

Jingle Jam and creator fundraising: *A perfectly balanced event*

Charlie Sarginson

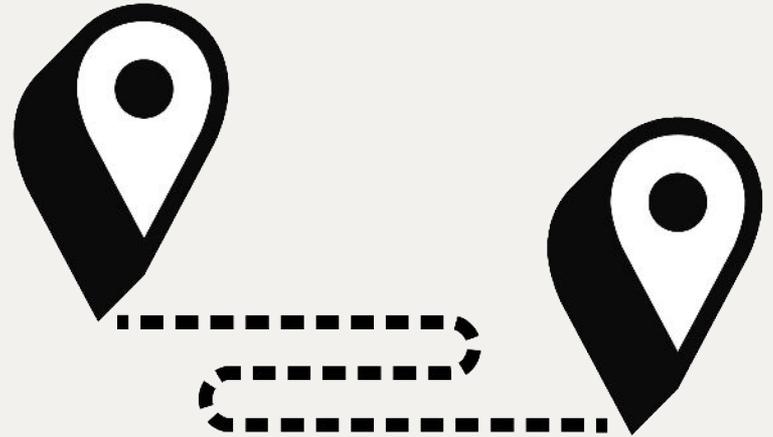
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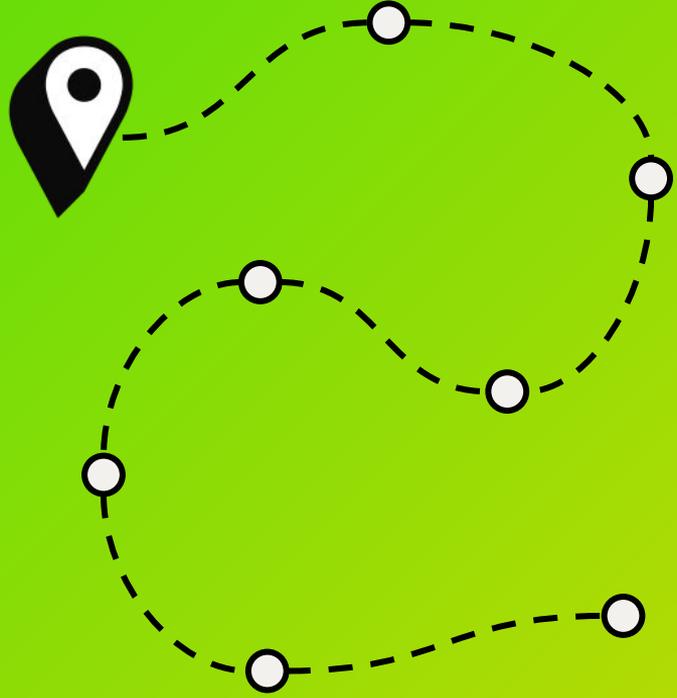
Digital Communities & Partnerships Manager



TODAY'S SESSION

- Intro to the **creator and gaming worlds**
- A **Jingle Jam journey** and CALM's experiences
- **Making it work**, for you and for them





**Creator & Gaming Worlds
(and why we love them)**

CONTENT CREATORS

- **Formats:** Streaming, videos, short-form clips, or a mix of all three
- **Sizes:** From small community creators to mid-sized influencers to major global names
- **Platforms:** YouTube, Twitch, TikTok, Instagram — most creators use multiple
- **Content:** Gaming, lifestyle, sports, comedy, education, and everything in between



