



Lifeboats

LIFESAVING PARTNERSHIPS

PARTNERSHIP OPPORTUNITIES
AT THE RNLI

TOGETHER, WE ARE ONE CREW

Here at the RNLI, we've been saving lives for more than 200 years. Our volunteer lifeboat crews provide a search and rescue service in the UK and Ireland, and our seasonal lifeguards look after people on busy beaches.

We won't stand by while anyone, anywhere, drowns. It's why our charity is more than a rescue service. By providing expert water safety advice and making early interventions, we also prevent people getting into trouble in the first place – here, at home, and around the world with our international partners.

It makes us the globally respected lifesaving organisation we are today, where we aim to save everyone. But we can't do this alone.

We can do so much more together, working in partnership. By combining your reach with our knowledge, skills and experience, we can make a lifesaving difference to your customers and staff, while supporting you in your business objectives.

Collaboration is at the heart of our One Crew philosophy and we look forward to building a lifesaving partnership with you.



146,000+
LIVES SAVED
BY RNLI LIFEBOAT
CREWS AND LIFEGUARDS
SINCE 1824

5,700+
OPERATIONAL
LIFEBOAT CREW
VOLUNTEERS



29 **PEOPLE**
AIDED
EACH DAY
BY RNLI LIFEBOAT
VOLUNTEERS, ON AVERAGE



43.7M+
PREVENTATIVE ACTIONS
TAKEN BY RNLI LIFEGUARDS
BETWEEN 2001-2023



97%
OF RNLI PEOPLE
ARE VOLUNTEERS



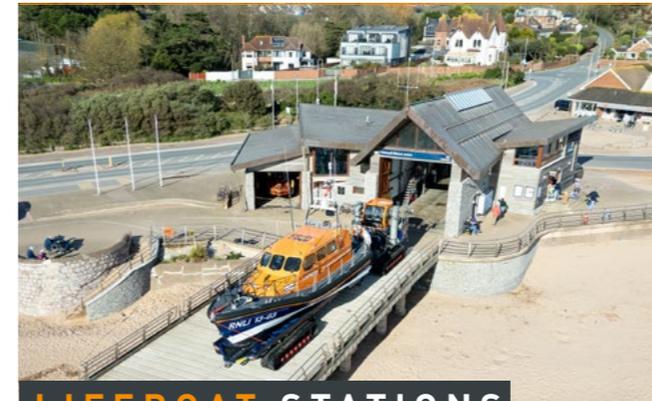
OUR VISION IS TO SAVE EVERY ONE

Drowning is preventable, and we believe that even one life lost to drowning is one too many.

RNLI lifeboat volunteers and lifeguards don't sign up to save just a few people. They strive to save every one they can.

We know this is an ambitious vision and it will take all the efforts of our lifesavers, our staff and our partners to achieve it, working together as One Crew.

WHAT WE DO



LIFEBOAT STATIONS

238 RNLI lifeboat stations house our crew, who protect communities round the UK and Ireland.



LIFEGUARDS AND BEACHES

Our lifeguards patrol over 240 beaches across the UK and Channel Islands.



DROWNING PREVENTION

We share knowledge and experience to help those most at risk of drowning overseas.



WATER SAFETY

We help people stay safe through our water safety advice and drowning prevention initiatives.

AS ONE CREW, WE PREVENT TRAGEDIES

'I GOT TO SEE A FATHER REUNITE WITH HIS FAMILY'

Hannah Williamson frantically called the Coastguard. She was comforting her son and two daughters as they watched their father, Ben, be pulled out to sea on Perranporth Beach. 'He'd been swept out around 30m almost instantly,' Hannah says. 'I've never in my life felt fear like that – it was stomach churning.'

'In a couple of steps, the water went from waist height to being completely over my head,' Ben remembers. 'I had a bodyboard, but I was being taken by the current and I realised I wasn't going to be able to swim back. Everything suddenly became very real. I was seriously considering that I was going to die in the sea.'

Meanwhile, St Agnes RNLI were launching to Ben's rescue. 'A little orange lifeboat came out of nowhere – it was amazing to see,' Ben recalls. The volunteers quickly pulled Ben onboard to safety.

Volunteer Crew Member Rich Draisey was on the lifeboat that day. 'This was the first time I got to see a father reunite with his family, when they thought he was about to drown,' he says. 'It was a lovely feeling. Seeing them all take each other in their arms ... there's nothing like it.' Ben's story is just one example of a family saved from tragedy and heartbreak, thanks to the support of our lifesaving partnerships.



