

SAFE IN OUR WORLD

**IMPACT REPORT
2025 - 2026**

safeinourworld.org

Safe In Our World is a registered charity in England
and Wales no. 1183344.



CONTENTS

Foreword from Charity Director.....	4
Year In Review.....	5
Charity Growth.....	6
Ambassadors.....	7
Events & Talks.....	8
Level Up Mental Health.....	9
Training.....	10
Mental Health Star Accreditation.....	12
Good Game Playbooks	16
Headspace	17
Charity Bundle 2026	19
Sponsors & Friends.....	20
What's Next?.....	21
Thank You.....	22

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The team here at Safe In Our World remains committed to ensuring those who make games and those who play them feel supported with their mental health.

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FOREWORD

This past year has been yet another tough one for the video games industry. Individuals and organisations have felt the instability and mounting pressures that threaten jobs, businesses, and livelihoods.

At the heart of our work is our unwavering commitment to those impacted by the challenges we're facing, both in the games industry and global gaming communities. We believe no one should be left to face mental health challenges alone, and that belief drives every initiative we pursue as a mental health charity.



Sarah Sorrell, Charity Director

Last year, we launched the games industry's first-ever mental health accreditation, representing a significant step towards recognising and encouraging meaningful commitment to mental health among employers.

The Mental Health Star Accreditation has been our flagship initiative, reflecting our dedication to safeguarding the wellbeing of the entire global gaming industry.

None of this work would be possible without the continued support of our partners, donors, and the gaming community. I want to extend my heartfelt thanks to everyone who has championed our cause over the last year. Your support enables us to deliver life-saving resources to those who need us most.

As we look ahead, we remain resolute in our purpose and optimistic about the difference we can continue to make, *together*.



YEAR IN REVIEW

300+

games industry
companies supported

500,000+

accessing our hub of
lifesaving information

70k

employees supported
with free resources

\$450,000

worth of free training
provided

400+

trained in Mental Health
Awareness within the
games industry

200

ambassadors across 15
countries have helped
amplify our voice



CHARITY GROWTH

Our team has welcomed two new members this year, and our Clinical Advisory Board has grown!

We've been expanding the Safe In Our World team to help strengthen our charity's foundations, pursue new partnerships, and amplify our existing value. We've hired a new **Programmes Coordinator** and **Business Development & Fundraising Manager**.

New Team Members



Izzie Micul, Programmes Coordinator

she/they

Izzie joined us last summer (2025), to help manage our operations and quickly became a crucial part of the maintenance and development of core Safe In Our World programmes, such as our #LevelUpMentalHealth initiative.



Eben Cunningham, BizDev & Fundraising Manager

he/him

Eben has recently joined us as our Business Development & Fundraising Manager to develop our industry connections, explore partnership opportunities, and identify new revenue streams.

New Clinical Board Members



Maura Philippone

she/her

Maura joins us as a PhD candidate in the Communicative Sciences and Disorders Department at Michigan State University. She is a licensed and certified speech-language pathologist with a keen interest in video games.



AMBASSADORS

We're more global than ever before thanks to the newest members of our Ambassador programme - the **Class of 2026** has been taking us to **new heights**, amplifying our message far and wide.

Our Ambassadors have been busy over the last year, raising the profile of our charity and our mental health mission across the globe - delivering talks, featuring on panels, writing content for the Safe In Our World website, and plenty more.

SPONSORED BY THE INDIE STONE



We would like to thank our friends, **The Indie Stone**, for sponsoring the latest class of ambassadors for Safe In Our World, allowing our mission to reach further than ever before across the globe.



