

RNLI LOUD AND CLEAR 2023 (UK)



This information is for volunteers and staff to use when talking about the RNLI's work.

Before speaking to the media, please contact the RNLI Media Engagement Team on 01202 336789.

WHO WE ARE The Royal National Lifeboat Institution (RNLI) is the charity that saves lives at sea

Vision

To save every one.

Values

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

We are one crew. This is our watch.

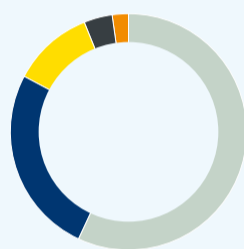
We are one crew – volunteers, supporters and staff – and this is our watch. It's our job to keep our charity safe and secure – like generations of lifesavers before us – so that we can continue to save lives for the next 200 years.

The demand on RNLI crews and lifeguards continues to increase, and people need our help now more than ever. As an emergency service and a charity, we rely on your support.

MONEY IN 2022

Charitable spend: £188M

Charitable spend increased significantly in 2022, in line with our plans to catch up on the activities that we paused during the pandemic. At £188M, charitable spend was £28.4M (17.8%) higher than in 2021. Most of this spend was on our lifeboat and lifeguard rescue services. The main growth in expenditure was in lifeboats, property and equipment as we increased construction and maintenance activity. Costs in 2022 have also been affected by inflation.

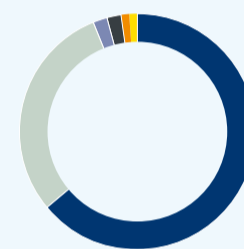


Lifeboats, property and equipment	57%
Lifeboat service	26%
Lifeguard rescue	11%
Water safety, education and awareness	4%
International	2%

Net income: £177.4M

Thanks to the generosity of our supporters, total income in 2022 was £221.6M, an increase of £7.4M (3.5%) compared to 2021. The net income available to spend was £177.4M (after allowing for the £44.2M cost of generating the income).

Legacies accounted for 64% of net income, while donations accounted for 30%.



Legacies	64%
Donations	30%
Trading (net)	2%
Charitable trading	2%
Investments (net)	1%
Other	1%

Financial health

At the end of 2022, the RNLI remained in a good financial position to manage the cost-of-living challenges ahead. Free reserves stood at £137M. 'Free reserves' are unrestricted funds that we can spend as we see fit. If we stopped fundraising right now, £137M would be enough to keep the RNLI running for 9.3 months. We expect to spend a significant amount of these reserves in 2023.

Cost of living

In 2022, we increased expenditure in order to catch up on projects paused during the pandemic. But in 2023, lifesaving essentials are becoming more expensive, and we anticipate income generation will become more challenging. We are exploring options to respond to the changing financial picture. Our priorities are delivering our lifesaving service and investing in our future to ensure the RNLI remains sustainable and secure.

HOW YOU CAN HELP US

Make a donation

As a charity, we rely on voluntary donations to power our lifesaving work.

There are many ways you can give to the RNLI, such as by setting up a regular monthly gift, supporting one of our appeals or making a one-off donation. To find out more and to donate, visit RNLI.org/donate.

Raise money

Take part in an organised fundraising event, or plan one of your own – from challenges and sporting activities to coffee mornings and social events. We're here to support you. However you choose to raise money for us, you can be sure you will make a lifesaving difference. Visit RNLI.org/fundraising.

Leave a gift in your Will

Gifts in Wills are our crews' protection at sea.

In 2022, 64% of our net income was from legacies. This means that 6 in 10 lifeboat launches were possible thanks to the generosity of supporters leaving us a gift in their Will. Visit RNLI.org/legacy.

Become a member

RNLI membership is one way of giving on a regular basis. To view the different membership options and their benefits visit RNLI.org/membership.

Shop with us

All profits from our 170 shops go towards our lifesaving work. We also have an online shop at shop.RNLI.org.

Partner with us

If you have a connection with a national company that could support the RNLI, please email our National Partnerships Team at corporate@RNLI.org.uk.

Donate in memory

Support the RNLI by donating in memory of a loved one.

More than 49,000 loved ones' names have been added to the letters and numbers that identify Shannon class lifeboats through our Launch a Memory campaigns. Visit RNLI.org/LaunchAMemory.

Connect with us on social media

Join more than 1.1M supporters following @RNLI across social media.

Give time

Volunteers are the lifeblood of our charity.

97% of our frontline lifesavers are volunteers, including:

5,700+ lifeboat crew members

4,000+ shore crew (including station management)

119 lifeguards

Thousands more dedicated volunteers raise funds and awareness, give water safety advice and help in our shops, museums and offices. 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 lifeboat stations
- 441 lifeboats*, excluding hovercraft
- 160 all-weather lifeboats (ALBs)*
- 281 inshore lifeboats (ILBs)*
- 7 hovercraft*

2022 statistics

- 9,312 launches from lifeboat stations in the UK and Ireland
- 16,476 people aided
- 389 lives saved**
- 45 people aided each day, on average

*Including relief fleet.

**This statistic shows how many of those people aided would have lost their life had the RNLI not been there.

Lifeboat costs

- Shannon £2,450,000
- B class £304,000
- D class £100,000

This is what it costs to build the lifeboat, deliver it, and make it ready for service.

