

This information is for staff and volunteers to use when talking about the work of the RNLI. The aim is to ensure that we deliver our most important messages to our key audiences, that we use up-to-date facts and figures, and that we are consistent in our communications. Before undertaking media interviews, contact the Public Relations office, Poole, on 01202 336789, or your Divisional Media Relations Manager.

# LOUD AND CLEAR 2012-13

## Our key message:

**'The RNLI, the charity that saves lives at sea, needs your donations.'**

## Our promise to you:

To use every penny you give us to save lives at sea safely, effectively and as cost-efficiently as possible.

## Soundbites:

- Last year we saved 438 lives and rescued or aided over 25,000 people.
- We provide lifeboats, lifeguards, safety advice and inland flood rescue.
- We are independent of the Coastguard, and cover 19,000 miles of coastline.
- Our volunteer crews are on call 24/7 and 4 out of 10 rescues are carried out in darkness.
- We use volunteers wherever possible – in fact, 95% of the RNLI's people are volunteers.
- 98% of our total income comes from donations.

## PURPOSE The RNLI saves lives at sea.

### Vision:

To end preventable loss of life at sea.

### Values:

Our work is based on and driven by our values. Our volunteers and staff strive for excellence and are ...

**Selfless:** willing to put the requirements of others before our own and the needs of the team before the individual, able to see the bigger picture and act in the best interests of the RNLI, and to be inclusive and respectful of others. Prepared to share our expertise with organisations that share our aims.

**Dependable:** always available, committed to doing our part in saving lives with professionalism and expertise, continuously developing and improving. Working in and for the community and delivering on our promises.

**Trustworthy:** responsible, accountable and efficient in the use of the donations entrusted to us by our supporters, managing our affairs with transparency, integrity and impartiality.

**Courageous:** prepared to achieve our aims in changing and challenging environments. We are innovative, adaptable and determined in our mission to save more lives at sea.

## SUPPORT US

We rely on continued support to save more lives at sea. There are a variety of ways to support the RNLI:

**Become a regular supporter or member.** Your regular donation will help to equip, train and protect our lifesavers now and in the future. For more information, visit [RNLI.org/membership](http://RNLI.org/membership).

**Support our appeals.** We need to fund a number of projects that will help save more lives, from providing new lifejackets to building new lifeboat stations. Find out how you can help at [RNLI.org/how\\_to\\_support\\_us](http://RNLI.org/how_to_support_us).

**Leave a gift in your Will.** Small or large, legacies help us continue to save lives. After making sure your loved ones are provided for, you may consider leaving a proportion of what's left to the RNLI. For more information, contact Mark Allwood at [mark\\_allwood@rnli.org.uk](mailto:mark_allwood@rnli.org.uk) or visit [RNLI.org/legacy](http://RNLI.org/legacy).

**Start a Forever by the Sea fund.** Ensure that memories of your loved one never fade, and turn those memories into practical support for courageous volunteer lifeboat crews. For more information, visit [RNLI.org/legacy](http://RNLI.org/legacy).

**Children can join Stormforce.** For more information on our club for children – and for online fun and games for younger supporters – visit [RNLI.org/shorething](http://RNLI.org/shorething).

## How people can volunteer

The RNLI welcomes and values every volunteer. There are many ways to volunteer your time:

**At a lifeboat station** – roles include lifeboat and shore crew, station visits officers and lifeboat press officers

**As a lifeguard** – more volunteers are needed to support and extend our lifeguard cover on beaches

**Raising funds** – join a fundraising branch or take part in an event

**Helping out in an RNLI shop** – with more than 120 shops in the UK and RoI we need more volunteers

**Talking to people** – roles include lifeboat sea safety officers and advisers, presenters and tour guides

**At an RNLI museum** – volunteer curators keep the RNLI's history alive, inspiring current and new supporters

**In an office or as an intern** – help with administration, project-based roles or join our internship programme

**On an occasional basis** – register online as an RNLI Deck Hand at [RNLI.org/deckhand](http://RNLI.org/deckhand).

For more information visit [RNLI.org/volunteer](http://RNLI.org/volunteer).

## VOLUNTEERS Without volunteers we could not save lives at sea

95% of our people are volunteers

4,600 volunteer crew members

3,000 volunteer shore crew and station management

150 voluntary lifeguards

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

## MONEY IN 2011

### Income: £162.9M

|                                     |        |
|-------------------------------------|--------|
| Legacies                            | £97.7M |
| Fundraised income                   | £52.2M |
| Net investment income               | £4.0M  |
| Net merchandising and other trading | £5.4M  |
| Lifeguarding and other income       | £3.6M  |

### Revenue expenditure: £140.6M

|                                     |        |
|-------------------------------------|--------|
| Rescue                              | £65.4M |
| Operational maintenance             | £43.0M |
| Cost of generating voluntary income | £22.8M |
| Prevention (Coastal Safety)         | £4.3M  |
| Innovation (lifeboat design)        | £4.4M  |
| International                       | £0.2M  |

### Capital expenditure: £31.8M

|                                   |        |
|-----------------------------------|--------|
| Lifeboat stations                 | £10.9M |
| Lifeboats and launching equipment | £17.0M |
| Other equipment/property          | £3.9M  |

(Capital expenditure represents payments made for any assets of an enduring nature costing over £10,000 each.)