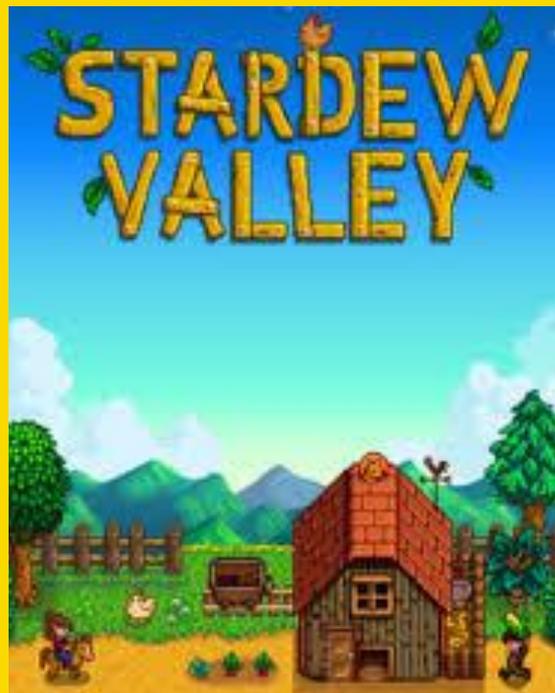
CALM





VIDEO GAMES

- **Massive industry:** Bigger than film and music combined
- **Diverse formats:** AAA blockbusters, indie gems, mobile games, live-service titles
- **Genres for everyone:** From shooters and RPGs to puzzle, strategy, and cozy games
- **Community-driven:** Multiplayer, esports, modding, and content creation ecosystems
- **Cultural phenomena:** Games bring people together, tell stories, and even support charities





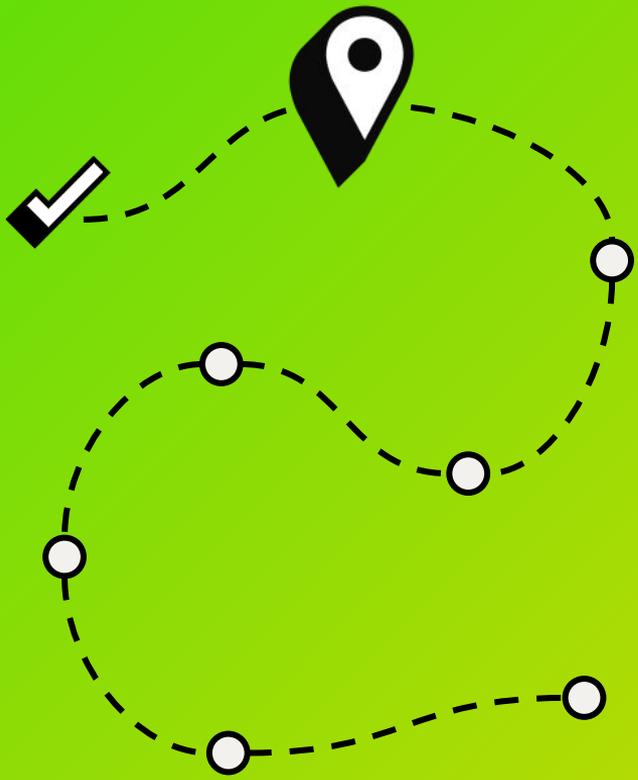
BIG IN THE UK

- Largest gaming market in Europe, worth £7.8 billion in 2023
- Content creation is thriving
- Major UK-based creators – Sidemen, TommyInnit, Yogscast, and more, shaping content worldwide
- Brands are all over it

WHY WE LOVE IT

- Meeting people where they already are
- Engaging younger audiences (but not exclusively)
- Authentic connections make charity messaging real
- Space for bold, creative, attention-grabbing ideas
- Attract sponsors and other lucrative partnerships





Jingle Jam
A gaming Glastonbury

What is Jingle Jam? Founded by legendary creators The Yogscast, it's a two-week fundraising event that unites hundreds of the world's best creators and games to raise millions for charity.

When is it? Fundraise anytime from 1st to 14th December.

The best part? For every £35 your community donates, they get a massive collection of game keys in return.



[Watch Jingle Jam explained in two minutes](#)