CLASS OF 2026

- Alexander Mellström
- JadedPhoenix (Amber)
- Annabelle Afful
- Bethany Rainbird
- Caitlin Doleman
- Codie Sheldon
- Conway Sutton
- Dasha Barsky
- Mod Q
- George Coates
- Havva Solhan
- Jarvs Tasker
- Jodie Swepson
- Jordan Stephens
- Katie Squires
- Eri Cheng
- Paul Rennie (Ren)
- Roshelle P.
- Sally Sheppard
- selcouthmind
- Susmita Aryal
- Sybil Collas
- Thomas Müller
- Spencer Stachi
- Tara Williams
- Aiden Sealey
- Elise
- Ricardo Lozano Ham
- Nat (MurderVeggie)



EVENTS & TALKS

APRIL 25

Reboot Develop

- *Talk: Fostering a safe space in the games industry*
- *Roundtable: Neurodivergence in the games industry*

JUNE 25

SXSW

- *Panel: Gaming for Good*

Game Quality Forum

- *Talk: Navigating uncertainty and building resilience*
- *Roundtable: Context as a tool for mental health*

JULY 25

Impact Day

- *Talk: Resilience and self-advocacy*

Develop:Brighton

- *Roundtable: Identifying and managing Absence Anxiety*
- *Mixer: Safe Break 2025*

AUGUST 25

devcom

- *Talk: Maintaining wellbeing at networking events*
- *Roundtable: Navigating uncertainty*
- *Talk: Healing the games industry - building long-lasting trust with your talent*

MARCH 26

GDC 2026

- *Workshop: Understanding and managing stress*

NOVEMBER 25

Safer Spaces Summit

- *Talk: Creating safer spaces at events*

OCTOBER 25

GR New Horizons

- *Talk: Becoming a Mental Health Star (Accreditation)*

GIC 2025

- *Talk: Fostering a safe space in the games industry*

EGX / MCM Comic Con

- *Panel: Encouraging safe, healthy communities*

SEPTEMBER 25

iGGi Con

- *Panel: Overcoming obstacles to working in games*

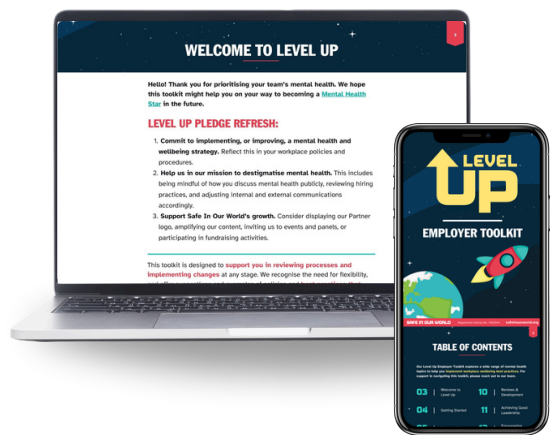


LEVEL UP MENTAL HEALTH

Safe In Our World is proud to continue supporting the global games industry with our [Level Up Mental Health programme](#), delivering vital tools, training, and resources.

The Level Up Partner Portal, where our members can access the wealth of resources we provide, has undergone a transformation this year - and the resources have enjoyed a glow-up too!

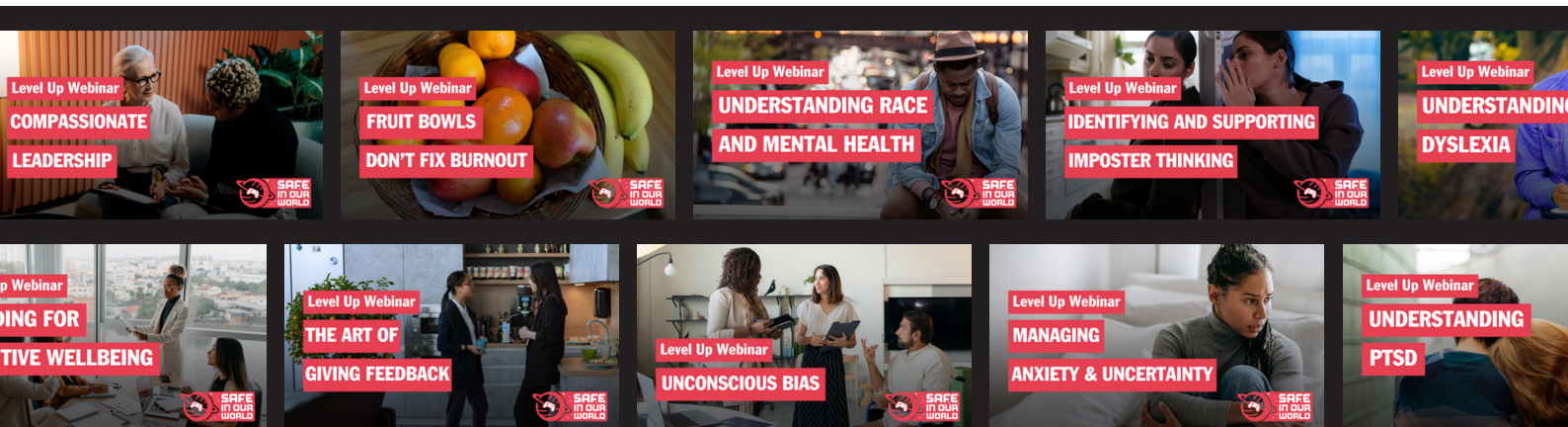
Our **Level Up Employer Toolkit** has been streamlined with a fresh new look, and updated mental health best practices.



