

Southcoast Ventures Inc

Executive Director / CEO

EIN 043003172

MA · NTEE E112

FY ending 2024-09-30

June 13, 2026

This analysis benchmarks the total compensation of **Rayford Kruger Md, Executive Director / CEO** (\$310,296) against **every comparable organization** that fit the selection criteria — **58** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **98th** percentile of comparable organizations above the 90th percentile — board review recommended

Benchmarked executive: Rayford Kruger Md — reported title “PRESIDENT & CEO (UNTIL 1/2024)”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E112).
BUDGET	Total revenue between \$136,176 and \$304,872 — 0.67x to 1.50x the subject's \$203,248 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E11), nationwide + budget 0.67–1.5x revenue.

58 organizations qualified on sector, size, and geography → **58** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,228	\$33,447	\$54,154	\$70,983	\$130,406	\$310,296
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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 MA 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
The Indian Health Care Resource Center	OK	\$202,679	Trustee	\$26,405	\$33,312	2023
Helen Keller Hospital Foundation Inc	AL	\$204,941	Foundation Director	\$371	\$446	2024
Linton Hospital Foundation	ND	\$199,749	Ceo	\$26,926	\$33,853	2023
Silver Cross Healthy Community	IL	\$199,265	Director (Until 10/16/23)	\$64,361	\$70,413	2024
Ifh Foundation	NY	\$198,527	President	\$37,631	\$37,841	2024
Ely Health And Hospital Fund	MN	\$209,709	Ceo	\$43,202	\$47,505	2024
Eaton Community Health	MI	\$196,372	Executive Director	\$109,990	\$126,337	2024
Wayne Memorial Hospital Foundation	NC	\$212,170	Executive Director	\$18,445	\$21,835	2023
Fhcsd Community Services Inc	CA	\$215,246	Secretary	\$83,430	\$82,538	2023
Chas Health Foundation	WA	\$188,796	Ceo Of The Corporate Member	\$51,463	\$51,273	2024
Peace Harbor Hospital Foundation	OR	\$219,947	Director, Cao Peaceharbor Hospital	\$52,307	\$55,652	2023
The Bicol Clinic Foundation Inc	FL	\$220,536	Executive Director	\$15,600	\$16,308	2024
Inner Compass Initiative Inc	MA	\$227,000	Director	\$70,000	\$70,000	2024
Fhcsd Growth Fund Inc	CA	\$227,456	Secretary	\$83,430	\$82,538	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Morris Hospital Auxiliary	IL	\$228,550	President/ceo	\$54,801	\$59,954	2024
Cherokee Indian Hospital Foundation	NC	\$177,872	Member	\$20,455	\$23,520	2024
Southwest Health	AZ	\$176,671	Director, President	\$358,680	\$383,869	2024
Tough Kookie Foundation	TX	\$231,547	President	\$43,742	\$48,692	2024
Bradford Hospital Foundation	PA	\$232,669	Executive Director	\$108,718	\$124,212	2023
Comprehensive Psychiatric Care	SC	\$232,878	Executive Director Muha	\$55,628	\$66,488	2023
Community Health Network Of Connecticut	CT	\$233,270	President & Ceo	\$16,576	\$17,295	2024
St Luke Hospital Foundation	KS	\$171,388	Exec Dir - T	\$328	\$394	2024
Imh Qalicb	WY	\$235,358	President	\$46,248	\$55,111	2024
Aaf Community Health Foundation	TX	\$169,890	President & Ceo	\$47,205	\$54,099	2023
Living Streams Ranch	PA	\$237,936	Executive Di	\$44,982	\$49,918	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MA cost of living and 2024 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 MA 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 **58** organizations. Compensation range \$394–\$383,869; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$203,248); for reference, expenses \$297,051 and assets \$6,727,238. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Rayford Kruger Md, reported title " <i>PRESIDENT & CEO (UNTIL 1/2024)</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	43 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	6 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	98 th
Total compensation (D + F), as reported (no adjustments)	98 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	95 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 (Rayford Kruger Md) 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 13, 2026, comparing compensation against 58 similarly situated organizations (Same NTEE sector (E11), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$310,296 is reasonable (approximately the 98th 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 13, 2026.