

Procedure 5.7

Imago Center Accreditation Agreement

1. Introduction

An “Imago Center” is a community-based agency which primarily uses Imago Relationship Therapy in providing mental-health counseling to families.

The objectives of the partnership are:

- To make Imago services more available to the community served by the agency, especially low-income couples.
- To provide opportunities for Imago training for therapists.
- To create a focus for research into the effectiveness of Imago Relationship Therapy.
- To work collaboratively with other community agencies serving vulnerable populations and to bring Imago education, training and services to those centers.

2. Definition of an Imago Center

- An Imago Center may be the whole agency, or an operating division or service center within the agency.
- The agency or center should be a nonprofit.
- The Center should have 5 or more Certified Imago Therapists who are members of IRI, whose client load includes a significant proportion of couples and families.
- All other couples counseling offered under the name of the Center should be by therapists who are trained to some degree in Imago and offer this to their clients. Our expectation is that all of the therapists of an Imago Center will be in the process of becoming Certified Imago Therapists with the exception on interns and postdocs.
- Imago Centers are expected to have at least 25% of clients paying less than \$50 per session and to offer sliding-scale fees to lower income couples.
- Information and resources about Imago Relationship Therapy should be readily available including the listing other Imago Relationship therapists and workshops in the area. The website of an Imago Center should include links to

other Imago therapists in the area or to the website of the regional or national group of Imago therapists. It is desirable that there be reciprocal links from regional or national Imago groups to an Imago Center for reduced fee services.

- The Center agrees to monitor the outcome of their services and to participate in Imago Research projects.
- The Center has as an ongoing relationship with the regional Imago group or national Imago group if no regional group exists.
- The Imago Center agrees to engage Imago Educators in supporting the families who are clients or families who are in the community.

3. Key elements of agreement between IRI and an Imago Center

- The Center may include the words “an Imago Center” in its name, and use the phrase “.....is accredited by Imago Relationships International as a Center for providing Imago Therapy and education services to the local community”. If an existing agency applies to become an Imago Center its name should read “An Imago Center of (agency Name). Applicants may approach IRI with a name that reflects the purpose and community it will serve. This phrase or others approved by Imago may be used in all literature, letterhead.
- The Center remains as an independent contractor and is not in any legal partnership with Imago Relationships International.
- An annual report will be submitted, verifying the following:
 - There are 5 or more Certified Imago Therapists on staff
 - All couples counseled by the Imago Center see either Certified Therapists, or therapists with some training and in consultation with a Certified Imago Therapist and who are in the process of certification if a licensed therapist.
 - Number of clients and families seen and number of sessions
 - Number of these clients / families paying under \$50 per hour, and number of sessions
 - Number of these clients / families receiving free services
 - Current relationship and interactions with local regional group
 - Report on the year’s activity to provide Imago continuing education and consultation to counselors
- The Center would provide ongoing Imago training opportunities, which should also be opened up to Imago therapists for the local regional group and

- coordinated with the local regional group especially if it has provided training itself.
- The Center would evaluate the needs of the community it serves and identify ways to make Imago more widely available, through training partnerships with other agencies, educational seminars to the community, and supporting professionals and para-professionals in other counseling fields (schools, youth groups, churches, and other community-based organizations).
 - The Center would provide information to couples inquiring about Imago workshops and therapy in the area.
 - The Center will pay an annual fee of \$500
 - The Center agrees to work with IRI to establish a system for outcome measurement and to run more detailed research studies, in collaboration with the IRI Research committee.
 - IRI and the Center will work together to identify and seek foundation grants and other funds to enable more low-income families to be served.
 - IRI will provide guidance and advice on how to create effective marketing materials as well as highlight the center and its work in their own publicity.
 - The Imago Center should be open to collaborate with local therapists in private practice, including coordinating the timing and location of events, undertaking special programs and projects, etc:

4. Application procedure

If an agency or group of Imago therapists wish to create an Imago Center they must first get the official endorsement of the regional Imago organization of their area. It is critical that there be a mutually supportive relationship between an Imago Center and the regional therapists. Discussions in getting the endorsement need to consider how an Imago Center will relate to the regional group in terms of referrals, training programs for Imago therapists, training programs for local non-Imago therapists, publicity for the whole Imago community of the area. If the local or regional Imago group is providing training for the professional community, the endorsement needs to include written agreements about how training will be provided by an Imago Center to compliment rather than compete with the local or regional group's training. An endorsement should include the agreements reached by an Imago Center and the local or regional Imago therapist group.

To apply to become an Imago Center please send a brief letter to the Executive Director of Imago Relationships International.

This should be a document giving the following:

- Brief description of the agency/center
- Geography covered
- Nonprofit status, and overview of budget
- Outline of its mission and focus
- Why you wish to become an Imago Community Center
- Review of the following information:
 - Are there are 5 or more Certified Imago Therapists on staff?
 - Are all couples counseled by the Imago Center see either Certified Therapists, or therapists with some training and in consultation with a Certified Imago Therapist?
 - Number of clients and families seen, and number of sessions
 - Number of these clients / families paying under \$50 per hour, and number of sessions
 - Number of these clients / families receiving free services
 - Current relationship and interactions with local Imago regional group
 - Report on the year's activity to provide Imago continuing education and consultation to counselors
 - How does the Center intend to support us in research and evaluation
- Endorsement agreement with the local or regional Imago group.
- The latest financial statements including profit/loss and balance sheet.
- Proof of general and professional liability insurance covering the services you provide, with up to One Million Dollars (\$1,000,000.00) bodily injury, including death, per occurrence. If, for any reason, such policy is canceled or not renewed, the Center must immediately cease to describe itself as an Imago Center.

Your application will be reviewed by the IRI Board of Directors, who may ask you to join them on a telephone meeting to discuss your application.

You will be asked to sign a full agreement based on the above, but also covering issues of liability, trademark and copyright.