## HOW WE SPEND DONATIONS

It costs us over £140M each year to run our lifesaving service and, in 2011, we also spent over £30M on capital items such as lifeboats and lifeboat stations.

85p  
in every pound  
donated goes to  
the rescue service



15p  
in every  
pound  
donated is  
reinvested  
to generate  
more funds

## 2011 FINANCIAL SUMMARY

Despite the tough financial climate, the RNLI achieved a surplus of income over expenditure of £22.3M, which, together with investment growth of £3.5M, has already been committed to fund our capital expenditure on lifeboats and lifeboat stations for the future.

- Free reserves stood at £93.6M at the end of 2011, equivalent to just 9 months' expenditure.
- In 2011 the RNLI paid the UK Government £2M in irrecoverable VAT.

The RNLI was founded in

1824

RNLI lifeboat crews and lifeguards have saved at least

139,900 lives

The RNLI provides a 24-hour search and rescue service to

100 nautical miles out from the coast of the UK and Rol

# LIFEBOATS

Our lifeboats aim to reach at least 90% of all casualties within 10 nautical miles of the coast within 30 minutes of launch in all weathers.

236 lifeboat stations around the United Kingdom and the Republic of Ireland (including trial stations at Lough Ree and Leverburgh)

344 operational lifeboats at our stations

19,000 miles of coastline covered by our lifeboats

4 River Thames lifeboat stations

4 inland lifeboat stations at Lough Derg, Lough Ree, Enniskillen and Loch Ness.

## 2011 statistics

8,905 launches  
7,976 people rescued  
354 lives saved

• 2011 saw the second highest number of launches on record

• an average of 22 people were rescued a day

• lifeboats launched 3,288 times in darkness

## Lifeboat costs (examples)\*

- D class inshore lifeboat £39,000
- B class Atlantic 85 inshore lifeboat £204,000
- Shannon class all-weather lifeboat £1.5M

## Kit costs (examples)

- all-weather lifeboat crew member full kit £1,122
- inshore lifeboat crew member full kit £1,069
- lifejackets £350
- gloves £8

## Lifeboat station annual costs\*

- inshore lifeboat station £90,000
- all-weather lifeboat station £215,000
- Thames full-time stations £520,000

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

## Training costs\*

- individual crew member annual training £1,255

\*based on 2011 averages

## Flood rescue

The RNLI's Flood Rescue Team (FRT) 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 Rol, and around the world.

## International

An estimated 1.2M people drown worldwide every year. The RNLI is setting up a self-funding International initiative that will train lifesavers abroad to prevent drownings.

# LIFEGUARDS

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

Over 180 UK and Channel Island beaches patrolled by RNLI lifeguards in 2012

1,000 lifeguards on patrol in Summer 2012

2M preventative actions carried out by lifeguards

## 2011 statistics

15,625 incidents      17,671 people aided      84 lives saved

• Local authorities and beach owners part fund the RNLI's costs, which helps to meet the cost of lifeguard wages.

## Lifeguard rescue craft costs

- rescue watercraft £9,000
- lifeguard inshore rescue boat £9,000

## Kit costs (examples)

- cost of equipping each lifeguard £447
- full wetsuit £85
- binoculars £59
- red and yellow flag £12

## Training costs

- individual lifeguard annual training £500

# ENVIRONMENT

We aim to reduce energy consumption, which will improve our carbon footprint and reduce costs – making donations go even further.

Our carbon footprint expanded in recent years as we took on new activities – but we stopped this expansion in 2011. In 2012 we aim to reduce our carbon footprint by 4.3%.

Our long-term plan is to achieve year-on-year reductions in carbon emissions. This is all while still meeting the need for more lifesaving activities.

Projects that reduce our impact on the environment include ground source heat pumps at new lifeboat stations, solar panels at sunny locations and a review of all our travel needs.

# COASTAL SAFETY

## Marine Safety

Top tips

1. Wear a lifejacket
2. Get the appropriate training
3. Carry a means of calling for help
4. Check engine and fuel
5. Tell others where you are going
6. Check weather and tides.

Call us for free marine safety advice on 0800 328 0600 or visit our website.

## Beach safety

Top tips

1. Swim at a lifeguarded beach, between the red and yellow flags
2. Avoid using inflatables in strong winds or rough seas
3. Check weather and tide times before you go
4. If you get into trouble, stick your hand in the air and shout for help
5. If you see someone else in trouble, tell a lifeguard. If you can't see a lifeguard, call 999 or 112 and ask for the Coastguard.

Call us for free beach safety advice on 0800 328 0600 or visit our website.

## Safety tips for kids

Remember SAFE:

**S**pot the dangers.

**A**lways go with a friend or adult.

**F**ind and follow safety signs and flags.

**E**mergency? Stick up your hand and shout, find a lifeguard, or ring 999 or 112.

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

# INCLUSIVITY

We are committed to being an inclusive organisation by encouraging diversity in our workforce, volunteers and supporters. We promote equality of opportunity for all, based on an individual's ability and their potential to contribute to the RNLI.

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

The RNLI is the charity that saves lives at sea  
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