

# Blanton-Peale

## Healing, Growing, Flourishing



## What Is the Need?

At Blanton-Peale, we've seen a second pandemic in the wake of the Covid pandemic; it is a mental health pandemic.

Those who were encountering challenges to their mental health before the pandemic are experiencing heightened anxiety, depression and symptoms of trauma. And others are newly experiencing difficulties managing the isolation, anxiety, grief and loss.

Blanton-Peale's services are urgently needed. In March alone, we provided nearly 1,000 more sessions of affordable and accessible psychotherapy than in the same month last year – 4,265 sessions, to be exact.

It was March of last year that we pivoted to provide all of our services via telehealth to ensure New Yorkers get the support they need during these tumultuous times. Throughout this crisis, we continue to help vulnerable New Yorkers.

We face "the risk for a second pandemic, which will be a mental health pandemic." - Dr. Yuval Neria, Columbia University

# Who Are the People Blanton-Peale Serves?



**58%**

Clients who are  
people of color



**57%**

Clients who are from  
the outer boroughs



**47%**

Clients who are  
millennials (under the  
age of 35)



**32%**

Clients who identify as  
lesbian, gay, bisexual,  
or transgender

No matter their age or demographics, our goal is to help each person know their own unique beauty and become their best self, the person they were created to be.

Every day, New Yorkers who represent the full diversity of this vast city, find healing, growth and transformation through their ongoing work with a Blanton-Peale therapist.

Many of them will be the first in their families to overcome the stigma of mental health challenges and get the help they need.

# Our Clients Are a Reflection of the Times in Which We Live

Those who were encountering challenges to their mental health before the pandemic are experiencing heightened anxiety, depression and symptoms of trauma. And others are newly experiencing difficulties managing the isolation, anxiety, grief and loss.

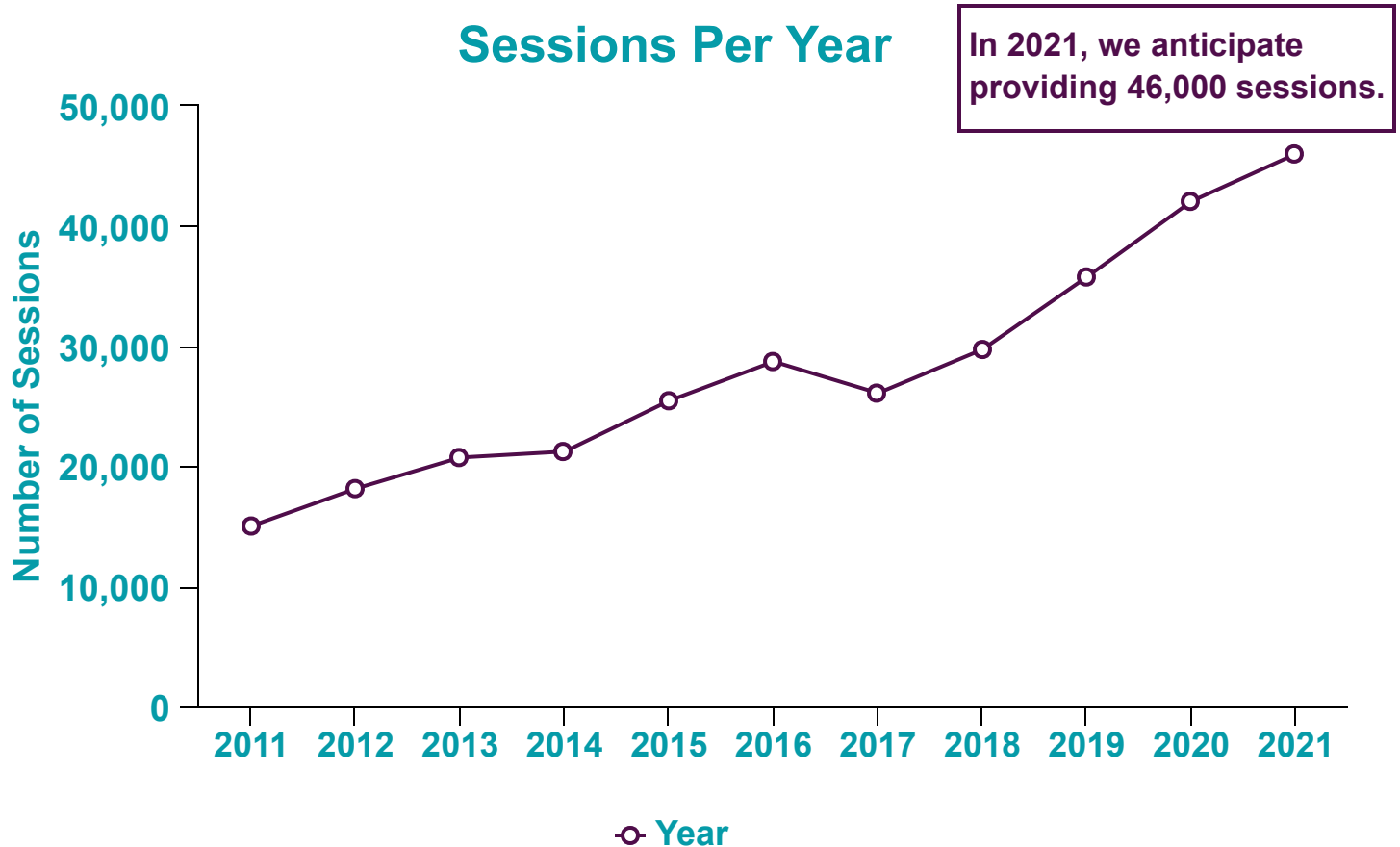
**Lucy** cares for a loved one with underlying health conditions while balancing the stress of being an essential worker. She worries about bringing the virus home. Teletherapy makes it possible for her to continue her own care, often while on the go.

