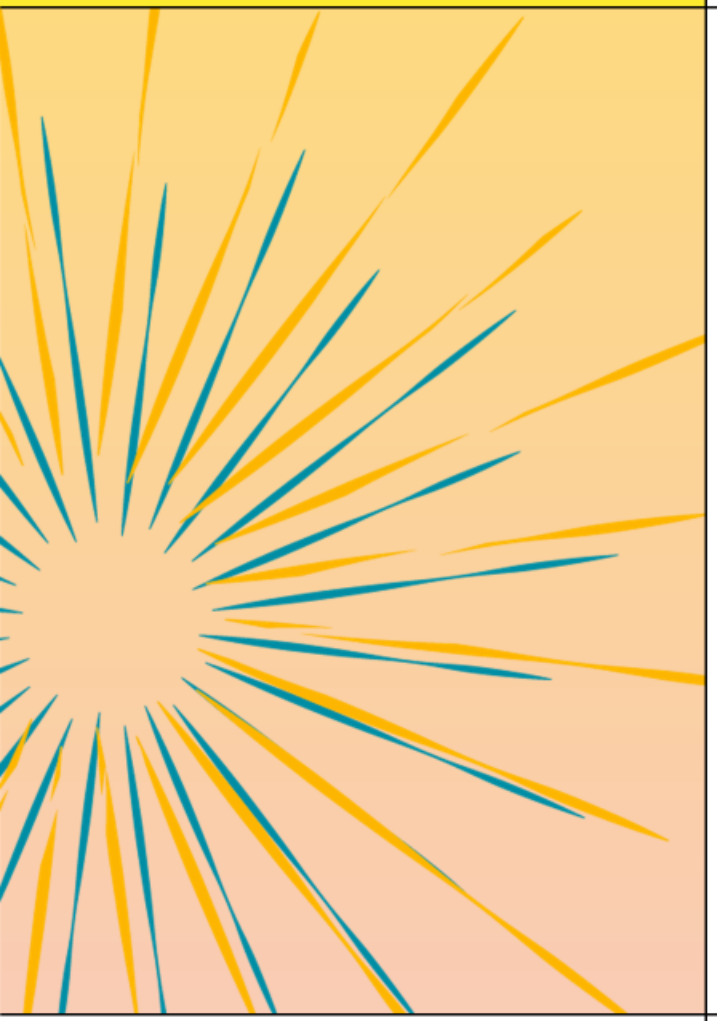
Eastside People

The Festival of Trusteeship 2026



Brave boards in an age of hostility

4.30pm Thursday 12th November

Thought leadership strand

Chartered Governance Institute UK & Ireland

Trustees' Week

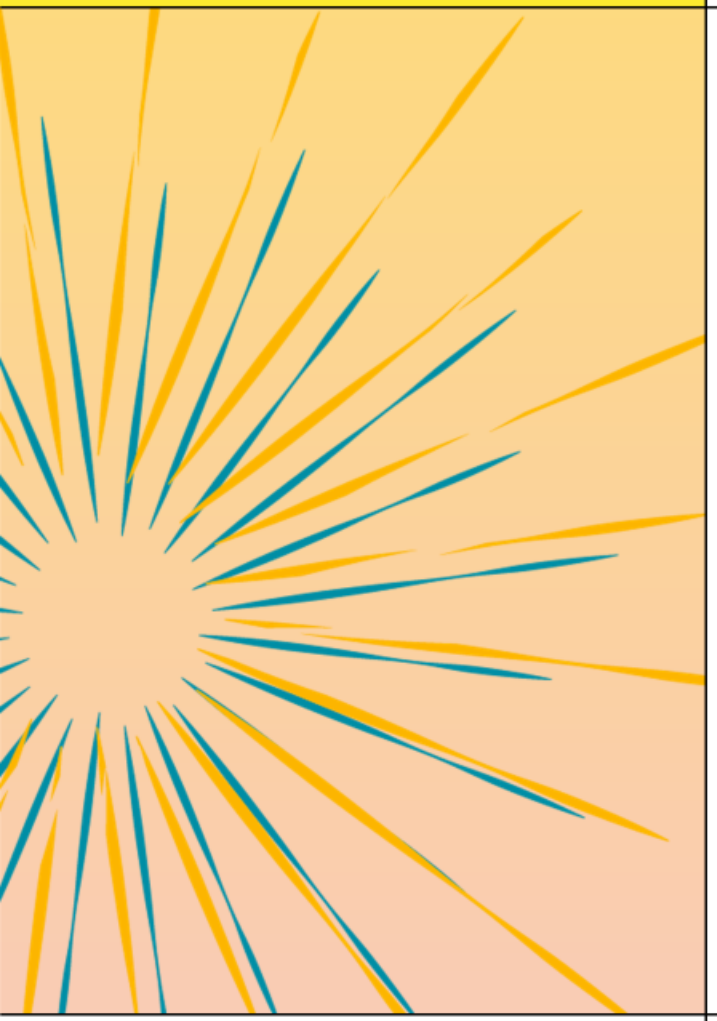
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The Festival of Trusteeship 2026



