

Children's Public Health Fund

Executive Director / CEO

EIN 020348711
 NH · NTEE E19
 FY ending 2023-06-30
 June 10, 2026

This analysis benchmarks the total compensation of **Kris Mccracken, Executive Director / CEO** (\$19,478) against **every comparable organization** that fit the selection criteria — **226** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **29th** percentile of comparable organizations within the typical range

Benchmarked executive: Kris Mccracken — reported title "DIRECTOR", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E19).
BUDGET	Total revenue between \$58,139 and \$130,164 — 0.67x to 1.50x the subject's \$86,776 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (E), nationwide + budget 0.67–1.5x revenue.

226 organizations qualified on sector, size, and geography → **226** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,966	\$16,113	\$35,120	\$60,811	\$103,819	\$19,478
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● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to NH cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Peace Out Cancer Chair Inc	KS	\$86,654	Co-founder	\$36,000	\$40,911	2024
Bay Cove Moseley Group Home Inc	MA	\$87,314	President/ceo	\$14,439	\$14,052	2023
Community Health And Wellness Holdings	CT	\$86,171	President/ceo	\$4,587	\$4,524	2024
Valley County Health System Foundat	NE	\$85,841	Administrato	\$411	\$479	2023
Albert Lea Healthcare Coalition	MN	\$87,741	Board Member	\$5,415	\$5,629	2024
Up N Out Social Club Of America	CA	\$85,802	President	\$19,000	\$17,259	2024
Inclusivcare Community Investment Inc	LA	\$87,750	Secretary	\$22,504	\$26,066	2024
Special Persons Mailing Service Inc	VA	\$87,788	Reg Agent/ D	\$21,154	\$22,120	2023
Center For Quality Systems Improvement	CA	\$87,910	Board Chair	\$140,387	\$127,519	2024
Pinnacle Asset Holdings Inc	LA	\$88,094	President	\$20,115	\$23,300	2024
Acacia Network Inc	NY	\$88,323	President	\$70,634	\$69,124	2023
St Marys Community Care Professionals	NY	\$88,338	President & Ceo	\$84,043	\$79,887	2024
Swedishamerican Health System Corp	IL	\$85,163	President & Ceo	\$85,450	\$90,980	2023
Hospicare Foundation Inc	NY	\$88,434	Executive Director	\$29,144	\$27,703	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Kex Kids Fund	OR	\$88,534	Executive Director & Director	\$6,000	\$5,861	2024
Children's Hospital Oakland Family House	CA	\$84,940	Ceo	\$51,575	\$48,231	2023
Turning Point Pregnancy Center Inc	AL	\$88,661	Executive Director	\$24,500	\$27,842	2024
The Fund To Promote Awareness Of	MD	\$84,837	Executive Director	\$9,310	\$9,426	2023
Tbhc Emergency Medicine Pc	NY	\$84,390	President	\$12,384	\$11,772	2024
Well-one Health Inc	CA	\$84,355	Secretary	\$62,732	\$56,982	2024
San Juan Regional Rehabilitation Hospital Inc	NM	\$84,109	Ceo	\$80,619	\$93,907	2023
Lakeshore Medical Training Program Inc	IN	\$89,600	Program Director	\$10,605	\$11,765	2024
Pivotal Health & Wellness Inc	KS	\$89,848	President	\$58,500	\$68,445	2023
Bayhealth Cancer Institute	DE	\$89,939	Interim President	\$69,078	\$71,150	2024
Wyoming County Community Health Fou	PA	\$90,142	Executive Director	\$44,929	\$47,131	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NH cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to NH cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

■ Sample, role match & sensitivity

PEER COUNT **226** organizations. Compensation range \$97–\$1,765,561; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$86,776); for reference, expenses \$100,005 and assets \$2,496,431.
ROLE MATCH	Kris Mccracken, reported title " <i>DIRECTOR</i> ", benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.
RELATED-ORG PAY	106 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	16 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	29 th
Total compensation (D + F), as reported (no adjustments)	30 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	66 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Kris Mccracken) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 10, 2026, comparing compensation against 226 similarly situated organizations (Same NTEE major group (E), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$19,478 is reasonable (approximately the 29th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 10, 2026.