Join the CALM team and you'll be in **GREAT** company

Here are a few of the gang from Jingle Jam 2024



Soupforeloise

Raised £4,631



Hrry

Raised £15,375



Talia Mar

Raised £8,886



Jack Manifold

Raised £13,134



RinPenrose

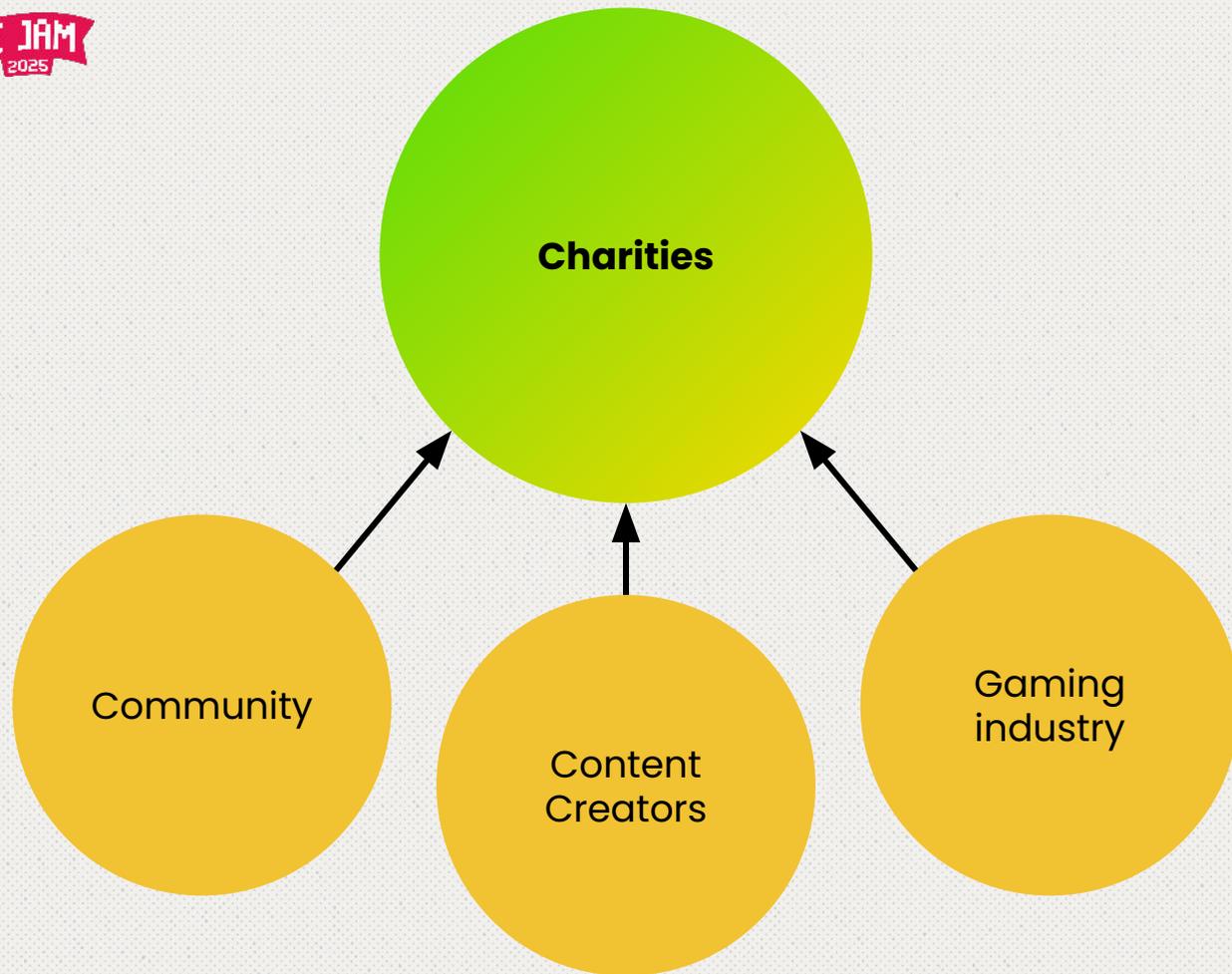
Raised £5,476



High Rollers DnD

Raised £31,503

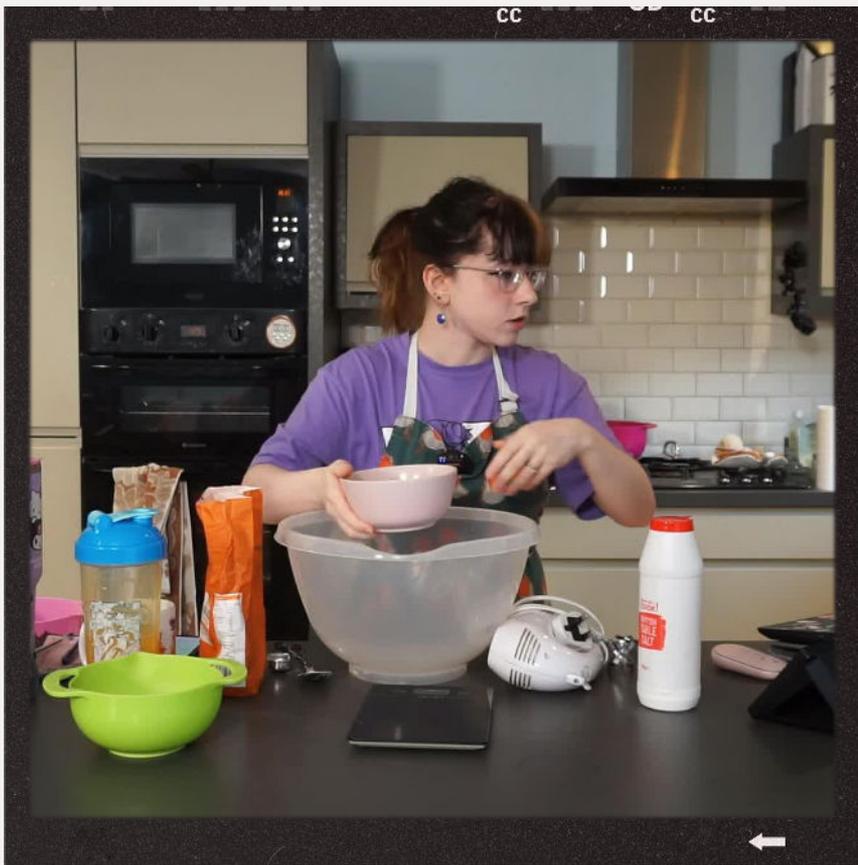
Creators like this at Jingle Jam 2024 raised enough to **fund 35,000 calls** on CALM's life-saving suicide prevention helpline.