Welcome! We're so pleased you're joining us for this session.

This session will be recorded. Please stay muted unless we ask you to unmute. It helps to make sure everyone can clearly hear who is talking.

Closed captions are available; you need to enable these.

Please use the chat to ask questions and share experiences. We'd love to hear from you. Please keep your comments respectful, useful and accurate.

Please also feel free to ignore the chat and focus on the discussion if you'd prefer. We always read out questions fully.

If you don't already have one, you can still purchase a weekly pass. Please visit the Eastside People website for details.

Trustees' Week

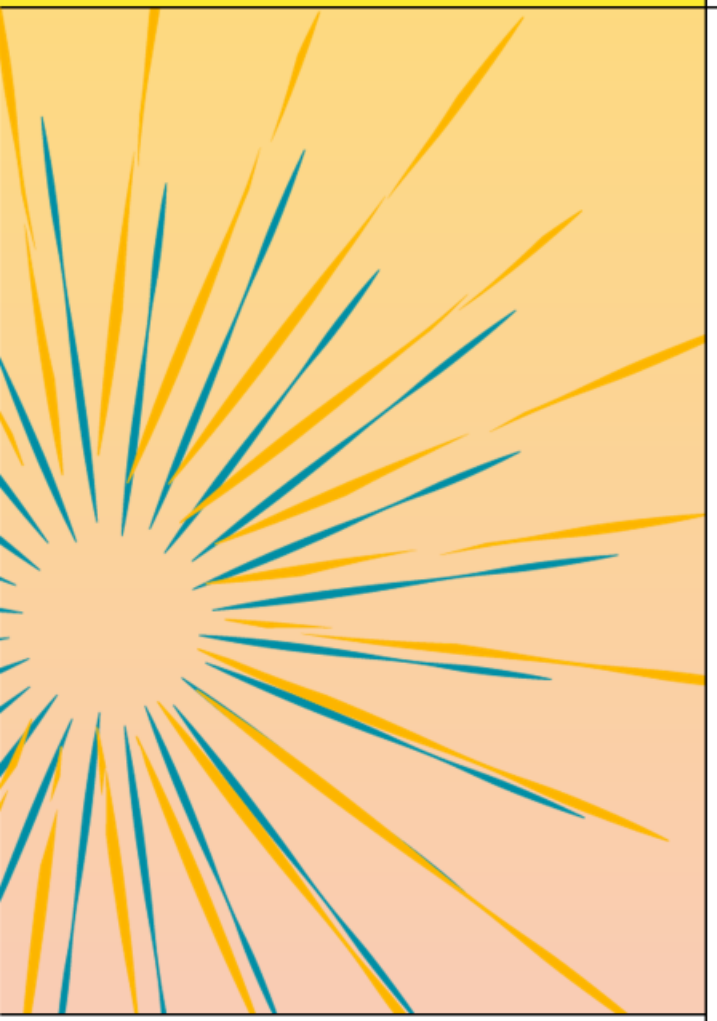
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The Festival of Trusteeship 2026



