

# Birth Roots Inc

Executive Director / CEO

EIN 201803650

ME · NTEE E42

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Astride Jeannot, Executive Director / CEO** (\$1,676) against **every comparable organization** that fit the selection criteria — **18** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 0<sup>th</sup> percentile of comparable organizations**

below the typical range for comparable organizations

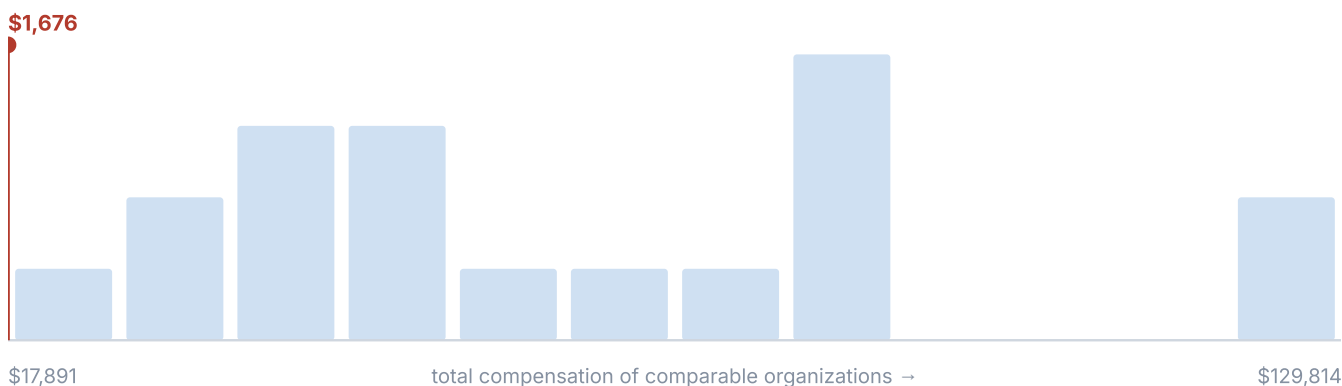
**Benchmarked executive:** Astride Jeannot — reported title “BOARD MEMBER”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E42).
BUDGET	Total revenue between \$248,182 and \$555,633 — 0.67x to 1.50x the subject's \$370,422 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E42), nationwide + budget 0.67–1.5x revenue.

**18** organizations qualified on sector, size, and geography → **18** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$31,548	\$42,025	\$55,676	\$84,333	\$99,543	\$1,676
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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 ME 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="#">My Choices Pregnancy Help Clinic</a>	MS	\$340,271	Director	\$28,054	<b>\$31,203</b>	2024
<a href="#">Womens Health Center Of Jefferson</a>	OH	\$402,613	Administrator	\$82,215	<b>\$86,962</b>	2024
<a href="#">Desert Star Institute For Family Planning Inc</a>	AZ	\$423,822	President And Ceo	\$85,572	<b>\$84,614</b>	2023
<a href="#">Clarity Clinic Of Sw Wisconsin Ltd</a>	WI	\$316,638	Adv Director/secretary (Non-voting)	\$40,199	<b>\$41,926</b>	2024
<a href="#">Choices Resource Center</a>	TN	\$443,678	Director	\$63,826	<b>\$68,979</b>	2023
<a href="#">Alpha Womens Center</a>	IA	\$292,830	Executive Dir.	\$35,490	<b>\$37,807</b>	2025
<a href="#">New Yorkers Family Research</a>	NY	\$289,563	President	\$50,000	<b>\$46,454</b>	2023
<a href="#">Abrazo Adoption Associates</a>	TX	\$288,621	Member	\$87,437	<b>\$87,347</b>	2024
<a href="#">Breakdown Stl</a>	MO	\$287,372	Founder And President	\$76,667	<b>\$83,489</b>	2023
<a href="#">Marys Houseof Louisiana Inc</a>	LA	\$456,446	Executive Dir.	\$66,803	<b>\$75,630</b>	2023
<a href="#">Life Ministries Us</a>	NM	\$282,076	Outreach Coordinator	\$117,390	<b>\$129,814</b>	2023
<a href="#">Zoecare Inc</a>	SD	\$274,408	Executive Director	\$44,583	<b>\$50,589</b>	2023
<a href="#">Planned Parenthood Of Southeastern</a>	VA	\$272,593	President/ce	\$32,871	<b>\$31,696</b>	2024
<a href="#">Lilac Tree Center For Divorce Resources</a>	IL	\$263,430	Executive Director	\$52,008	<b>\$51,061</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Pregnancy Care Center Of The North Coast</a>	CA	\$257,027	Executive Direc	\$20,747	<b>\$17,891</b>	2024
<a href="#">Outlook Health Services Inc</a>	MN	\$252,256	Executive Direc	\$42,890	<b>\$42,323</b>	2024
<a href="#">Pathway To Hope Pregnancy Care Center</a>	OH	\$514,149	Executive Director	\$57,000	<b>\$60,291</b>	2024
<a href="#">Laramie Reproductive Health</a>	WY	\$539,556	Executive Di	\$116,261	<b>\$128,000</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ME 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 ME 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	18 organizations. Compensation range \$17,891–\$129,814; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$370,422); for reference, expenses \$304,023 and assets \$424,192.
ROLE MATCH	Astride Jeannot, reported title " <i>BOARD MEMBER</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	0 <sup>th</sup>

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	0 <sup>th</sup>
Reportable pay only (column D), adjusted	6 <sup>th</sup>
All sources (D + E + F), adjusted	0 <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 (Astride Jeannot) 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 18 similarly situated organizations (Same NTEE sector (E42), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$1,676 is reasonable (approximately the 0<sup>th</sup> 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 9, 2026.