I'D LIKE TO
SAY THANKS TO
THE WHOLE OF THE
RNLI – YOU SAVED
MY HUSBAND'S LIFE.
BECAUSE OF YOU,
HE'S SAFE AND
HE'S HERE

Hannah Williamson



Ben and Hannah pictured with their family

AS ONE CREW, WE SAVE LIVES EVERY DAY

Being a charity, our lifesaving work is powered by the kindness and generosity of our supporters, including our corporate partners. Put simply – we can't do it alone.

THE BENEFITS OF BEING PART OF OUR CREW

THE RNLI WAS BUILT ON COLLABORATION, AND IT RUNS ON TEAMWORK

We know that strong supportive relationships are a way to achieve together what we can't do on our own. It's how we save lives.

Our corporate partners are critical to our lifesaving work. As a partner of the RNLI, you'll help us raise awareness and save more lives in the heart of the communities that are home to your customers and staff. That makes you part of our crew, your organisation part of our lifesaving legacy, and your brand part of our loyal community.

Becoming a lifesaver is one of the most incredible and humbling benefits of partnering with the RNLI. Other benefits include:

We are trusted. The RNLI is ranked 2nd out of 41 charities in relation to trust*

Creative collaboration

Introduction to a dedicated and engaged audience

A shared commitment to community responsibility

Associated media exposure

Increasing brand awareness

*RNLI Supporter Survey independently conducted in 2024 by about loyalty.



