ANNUAL REPORT

www.blantonpeale.org
About Us

Blanton-Peale Institute & Counseling Center, a nonprofit, licensed mental-health counseling and training center located in New York City, promotes holistic mental health and wellbeing by nurturing mind, body, and spirit. Provided by a diverse team of trained and licensed therapists, our counseling services aim to be culturally-responsive, address challenges to mental health, and unlock strength and resilience.

We amplify our impact through training, offering licensure and professional development, and advocating for equal rights to quality mental health care. Blanton-Peale is a welcoming place for each person to heal, grow and flourish.

Interns and BIPOC Fellows celebrate the completion of their training
Blanton-Peale Institute and Counseling Center has been helping people heal, grow and flourish since 1937. Its story began in the Great Depression, a time of devastating economic, emotional, relational, and spiritual upheaval. Founders Rev. Dr. Norman Vincent Peale and Dr. Smiley Blanton recognized the need for deeper support, and opened a unique counseling center that integrated psychology - and faith - to address mental health challenges.

Rev. Dr. Norman Vincent Peale and Dr. Smiley Blanton had hit a nerve - a hunger for integration of spirituality and psychology. By 1948, more than 10,000 people had visited the Center and it continued to grow. Throughout its history, Blanton-Peale’s high standards and diverse clientele have positioned it as a sought-after training ground.
The Counseling Center

Its Growth

In 2017, the counseling center was at capacity and was unable to fulfill the overwhelming demand for mental health sessions. It expanded its space and therapist pool.

In 2020, as a pandemic began to rage, Blanton-Peale pivoted to telehealth and online training.

In 2022 the clinic provided nearly 36,000 sessions of affordable and accessible, holistic and culturally responsive mental health care, in the form of individual, couples, and group therapy and complementary psychiatric services.

As the urgency for quality mental health care spikes, our work is as important as ever. In NY, there are nearly 1.7 million people struggling with mental health issues who are not receiving any support from a mental health professional. Blanton-Peale has an important role to play in this unmet need.
Throughout the pandemic, Lucy cared for a loved one with underlying health conditions while balancing the stress of being an essential worker. She worried about bringing the virus home. Teletherapy made 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 thorough his college and is, for the first time, talking about the intersection of being gay and an immigrant.

58% Clients who are people of color

51% Clients who are under the age of 35

33% Clients who identify as lesbian, gay, bisexual, or transgender
Now in its third year, our BIPOC Mental Health Fellowship is expanding the pipeline of therapists of color. Each fellow is a second-year social work student who identifies as Black, Brown, Asian, and/or LGBTQ+, and is committed to providing culturally-responsive care. Fellows receive 1-on-1 and group mentorship, supervision, and a $5,000 scholarship.
Training at Blanton-Peale

**Ongoing Trainings**

**Licensed Therapists**
A hallmark of Blanton-Peale is the training we provide for our 70+ therapists. Recent trainings have included: Trauma-Informed Care, Addiction and the Brain, Dialectical Behavior Therapy, Foundations of Spiritually Integrated Psychotherapy, Domestic Violence/Intimate Partner Violence, and Building Emotional Wellness with Youth.

**Korean Care and Counseling Program**
Comprised of a two-year Basic Program and a four-year Advanced Program, the Korean Care & Counseling Program equips people with leadership qualities to offer informed and compassionate care and counseling to those they serve.

**Psychoanalytic Training Program**
Our approach is unique in its deep integration of spirituality, broadly defined, its grounding in contemporary manifestations of both Freudian and Jungian theories, and its active, socially-aware engagement as a multi-cultural community. Our graduates become NY State licensed psychoanalysts.
FINANCIAL OVERVIEW

Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 2021-2022</th>
<th>FY 2020-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Grants and Contributions</td>
<td>$486,160</td>
<td>$934,557</td>
</tr>
<tr>
<td>Total Program Revenue</td>
<td>$4,278,003</td>
<td>$5,142,476</td>
</tr>
<tr>
<td>Total Other Income (loss)</td>
<td>$(77,577)</td>
<td>$(121,606)</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$4,686,586</strong></td>
<td><strong>$6,198,639</strong></td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 2021-2022</th>
<th>FY 2020-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Expenses: Clinic</td>
<td>$3,166,636</td>
<td>$2,951,493</td>
</tr>
<tr>
<td>Program Expenses: Training</td>
<td>$678,186</td>
<td>$612,365</td>
</tr>
<tr>
<td>Management and General</td>
<td>$829,063</td>
<td>$838,075</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$141,888</td>
<td>$168,378</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$4,815,773</strong></td>
<td><strong>$4,570,311</strong></td>
</tr>
</tbody>
</table>

Surplus (Deficit)

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 2021-2022</th>
<th>FY 2020-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Surplus (Deficit)</strong></td>
<td>$(129,187)</td>
<td>$1,628,328*</td>
</tr>
</tbody>
</table>

*In fiscal year 2020-2021, a PPP loan of $613,336 was forgiven that was part of the pandemic-related CARES Act.