Trustees' Week

Thank you to our brilliant sponsors

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The Festival of Trusteeship 2026

Thank you to our wonderful partners

CFG Leading the way for charity finance

Association of Chairs

Young Trustees Movement

fair collective

Bayes Business School, City St George's University of London

acevo imagine, inspire, improve

Board Racial Diversity UK

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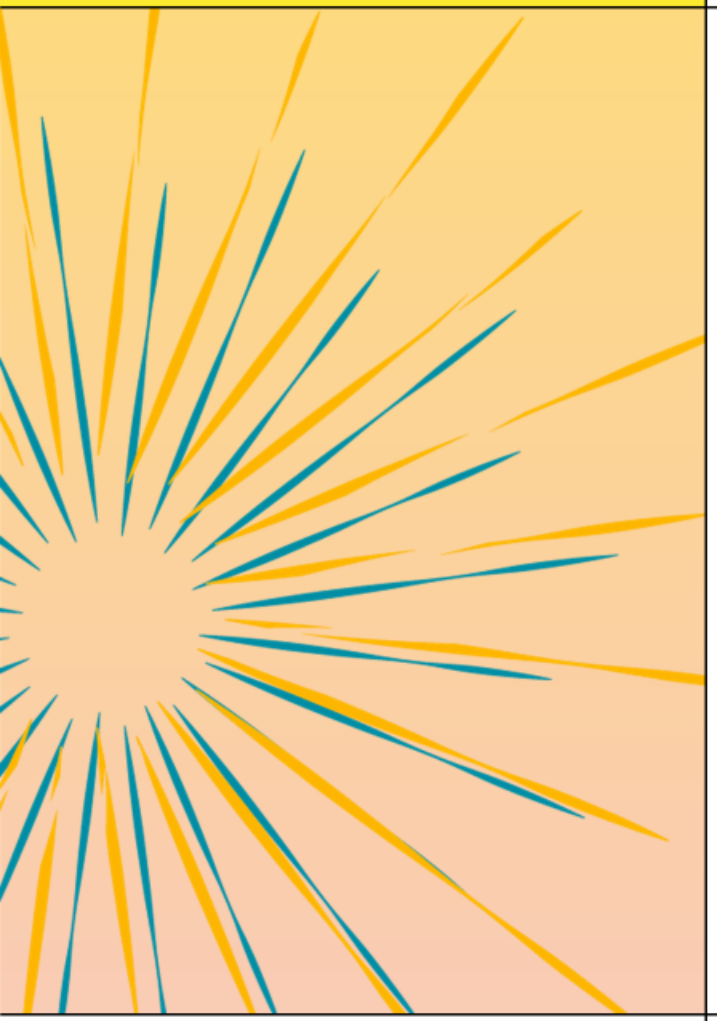
Charity Excellence Framework

Queer Trustees

Trustees' Week

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The Festival of Trusteeship 2026



Chair	**Fiona McAuslan**, Communications Strategist; Trustee, the Literacy Pirates
Panellists	**Jayne George**, Chief Fundraising and Communication Officer, RNLI
	Siobhan Haire, Deputy Recording Clerk, Quakers in Britain
	Marisa Johnson, Clerk (Chair) of Trustees, Quakers in Britain
	Hayley Grocock, Trustee, Lightwaves Community Trust
	Katie Roberts, CEO, The Sheila McKechnie Foundation; Trustee, Greenbelt Festivals Ltd

Trustees' Week

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RNLI comms approach to the media storm following 6 September Channel rescue





RNLI Lifeboats

The storm we were facing...