HIGH PROFILE CREATORS DOING THEIR OWN THING

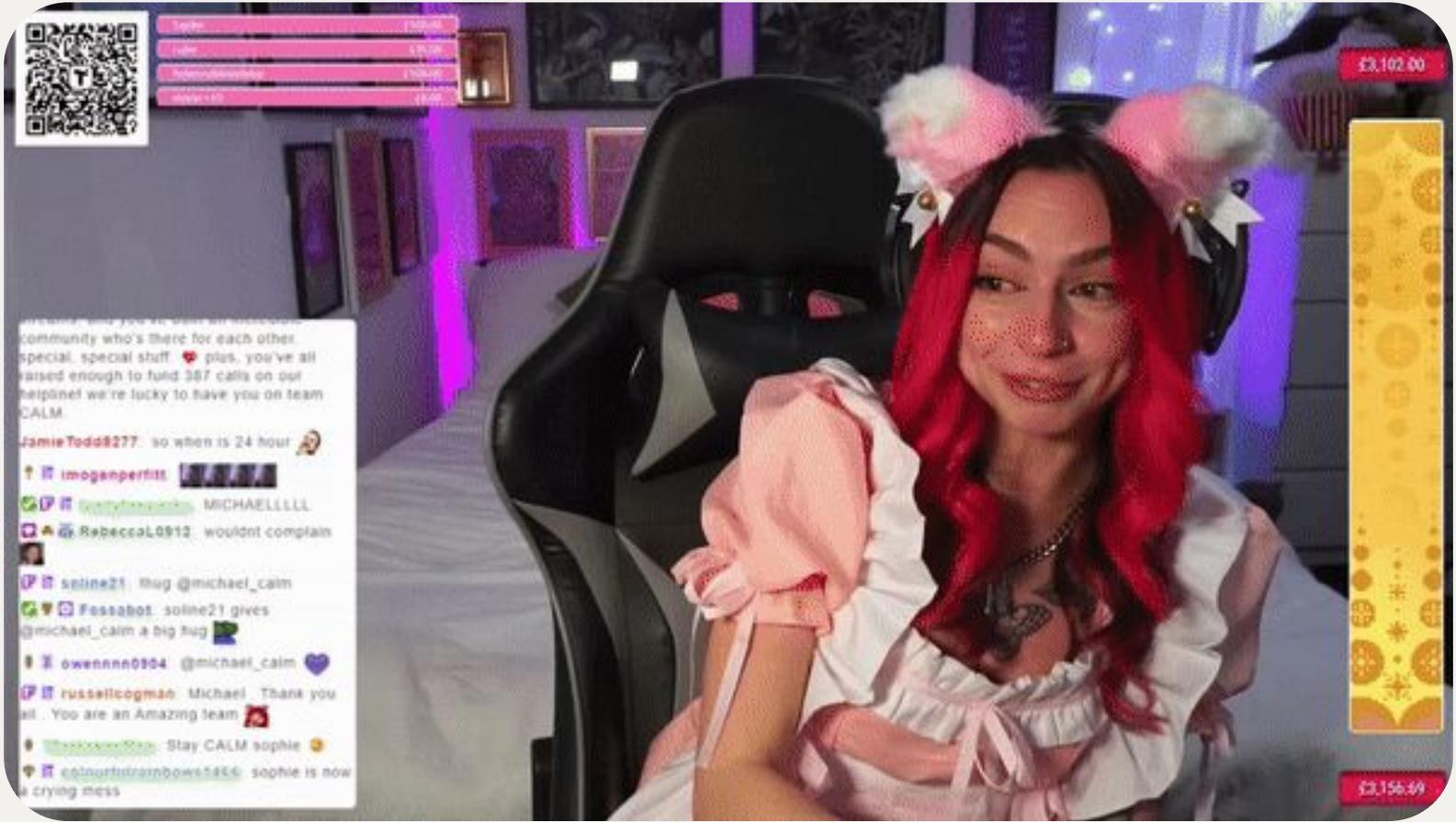
- Big-name creators fundraising through streams, videos, or unique challenges
 - Often involves some sort of forfeit or mild peril to spice things up!
- Often secured through charity outreach, but some reach out directly
- A few major events each year
 - Support from the charity





COMMUNITY CREATORS DOING THEIR OWN THING

- Smaller creators fundraising through streams, videos, or other creative ideas
- Sign up via charity website with an automated supporter journey
- Multiple each month



- Tyler 1700.00
- Tom 1700.00
- RebeccaL0912 1700.00
- shane13 1700.00

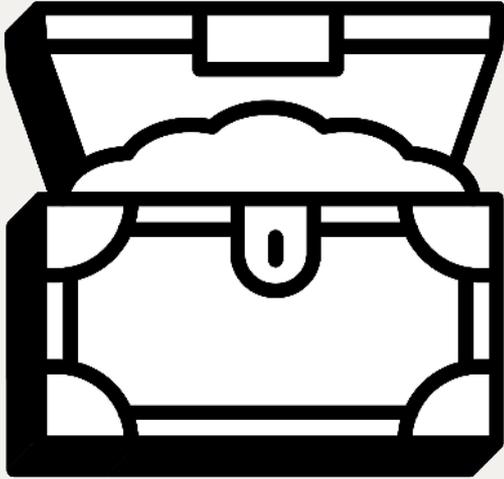
£3,102.00



£3,156.59

community who's there for each other special, special stuff. ❤️ plus, you've all raised enough to fund 367 calls on our helpline! we're lucky to have you on team CALM.