**Marcus** remembers a “routine” traffic stop in which his father was badly beaten. 25 years later, he still has flashbacks, but his therapist, trained in new approaches to trauma, is able to help.

**Jorge**, a college student, was introduced to Blanton-Peale via an online workshop through his college and is, for the first time, talking about the intersection of being gay and an immigrant.

Blanton-Peale's clients know the challenges of being a person of color, an immigrant, and/or gay or transgender. They wonder if they'll keep their jobs and how to keep up with rent. Traumatic experiences – both before and during the pandemic – have taken a huge toll on overall wellbeing.

# A 10 Year Trajectory of Growth



In March 2020, we pivoted to provide all of our services via telehealth and continue our impact on mental health needs in New York City. Now in March 2021, we provided nearly 1,000 more sessions of affordable and accessible psychotherapy than in the same month last year – 4,265 sessions, to be exact.

In just 10 years, Blanton-Peale has tripled its impact. This year, we project that Blanton-Peale will provide 46,000 sessions of affordable mental health services to New Yorkers who need them most.

There's no denying the need is skyrocketing. We're focused on providing affordable and accessible, holistic mental health care.

# The Norman Vincent Peale Awards is a Night to...

## **Celebrate Mental & Spiritual Health.**

Our founders, Dr. Norman Vincent Peale, author of *The Power of Positive Thinking*, and eminent psychiatrist Dr. Smiley Blanton, were forward-leaning thinkers who were among the first to combine psychology and spirituality. Today at Blanton-Peale we are continuing their legacy of innovation. In response to the pandemic, we've pivoted to provide all of our services via telehealth and our training is online. Now, trainees are logging in from as far away as North Carolina and South Korea.

## **Destigmatize mental health**

**challenges.** In 2019, we honored Keyon Dooling, former NBA player and current Player Development Coach for the Utah Jazz. His commitment comes from his own childhood trauma and subsequent mental breakdown in 2012. In honoring Keyon, we continue to support those affected by trauma of all sorts and champion those who are destigmatizing mental health challenges.

**Raise funds that are crucial to our promise to turn no one away due to an inability to pay.** We believe in the importance of providing affordable, holistic mental health care for all New Yorkers.

## Our Past Honorees Include...



**Joe Namath**

Legendary NFL Quarterback,  
Philanthropist, Author



**Stephanie M. Bailey**

Fortune 500 Executive and Nonprofit  
Leader



**Keyon Dooling**

Former 12-year NBA Player



LinkedIn



**Ron Powers**

NY Times Bestselling Author

## Join us, virtually, on October 20, for the 2021 Norman Vincent Peale Awards for Positive Thinking

# Blanton-Peale

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Blanton-Peale Institute & Counseling Center provides affordable and accessible, holistic mental health care to people representing the full diversity of New York City. It amplifies this impact by training mental health professionals, leaders, and other caring people with the tools of psychology, mental health, and spirituality.

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