Our monthly webinars, accessible to all our Level Up partners, have covered topics like compassionate leadership, how to give feedback, and more.

CATCH UP ON YouTube

We realise it can be hard to make time for online learning in our fast-paced industry, which is why Level Up partners can watch all our **monthly webinars on-demand** over on the [Safe In Our World YouTube channel](#).





TRAINING

We've continued our support for community leaders across the gaming landscape by offering a series of free and interactive Mental Health Awareness workshops.

MENTAL HEALTH AWARENESS FOR COMMUNITY MANAGERS

Over the last year, we've offered a series of workshops (supported by [Humble](#) and delivered by [Mind Fitness](#)) to increase confidence in signposting community members to mental health support.

This training also helped participants identify signs of stress in themselves, recognising the unique challenges of community-facing roles in the games industry, and suggested strategies for establishing healthy boundaries online.

As part of this offering, we also released an updated downloadable [Mental Health Guide for Community Managers](#), a free 10-step guide to safeguarding your mental health in community-facing roles.



MONTHLY TRAINING OPPORTUNITIES

We've facilitated free training across the games industry, covering a range of topics: impostor thinking; compassionate leadership; giving feedback; avoiding stigmatising language; unconscious bias; and much more!



“

The mental health awareness training was incredibly thought-provoking, offering interesting insight into setting boundaries and dealing with stress in an effective way.

Community Specialist

”





MENTAL HEALTH STAR ACCREDITATION

Established 2025



A MARK OF EXCELLENCE

Safe In Our World's **Mental Health Star Accreditation** is the video game industry's first and only certificate that demonstrates exemplary mental health and wellbeing practices in the workplace.

The Safe In Our World mission has always been to increase mental health awareness across the games industry, delivering a wealth of accessible resources to safeguard the wellbeing of the people making our industry tick.

The Mental Health Star Accreditation recognises *true commitment* to mental health as an employer in the games industry.

FOR EMPLOYERS

- Key insights into team sentiment
- Recognition of achievements
- Identify knowledge gaps
- Actionable report of findings
- Guidance on how to improve
- Access to expert resources

FOR EMPLOYEES

- Identify supportive employers you want to work with
- Take pride in your place of work and the culture you help create
- Be part of making your industry safer for current and future generations

The Mental Health Star Accreditation has been designed to be **accessible, flexible and scalable**, welcoming companies of all sizes, from young two-person teams to established AAA studios.

Visit our website to [learn more](#)

Get in touch to [start your journey](#)



GETTING ACCREDITED

The process of getting accredited with Safe In Our World is simple and easy. Deliberately so, because we know how much work goes on behind the scenes at games industry companies.

1. Getting Started

Access everything you need to know to start your journey - including an informal chat, free downloadable resources and guides.

2. Evidence Time

You'll be fully supported as you deploy a 30-minute employee survey, and gather up any other evidence that we then use in our audit.

3. Audit Stage

Our industry experts review all your evidence to determine your scores and create a full report with anonymised employee feedback.

4. Results Are In

We'll invite you to a debrief to review your results, celebrate your successes, highlight areas where you could improve, and help you plan next steps.





“

Our Mental Health Star Accreditation helps to ensure accountability in the games industry and highlights the games companies driving positive change in mental health.

