

**Blanton-Peale**  
Institute & Counseling Center

President & CEO

Blanton Peale Institute & Counseling  
Center

New York, NY | Fall 2024

**Kieran McTague**

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BOSTON | NEW YORK

***The Blanton Peale Institute & Counseling Center is seeking a dynamic and experienced leader to be the next President & CEO to lead Blanton-Peale into the next chapter of its celebrated history.***



## **History of Blanton-Peale Institute & Counseling Center**

In 1937, in the thick of the Great Depression, The Rev. Dr. Norman Vincent Peale, who would soon author *The Power of Positive Thinking*, realized that religion and faith on their own were not enough to address the devastating emotional, relational, and spiritual upheaval of those who sought him out. And so, he joined forces with the eminent psychiatrist Dr. Smiley Blanton, who had trained in psychoanalysis with Sigmund Freud.

Blanton-Peale's founders were innovative, forward-leaning thinkers and, in 1937, their partnership birthed a first of its kind clinic that integrated psychology alongside faith to address mental health challenges. The Counseling Center earned Blanton-Peale its first national recognition: a 1948 *Newsweek* article reported that more than 10,000 persons had come for help. In 1953, the Counseling Center was licensed by NY State, confirming it as a center for the mental wellbeing of all New Yorkers. In 1963, Fred Keuther, director of training, spearheaded the first international conference for the emerging pastoral counseling movement.

There have been many changes over the decades, but since 1996, the work of the Counseling Center and the various forms of training have been known by the names of its founders, Blanton, and Peale. What began as the dream of two individuals – eager to bring hope and healing – now requires all of us, working together.

## **About The Blanton-Peale Institute**

Blanton-Peale envisions a world in which all people can flourish, find belonging, and bring their best self to their relationships, their communities, and the world. Blanton-Peale promotes holistic mental health and wellbeing by nurturing mind, body, and spirit. Culturally responsive counseling services, provided by a diverse team of trained and licensed therapists, address challenges to mental health and unlock strength and resilience. This impact is amplified by training others, offering licensure opportunities and professional development, and by advocating for the rights of all people to access quality mental health care.

## **Clinic**

Blanton-Peale is a hybrid counselling and training center, offering telehealth and in-person sessions. The outpatient mental health center provides therapy to people representing the full diversity of New York City

and Blanton-Peale therapists thrive to empower clients to work through challenges, adapt to changes, and live life as their most authentic self.

Blanton-Peale conducted close to 34,000 counselling sessions in FY23. Clients come from all five boroughs and close to 50% of clients are under the age of 35, almost 30% identify as LGBTQAI+ and more than 40% identify as BIPOC. The multidisciplinary team includes both talk therapists and those who can prescribe medication as needed – social workers, mental health counselors, marriage and family counselors, psychoanalysts, and psychiatrists. Blanton-Peale services are individual psychotherapy, couples counselling, group therapy, and psychiatric evaluation & medication management (in tandem with psychotherapy).

## Training Programs

### BIPOC FELLOWS

Blanton-Peale is committed to disrupting the inequity that exists in access to care for communities of color. The BIPOC Mental Health fellowship recruits graduate students in social work and provides rigorous training, community building, and opportunities to work with BIPOC patients.

### PSYCHOANALYTIC TRAINING PROGRAM

Blanton-Peale's 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.

### CARE AND COUNSELLING TRAINING PROGRAM

The Care and Counselling Program is offered in both Korean and English, and promotes mental health and wellbeing in diverse communities. The program aims to enhance professional development and personal enrichment by refining skills in self-awareness, effective listening, communication, and relationships. Each year, the program graduates leaders who are awarded Certificates of Completion, with some pursuing further advanced degrees

## Norman Vincent Peale Awards Celebration

The Norman Vincent Peale Awards is an annual event that recognizes individuals who exemplify the spirit of positive thinking that underlies the Blanton-Peale Institute & Counseling Center. It is an occasion to celebrate mental and spiritual health, destigmatize mental health challenges, and raise funds that are crucial to Blanton-Peale's promise to turn on one away, regardless of their ability to pay.

## The Opportunity

The President and CEO is responsible for the management, direction, and coordination of all organizational operations and related activities for the purpose of attaining the goals and objectives as set forth by the Board of Trustees of Blanton-Peale.