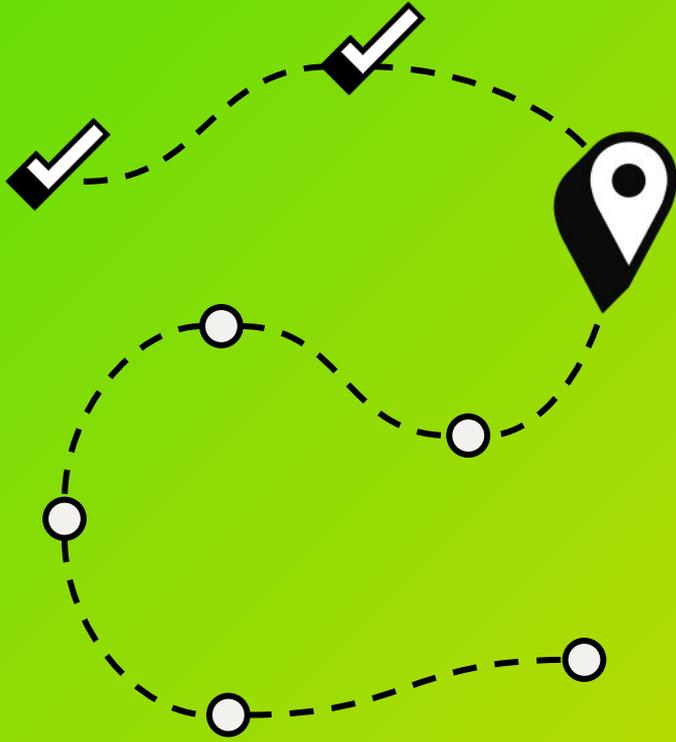
- JamieTodd8277: so when is 24 hour 🙄
- imoganperfit
- anythexoxix MICHAELLLL
- RebeccaL0912: wouldnt complain
- soline21: thug @michael_calm
- Fossabot: soline21 gives @michael_calm a big hug 🍷
- owennn0904: @michael_calm 💜
- russellcogman: Michael Thank you all. You are an Amazing team 🍷
- Stay CALM sophie 🍷
- estourintrainbows1466: sophie is now a crying mess



THE MAGIC SAUCE

- **Find your people:** Content creators, streamers and communities aligned with your cause
- **Engage authentically:** Understand the audience and reach out genuinely
- **Don't overfocus:** Huge creators doesn't mean huge success
- **Get involved:** Learn the lingo, play the games, enjoy the fun
- **Embrace the scuff:** There are moments for high polish and moments for quick and dirty