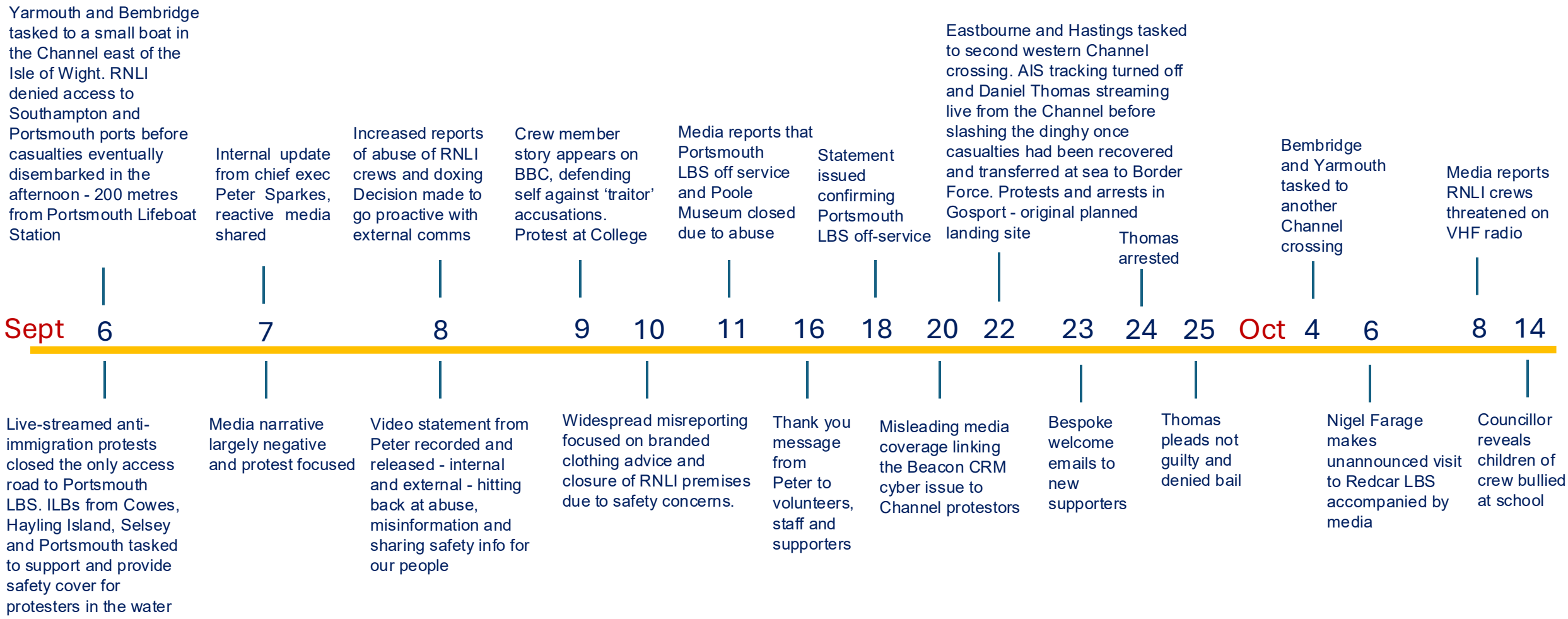


Volunteer RNLI lifeboat crews branded 'traitors' and doxed for picking up migrants

