

# SINGULA 1 INSTITUTE

## Big News & Announcements

Despite the tumultuous times that we are all getting through, this winter and spring has been incredibly productive and fruitful for **Singula Institute**. We have continued to grow in size and in support, and as a result, we have been able to build a stronger foundation in our strategic planning. We are proud to bring you a summary of our accomplishments.

**A New Website:** Our team worked with **Penn Student Design** to build our new website, which will serve as an anchor for our Fundraising Campaign. We will launch our new website **this Friday!** Please check out our new look: <http://www.singulainstitute.org>

**A Big Gift:** **Seema Boesky** has renewed her contribution of **\$100,000.00** to **Singula Institute** as **Lead Donor** for our fundraising campaign, and has been named as **Philanthropic Advisor to the Board of Directors**. We thank her for her continued and unwavering support to **Singula Institute!!!**

**A Bigger Roster:** Our team continues to grow in size, experience, and talent. We added eight new individuals to our Board of Directors and to our group of Advisors. Please see their incredible biographies by clicking on their profiles on our team page: <http://www.singulainstitute.org>

1. **Seema Boesky**, Philanthropic Advisor to the Board of Directors
2. **Barry Peek, Esq.**, Board of Directors
3. **Angela Stelle**, Board of Directors
4. **Bill Langdon**, Board of Directors
5. **Dr. Yasmin Hurd**, Scientific Advisor
6. **Tommy Gallagher**, Business Advisor
7. **Gina Sockolow**, Business Advisor
8. **Aminah West**, Business and Healthcare Strategy Advisor

## **Mental Health Awareness Month 2020**

More than ever, society has become increasingly aware of mental health needs that span the spectrum of healthy to ill individuals in our communities. Although Mental Health Awareness Week in the US is October 4-10th, we support the UK's Mental Health Awareness Week this year ([Mental Health Foundation](#)) from May 18-24. We will be posting articles and holding events this week.

## **Fundraising & Development**

The winter and early spring have been a very busy time for **Singula Institute's** resource development efforts. Over the past few months, we have been working on four key strategies and created tremendous momentum!

Our top priority is to strengthen **Singula Institute's Board of Directors** and in January we welcomed **Barry Peek**, in April we welcomed **Angela Stelle**, and in May we welcomed **Bill Langdon**. We also recruited **Seema Boesky** as the **Philanthropic Advisor to the Board**. Ms. Boesky is the lead donor in **Singula Institute's Start-Up Campaign** and has agreed to assist us with securing major gifts. We endeavor to add three or four additional Board members by early Fall 2020. Once the new members are in place, a more formalized structure will be adapted with Board Officer positions and active committees.

In addition to strengthening the Board, we dedicated time and resources to cultivating **Singula Institute's** current network of supporters. We adapted a gift pyramid to inform strategy and reach the **\$1.5 million Campaign goal**. Specific strategies were created to deepen relationships and identify future leadership. As previously mentioned, with a gift equalling 20% of the campaign goal, **Ms. Boesky**

was named our **Founding and Lead donor**. We were able to identify **24 new individuals** with an interest in learning more about Singula and *whose personal and professional missions align with our own*. To date, we have met with six of them about Singula and its important work.

Additionally, we focused on establishing and strengthening relationships with organizations, e.g. the **University of Pennsylvania**, and initiated new ones with communities such as **Asphalt Green**, the **92nd Street Y**, **The Boys Club of NY**, and **Tiger 21**. We identified key nonprofit organizations closely aligned with Singula's mission and are working to form partnerships with them. Such organizations include **Brain and Behavior Research Foundation**, **Hope for Depression**, **Fountain House** and **Bring Change to Mind**, founded by celebrity Glenn Close.

### **Social Impact Community**

We have made great strides in developing Singula's **Social Impact Community** and promoting Dr. Marc Lener as the spokesperson of **Singula Institute**. We have connected with renowned authors and lecturers, and are beginning to gain access to the corporate community. Speaking engagements at organizations and private schools such as **Trinity**, **Dalton**, **Brearly**, and **Fieldston** are in the works.

**Dr. Marc Lener** gave an invited talk to a group of elite young swimmers at **Asphalt Green in Mazur Hall** on **Wednesday, March 11th** to the swimmers on the Asphalt Green Unified Aquatics (AGUA) Swim Team <https://www.teamunify.com>, home to Olympian Lia Neal and an array of talented young swimmers.

**Dr. Marc Lener** was previously scheduled to provide a workshop at the **Boys and Girls Club of NY (BCNY)** <https://www.bcny.org> for their **Mental Health Awareness Day** on **Saturday, May 9th from 9am-2pm**, on the topic of **Anxiety and Performance**. However, due to the current precautions for COVID-19, the event has been postponed.

**Dr. Marc Lener** developed, organized, and executed a series of talks to help members of the Asphalt Green Community in New York City. In addition, he is in the midst of co-writing an article with Dr. Chaz Howard, University Chaplain at

**UPenn**, addressing the psychosocial and spiritual aspects to managing our fears and anxieties during this crisis.

## **The Clinic**

On the business side of building our clinic, we continue to refine our business plan to fit **Singula Institute's** mission to transform mental health diagnostics and treatment. We have been in discussion with several business and legal experts to ensure that our business and legal structures are sufficiently strong to build and expand our clinical research and clinical services.

## **Clinical Research Projects**

Our **Clinical Research Team** is currently working on projects that will bring Singula Institute into the academic realm and increase our public presence. We have been in the drafting and editing stages of one of our papers to be published, the analysis stage of another, and a data collecting phase of another project. We hope to submit one of our projects for publication by this summer!

## **Mental Health & Society**

We will continue to keep you posted on articles of interest to **Singula Institute** via **Facebook**, **Linkedin**, and **Instagram**. These articles are reviewed, filtered, and provided commentary by our Singula Institute clinicians and highlight some of the issues that Singula Institute will tackle through our clinical research!

You can begin to pledge your support for Singula vision of transforming Mental Health by liking us on [Facebook](#), following us on [Instagram](#) and [Linkedin](#) and sharing our [page](#) with your friends and colleagues.

-The Singula Team



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