

# National Psychological Assn

Executive Director / CEO

EIN 135656340  
 NY · NTEE F00C  
 FY ending 2024-05-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Jennifer Knobe, Executive Director / CEO** (\$115,370) against **every comparable organization** that fit the selection criteria — **471** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96<sup>th</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

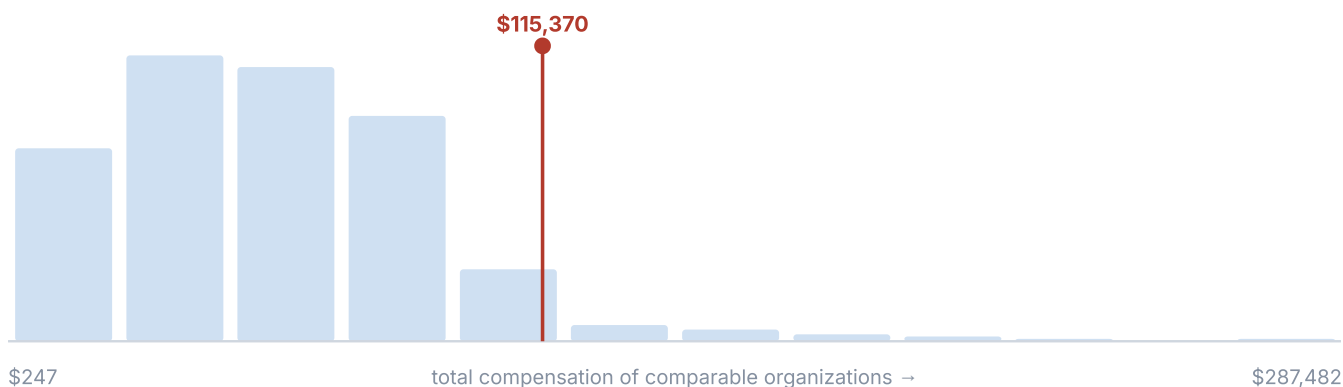
**Benchmarked executive:** Jennifer Knobe — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F00C).
BUDGET	Total revenue between \$131,762 and \$294,991 — 0.67x to 1.50x the subject's \$196,661 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (F), nationwide + budget 0.67–1.5x revenue.

**471** organizations qualified on sector, size, and geography → **471** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$14,315	\$31,250	\$52,076	\$76,198	\$98,894	<b>\$115,370</b>
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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 NY 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
<a href="#">The Childrens Treehouse Foundation</a>	CO	\$196,554	Executive Director	\$100,000	<b>\$106,114</b>	2024
<a href="#">Addicted Nation Solutions</a>	AZ	\$197,019	Ceo	\$150,000	<b>\$164,360</b>	2023
<a href="#">Hope For Appalachia Incorporated</a>	WV	\$197,241	Director Of Development	\$26,980	<b>\$32,328</b>	2024
<a href="#">Epperson Ministries Inc</a>	TN	\$197,840	President	\$11,500	<b>\$13,773</b>	2023
<a href="#">Mountain Wellness Associates</a>	NH	\$195,306	Ceo & President	\$72,000	<b>\$75,746</b>	2023
<a href="#">The Mental Health Association</a>	NC	\$198,016	Executive Di	\$87,185	<b>\$97,124</b>	2025
<a href="#">Helping Kids To Recover Inc</a>	CA	\$195,142	Ceo	\$10,000	<b>\$9,838</b>	2023
<a href="#">Rzp Foundation Inc</a>	OH	\$195,108	Former Ed	\$42,500	<b>\$49,815</b>	2024
<a href="#">Central Ohio Health &amp; Wellness Center Inc</a>	OH	\$198,574	President	\$26,000	<b>\$30,475</b>	2024
<a href="#">Teen Challenge Of Baltimore Inc</a>	MD	\$194,438	Executive Dir.	\$21,500	<b>\$22,244</b>	2024
<a href="#">Hillside Wellness Center</a>	CA	\$194,204	Cfo And Ceo	\$15,938	<b>\$15,230</b>	2024
<a href="#">Stars And Strides Therapeutic</a>	WV	\$194,169	Executive Di	\$8,840	<b>\$10,592</b>	2024
<a href="#">There Is Victory In Jesus Recovery</a>	TX	\$199,477	Secretary	\$12,162	<b>\$13,463</b>	2024
<a href="#">Dothan Houston County Substance Abuse</a>	AL	\$193,222	Executive Director	\$55,428	<b>\$66,267</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Friendship Place Inc</a>	WI	\$200,230	Executive Director	\$81,090	<b>\$93,719</b>	2024
<a href="#">Second Mile Psychological And Consulting</a>	NM	\$200,394	President	\$162,136	<b>\$192,985</b>	2024
<a href="#">Mindfulness And Positivity Project</a>	CO	\$200,477	Executive Director	\$45,800	<b>\$50,036</b>	2023
<a href="#">Angels Of Mercy Inc</a>	NY	\$200,555	President	\$48,925	<b>\$48,925</b>	2024
<a href="#">Capstone Recovery Center Inc</a>	NC	\$201,000	President-executive Director	\$36,040	<b>\$42,428</b>	2023
<a href="#">Haven Of Hope Of Dekalb County Inc</a>	TN	\$192,085	Executive Dir.	\$33,400	<b>\$38,852</b>	2024
<a href="#">Community Living Above</a>	OR	\$201,413	Board Director And Executive Director	\$73,481	<b>\$75,516</b>	2024
<a href="#">Family &amp; Children Counseling Service</a>	CA	\$201,508	Ceo	\$77,300	<b>\$73,867</b>	2024
<a href="#">Vpoids Inc</a>	CA	\$191,675	Member	\$120,000	<b>\$114,671</b>	2024
<a href="#">Lazarus Life Ministries</a>	OH	\$191,369	President	\$37,094	<b>\$44,763</b>	2023
<a href="#">Mi Chiantla</a>	WA	\$191,301	President	\$83,736	<b>\$85,415</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT **471** organizations. Compensation range \$247–\$287,482; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$196,661); for reference, expenses \$536,243 and assets \$5,705,430. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Jennifer Knobe, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	38 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	12 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	96 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	96 <sup>th</sup>
Reportable pay only (column D), adjusted	97 <sup>th</sup>
All sources (D + E + F), adjusted	89 <sup>th</sup>

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 (Jennifer Knobe) 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 9, 2026, comparing compensation against 471 similarly situated organizations (Same NTEE major group (F), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$115,370 is reasonable (approximately the 96<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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 9, 2026.