'Traitors' for saving lives: How Britain's migrant protests turned on the RNLI

Lifeboats

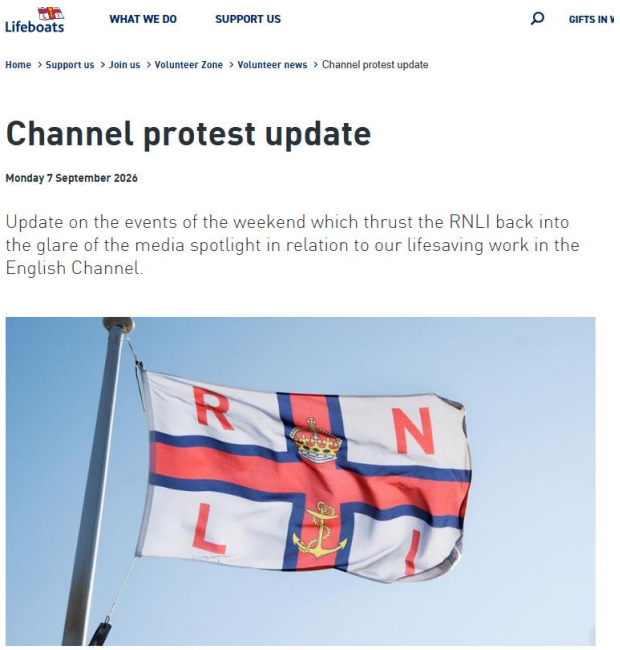
Timeline – what happened when…



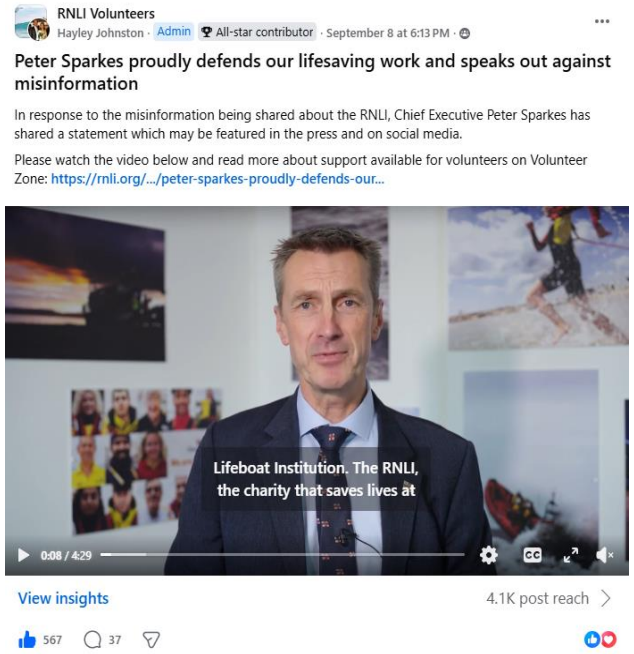
Lifeboats

Internal communications

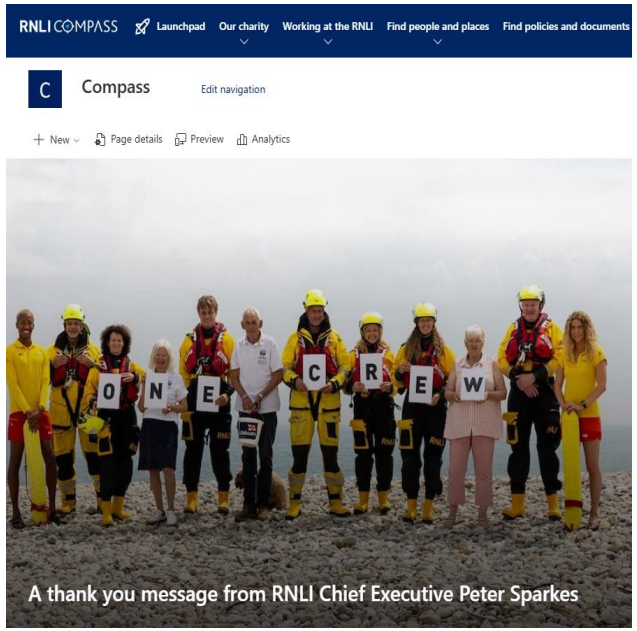
Mon 7 Sept – Inform



Tues 8 Sept – Support

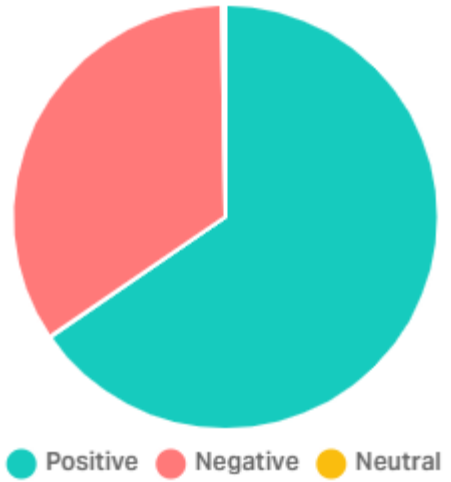


Wed 16 Sept – Thank



Lifeboats

External media



Media Sentiment Tuesday 5pm – Friday midnight

Sentiment shift: Issuing Peter's statement

- Sentiment of coverage shifted to a more positive angle.
- Peter's statement viewed 16,000 times on News Centre, and picked up by 406 media outlets