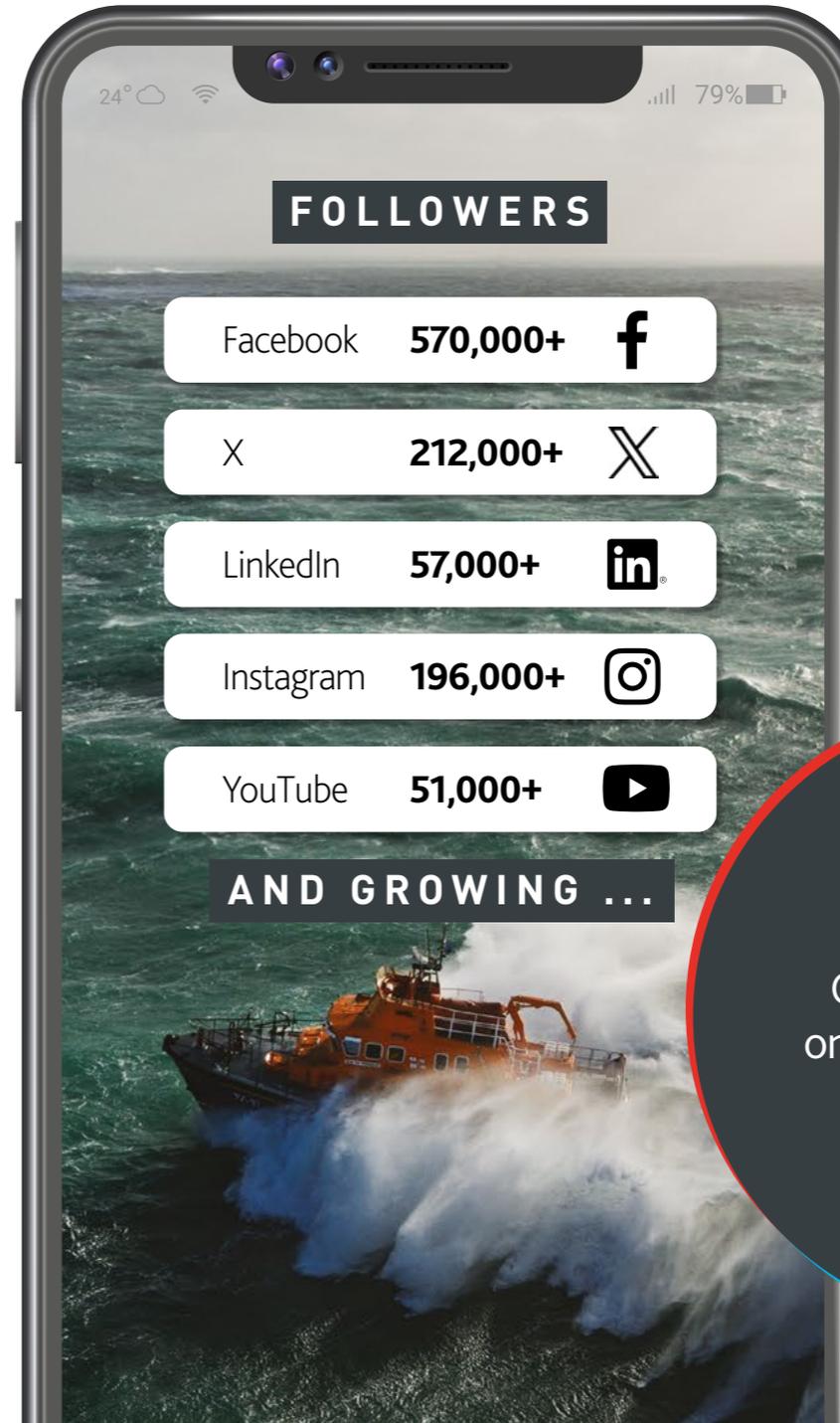
REACHING OUR AUDIENCE

The RNLI relies on courage and commitment, but it also relies on conversation. We've been in close contact with our loyal base of supporters and their communities for generations – it's personal and it's why they trust us.

But we're constantly seeking and finding new ways to engage and save every one – wherever they live, play, read and browse. Our loyal base of supporters and volunteers, and our focus on engaging the next generation, are two of the best reasons for you to join our crew.



RNLI LIFE SUPPORTER EMAIL	400,000 SUBSCRIBERS	RNLI ONLINE MAGAZINE	33,000 VISITORS/MONTH
LIFEBOAT SUPPORTER MAGAZINE	MAILED TO 215,000 SUPPORTERS	RNLI SHOP ONLINE	100,000 VISITORS/MONTH
OFFSHORE SUPPORTER MAGAZINE	MAILED TO 50,000 SUPPORTERS	RNLI SHOP CATALOGUE	MAILED TO 260,000 SHOP CUSTOMERS
STORM FORCE MAGAZINE	MAILED TO 11,500 SUPPORTERS UNDER 11	RNLI.ORG	200,000 MONTHLY SESSIONS
YOUR RNLI MAGAZINE	MAILED TO 250,000 SUPPORTERS	SOCIAL MEDIA FOLLOWING	1 MILLION AND COUNTING



FOLLOWERS

Facebook 570,000+

X 212,000+

LinkedIn 57,000+

Instagram 196,000+

YouTube 51,000+

AND GROWING ...

TIKTOK

224,000+ followers

Over **2.7M views** on our very first post

4M views in our first week

The days of the RNLI being purely offshore and offline are long gone. Today, the RNLI has a growing reach inland and online thanks to our owned, earned and paid content campaigns. Millions of people receive our rescue stories, lifesaving advice and ways to support our charity through social media, TV, email and much more.

OUR LIFESAVING PARTNERS

At the RNLI, partnerships are intrinsically woven into our One Crew philosophy, and our partners are viewed as lifesavers along with the rest of our volunteers and staff.

We work with major brands such as Ford, Kärcher and Helly Hansen, and our success has been built on full integration of our organisations.



YETI

YETI has launched a new partnership with the RNLI. As part of the collaboration, the company is providing its Silo Water Coolers and premium Rambler bottles and cups to RNLI beaches across the UK.

The coolers will keep our lifeguards' drinking water icy cold throughout the warm summer days. This not only ensures their adequate hydration as they patrol the beaches, but it also helps reduce their use of single-use plastic while on duty.

YETI will also be providing support for RNLI fundraising activities throughout the year.



dryrobe®

Powered by our shared love of the water, dryrobe® and the RNLI have joined forces to deliver water safety messaging and raise funds.

The partnership introduces dryrobe® to RNLI supporters through our publications and social media channels. It also means the company can show how much it cares about its customers by sharing drowning prevention advice with them.

'Everyone at dryrobe® is excited to be partnering with the RNLI. We are proud to be raising money to support their incredible work and amplify their important water safety advice. This partnership truly brings together our shared love of the sea.'

