



Charities top the bill in reputation survey

2 June 2010: The Royal National Lifeboat Institute (RNLI) has achieved the highest score ever recorded in research on reputation carried out by the Reputation Institute (RI). The RI undertakes the largest annual survey of corporate reputation across 34 countries and this year for the first time the survey, which measures reputation among members of the public, was widened to include the top ten charities in England and Wales. The global average score for corporate reputation according to the RI is 64.2 out of 100 and the RNLI scored 95.1. RSPCA and the British Red Cross came second and third in the ratings, achieving 92,84 and 91,64 respectively.

The research, which was carried out for the Institute of Chartered Secretaries and Administrators (ICSA) revealed that governance, citizenship and services were the three key drivers for reputation within the voluntary sector.

'We work tremendously hard on our reputation and standing in the public eye and we are very fortunate in having a large network of people working at local level who feel very involved with RNLI and really contribute to it' says Paul Boissier, RNLI's chief executive 'But we're aware that reputation is very fragile'

David Wilson, ICSA's Chief Executive comments 'The Reputation Institute's research highlights the intrinsic link between reputation and governance. The key message for boards is that strong and effective governance and a well planned strategy go a long way to helping charities maintain a robust reputation regardless of the exterior environment in which they are operating.'

Full details of the charity scores can be found at <http://www.reputationinstitute.com/contact/ri-uk>

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Notes for editors

About RNLI

The RNLI is the charity that saves lives at sea. Its volunteers provide a 24-hour search and rescue service around the United Kingdom and Republic of Ireland coasts. The RNLI operates over 230 lifeboat stations in the UK and Ireland and has more than 150 lifeguard units on beaches around the UK. The RNLI is independent of Coastguard and government and depends on voluntary donations and legacies to maintain its rescue service. Since the RNLI was founded in 1824 its lifeboat crews and lifeguards have saved over 139,000 lives.

About ICSA

The Institute of Chartered Secretaries and Administrators (ICSA) is the professional organisation that trains and supports company secretaries and is a leading authority on corporate governance. It publishes guidance notes and best practice guides and, through its subsidiaries, provides events, information and training, boardroom performance evaluation and dedicated software. The ICSA has 36,000 members worldwide and is represented in over 70 countries.

About Reputation Institute

With a presence in more than 25 countries, Reputation Institute (RI) is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, membership, seminars, conferences and publications such as the *Corporate Reputation Review*. RI's *Global Reputational Pulse* is the largest study of corporate reputations in the world.