Statement from RNLI Chief Executive Peter Sparkes

Lifeboats Statement

Tuesday 8 September 2026

Statement from Peter Sparkes, Chief Executive of the Royal National Lifeboat Institution:



RNLI chief hits out at abuse faced by 'selfless' volunteers as protesters identify heroes as 'traitors' online



RNLI volunteers facing 'unacceptable' abuse, chief says

Lifeboats

External media

Changing narrative and emerging challenges

- Unauthorised interviews
- Misinformation about the branded clothing advice
- Misinformation reported about RNLI College housing those rescued
- Misinformation about RNLI transporting casualties to other locations
- Protest in Poole - journalists from BBC and Channel 4 on-site
- Poole Museum closed
- Interest in whether donations were increasing or decreasing.
- Portsmouth lifeboat station being off-service.



RNLI warns staff not to wear uniform after they suffer 'unacceptable abuse'



Fears as Poole residents claim asylum seekers being housed in hotels

RNLI sees supporter boost after abuse of volunteers

RNLI sees 'significant increase' in donations since protests

Lifeboats

Welcome emails (23 & 30 Sept)

Bespoke welcome emails broadcast to new supporters opted in following the coverage (cash, regular giving and retail versions)

16,816 sent in total
Average open rate 35%



Hi ${FirstName},

Hi there,

Welcome to the RNLI – we are so grateful to have you standing with us after such a tough time for the charity and its volunteers.

People like you have sent thousands of heartwarming messages. These mean so much to the lifesavers who have recently faced a storm of misinformation and, in some cases, abuse.

Welcome direct mail (12 Oct)

Bespoke welcome letter sent to new supporters not opted in to email following the coverage

Volume 37k

Some recipients shared their letters on LinkedIn



Lifeboats

Royal National Lifeboat Institution
West Quay Road, Poole, Dorset, BH15 1HZ
0300 300 9990 (from the UK)
01 511 9836 (from Ireland)
+44 1202 663234 (from any other country)
info@rnli.org.uk
RNLI.org

[redacted]

Supporter Number: 601600820

12 October 2026

THANK YOU – YOU'RE HELPING US FACE THE STORM

Dear Mr Naseem,

Thank you so much for your act of kindness last month. We are so grateful to have you standing with us after such a tough time for the charity and our volunteers.

People like you have sent thousands of heartwarming messages, including: 'There are so many of us standing behind you, supporting you and grateful for every life you save. Thank you.' These mean so much to the lifesavers who have recently faced a storm of misinformation and, in some cases, abuse.

Your kindness powers our lifesaving

We can only train and equip our lifesavers with public support. The need for our rescue and water safety work has not gone away, especially as the weather worsens in autumn and winter. And we'll be ready to rescue – thanks to you.

The RNLI is an apolitical organisation. We are independent of government, powered by kind people like you. For more than 200 years, in all weathers, in peace and war, the RNLI and our remarkable lifesavers have selflessly dedicated themselves to rescuing people they have never met before, without judgement, fear or favour.

Thank you very much for standing with us, helping us as we strive to save every one.

