

# LOUD AND CLEAR 2016

(Republic of Ireland)



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 01 890 0460.

Our purpose:

The RNLI is the charity that saves lives at sea



Lifeboats



Lifeguards



Flood Rescue



Safety



International

## WHO WE ARE

### 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, supervision on beaches and influencing other organisations, policy-makers and regulators

Our crews and lifeguards have saved over 141,500 lives since the RNLI was formed in 1824

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

Only 1 in 10 lifeboat crew members has professional maritime experience

95% of our total income comes from donations

We are separate from the Coast Guard and independent of the Government

## HERITAGE

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 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](http://RNLI.org/hope)

80 years since the crew of Ballycotton lifeboat were awarded seven medals for rescuing the crew of the Daunt Rock lightship in hurricane conditions in 1936

## 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

4,700 volunteer lifeboat crew

3,000 volunteer shore 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](http://RNLI.org/volunteer)

### Give funds

People raise money for us in all sorts of ways:

3,260 people left gifts in their Will in 2015

€744,000 raised for Mayday 2015

3,239 miles covered by RNLI runners in Reindeer Runs and Santa Saunters in Ireland

69,231 orders on [RNLIshop.org](http://RNLIshop.org)

### Opt in

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

We think this is the right thing to do – our supporters respect and trust us and we have a responsibility to ensure their trust is well-placed

Look out for the opt-in campaign throughout 2016 and help spread the word about how important it is for the RNLI to keep in touch. If supporters are unaware of the inspiring stories of our lifesaving work, we risk losing them

## MONEY IN 2015\*

### Cost

- It cost €228.7M to run the RNLI in 2015 – that's around €625,000 per day
- A further €69.8M was spent on buildings (eg lifeboat stations) and equipment (eg lifeboats, launch and IT). This is reduced from last year as we completed work on the new All-weather Lifeboat Centre in February 2015
- 10% of costs are support costs fundamental to the running of the RNLI (eg IT systems, HR, finance and general admin)

### Income

- The RNLI raised €250.5M in 2015
- 64% (€161.2M) of our income came from legacies
- 31% (€76.9M) was raised through donations
- €12.4M was raised through trading (eg RNLI shops, lifeguard income and investments)

\*Figures are subject to approval by trustees in April 2016. For a more detailed breakdown of finances, please see our annual report

### Financial health

- The RNLI manages the generous donations entrusted to it very carefully
- The RNLI's trustees manage the RNLI's financial health by monitoring the free reserves – the funds available to run the RNLI in case of a short-term setback
- The reserves are kept within a range that would allow the RNLI to run for 6–18 months if all other income stopped. We are currently at 11 months

### All-weather Lifeboat Centre

- The All-weather Lifeboat Centre (ALC) at RNLI Headquarters, Poole, has brought all-weather lifeboat production, maintenance and refit in-house for the first time. This has secured our supply of all-weather lifeboats and saves the RNLI over €4.1M a year

95% OF RNLI PEOPLE ARE VOLUNTEERS



OUR LIFESAVERS HELPED OVER 26,000 PEOPLE IN 2015



WE WANT TO HALVE IRELAND AND UK COASTAL FATALITIES BY 2024

# LIFEBOATS



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

45 operational lifeboat stations around the island of Ireland

58 lifeboats at our stations – 24 all-weather and 34 inshore lifeboats

3 inland lifeboat stations at Lough Derg, Lough Ree, and Enniskillen

## 2015 Ireland statistics

1,098 launches

1,244 people rescued

35 lives saved

21 launches a week on average

24 people rescued a week on average

Lifeboats launched 416 times in darkness

## Lifeboat costs

- D class inshore lifeboat €71,000
- B class Atlantic 85 inshore lifeboat €291,000
- Shannon class all-weather lifeboat €3M
- Shannon launch and recovery vehicle €2M

## Kit costs

- All-weather lifeboat crew member full kit €2,168
- Inshore lifeboat crew member full kit with both kits including: €2,559
- Safety helmet €358
- Lifejacket €624
- Pager €204
- Seagoing gloves €27

## Lifeboat station annual costs

- Inshore lifeboat station €122,000
- All-weather lifeboat station €286,000

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

## Training costs

- Individual crew member annual training costs €2,135

# 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.

10 beaches in Northern Ireland patrolled by

60 RNLI lifeguards in 2015

## 2015 statistics

182 incidents 218 people aided

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

## Lifeguard kit costs

- Lifeguard full kit €1,186
- Full wetsuit (included in full kit) €333
- Binoculars €122
- Red and yellow flag €23

## Training

- Individual lifeguard annual training costs €920

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

# INTERNATIONAL



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

The RNLI is helping to tackle this drowning issue by extending the lifesaving and safety work it already does in the Republic of Ireland and UK. It is working with partners in Bangladesh, Tanzania and Ghana to:

- learn more about the causes of drowning and explore practical solutions
- help communities most at risk to deliver these solutions

For example 38,000 children have completed our Aquatic Survival programme

## Funding

- Our 2016 international budget is just 1.3% of the RNLI's total annual spend
- The work is funded by donations made specifically for international projects and by our investment income
- 94% of RNLI financial supporters and 79% of the Irish public think our work in this area is important

\*Figures estimated by the World Health Organization (WHO)

See: [RNLI.org/international](http://RNLI.org/international)

# 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 Republic of Ireland and UK, and around the world.

## 2015 statistics

13 Flood Rescue Team deployments

411 people helped

7 Flood Rescue Teams across the Republic of Ireland and UK

100 Flood Rescue Team volunteers, (50 can be deployed internationally)

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

# SAFETY



On average, 135 people drown in the coastal and inland waters in the Republic of Ireland each year, according to Irish Water Safety (figure includes suicides). We want to halve coastal fatalities in the Republic of Ireland and UK by 2024.

Our Respect the Water campaign warns people that Irish and British waters are dangerously unpredictable

The main risks that catch people out are:

- cold water shock
- unexpected slips, trips and falls
- waves, tides and hidden currents

## General coastal safety tips

- 1 Carry a means of calling for help
- 2 If you see someone in danger, dial 112 or 999 and ask for the Coast Guard
- 3 Check the weather and tide times
- 4 Read signs and be aware of local hazards

## Activity-specific tips

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

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

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

**Kayaking** – always carry a means of calling for help, keep it protected and within reach

**Commercial fishing** – always wear a PFD (personal flotation device) at sea

**Scuba diving** – check if you're 100% fit to dive by getting a general health check up

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

Know what to do: search [RNLI.org/RespectTheWater](http://RNLI.org/RespectTheWater)

## Safety tips for kids

Stay SAFE by the water by following these simple steps

- S** Spot the dangers
- A** take Advice
- F** go with a Friend or Family member
- E** learn what to do in an Emergency. Put up your hand and shout, or call 112/999

Find out more at [RNLI.org/education](http://RNLI.org/education)