

RNLI LOUD AND CLEAR 2025



Lifeboats

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 (from the UK) or 00 44 1 202 33 6789 (from Ireland).

WHO WE ARE

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

Vision

To save every one.

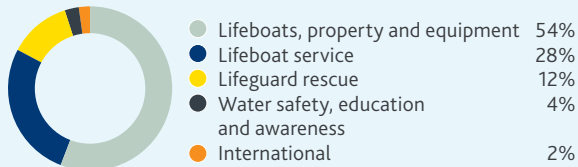
Values

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

MONEY IN 2024

Charitable spend: £190.3M/€224.3M

At £190.3M/€224.3M, charitable spend was £0.9M/€1.1M (0.5%) lower than in 2023. Most of this spend was on our lifeboat and lifeguard rescue services. The RNLI continues to focus on careful cost control to mitigate the impact of inflation, as demonstrated by the reduction in charitable spend in 2024.



Financial health

In 2024, the RNLI continued to face cost pressures against the backdrop of a tough global economic landscape. Despite this, we remain in a stable financial position due to careful cost control throughout the year. Free reserves (unrestricted funds which we can spend as we see fit) stand at £157.9M/€186.1M – meaning, if we stopped fundraising right now, we would have enough funds to keep the RNLI running for 9.7 months. The RNLI continues to operate in an uncertain economic environment, and we depend more than ever on the public's generosity to support our work in saving lives at sea.

Net income available for charitable spend: £202.6M/€238.9M

In 2024, our total income available for charitable spend was £246.9M/€291.1M. After deducting the £44.3M/€52.2M cost of raising income, our net income available for charitable spend was £202.6M/€238.9M. Legacies accounted for 61% of the total income, while donations accounted for 29%.



LIFEBOATS

The RNLI provides a 24-hour search and rescue service around the UK and Ireland.

238 lifeboat stations

444 lifeboats*, excluding hovercraft

282 inshore lifeboats (ILBs)*

162 all-weather lifeboats (ALBs)*

7 hovercraft*

Crew kit costs†

- Drysuit for ILB crew member £850 | €1,028
- Thermal suit for ILB crew member £150 | €181
- Layered clothing and boots for ALB crew member*** £1,600 | €1,936
- Lifeguard jacket**** £620 | €750
- Helmet £350 | €423
- Gloves £25 | €30

Euro prices have been calculated using an average HMRC 2024 exchange rate of £1: €1.1789.

Lifeboat costs

- Shannon £2,781,000 | €3,365,000
- B class £322,000 | €390,000
- D class £101,000 | €122,000

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

Training costs

- Average annual training £1,360 | €1,645 cost for a crew member

2024 STATISTICS

Lifesaving region	Launches	People aided	Lives saved**
South East England	3,101	3,194	124
Wales, West and Isle of Man	1,416	1,116	75
South West England	1,475	1,267	39
Scotland	1,182	881	36
North and East England	1,086	794	56
Ireland	881	1,007	22



TOTAL NUMBER OF LAUNCHES
9,141



TOTAL NUMBER OF PEOPLE AIDED
8,259



TOTAL NUMBER OF LIVES SAVED
352

†RRP. Where possible, we negotiate a lower cost.

*Including relief fleet.

**Had it not been for the intervention of the RNLI, emergency services and/or a third party, a life would've been lost.

***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.

LIFEGUARDS

In 2024, we provided lifeguard cover on 238 UK and Channel Islands beaches, with 1,568 lifeguards on patrol.

Lifeguard kit costs†

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

- Wetsuit £300 | €363
- Rash vest £25 | €30
- Binoculars £80 | €97
- Swimsuit £55 | €67
- Sunglasses £45 | €54
- Trunks £32 | €39



TOTAL NUMBER OF INCIDENTS
13,135



TOTAL NUMBER OF PEOPLE AIDED
17,068



TOTAL NUMBER OF LIVES SAVED
85

2024 STATISTICS

Lifesaving region	Incidents	People aided	Lives saved**
South East England	1,930	2,284	15
Wales, West and Isle of Man	1,891	2,792	13
South West England	6,892	9,178	43
Scotland	228	343	1
North and East England	1,990	2,236	8
Ireland	204	235	5

WATER SAFETY

Around **138*** people die by accident in UK and Irish coastal waters each year. Males over 15 are most at risk. Eight activities account for most coastal incidents and deaths: Sailing and motorboating, walking, paddleboarding, waterside and in-water play, swimming, kayaking and canoeing, commercial fishing, angling from a boat.

