

Blanton-Peale
Institute & Counseling Center

ANNUAL REPORT 2023



Blanton-Peale

Institute & Counseling Center

Letter from Dr. Shari Brink *President and CEO*



Since the pandemic began, Blanton-Peale has been in constant motion. In 2020 we pivoted to become a virtual counseling and training center. In 2021 we adopted a new strategic plan. And with those as a launching pad, 2023 was a year for adaptation and change.

Perhaps you can relate. For so many of us, every aspect of our lives has changed since those early pandemic days – the way we work and what office life looks like, how we relate to each other amidst turmoil and divisiveness, and how we think about our own health and wellbeing.

A YEAR FOR ADAPTATION AND CHANGE

As a nimble and responsive 21st century nonprofit, Blanton-Peale is immensely proud of what we've accomplished to care for the mental health and wellbeing of New York City and its residents

With your record-setting financial support and through the care and resilience of our staff and board, we have achieved so much in these turbulent times.

Origins Timeline

1935

The Rev. Dr. Norman Vincent Peale, amidst the Great Depression, acknowledges the limitations of faith alone in addressing emotional and spiritual turmoil.



1937



Peale partners with psychiatrist Dr. Smiley

Blanton, trained by Sigmund Freud, to establish a pioneering clinic integrating psychology and faith.

1948

Blanton-Peale gains national recognition with over 10,000 individuals seeking assistance, as reported in a Newsweek article.



1953

The Counseling Center receives licensing from NY State, cementing its role as a mental wellbeing center in New York.

1963

Fred Keuther organizes the first international conference for pastoral counseling, furthering Blanton-Peale's influence.

In Fiscal Year 2022-2023

- Expanding mental health services for vulnerable New Yorkers by providing 34,000 sessions of affordable and culturally-responsive therapy and psychiatric services, available to our clients, either in-person or virtually.

CULTURALLY RESPONSIVE CARE AND TRAINING

- Reaching further into the community, in partnership with faith- and community-based organizations that serve youth and LGBTQ+ people.
- Training the next generation of mental health professions, with graduating classes from all three programs: 1) our psychoanalytic training program, 2) our Care & Counseling Program in the Korean language, and 3) a second class from our new BIPOC Fellows program for social work students who identify as Black, Indigenous or People of Color.
- Adding capacity throughout our staff, including the addition of a Director of Development position, to which we've welcomed Rebecca Yaggy.

Charting the Way into 2024 and Beyond

With your continued support Blanton-Peale is charting the way into 2024 and beyond. Already we are reaching further into the community:

- reigniting group therapy;
- re-envisioning our psychoanalytic training program with emphases in spirituality, diversity & culture, and contemporary psychoanalysis;
- offering an English version of our classic Care & Counseling Training program;
- continuing to build on the BIPOC Fellows platform.

DEEP GRATITUDE FOR SUPPORT IN TURBULENT TIMES

As you review this report, I hope you'll take genuine pride in what you, our donors, are enabling Blanton-Peale to do.

With a bow of gratitude to each of you,

Dr. Shari Brink

**SINCE
1996**

The Counseling Center and its training programs are named after its visionary founders, Blanton and Peale, reflecting their enduring legacy in pursuit of hope and healing.

2017



In 2017, facing a growing demand for services and an overstretched facility, Blanton-Peale opens a beautiful new second floor, doubling its impact.

2020



During the pandemic Blanton-Peale pivots to a Virtual Counseling and Training Center, making its programs fully accessible. Telehealth continues as an option post-pandemic.

2021

Blanton-Peale adopts a three-year Strategic Plan to address the current mental health crisis and positions itself in the mental health landscape.

Helping People Heal, Grow, and Flourish

Vision

We envision a world in which all people can flourish, find belonging, and bring their best selves to their relationships, their communities, and the world.

Mission

Blanton Peale promotes holistic mental health and wellbeing by nurturing mind, body, and spirit. Our culturally responsive counseling services, provided by a diverse team of trained and licensed therapists, address challenges to mental health and unlock strength and resilience. We amplify our impact by training others, offering licensure opportunities and professional development, and by advocating for the rights of all people to access quality mental health care. Blanton Peale is a welcoming place for each person to heal, to grow, and to flourish

Our Approach

We treat

We leverage funding to keep mental healthcare affordable and accessible to all.

We train

We train others in our unique approach with rigor and a contemporary lens on modern psychological issues

We advocate

We raise awareness of societal structures and issues that affect the mental health and wellbeing of New Yorkers, advocating for resources to help address them.

Clinic

Blanton-Peale is a hybrid counseling and training center, offering telehealth and in-person sessions.

Blanton-Peale Counseling Center is an outpatient mental health center providing therapy to people representing the full diversity of New York City. We're conveniently located in Midtown Manhattan, within walking distance of most subway and train lines. We provide affordable psychotherapy that is sensitive to our clients' beliefs, values, and background.

Our therapists strive to empower clients to work through challenges, adapt to changes, and live life as their most authentic self.