Sky, Head of Programmes  Microsoft

”





GOOD GAME PLAYBOOKS

Following the success of our Good Game Playbook in 2023, Ubisoft and Safe In Our World have united again to create three downloadable tools - helping kids, teens, and parents safely navigate online toxicity.

FOR KIDS, TEENS, AND PARENTS

The original [Good Game Playbook \(2023\)](#), gave players the tools to recognise warning signs, cope with anger and negativity, and practice self-care.

Ubisoft and Safe In Our World got together again to explore a new series of [Good Game Playbooks](#) (available in five languages). We recognised the need to adapt to the different ages of young gamers and provide parents with the tools to support their children engaging safely with online games.



[The Good Game Playbook for Kids](#)

caters to a 5th-grade reading age and focuses on how to stay safe online and understand appropriate behaviour in online gaming.

[The Good Game Playbook for Teens](#)

supports an 8th-grade reading age, and helps your people make informed, safe decisions about what games they play, how, and with whom.

[The Parents' Guide](#)

This guide is designed to help parents and guardians understand the risks and nuances of online gaming and communication, so they can better support young people.



HEADSPACE

Safe In Our World partnered with AbleToPlay to create a brand-new mental health category on their platform, allowing players to search for games that align with their needs.

INTRODUCING: HEADSPACE - THE MENTAL HEALTH CATEGORY

AbleToPlay is a free, community-driven platform that helps gamers with disabilities find games they can fully enjoy - and now that platform includes a category for mental health!

With the input of our [Clinical Advisory Board](#), Safe In Our World determined the criteria for the Headspace category. You can refine your search to include low-pressure games, filter out potential triggers, or find community through cooperative play.

If you're in the mood to learn, Headspace can help you discover games that share educational insights about mental health, or games that centre a personal mental health story or lived experience as the narrative or design.





“

We've already received really positive feedback from users - ranging from making folks feel more seen, to a parent helping their child use the category to find a game they'd like!

Arman, Co-founder at AbleToPlay

”





SPONSORS & FRIENDS



BAFTA



GAME QUALITY FORUM GLOBAL 2026
QUALITY ASSURANCE | LOCALIZATION



re:publica



Google Play



FANATICAL



J A G E X

THE RUNESCAPE COMPANY

Humble





WHAT'S NEXT?

As we launch into **another chapter at Safe In Our World**, we're reminded of how far we've come as a mental health charity and how much we've already accomplished. We're excited for what comes next!

STRENGTHENING OUR FOUNDATIONS

Safe In Our World's continued success relies on our continued ability to adapt to the changing needs of the gamers and industry professionals, delivering valuable tools, training, and resources to support mental health.

We've laid out our new set of **core objectives** for this next chapter, focusing on highlighting our existing value, as well as exploring new opportunities!



BUILD STRONG FOUNDATIONS

We're **levelling up** our own sustainable internal processes to strengthen our charity.



AMPLIFY OUR EXISTING WORK

We're **boosting our visibility** and the impact of our existing tools, training, and resources.



DEVELOP PARTNERSHIPS

We're focused on **securing new revenue streams** to continue our mission for mental health.



BOOST SUPPORT FOR GAMERS

We're **exploring new initiatives** to ensure our mental health support reaches gamers.



THANK YOU

Thank you for your ongoing support of mental health in games. For more information or to get involved, head to the **Safe In Our World** website or contact a member of our team.

We'd love to hear from you. Ask us about our [Mental Health Star Accreditation](#), and access free mental health tools, training, and resources as a [Level Up](#) partner. Or, consider fundraising for us, or even sponsoring one of our projects or webinars.

There are plenty of ways to get involved with Safe In Our World. [Let's chat!](#)

THE SAFE IN OUR WORLD TEAM



Sarah Sorrell

she/her

Charity Director



Sky Tunley-Stainton

they/them

Head of Programmes



Em Aspinall

they/them

Communications & Marketing
Manager



Izzie Micul

she/they

Programmes Coordinator



Eben Cunningham

he/him

Business Development &
Fundraising Manager



Tash Door

she/her

Finance Assistant



Get in touch: hello@safeinourworld.com



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