

Goodword Partnership

Executive Director / CEO

EIN 203545214
 MN · NTEE X20
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Rev Blair T Carlson, Executive Director / CEO** (\$109,500) against **every comparable organization** that fit the selection criteria — **15** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **93rd** percentile of comparable organizations above the 90th percentile — board review recommended

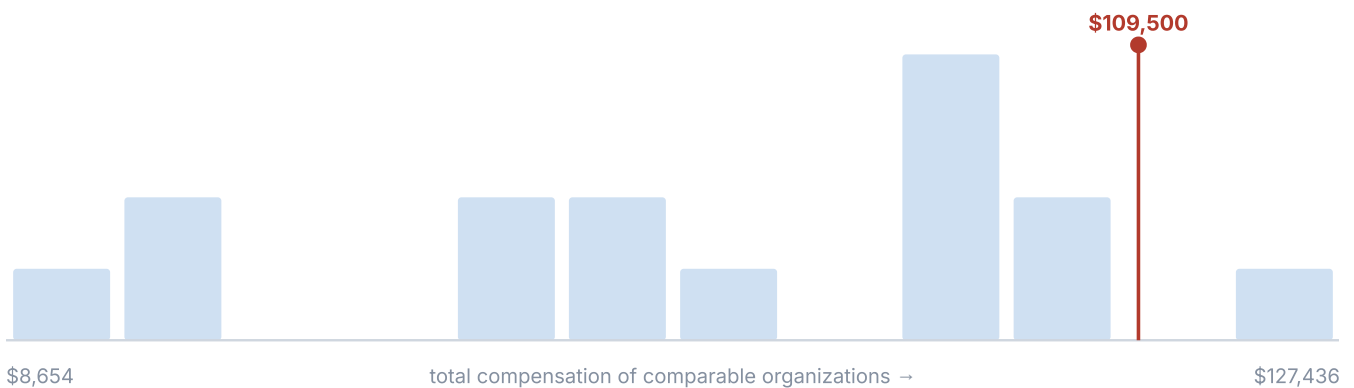
Benchmarked executive: Rev Blair T Carlson — reported title “FOUNDER & DIREC”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

- SECTOR Organizations sharing the subject's NTEE classification (X20).
- BUDGET Total revenue between \$273,006 and \$611,208 — 0.67x to 1.50x the subject's \$407,472 (the band tightens as size grows).
- GEOGRAPHY Same NTEE sector (X20) + MN + budget 0.67–1.5x revenue.

15 organizations qualified on sector, size, and geography → **15** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,084	\$53,998	\$69,540	\$94,594	\$100,709	\$109,500
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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 MN 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
Sharikov Ministries	MN	\$400,700	Sharikov	\$48,978	\$50,986	2022
Mobile Hope	MN	\$416,889	Executive Director	\$58,693	\$57,009	2024
Middle Ground Corporation	MN	\$383,947	Founder Executive Director	\$8,910	\$8,654	2024
New Hope Baptist Church	MN	\$431,616	Pastor Trustee	\$65,600	\$65,600	2023
Cana Family Institute	MN	\$444,364	Executive Director	\$18,951	\$18,951	2023
Consumed Ministries	MN	\$453,217	Director	\$131,200	\$127,436	2024
Camp Nathanael	MN	\$462,728	Employee	\$68,039	\$68,039	2023
Little Big Things	MN	\$349,112	Director	\$92,304	\$89,656	2024
Crossroads College	MN	\$473,506	Executive Director	\$71,594	\$69,540	2024
Read Ministries Inc	MN	\$502,324	Executive Director	\$96,037	\$96,037	2023
Awakening Ministries International	MN	\$528,899	President	\$91,696	\$89,065	2024
North Point Inc	MN	\$281,116	Executive Di	\$93,150	\$93,150	2023
Love Inc Of Eastern Carver County	MN	\$575,018	Executive Director	\$102,548	\$102,548	2023
Pacem In Terris	MN	\$576,944	Executive Di	\$97,951	\$97,951	2023
The Shepherd's Foundation	MN	\$586,480	Consultant	\$25,000	\$24,283	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN 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 MN 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	15 organizations. Compensation range \$8,654–\$127,436; filing years 2022–2024.
SIZE BASIS	Matched on total revenue (\$407,472); for reference, expenses \$680,909 and assets \$407,547. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Rev Blair T Carlson, reported title " <i>FOUNDER & DIREC</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.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	93 rd
Total compensation (D + F), as reported (no adjustments)	93 rd
Reportable pay only (column D), adjusted	73 rd
All sources (D + E + F), adjusted	93 rd

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 (Rev Blair T Carlson) 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 15 similarly situated organizations (Same NTEE sector (X20) + MN + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$109,500 is reasonable (approximately the 93rd 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.