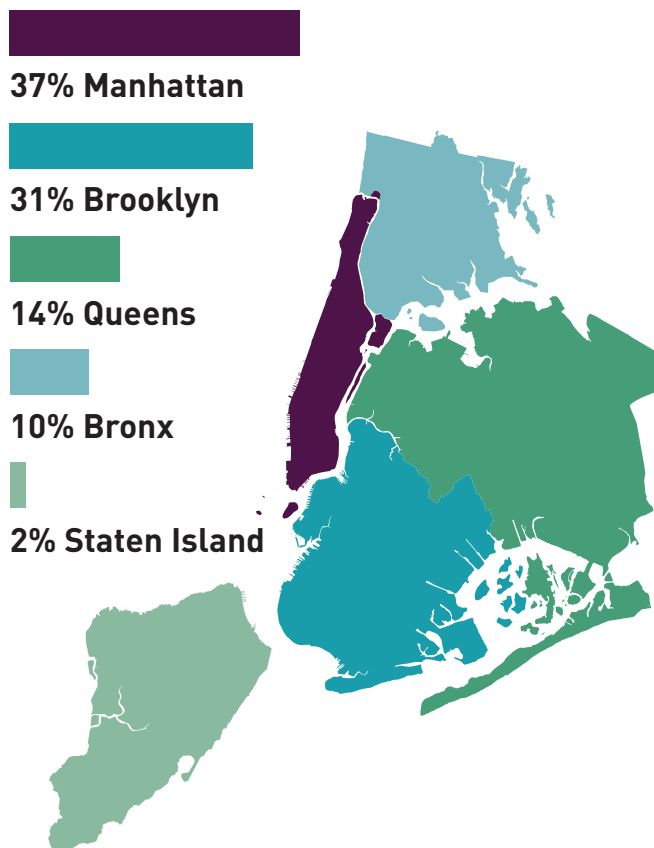
33,863 TOTAL SESSIONS IN FY23

46% OF CLIENTS
ARE UNDER
THE AGE OF 35

27% OF CLIENTS
IDENTIFY AS
LGBTQAI+

42% OF CLIENTS
IDENTIFY
AS BIPOC

Clients come to us from all 5 boroughs, and represent the full diversity of New York City



Our multidisciplinary team includes both talk therapists and those who can prescribe medication as needed:

- Social Workers
- Mental Health Counselors
- Marriage and Family Counselors
- Psychoanalysts
- Psychiatrists

Services

- Individual Psychotherapy
- Couples counseling
- Group Therapy
- Psychiatric Evaluation & Medication Management (in tandem with psychotherapy)

For those without health insurance, we offer an income-based scale and promise to turn no one away, regardless of their ability to pay.

Training Programs

BIPOC FELLOWS

Blanton-Peale is committed to disrupting the inequity that exists in access to care for communities of color.

About 18 percent of people in the United States identify as Hispanic, 13 percent as Black, and 7 percent as Asian. Only 5 percent of psychologists are Hispanic and 4 percent are Black — 86 percent are white. A similar disparity exists among the country's social workers and psychiatrists.

The BIPOC Mental Health fellowship recruits graduate students in social work and provides rigorous training, community building, and opportunities to work with BIPOC patients.

Training

- Weekly one on one supervision
- Weekly clinical training workshops
- Monthly course: Introduction to Psychodynamic Thinking
- Open access to all training opportunities offered outside of the program requirements

Community Building

Community building is at the core of our fellowship with a space that is BIPOC centered. In a weekly BIPOC process group, we explore themes relevant to the formation and identity of therapists of color.

Scholarship

Given the high costs associated with graduate education, through generous foundation and corporate support, we are able to give each participant a \$5,000 scholarship. Scholarships are made available at the beginning of the second semester.

Impact: Clinic and Beyond

The opportunity for BIPOC patients to work with a therapist of color is transformative. Our BIPOC fellowship allows for opportunity for fellows to work with a wide range of individuals and couples in a robust outpatient clinic.

Funders

Blanton-Peale's BIPOC Fellows program is made possible by the generous support of the van Ameringen Foundation and Toyota North America.



PSYCHOANALYTIC TRAINING PROGRAM

Equipping Candidates to Excel in the Field of Psychoanalysis



Comprehensive training including clinical skills, analytic listening, and theoretical foundations

Blanton-Peale is training the next generation of mental health professionals for New York City. Its Psychoanalytic Training Program is a rigorous and unique program that leads to a certificate in psychoanalysis. Those who complete the program, if not already licensed, may sit for an exam to become a New York State licensed psychoanalyst.



Besides the classical psychoanalytic components, three major emphases are also offered:

- **Contemporary Psychoanalytic Thought**
- **Spirituality (broadly defined)**
- **Diversity, Inclusivity and Culture**



Blanton-Peale offers a multi-modal approach to psychoanalytic training that encompasses classical to contemporary perspectives. Applicants to the program come from a broad range of backgrounds, including the traditional mental health disciplines of psychology, social work, and medicine, as well as religion, education, the arts, humanities, and law.

The Blanton-Peale Psychoanalytic Training Program is recognized by the New York State Education Department.