Fiscal Year 2021-2022

Revenue: Total: $4,686,586

- Grants and Contributions: $486,160
- Total Program Service Revenue: $4,278,003

Expenses: Total: $4,815,773

- Program Expenses: Clinic: $3,166,636
- Program Expenses: Training: $678,186
- Management and General: $829,063
- Fundraising Expenses: $141,888
Norman Vincent Peale Awards

Each year, Blanton-Peale presents the Norman Vincent Peale Award to exceptional organizations and individuals whose leadership supports mental health care throughout New York City and beyond. Past honorees exemplify the spirit of positive thinking that underlies Blanton-Peale’s work and include Aetna, a CVS Health Business; LinkedIn; FDNY EMS; and individuals such as Joe Namath, Eileen Fisher, and our 2022 Honorees, Dr. Yung Duk Kim, and Dr. Lisa Miller from Columbia University.

In 2022 nearly 200 corporate executives, donors and friends raised $300,000 to support Blanton-Peale's urgent work addressing healthcare disparities, destigmatizing mental health challenges, and providing quality care to all.
The Awards

Some Past Honorees

Aetna, a CVS Health Company
Industry leading, diversified health solutions company

Eileen Fisher & Eileen Fisher, Inc
American fashion designer and entrepreneur

James Earl Jones
American actor

LinkedIn
Business and employment-focused social media platform

Colin Powell
American politician, statesman, diplomat, U.S. Army officer, and the first African American Secretary of State
Thank you to our 2022 awards event donors

Leaders
EARTH THERAPEUTICS, THE KANG FAMILY
BETTY AND DAVID HARRIS
DAVID (SANDY) PEARSON

Benefactors
JOHN AND ELEANOR RORER
THE VENETOS FAMILY

Champions
SHARI BRINK AND JUDY KRAMER
PEALE FOUNDATION

Scholars
ELIZABETH PEALE ALLEN
MEG ARMSTRONG AND GREG LOZIER
DRS. STEPHANIE AND LARRY BAILEY
JUN CHOI
GUIDEPOSTS ASSOCIATES, JOHN TEMPLE
JEROME LINK
LAUREN MCGILL
JULIA RITCHIE AND MICHAEL HOFF

Friends
ASIAN NEW LIFE FOUNDATION
S. AXELROD CO
KENNETH DAKE
DRUCKER ASSOCIATES, LLC
PHILIP EPSTEIN
LAURIE FERGUSON
NADJA FIDELIA
GLOBAL SOCIETY OF KOREA AND AMERICA
TED M. GREGORY
JOHN M. GRIEM JR.
DONALD AND SANDRA INGRASSANO
CASEY AND MARY KEMPER
YUNG DUK KIM
ERIK KOLBELL
KOREAN LANGUAGE FOUNDATION
WILLIAM AND HWAIN LEE
BRIAN LEWIS
KELSEY LOUIE
MARBLE COLLEGIATE CHURCH
LISA MARGOSIAN
LINDA AND KEN MORTENSON
NICHOLAS MARTINI FOUNDATION
ALICE B. OWENS
TED T. PLATZ
RESEARCH FOUNDATION FOR KOREAN COMMUNITY
RIVERSIDE CHURCH
GAYLE ROBINSON
RENEE HOUSE AND RICHARD RUCH
MICHAEL AND JODI SMART
MARTIN LUDWINS AND LISA TOPHAM
ANNE TOWNSEND
GREGORY AND LINDA WALKER
ROBERT AND SUSAN WEI
KOREAN AMERICAN ASSOCIATION OF GREATER NEW YORK
Supporters

