214,000
- Shannon class all-weather lifeboat £2M
- Shannon launch and recovery system £1.5M

Kit costs

- All-weather lifeboat crew member full kit £1,345
- Helmet £198
- Inshore lifeboat lifejacket £330
- Pager £150

Lifeboat station annual costs

- Inshore lifeboat station £85,000
- All-weather lifeboat station £195,000

(Note: these are direct running costs, excluding capital costs)

Training

- Individual crew member annual training costs £1,404

LIFEGUARDS



RNLI lifeguards aim to reach any casualty up to 300m from shore within the red and yellow flags, within 3½ minutes.

Over 200 UK and Channel Island beaches patrolled by over 1,000 RNLI lifeguards in 2014

2013 statistics

19,594 incidents	21,938 people aided	100 lives saved
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• Local authorities and beach owners contribute to the RNLI's costs, which helps to cover lifeguard wages.

Lifeguard costs

- Cost of equipping each lifeguard £600
- Full wetsuit £85
- Binoculars £53
- Red and yellow flag £14

Training

Individual lifeguard annual training costs £524

200m – distance a lifeguard has to swim in under 3½ minutes and run on sand in under 40 seconds

Download our Beach Finder app to find lifeguarded beaches and much more at RNLI.org/beach

INTERNATIONAL



Drowning is a silent epidemic in need of serious attention.

400,000 estimated to drown each year worldwide*



Over 50% of these are children

96% of these deaths occur in low- or middle-income countries.

*Figures estimated by the World Health Organization (WHO)

We're working in partnership with local and international organisations to design and deliver drowning prevention programmes. In 2013 the RNLI helped 13 countries across Asia, Africa and South America to deliver programmes covering:

- maritime search and rescue
- lifeguarding
- flood preparedness
- aquatic survival.

A little money goes a long way – our current annual spend on international development is equivalent to just one day's worth (or 0.3%) of our total yearly spend. We're now starting to fundraise specifically for our international work and we continue to research the problem and how best the RNLI can help.

FLOOD RESCUE



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

2013 statistics

25 people rescued

16 regional flood rescue teams

250 volunteers, 50 of whom can also deploy internationally

COASTAL SAFETY



Approximately 150 people drown around the UK coastline each year (more than those killed in cycling accidents).

We want to work in partnership with other organisations to halve coastal drowning by 2024.

We are committed to achieving this by helping people understand the risks and changing their behaviour.

We will do this by:

- delivering activity-specific safety programmes and advice
- developing community safety plans for specific areas
- rolling out national safety campaigns like Respect the Water

General coastal safety tips

- 1 Check weather and tide times before you go.
- 2 Read signs to make yourself aware of local hazards.
- 3 Carry a means of calling for help.
- 4 If you see someone in danger, dial 999 or 112 and ask for the Coastguard.

Activity-specific tips

Swimming – swim at a lifeguarded beach, between the red and yellow flags

Angling from rocks – wear a lifejacket when fishing from rocks or exposed coastline

Angling from boats – check your boat and equipment before every trip

Kayaking – carry a means of calling for help and keep it within reach

Commercial fishing – always wear a lifejacket at sea

Scuba diving – practise emergency drills regularly

Sailing and motorboating – wear a lifejacket, get appropriate training and check your engine and fuel before every trip

RNLI.org/RespectTheWater