Gideon Bright
Founder and CEO, dryrobe®



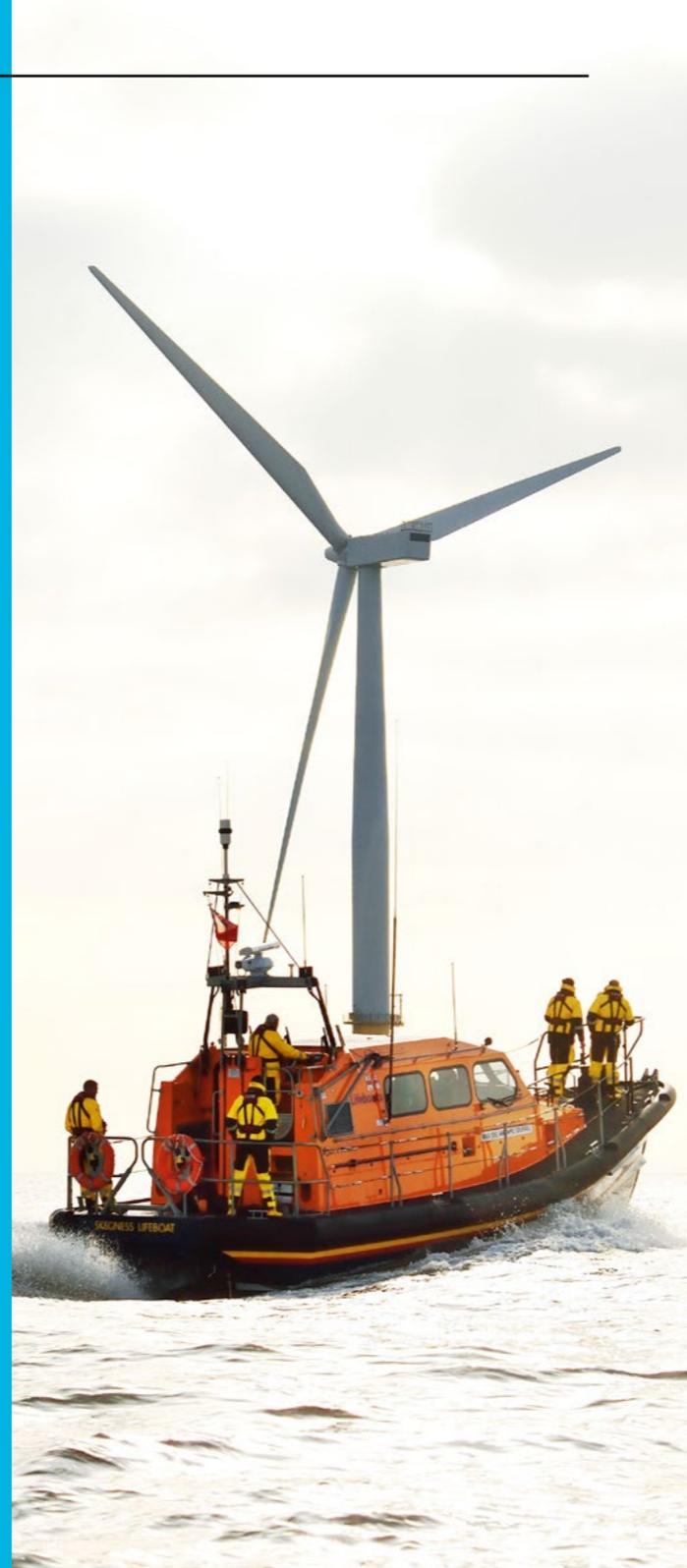


Orsted

Together, the RNLI and Ørsted are working towards a greener world – and a safer sea.

Every day, RNLI lifeboat crews launch into all manner of conditions to save lives. So, it's crucial that they receive first-class training to ensure they're ready 24/7 and as safe as possible in whatever situation they may face.

With 12 operational offshore wind farms in the UK, Ørsted shares the same strong focus on safety. The company uses training as a catalyst to ensure that its staff have the right tools and the knowledge to keep everyone safe while working at sea.



