

Aurora House Foundation

Executive Director / CEO

EIN 202003804

TX · NTEE P74

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Mari Gonzalez, Executive Director / CEO** (\$65,000) against **every comparable organization** that fit the selection criteria — **24** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **58th** percentile of comparable organizations within the typical range

Benchmarked executive: Mari Gonzalez — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (P74).

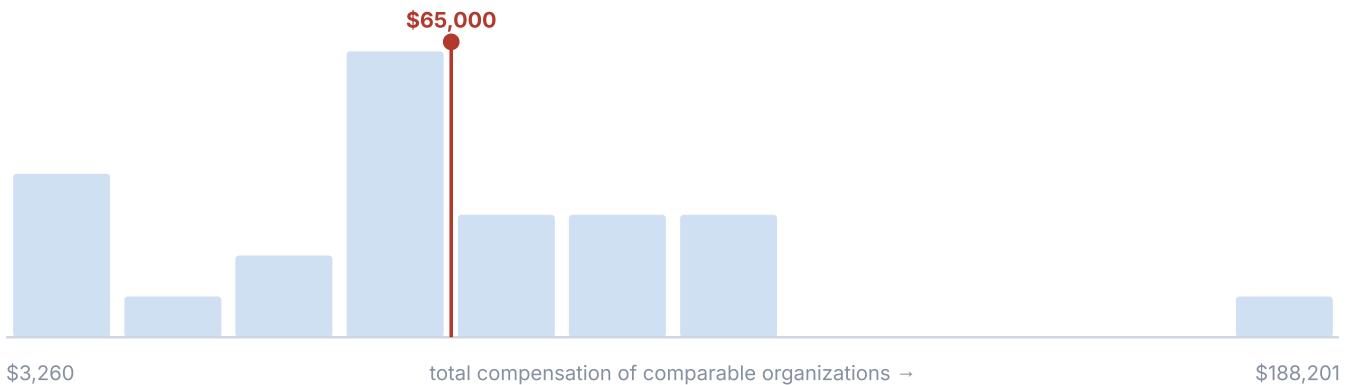
BUDGET Total revenue between \$282,032 and \$631,416 — 0.67x to 1.50x the subject's \$420,944 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P74), nationwide + budget 0.67–1.5x revenue.

24 organizations qualified on sector, size, and geography

→ **24** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,273	\$44,170	\$59,373	\$85,590	\$99,636	\$65,000
---------	----------	----------	----------	----------	----------



● 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 TX 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
Sunshine Haven Inc	TX	\$410,218	Director	\$56,420	\$60,468	2022
Beloved Foundation	CA	\$432,242	Executive Dir.	\$31,250	\$27,773	2023
Hospice Support Foundation	MN	\$437,358	President, Director	\$6,000	\$5,927	2024
Tidelands Community Hospice Foundation	SC	\$402,719	Ceo	\$5,375	\$5,606	2024
Gateway House Of Peace Inc	NY	\$400,366	Executive Director	\$58,931	\$53,235	2024
Oregon Hospice And Palliative Care	OR	\$393,761	Ceo	\$202,723	\$188,201	2024
Shepherd Home Inc	NY	\$452,438	Executive Director	\$64,513	\$58,278	2024
Project 4031 Inc	TX	\$476,252	Executive Dir.	\$70,000	\$70,000	2024
Kokua Mau Inc	HI	\$364,025	Executive Director	\$109,588	\$98,084	2024
Sunset House Inc	NY	\$360,194	Executive Director	\$61,940	\$55,953	2024
Rva Hospice Llc	VA	\$355,205	Ceo	\$84,503	\$83,975	2023
Hospeace House Inc	NY	\$343,758	Director Of Operations	\$49,657	\$44,857	2024
Mother Teresa House For The Care Of	MI	\$342,506	President	\$67,895	\$70,057	2024
Louisiana-mississippi Hospice And	LA	\$342,276	Executive Direc	\$82,154	\$90,435	2024
Sunflower House Inc	DC	\$336,813	President/executive Director	\$48,000	\$42,108	2024
Corning Comfort Care Inc	NY	\$514,529	Executive Dir.	\$74,409	\$67,217	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Hospice Of St Marys Inc	MD	\$514,966	Director	\$17,750	\$17,079	2023
Newaygo County Compassion Home Inc	MI	\$312,927	Executive Di	\$88,505	\$91,324	2024
Gateway Home - Comfort Care Inc	NY	\$307,892	Executive Di	\$56,394	\$50,943	2024
Swan Songs Musical Last Wishes	TX	\$539,919	Founder And Ceo	\$100,301	\$100,301	2024
Hospice Of Tuscarawas County Inc	OH	\$552,169	Chief Executive Officer	\$59,881	\$63,403	2024
Homestead Hospice House Inc	MN	\$576,370	President	\$3,300	\$3,260	2024
Minnesota Network Of Hospice &	MN	\$587,503	Interim Executive Director	\$112,296	\$110,927	2024
Dallas Legal Hospice	TX	\$627,962	Executive Dir.	\$48,141	\$49,563	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	24 organizations. Compensation range \$3,260–\$188,201; filing years 2022–2024.
SIZE BASIS	Matched on total revenue (\$420,944); for reference, expenses \$558,727 and assets \$970,477.
ROLE MATCH	Mari Gonzalez, reported title <i>"Executive Dir."</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	4 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	58 th
Total compensation (D + F), as reported (no adjustments)	58 th
Reportable pay only (column D), adjusted	58 th
All sources (D + E + F), adjusted	46 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 (Mari Gonzalez) 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 24 similarly situated organizations (Same NTEE sector (P74), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$65,000 is reasonable (approximately the 58th 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.