

RNLI LOUD AND CLEAR 2021

(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

A year like no other

The global health crisis had a huge impact on our charity in 2020. Lockdown restrictions disrupted many of our usual activities, including fundraising, crew training, lifeguard roll out, building new lifeboats and station improvements.

Lifesaving continued throughout, thanks to the selflessness and adaptability of our people. From crews and lifeguards adjusting to new Covid-19 safe procedures and wearing extra PPE, to staff working from home or being on furlough.

Vision

To save every one.

Values

Our staff and volunteers are trustworthy, courageous, selfless and dependable.

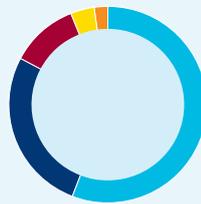
We are one crew. This is our watch.

- 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.
- The demand on RNLI crews and lifeguards continues to increase, and people need their help now more than ever.
- 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 2020

Charitable spend: £139.2M

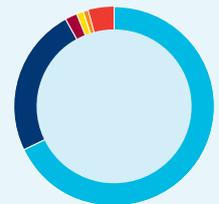
The impact of coronavirus restrictions meant we had to pause a variety of activities in 2020. This paused work, which now needs to be completed, led to a **reduction in our charitable spend of £42.3M (23%)** in comparison with 2019. For example, the construction and maintenance of lifeboats and stations was severely curtailed, and crew training was paused.



Lifeboats, property and equipment	56%
Lifeboat service	27%
Lifeguard rescue	11%
Water safety, education and awareness	4%
International	2%

Income: £170.6M

Our net income was £194.1M in 2020. However, the income available to spend on our core charitable activities was £170.6M (after allowing for the £23.5M cost of generating the income). The impact of coronavirus restrictions meant that all other areas of fundraising fell year on year. Our shops and RNLI College were forced to close for most of the year and our face-to-face fundraisers and volunteer groups were unable to raise funds during the popular summer months. 'Other' income includes government furlough scheme income of £6.1M, which helped mitigate these falls and ensured we could retain staff in roles that became unable to function when restrictions were introduced.



Legacies	68%
Donations	24%
Trading (net)	2%
Charitable trading	1%
Investments (net)	1%
Other, including government subsidies	4%

Percentages are based on net income only.

Financial health:

Much of the paused activity that led to the £42.3M fall in expenditure has been delayed, not abandoned. Overall, investments and bank holdings increased by £20.6M in 2020, including investment gains of £8.1M. Free reserves have increased by £4.7M (4%) and we remain confident that we are ready for the challenges of 2021 and beyond.

HOW YOU CAN HELP US

Make a donation

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

There are many ways you can give to the RNLI, such as by playing our Lifeboat Lottery, giving to one of our appeals or simply as a one-off donation. To find out more and to donate, visit 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.

Gifts in Wills

Gifts in Wills are our crews' protection at sea, funding crucial training, equipment and kit.

In 2020: **68%** of net income was from gifts in Wills.

6 in 10 lifeboat launches were only possible thanks to the kindness of supporters leaving a gift in their Will. Visit RNLI.org/legacy.

Donate in memory

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

In 2020: **9,580** names of loved ones were added to the side of a new Shannon class lifeboat for Invergordon, through Launch a Memory. Our second Launch a Memory campaign will see thousands more names added to a new Shannon for Clifden. For more information go to RNLI.org/LaunchAMemory.

806 tribute funds were set up in aid of the RNLI.

£2.3M was donated in memory of a loved one.

Membership

Many supporters give regularly by becoming a member. To take a look at the different RNLI membership options and their benefits visit 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.

Help us connect

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

Social media

Join more than **750,000** supporters following @RNLI across social media.

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

140 volunteer lifeguards

23,000 volunteer fundraisers and other dedicated volunteers who raise awareness, give water safety advice and help in our museums, offices, shops and visitor centres. Find out more at 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

458 lifeboats (including relief fleet)

163 all-weather lifeboats

288 inshore lifeboats

7 hovercraft

2020 statistics

8,239 launches from lifeboat stations in the UK and Ireland

8,374 people aided

239 lives saved

23 people aided each day, on average

Additional safety measures brought in to protect against Covid-19 have allowed lifeboat crews to continue to answer calls for help throughout the pandemic.

Lifeboat costs

Lifeboat class	Build & Delivery ¹ £'000	Through Life ² £'000
Shannon (ALB)	2,234	3,633
B class (ILB)	285	841
D Class (ILB)	89	262

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 £336
- Helmet £350
- 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.

Because of Covid-19 restrictions and the need to protect lifeguards and beach users, we were unable to provide a full lifeguarding service in 2020. However, we still managed to provide lifeguard cover on over 70% of our beaches.

177 UK and Channel Island beaches (in 2020)

1,141 RNLI lifeguards on patrol (in 2020)

2020 lifeguard statistics

10,687 incidents 25,172 people aided 110 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

235,000

people drown worldwide each year, around one person every 2 minutes*

227 children under the age of 15 drown every day*

These are wasted lives; preventable deaths and the RNLI believes this needs to change. The RNLI's international work is a small but important part of what we do. We aim to be a catalyst for drowning prevention, working with partners globally and in countries where drowning is a significant problem to raise awareness, widen the research base, and identify solutions to save more lives.

*Global Health Estimates 2020, World Health Organization

In 2020

The Covid-19 pandemic has had a huge impact on communities around the world. But in 2020 we still managed to work closely with partners in Bangladesh and Tanzania to support lifesaving work to raise awareness of drowning prevention and Covid-19.

Despite the challenges we helped:

- over 23,000 people in Bangladesh to learn about water safety close to their homes or at the beach
- support a beach lifeguard service in Cox's Bazar, Bangladesh, where lifeguards rescued 25 people during their curtailed season
- reach over 250,000 people in Barishal, Bangladesh with awareness messages about Covid-19 and drowning prevention through door-to-door activities, text messages, radio and loudspeaker announcements and engaging community leaders.

WATER SAFETY

Around 140 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:

- **Float to live.** 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.
- 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** – wear a lifejacket and carry a means of calling for help.
- **Kayaking** – carry a means of calling for help and keep it on you.
- **Scuba diving** – check that you're fit to dive.
- **Sailing and motorboating** – 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.
- **Paddleboarding** – wear a leash and flotation device, and keep a means of calling for help on you.

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

*UK average (118 people) from the Water Incident Database (WAID) 2017–19. Republic of Ireland average (23 people) from Water Safety Ireland (WSI) 2011–15.

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 143,500 lives since the charity was founded 197 years ago.

Notable anniversaries in 2021

1921: Ladies Lifeboat Guild is founded (100th anniversary)

1971: First 18-knot Arun class lifeboat built (50th anniversary)

1981: All eight crew of the Penlee lifeboat *Solomon Browne* are tragically lost while trying to save the ship *Union Star* in a hurricane (40th anniversary)

2001: RNLI lifeguards on beaches for the first time, in south-west England (20th anniversary)