If you find yourself in difficulty in the water, FLOAT TO LIVE:

- Tilt your head back with your ears submerged.
- Relax and try to breathe normally.
- Move your hands and legs to help you stay afloat.
- It's fine if your legs sink, we all float differently.
- Practise floating in a local pool if you can.

*UK average (115 people) from the Water Incident Database (WAID) 2020–22. Republic of Ireland pro-rated average (23) from Water Safety Ireland (WSI) 2020–22.

If you see someone in trouble at the coast:

- **Call** 999 or 112 and ask for the coastguard.
- **Tell** the person to relax and float on their back.
- **Throw** something buoyant to help them stay afloat.

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, 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.

INTERNATIONAL

300,000 people drown worldwide each year – around one person every 2 minutes*

356 children under the age of 15 drown every day*

We work with partners globally, and in countries where drowning is a significant problem, to raise awareness and find ways of saving more lives.

Last year, **2%** of our total charitable spend was on our international work. We received funding for this work from the overseas aid budgets of the Ireland and Isle of Man governments.

*Global Health Estimates 2024, World Health Organization.

In 2024

- Developed pilot interventions that could help prevent drowning for children under 2 years of age in Bangladesh, as part of a research group.
- Helped partners around the world take action to mark World Drowning Prevention Day for the 4th time since it was established.
- Worked with an online humanitarian learning platform to create an international Flood and Water Safety course, which has been completed by over 2,000 individuals in more than 100 countries.

RNLI HISTORY

The RNLI was founded by Sir William Hillary in 1824. Collectively, our crew and lifeguards have saved over 146,700 lives since the charity was founded.

Notable anniversaries in 2025

- 200th anniversary of first RNLI Medal awarded in Ireland. Richard Ross of HM Coastguard received a Silver Medal for rescuing two men from a ship wrecked off County Wexford (1825).
- 120th anniversary of the first lifeboat fitted with a motor – the *J McConnel Hussey* placed at Tynemouth (1905).
- 85th anniversary of the evacuation of Dunkirk (May–June 1940). 19 lifeboats took part in Operation Dynamo, evacuating troops from the beaches of Dunkirk.
- 80th anniversary of the end of the Second World War (1945), during which RNLI crews saved 6,376 lives.

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. 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. Visit RNLI.org/fundraising.



Leave a gift in your Will

Gifts in Wills are our crews' protection at sea. Six in 10 lifeboat launches are possible thanks to the generosity of supporters leaving us a gift in their Will. Visit RNLI.org/legacy.



Donate in memory

Support the RNLI by donating in memory of a loved one. More than 74,000 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.



Become a member

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



Shop

All profits from the purchase of RNLI products whether from our shops, retail branches or our website at shop.RNLI.org go towards our lifesaving work.



Connect on social

Join more than 1.3M supporters following [@RNLI](https://twitter.com/RNLI) across social media.



Partner with us

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



Give time

Volunteers are the heart of the RNLI and make up the vast majority of our people. 97% of our frontline lifesavers are volunteers.

8,000 operational volunteers

140 volunteer lifeguards

14,700 volunteers who raise funds and awareness, give water safety advice, run our shops and museums, and host tours and visits. Find out more at RNLI.org/volunteer.

OUR WORK IN THE CHANNEL

The RNLI is one part of the search and rescue response to small boat crossings of the English Channel.

In 2024, our crews:

- **launched 114 times** to Channel crossing incidents. This is **1.2%** of the year's total number of RNLI lifeboat launches.
- **rescued a total of 1,371 people**, saving **58 lives**. This represents **3.7%** of the total number of people recorded to have crossed the Channel throughout the year in small boats, with the vast majority aided by Border Force.

RNLI lifeboat crews are tasked in the UK by HM Coastguard to assist anyone who is in trouble on the water and will go to the aid of those in danger crossing one of the world's busiest shipping lanes in small, overcrowded and unseaworthy boats.

This is an extremely demanding search and rescue environment in which our volunteer crews are often confronted with highly challenging rescue scenarios, involving large numbers of distressed casualties in the water.

We are proud of our volunteers and staff who deliver our lifesaving service in such a demanding environment.

More information on our Channel work can be found in the Frequently Asked Questions section of the RNLI website – RNLI.org/channel.

As always, if you receive an enquiry from a journalist or media outlet, please direct them to the Press Office which is open 24/7: Email PressOffice@rnli.org.uk or call **01202 336789** (from the UK) or **00 44 1 202 33 6789** (from Ireland).