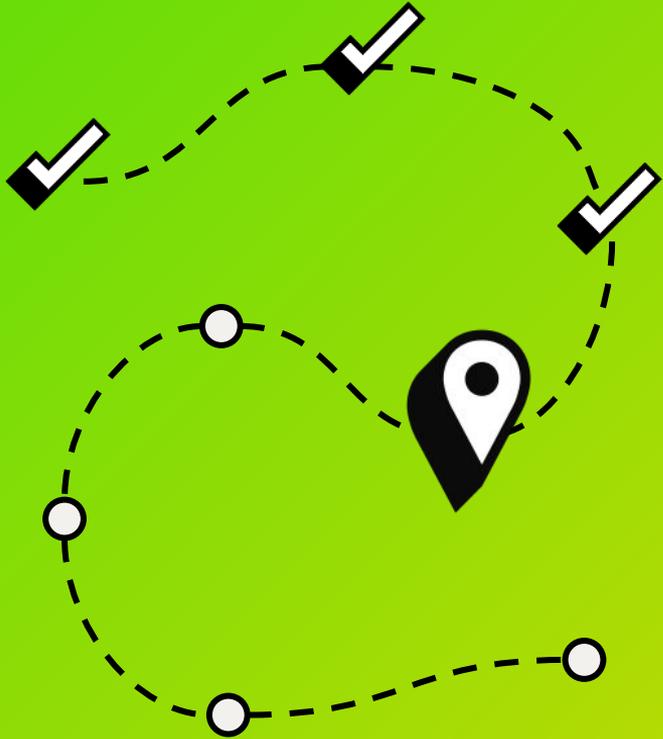


Mistake 1: Thinking 'gaming' and 'streaming' were the same thing

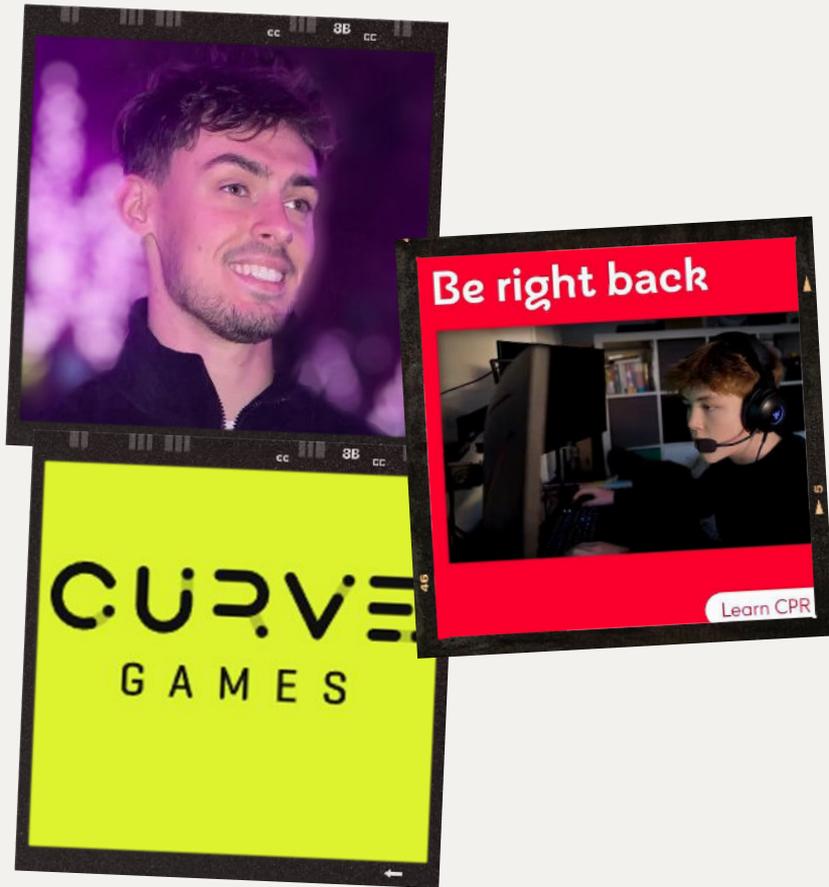
DIVERSE & INTERCONNECTED

- Creators **do** stream games
- BUT they also stream art, music, cooking, and everything in between, even 'Just Chat'
- Plus, they make videos, post on socials, do PR, run marathons, host events, build online communities, and on and on and on...
- Millions of people play and buy games, which means fundraising opportunities **without** the need for creators
- These are all **interconnected**





Mistake 2: Focusing on Size



CREATORS

- Focus on fit and community strength, not just size of audience
- Personal story and fundraising history — some are just better at it

GAMES

- Massive titles aren't (always) the best route to success
 - UK has a thriving indie and mid-sized gaming scene
- Don't forget mobile games

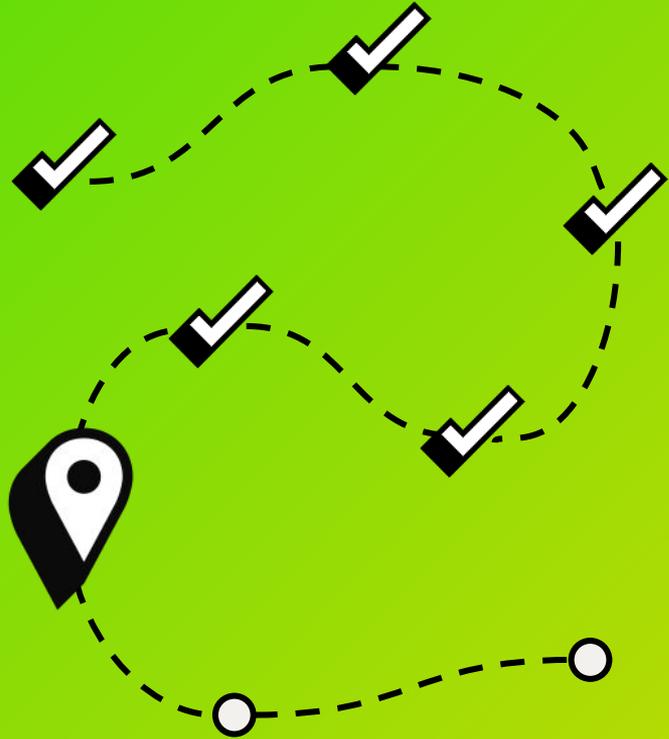


Mistake 3: Siloing Budgets and Teams

NO TO SILO

- Siloed budget and team creates obstacles to value
- Breaking down silos means shared skills and aligned goals
 - Unlocks value in both directions