This is a remarkable opportunity for a self-motivated and forward-thinking leader to join Blanton-Peale at a critical time in the organization's history.

The ideal candidate will be an individual of unquestioned integrity, ethics and values, and someone whom the staff and community will view as a trusted partner and collaborator. The next President and CEO will provide vision and optimism with a grounded, pragmatic, roll up your



sleeves ability to get things done. This person will lead Blanton-Peale into the next chapter of its history and will develop cross-sector partnerships with diverse stakeholders, including government agencies, policymakers, elected officials, private funders, thought-leaders, and change makers.

Blanton-Peale has an operating budget of more than \$4M annually and the President and CEO will be responsible for helping to build and maintain the organization's long term financial sustainability.

## Key Responsibilities

### **Leadership**

- Partner with the Board to implement strategic plans and accomplish Blanton-Peale's mission and objectives.
- Provide direction to senior leadership team which includes the Chief Program Officer, Chief Financial Officer, Director of Development, and the Assistant to the President.
- Help identify and recruit individuals for senior leadership positions as needed as well as mentor and coach individuals in those roles.
- Serve as the spokesperson for Blanton-Peale while representing Blanton-Peale in ways that strengthen the brand and communicate its mission.
- Identify potential opportunities within Blanton-Peale and the community to elevate the organization's counselling services and training programs.

### **Board Relations**

- Ensure clear and consistent communication with the Board around organizational goals and direction, key initiatives, opportunities, and challenges.
- Develop Board capacity to govern, steward and advocate for the Blanton-Peale mission.
- Serve as a voting member of the Board.
- Regularly report to the Board on Blanton-Peale overall operations.
- In tandem with the Director of Development, work with the Board on fundraising needs and priorities.

### **External Affairs and Fundraising**

- Create new pathways and partnerships that grow Blanton-Peale's visibility and increase its philanthropic support.
- Engage the community and institutional stakeholders to secure funds to enhance and expand programs while ensuring the organization's fiscal health.
- Create and implement strategies for developing and extending relationships with Blanton-Peale's stakeholders aligned with Blanton-Peale objectives.
- In collaboration with the Board, determine the stakeholder priorities from community-based organizations, traditional and social media, foundations, corporations, major donors, religious institutions, and alumnae.
- Explore opportunities, relationships, and collaborations that generate increased awareness for Blanton-Peale.
- Attend special events, meetings and conferences related to Blanton-Peale's interests and actively obtain speaking engagements on behalf of the organization.



## Key Qualifications

- At least 10 years of prior experience as a successful leader of a related nonprofit/ community-based organization/government agency.
- A strong passion for the mission and programs of Blanton-Peale and commitment to the mental health and wellbeing of New Yorkers.
- A track record of generating diverse financial support for ambitious, innovative programming.
- Ability to review current organizational programs/structures and make recommendations that empower programmatic refinements.
- Clinical executive experience is highly preferred.
- Demonstrated excellence in communications and stakeholder engagement with the public and private sector.
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical government affairs, fundraising, and marketing initiatives.
- Ability to influence and engage a wide range of stakeholders and build long-term relationships.
- Capable of designing and directing strategies that enhance and support organizational operations.
- Knowledge of how to foster an environment of accountability, healthy work relationships and partnerships, and inclusivity among organizational staff in order to maintain a positive and collaborative work environment.
- Ability to work well with media, staff, and the community.



**Blanton-Peale is offering a salary of \$200,00 to \$250,000, plus benefits, commensurate with experience.**

**Blanton-Peale Institute & Counseling Center does not discriminate based on race, color, creed, religion, national origin, sex (including pregnancy and parenting status), disability, age, veteran status, sexual orientation, gender identity or expression, marital status, or genetic information. We strongly encourage people of diverse identities to apply.**

Please submit your cover letter and resume [here](#).

For more information, please visit [www.developmentguild.com](http://www.developmentguild.com).

### **Kieran McTague**

**SENIOR VICE PRESIDENT AND DIRECTOR, NEW YORK, PRINCIPAL**

Development Guild DDI

## About Development Guild DDI

*For 40 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. Based in Boston and New York, we have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.*

*With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.*