ANN KANSFIELD AND JENNIFER AULL
JOSH AVERBACH
JASON C. BAKER
NICK AND ROBYN BELLAMY
MARY V.T. CATTAN
HOON CHUNG
LAURA HAHN-SEGUNDO COLLINS
WILLIAM CRITZMAN
SANDRA DIAZ
DAVID AND JANE DOBBINS
ALEC DRUMMOND
JAMES ELLIS AND KATE DUNN
LARRY AND REBECCA EHRHARDT
JENNIFER AND IBEREDEM EKURE
FRANCES ENGORON
MARCIA FINGAL
SHAWN GARAN
ELIZABETH GARCIA
RUTH GENN
EDWARD GRINNAN
RICHARD C. HARPER
MARIE L. HEDBAVNY
KAREN AND RONALD HESS
JAMES M. HOLMES
VELIBOR IVANIC
JOAN KANTOR
JONATHAN KELLEY
WILLIAM KINN AND JEAN MULLIGAN-KINN
KOREA NATIONAL PRAYER BREAKFAST OF NEW YORK
DAVID LANDY AND JUDITH KRUSELL
COLIN LAUGHLIN
DOUGLAS LAWRENCE
HONG JUN LEE
DAVID AND PAMELA LEEMING
MIKE LEMBO
DAVID LEVINTHAL AND KATE SULLIVAN
DOUGLAS MCArTHUR
BALETA M. MCKENZIE
LISA MILLER
MARILYN MCLAUGHLIN AND MATTHEW MURRAY
WILLIAM NAUGHTON
KEVIN NELSON
WILLIAM R. NYE
CHARLES AND GRACE PARK
LYDIA PEALE
ROBERT M. PESCE
JANET E. PIERRO
MARK RHEE
JOSHUA SANCHEZ-SECOR
MARY BETH SASSO
STEVE SCHALL
JAMES GEISE SHANNON
RICHARD SHOUP
HELEN MONSEES AND BOB SIXTA
JANET T. SMITH
SARA STOKER
GREGORY J. SUTTERLIN
PAMELA TINKHAM
DAN TOMASULO
KORA VAUGHS
ANDRES VILLALON
SUSANAH E. WADE
KELSANAHA WADDE
RENA C. WHITE
KAREN WHITE
K. WAYNE WILSON
AMY A WONG
GERRI YOSHIDA

Your support makes our work possible!

BLANTON-PEALE ANNUAL REPORT 2022
# Our Board of Trustees

Members of Blanton-Peale’s Board of Trustees come from diverse professional backgrounds and represent unique mental health perspectives. Together, they provide oversight and direction for the organization’s mission, strategy, and goals.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elizabeth Peale Allen</td>
<td>Chair</td>
<td>Secretary &amp; Treasurer Peale Foundation</td>
</tr>
<tr>
<td>Dr. Shari K. Brink</td>
<td>President &amp; CEO</td>
<td>Blanton-Peale Institute and Counseling Center</td>
</tr>
<tr>
<td>Casey R. Kemper</td>
<td>Vice Chair</td>
<td>Founder &amp; President Kemper Advisors</td>
</tr>
<tr>
<td>Colin Laughlin</td>
<td></td>
<td>Senior Director of Product Development &amp; Management Fidelis Care</td>
</tr>
<tr>
<td>Kelsanah Wade</td>
<td></td>
<td>Attorney Fragomen Law</td>
</tr>
<tr>
<td>Meg Armstrong</td>
<td>Founder &amp; President</td>
<td>The Leadership Group</td>
</tr>
<tr>
<td>Esq. David L. Harris</td>
<td>Secretary</td>
<td>Retired Partner Lowenstien Sandler LLP</td>
</tr>
<tr>
<td>William H. Kinn, Jr.</td>
<td>CEO</td>
<td>Kinn Real Estate Counselors, LLC</td>
</tr>
<tr>
<td>Julia Kang-Reeves</td>
<td></td>
<td>Marketing Director Earth Therapeutics</td>
</tr>
<tr>
<td>Erik M. Kolbell, LCSW</td>
<td></td>
<td>Author &amp; Licensed Therapist Private Practice</td>
</tr>
<tr>
<td>Dr. James J. Wisecup, D.Min</td>
<td></td>
<td>Executive Director Riverside Counseling Center</td>
</tr>
<tr>
<td>Stephanie Bailey</td>
<td>Treasurer</td>
<td>Independent IT Consultant Previously, Director Consolidated Edison</td>
</tr>
</tbody>
</table>
Blanton-Peale
Healing, Growing, Flourishing

7 West 30th Street, 9th & 10th Floors
New York, NY 10001
212.725.7850
blantonpeale.org