Crew kit costs*

- Drysuit for ILB crew member £805
- Thermal suit for ILB crew member £150
- Layered clothing and boots for ALB crew member £1,600**
- Lifejacket £590***
- Helmet £350
- Gloves £25

*These are recommended retail prices. We always try to get the best price for all kit and equipment. Where possible, we negotiate a lower cost.

**Includes outer jacket, salopettes, mid jacket, merino top and bottom, gilet and wellies.

***This is the price of similar items, as the supplier does not sell to retail.

Training costs

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

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 preventable deaths and we believe this needs to change. The RNLI's international work is a small and important part of what we do. We work with partners globally, and in countries where drowning is a significant problem, to raise awareness, carry out research, and find ways of saving more lives.

Last year, less than 2% of our total charitable spend was on our international work. We received funding for the RNLI's international work from the overseas aid budgets of the UK and Isle of Man Governments, and, for the first time, from the Irish Government.

*Global Health Estimates 2020, World Health Organization.

In 2022

- We secured funding from the Lloyd's Register Foundation to organise **the first-ever Tanzania Drowning Prevention Symposium** – bringing together more than 60 representatives from different organisations to share knowledge and commit to scaling up drowning prevention efforts in Tanzania.
- We worked with our partner organisation CIPRB in Bangladesh to keep more than **9,500 children safe**, through community-based creches that run during peak drowning times, and **helped more than 5,600 children learn swim survival skills**.
- We welcomed 12 delegates from lifesaving organisations in nine countries to Poole for a **new Leaders in Lifesaving course**. Lifesavers who attended worked with experts from UK lifesaving organisations and the RNLI to increase their knowledge and skills.

Notable anniversaries in 2023

- 200th anniversary of the publication of **Sir William Hillary's Appeal to the Nation** (28 February 1823)
- 185th anniversary of **Grace Darling's rescue** (7 September 1838)
- 70th anniversary of the **Princess Victoria disaster**, involving Portpatrick, Donaghadee, Cloughy* and Newcastle lifeboats (31 January 1953)
- 60th anniversary of **inshore lifeboats**, with the first service at Aberystwyth (3 June 1963)

*Station closed in 1965.

RNLI IN HISTORY

The RNLI was founded by Sir William Hillary in 1824. The commitment and dedication of our volunteer crews and lifeguards remains as strong today as it was then. Collectively, they have saved more than 144,000 lives since the charity was founded 199 years ago.

Next year (2024) we will mark the RNLI's 200th anniversary. We will remember our remarkable history, celebrate the modern lifesaving service we provide today, and look forward to inspiring future generations of lifesavers and supporters as we move into the next 200 years. Visit [RNLI.org/200](https://www.rnli.org/200).

LIFEGUARDS

In 2022, we provided lifeguard cover on 242 UK and Channel Islands beaches, with 1,632 lifeguards on patrol.

2022 lifeguard statistics

18,897 incidents 23,204 people aided 117 lives saved*

*This statistic shows how many of those people aided would have lost their life had the RNLI not been there.

Lifeguard kit costs

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

- Wetsuit £250
- Binoculars £149
- Sunglasses £55
- Rash vest £60
- Swimsuit £60
- Trunks £41

WATER SAFETY

Around 140 people* die by accident in UK and Irish coastal waters each year. Males over 15 are the most at-risk.

These 11 areas account for 51% of accidental coastal deaths: Cornwall, Devon, Gwynedd, East Sussex, London/Thames, Kent, Hampshire, Essex, Dorset, Cork, Highlands.

These eight activities account for the majority of coastal incidents and deaths: Sailing and motorboating, walking, paddleboarding, waterside and in-water play, swimming, kayaking and canoeing, commercial fishing, angling from a boat.

We prioritise our water safety work accordingly, so we can reduce risk, prevent serious incidents and save lives.

We're asking you to help by sharing a safety message with others.

Flotation

- Know how to float to help keep yourself safe in an emergency in the water.
- Wear an appropriate lifejacket or buoyancy aid.

Calling for help

- Carry a means of calling for help and keep it on you at all times.

Weather and tides

- Check the forecast and tide times.

In case of emergency

- If you find yourself in danger in the water, **float to live**.
- If you see someone in trouble at the coast, **call 999 or 112 and ask for the coastguard**.

Activity tips

- **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.
- **Swimming:** Wear the right equipment (wetsuit, bright hat and tow float) and acclimatise slowly.
- **Visiting the coast:** Swim at a lifeguarded beach, between the red and yellow flags.
- **Paddleboarding:** Wear an appropriate leash and flotation device, keep a means of calling for help on you, and avoid going out in offshore winds.

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

*UK average (116 people) from the Water Incident Database (WAID) 2019-21. Republic of Ireland average from Water Safety Ireland (WSI) 2011-15.

OUR WORK IN THE CHANNEL

RNLI crews in south-east England continue to rescue people crossing the Channel in unseaworthy boats. Our volunteer crews are tasked and coordinated in the UK by HM Coastguard.

If someone is in trouble at sea and we are tasked, we will launch to help them – no matter who they are or where they come from, as the RNLI has been doing for nearly 200 years.

After each rescue, we pass responsibility for casualties to the most appropriate agency. This is a complex situation but we are proud of our volunteers and staff who save lives at sea in a difficult and ever-changing environment.

The RNLI is the charity that saves lives at sea

The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (CHY 2678 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1HZ