

# DEFEAT DROWNING TOGETHER

SWIM SAFE • LIFEGUARDS • INTERNATIONAL



**190**  
PEOPLE IN  
THE UK AND  
IRELAND DIE  
IN COASTAL  
ACCIDENTS  
EVERY YEAR.

**YOU**  
CAN HELP  
THE RNLI  
TO PREVENT  
THESE  
TRAGEDIES  
BEFORE THEY  
HAPPEN.

## The RNLI needs your help to defeat drowning

Every 90 seconds, someone in the world drowns. Together, the RNLI and The Lifeboat Fund want to defeat drowning, by bringing the charity's lifesaving work to the communities and countries that need it most.

We'll do this in three key ways: Swim Safe, Lifeguards, and International work.

THE LIFEBOAT FUND  
Helping the RNLI save lives at sea

  
Lifeboats

## SWIM SAFE

Helping children stay safe in the water

25,000. That's how many free Swim Safe places the RNLI offers in 2018. These innovative sessions across the UK and Northern Ireland educate children on staying safe in the water, creating a generation of little lifesavers inspired to pass this knowledge on.

By 2021, the RNLI wants every child in the UK and Northern Ireland to have access to Swim Safe. The funds you raise will help deliver sessions at eight Swim Safe sites close to major Civil Service locations.

25,000  
SWIM SAFE PLACES  
AVAILABLE IN 2018



## LIFEGUARDS

Defeating coastal drowning, one conversation at a time

2 out of 3 people in the UK visit the coast each year. To keep them safe, over 1,500 RNLI lifeguards patrol 249 beaches.

In 2017 they assisted over 24,000 people, saving 84 lives. But their true power lay in prevention. Through more than 1 million beachside conversations, they helped people avoid danger by the sea. Meanwhile, the Meet the Lifeguards programme saw them visit over 150,000 children in UK schools, spreading safety messages far and wide.

With your help, RNLI lifeguards will prevent more tragedies than ever – in particular, on eight beaches close to major Civil Service locations.



## INTERNATIONAL

Supporting partners to reduce drowning in their own countries

360,000 people drown each year worldwide. Many of them are children. These are preventable deaths. Wasted lives. It's a human disaster too large to ignore.

90% of these deaths occur in developing countries. The majority are children under 5 years old. To combat this, the RNLI is working with global leaders, public health organisations and at-risk communities in places like Bangladesh – one of the countries hit hardest by the drowning epidemic.

Your support will help train lifeguards on Cox's Bazaar, one of the longest beaches in Asia; provide water safety education programmes in schools; train youth swimming instructors to deliver survival swimming lessons; and develop public water safety awareness campaigns that will be seen by more than a million Bangladeshi people.

24,044  
PEOPLE ASSISTED BY  
RNLI LIFEGUARDS  
IN 2017\*



18,000  
CHILDREN  
DROWN EVERY  
YEAR IN  
BANGLADESH

## Let's defeat drowning together

To find out more, visit [thelifeboatfund.org.uk](http://thelifeboatfund.org.uk)  @fundlifeboat



\*Source:  
Annual report 2017

Photos: RNLI/Harrison Bates, Nigel Millard, Nathan Williams, Stacie Nicoll