CARE AND COUNSELING TRAINING PROGRAM

Promoting Mental Health and Wellbeing in Diverse Communities

The Care & Counseling Program (CCP) is offered in both Korean and English languages.

The program aims to enhance professional development and personal enrichment by refining skills in self-awareness, effective listening, communication, and relationships. Both a two-year Basic Program and a four-year Advanced Program are available. CCP strives to equip caregivers with leadership qualities to offer informed and compassionate care and counseling to those they serve.

The program creates an intentional learning environment that addresses human need in holistic ways, underscoring the manifold needs of mind, body, and soul.

Each year, the program graduates leaders who are awarded Certificates of Completion, with some pursuing further advanced degrees. The program's alumni operate in a wide variety of settings, including the business sector, social service agencies, community centers and religious institutions.





Norman Vincent Peale Awards

The Norman Vincent Peale Awards recognize individuals who exemplify the spirit of positive thinking that guided the founding of Blanton-Peale. The 2023 celebration took place at the beautiful Tribeca Rooftop on October 24th. We raised over \$278,000 for mental health in New York City!



"When Drs. Blanton and Peale first established the clinic at Marble Church in 1937, two remarkable men brought their great gifts to a partnership dedicated to the idea that together religion and psychiatry might accomplish more than either could alone. Blanton-Peale has seen many changes over the years but... New York City needs Blanton-Peale today every bit as much as it did in 1937."

– Lauren McGill's Acceptance Speech
at the 2023 NVP Awards

"We know the compounding and systemic effects of oppression and discrimination and how that impacts mental health. Blanton-Peale is interrupting that cycle of trauma and pain, so I want to congratulate Blanton-Peale for all of your work and decades of service to this city."

– Dr. Ashwin Vasani's Acceptance Speech
at the 2023 NVP Awards



We were thrilled to honor two extraordinary supporters and advocates of mental health: Dr. Ashwin Vasani, New York City's Commissioner of Health, and Lauren McGill, goddaughter of our co-founder Dr. Smiley Blanton.

Partners

THANK YOU TO OUR CORPORATE
AND FOUNDATION PARTNERS



The Hyde and Watson Foundation



Donors

WE ARE DEEPLY GRATEFUL FOR THE SUPPORT OF THE
FOLLOWING INDIVIDUALS AND ORGANIZATIONS DURING
THIS FISCAL YEAR, JULY 1, 2022 – JUNE 30, 2023

Founders: \$85,000 +

van Ameringen
Foundation
Peale Foundation

Jerome Link
Lauren McGill
Julia Ritchie &
Michael Hoff
Youth Foundation, Inc

Benefactors: \$30,000 +

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(FEMA)
New York State Office
of Mental Health
David and Betty Harris
David (Sandy) Pearson

Advocates: \$2,500 +

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Theodore Gregory
Marie Hedbavny
Rev. Dr. Renee House and
Rev. Dr. Richard Ruch
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Casey and Mary Kemper	Sarah Landy	Margaret Goodman	Laura Pires-Hester, Ph.D.
Korean American Association of Greater New York (KAAGNY)	Baleta M. McKenzie	Edward Grinnan	Poornima and Narayan Prasad
Korean Language Foundation (KLF)	Lisa Miller	Myung Hee Han	Agatha Pratt
Judy Krusell and David Landy	Lynn Min	Rick Harper	Mark and Judith Reuter
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Kelsey Louie	Mark Rhee	Velibor Ivanic	Jill Russell & Andrew Bunnell
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	Shawn Garan	Robert Pesce	Dr. James J. Wisecup
	Elizabeth Garcia		Amy Wong
			Gerri Yoshida

Financials

FISCAL YEAR, JULY 1, 2022 – JUNE 30, 2023

REVENUE

FY2022-2023

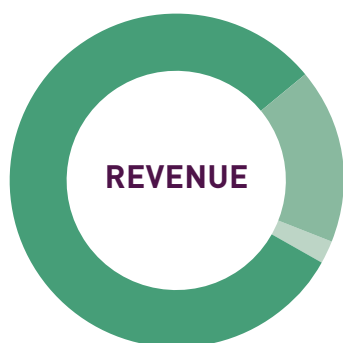
Grants & Contributions	\$1,004,110
Program Revenue	\$4,667,439
Total Other Income	\$103,421
Total Revenue	\$5,774,970

EXPENSES

Program Expenses: Clinic	\$3,015,544
Program Expenses: Training	\$705,433
Management and General	\$1,238,904
Fundraising	\$300,740
Total Expenses	\$5,260,621

SURPLUS

Surplus	\$514,349
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- 81% Program Revenue
- 17% Grants and Contributions
- 2% Total Other Income



- 57% Program: Clinic
- 24% Management and General
- 13% Program: Training
- 6% Fundraising

BOARD OF TRUSTEES & BUSINESS AFFILIATIONS

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Secretary and Treasurer
Peale Foundation

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Founder and President
The Leadership Group

Stephanie M. Bailey

Treasurer
Independent IT Consultant.
Previously, Director at Consolidated Edison

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Attorney, Fragomen Law

Rev. Dr. James J. Wisecup

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