THE BIG PICTURE

We are the RNLI. The charity that saves lives at sea.
For almost 200 years we’ve been at the heart of communities all along the UK and Republic of Ireland’s 19,000 miles of coastline.
We save lives. Prevent tragedies and help people safely enjoy our beautiful coastal waters.
We’re good at what we do. 2014 was another year of rescuing people.

But, each year there are approximately...

170 DROWNINGS AND COASTAL FATALITIES IN THE UK AND 772,000 INTERNATIONALLY.

We don’t think that’s good enough. So we have set ourselves the challenging target of...

- A 50% reduction in drowning in the UK and Republic of Ireland.
- Effective drowning prevention strategies in place in the highest-risk areas internationally.

We already make a difference in the communities where we live and work thanks to the support of our inspirational volunteers, loyal supporters and talented teams. But no matter how good we are, we physically cannot save everyone. Looking beyond our own shores, we can see that this is a worldwide problem.

We believe that by educating people better, working with our partners and targeting our prevention messages and activity towards the actual risks and attitudes in our communities – we will save more lives.

Educate
We want to teach both children and adults to stay safe by showing them that small things in their behaviour will make a big difference to them and their families.

Influence
We know we cannot help save this many more lives at home and overseas on our own. But what we can do is work to understand the problem and share our expertise with others who can influence thinking where it really counts.

Supervise
We want people to enjoy life in and around our coastal waters and be free to experience all the beach has to offer. But we want them to be safe too. So we are expanding our lifeguard service to operate up to 200 hours by 2015. We are also helping communities set up their own lifeguard service networks.

Rescue
Rescue remains at our heart. We’ll continue to invest in our rescue skills, service and equipment and will also be developing our relationship with other search and rescue organisations.

Our Lifesaving Journey Together
We’re changing – because we know we can save more lives. This is the right thing to do.

We need to become a sea rescue service in the UK and Republic of Ireland with a growing commitment to preventative action using our expertise to work in partnership locally, nationally and internationally to prevent drowning.

To make this happen we must...
- have pride in our diversity
- prevent rather than cure
- continually improve
- raise awareness of the global drowning problem
- use ideas and experience to innovate our future
- be environmentally, financially and socially sustainable
- be relevant
- work and think as one team...

RNLI