

Blanton-Peale

Institute & Counseling Center



2022

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

Our History

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.



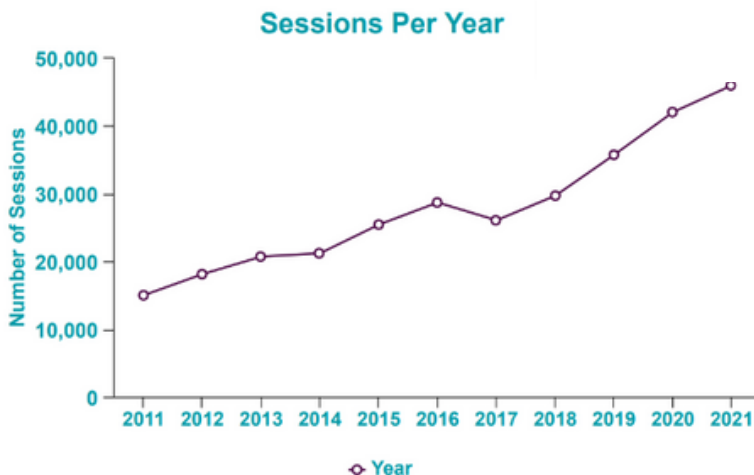
The Counseling Center

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.

The Counseling Center

Our Clients

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 through 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

Training at Blanton-Peale

A New Initiative: BIPOC (Black, Indigenous, and People of Color) Fellows

The availability of therapists of color is a primary barrier to quality care for people of color, and most mental illness among BIPOC communities goes untreated.

The growing need and heightened awareness of mental health has only accelerated the urgency Blanton-Peale feels to train the next generation of culturally-responsive mental health professionals.

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.



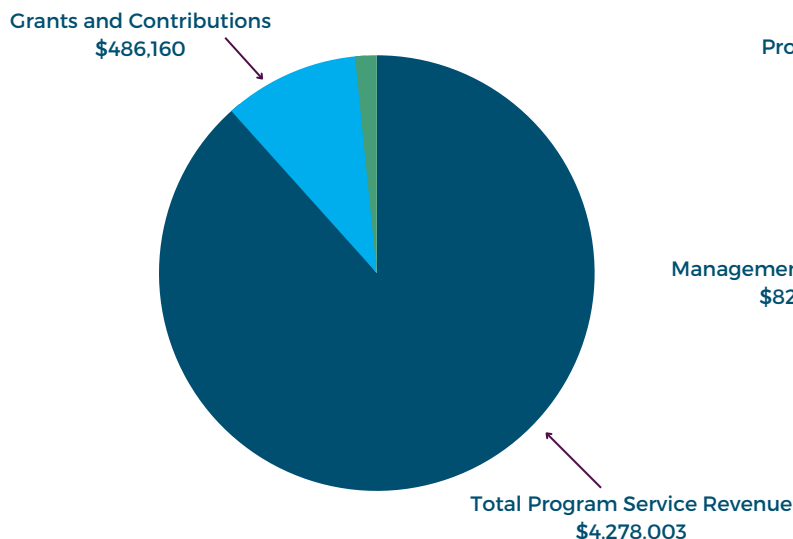
FINANCIAL OVERVIEW

Revenue	FY 2021-2022	FY 2020-2021
Total Grants and Contributions	\$ 486,160	\$ 934,557
Total Program Revenue	\$ 4,278,003	\$ 5,142,476
Total Other Income (loss)	\$ (77,577)	\$ 121,606
Total Revenue	\$ 4,686,586	\$ 6,198,639
Expenses		
Program Expenses: Clinic	\$ 3,166,636	\$ 2,951,493
Program Expenses: Training	\$ 678,186	\$ 612,365
Management and General	\$ 829,063	\$ 838,075
Fundraising	\$ 141,888	\$ 168,378
Total Expenses	\$ 4,815,773	\$ 4,570,311
Surplus (Deficit)	\$ (129,187)	\$ 1,628,328*

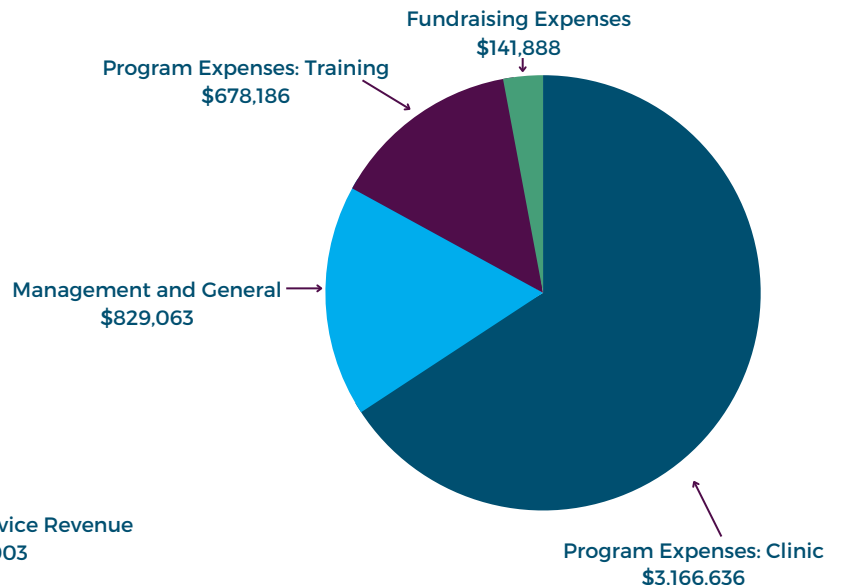
*In fiscal year 2020-2021, a PPP loan of \$613,336 was forgiven that was part of the pandemic-related CARES Act.

Fiscal Year 2021-2022

Revenue
Total: \$4,686,586



Expenses
Total: \$4,815,773



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



Colin Powell
American politician, statesman, diplomat, U.S. Army officer, and the first African American Secretary of State



LinkedIn
Business and employment-focused social media platform

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

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DRS. STEPHANIE AND LARRY BAILEY

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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.

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