Mistake 4: Not Being Ourselves



been here for 4 months

udss

ts can shoot you to the
of the game

he says sworn (Pis

 @_jamesy





**VARIS SUBARU
WRX STI CALM EDITION**

CSR2

MichaelCALM



LividCoffee





Who is it? *sign saying say it's a dog*

Jingle Cats X CALM '24

Unlisted

Campaign Against 37.1K subscribers

Like 0 Comment Share Download Clip Save



by: Retro



SIMON GUNNING
CEO, CALM

Oh hello.



CALM

Mistake 5: Approaching Creators and Games as Fundraising Only

**CAMPAIGN
AGAINST
LIVING
MISERABLY**

I just love it. It's really fun. It's just fun.

CREATOR MENTAL HEALTH TOOLKIT

As a creator or moderator, it's never your job to intervene and support your community with their mental health. But we know these issues can come up in your spaces, and it's not always easy to know the right thing to do.

That's why, at Campaign Against Living Miserably (CALM), we've worked with creators and mods to build a mental health toolkit that will help you carry the load. It has all the resources you should need to signpost and look out for your community on your streams, comments, and anywhere else you engage, so you can focus on doing what you love most.

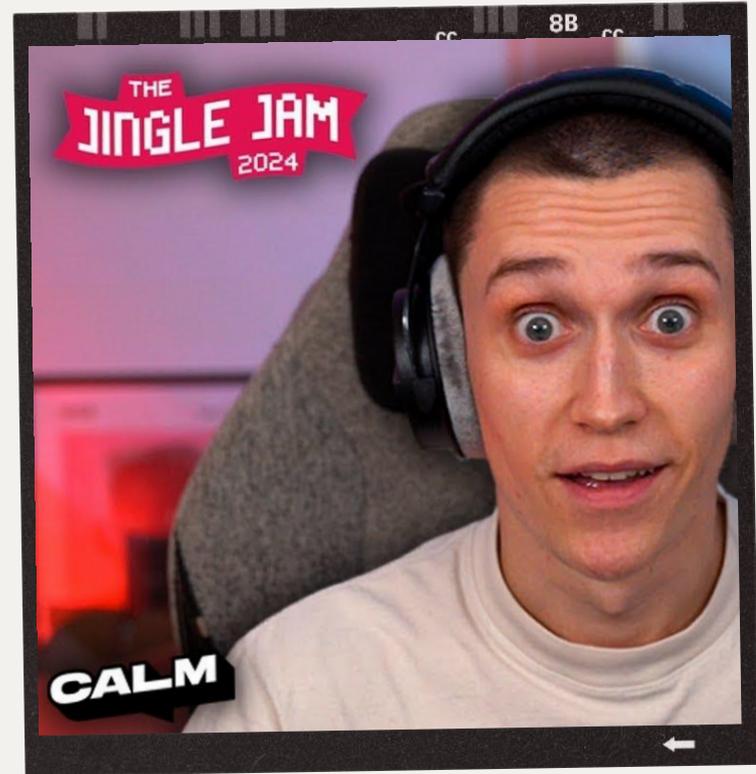




Mistake 6: Expecting Quick Success

GOOD THINGS TAKE TIME

- Long-term play, not a trend or a quick fix
- Taking time to learn the space, ask for advice, spot the best fits for us
- Building relationships with creators and games industry decision-makers



Mistake 1: Thinking ‘gaming’ and ‘streaming’ were the same thing

Mistake 2: Focusing on Size

Mistake 3: Siloing Budgets and Teams

Mistake 4: Not Being Ourselves

Mistake 5: Approaching Creators and Games as Fundraising Only

Mistake 6: Expecting Quick Success

QUESTIONS?

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