Sincerely,

Peter Sparkes
RNLI Chief Executive

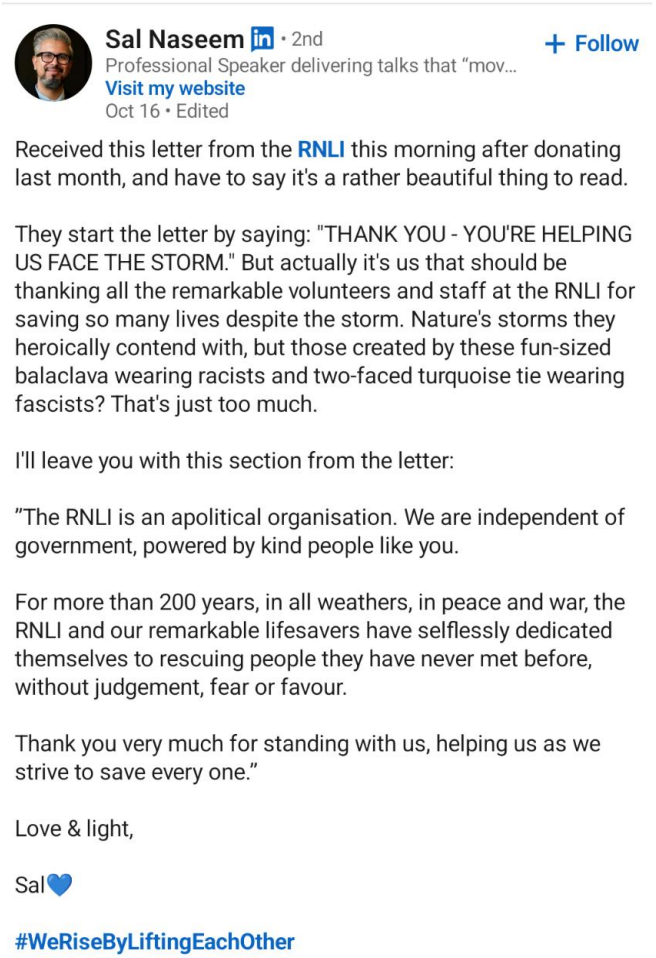
We're so grateful for the support you have shown for the RNLI – it all helps save lives. But if you would rather not hear from the RNLI, or would like to change how we contact you, please contact our Supporter Experience Team on 0300 300 9990 (from the UK), 01 511 9837 (from Ireland) and +44 1202 663234 (from any other country) on weekdays from 8am–6pm, or go to RNLI.org/preferences or write to our Supporter Experience Team, RNLI, West Quay Road, Poole, BH15 1HZ. Alternatively, you can email supporter_experience@rnli.org.uk

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 2678 and 20003826), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney

R/CCTY/10/26

JDN2033100



Sal Naseem • 2nd
Professional Speaker delivering talks that "mov...
Visit my website
Oct 16 • Edited

+ Follow

Received this letter from the **RNLI** this morning after donating last month, and have to say it's a rather beautiful thing to read.

They start the letter by saying: "THANK YOU - YOU'RE HELPING US FACE THE STORM." But actually it's us that should be thanking all the remarkable volunteers and staff at the RNLI for saving so many lives despite the storm. Nature's storms they heroically contend with, but those created by these fun-sized balaclava wearing racists and two-faced turquoise tie wearing fascists? That's just too much.

I'll leave you with this section from the letter:

"The RNLI is an apolitical organisation. We are independent of government, powered by kind people like you.

For more than 200 years, in all weathers, in peace and war, the RNLI and our remarkable lifesavers have selflessly dedicated themselves to rescuing people they have never met before, without judgement, fear or favour.

Thank you very much for standing with us, helping us as we strive to save every one."

Love & light,

Sal💙

#WeRiseByLiftingEachOther

Lifeboats

Net supporter impact

Overall supporter impact

56,652 – 10,217 = 46,435

New Lost Overall Impact

Key areas of supporter impact:

- Email consent

  34,647 – 4,904 = 29,743
- Memberships

  4,420 - 1,014 = 3,406
- Regular Gifts

  10,417 - 3,818 = 6,599
- Supporter Experience messages

  1,857 - 1,524 = 333

Eastside People

The Festival of Trusteeship 2026

Thanks for joining us

Charity Trustee Hub: The one-stop shop for resources, events, and top tips for charity trustees.

https://bit.ly/4yY9Rtv

Charity Crisis Checklist: Why does a charity need a crisis checklist and what should be in it?

https://bit.ly/4e5o4gY

Trustees' Week

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