



HELP SAVE LIVES ON UK BEACHES

The RNLI might be famous for its iconic orange lifeboats, but the charity's work is about keeping people safe through rescue and prevention. No group does more to achieve both goals than RNLI lifeguards.

Around 1,500 RNLI lifeguards patrol 249 beaches in the UK and the Channel Islands. These highly trained professionals assist thousands, particularly in the summer when watersports enthusiasts and young families flock to the coast.

The sight of a yellow and red-clad lifesaver watching the waves certainly brings beachgoers a sense of security. But what's easy to overlook is the incredible impact of lifeguard conversations. In summer 2017, RNLI lifeguards shared their local knowledge and lifesaving knowhow with over a million people, helping to keep the public safe from the water's perils.

Of course, lifeguards are always ready to rescue and give first aid to those in distress. So whether they're pulling people from the water, setting up safety flags, keeping at peak fitness with rigorous training drills, or visiting schools to pass on their experience to children, RNLI lifeguards play a vital part in the fight against drowning. With your support, we'll help them to do all of that and more, at eight sites close to major Civil Service locations.



In 2017, RNLI Lifeguards aided 24,044 people and saved 84 lives



Meet the Lifeguards programme reached over 150,000 children in 2017



1.3M+ lifeguard conversations helped beachgoers stay safe in summer 2017



2 out of 3 people visit the coast each year



HOW YOU CAN HELP

Lifeguarding services

Your fundraising will help to fund **unit and beach equipment costs** at eight sites close to major Civil Service locations:

Scotland

Aberdour, St Andrew's and Burntisland (all in Fife)

England

Sandhaven (Northumberland), Broadstairs (Kent),
New Brighton (Wirral)

Wales

Whitmore Bay, Barry Island (Cardiff)

Northern Ireland

Ballycastle Beach (Ballymoney)

Meet the Lifeguards

Your efforts will also help to fund lifeguard visits to local schools as part of the Meet the Lifeguards programme.

This growing scheme saw our professionally trained lifeguards reach over 150,000 children with water safety messages in 2017 – giving those most at risk of drowning the skills and knowhow to recognise danger, stay safe should they get into trouble, and even help to save lives themselves.

The cost of RNLI lifeguards

- training: £718 per lifeguard
- average annual running cost of a lifeguarded beach: £80,300*.

The funds you raise will lead to more stories like this:

When a bodyboard washed up onto Croyde Beach, Senior Lifeguard Freddie Hedger knew something was wrong. He spotted its owner Mary Harkin out to sea, at the mercy of a powerful rip current. Freddie swam out to Mary who was, by now, unconscious and face down in the water.

He battled to protect her from the onslaught of waves, being dragged under himself at one point, while fellow Lifeguard Sean Deasy skilfully negotiated dumping surf to get them onboard the rescue watercraft. The exhausted lifesavers got Mary to shore. To everyone's relief, she was still breathing. Freddie and Sean began first aid and carried her to waiting paramedics.

Mary, now fully recovered, says: 'They put their lives on the line for me. If it wasn't for them, I wouldn't be here today.'

Freddie received the RNLI's Alison Saunders Lifeguarding Award in 2017 for his heroic deeds.

**Help RNLI Lifeguards defeat drowning.
Get involved by fundraising.**

Visit thelifeboatfund.org.uk to find out how.  [@fundlifeboat](https://twitter.com/fundlifeboat)

For more on RNLI Lifeguards, visit RNLI.org/lifeguards

£718
TRAINING PER
LIFEGUARD



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ANNUAL RUNNING COST
OF A LIFEGUARDED
BEACH*



3.3M

PREVENTATIVE
ACTIONS
IN 2017?



* (average per lifeguard station)