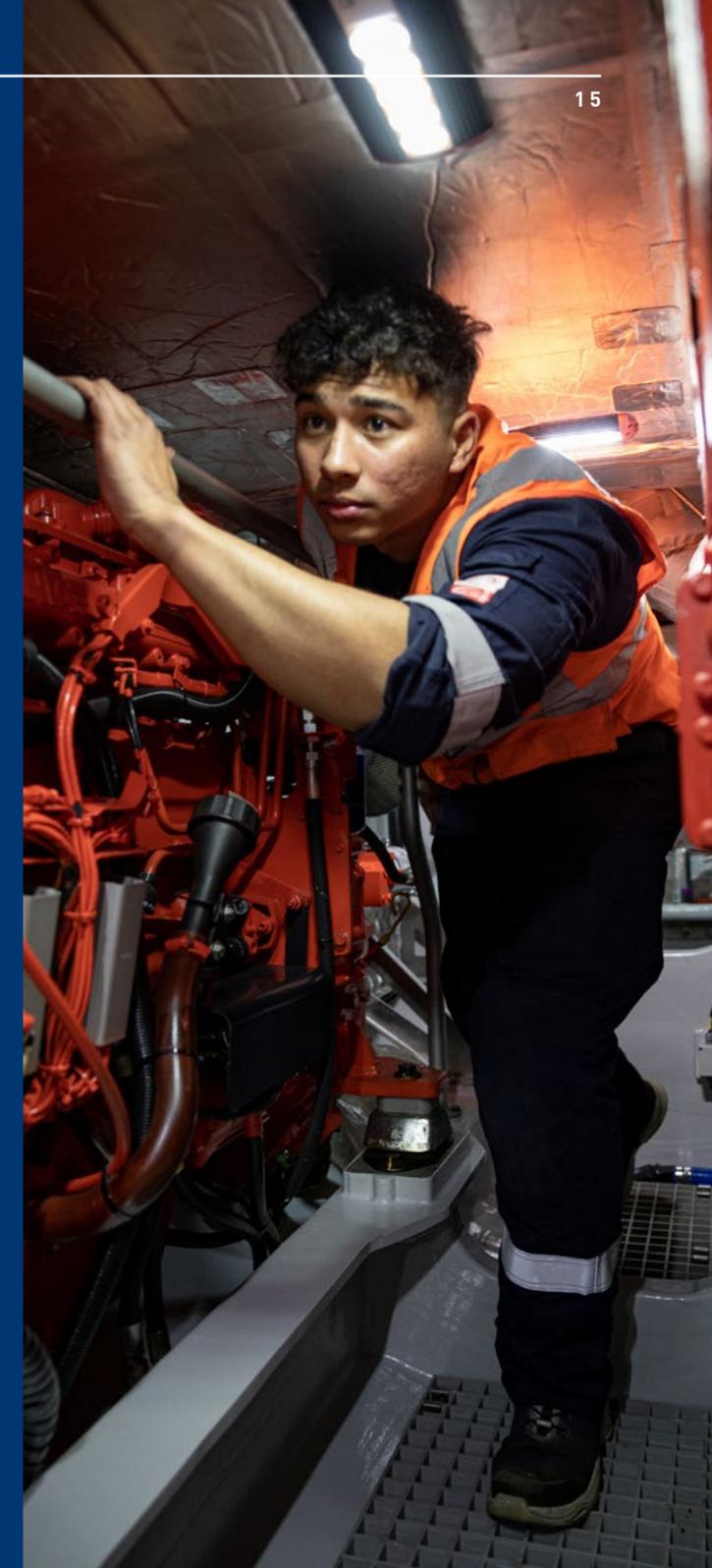
Scania

Building on their longstanding supplier relationship, Scania UK and the RNLI have created a partnership that helps us continue saving lives at sea.

Scania UK will champion fundraising activities across its UK business and continue to support RNLI vehicles that use Scania Power Solutions engines – including our Shannon class all-weather lifeboats and their launch and recovery systems.

'We recognise the importance of the RNLI's work, which is why it's a privilege to collaborate with such an organisation. Our shared values and ability to bring people together are what make this such a great partnership.'

Chris Newitt
Managing Director, Scania UK



JOIN OUR CREW

Our partnerships are based upon a shared vision with the organisations we work with, and we actively look for companies who demonstrate our values. As One Crew, we strive for excellence and are courageous, selfless, dependable, and trustworthy.

We have proven experience of growing income, customer bases and reach for our partners, and we believe we are the charity for you – a charity that will deliver a mutually beneficial partnership.

As a modern emergency service, working alongside the coastguard, the RNLI is essential, which is why we need you. Drowning is preventable, and a partnership with you can help us save every one.

Contact the RNLI team to find out more about how we can create a lifesaving partnership.

Email: corporate@rnli.org.uk

Visit: RNLI.org/partnerships

THANK YOU





Photos: CHS Agency, Stephen Duncombe, Jack Johns, Leanne McColm, Hannah Williamson, RNLI/(Harrison Bates, Laura Lewis, Nigel Millard, Nihab Rahman, Nathan Williams)

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 26/8 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



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