

Hunterdon Helpline Inc

Executive Director / CEO

EIN 222265896

NJ · NTEE F41Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Susan R G Lax, Executive Director / CEO** (\$105,274) against **every comparable organization** that fit the selection criteria — **716** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **87th** percentile of comparable organizations within the typical range

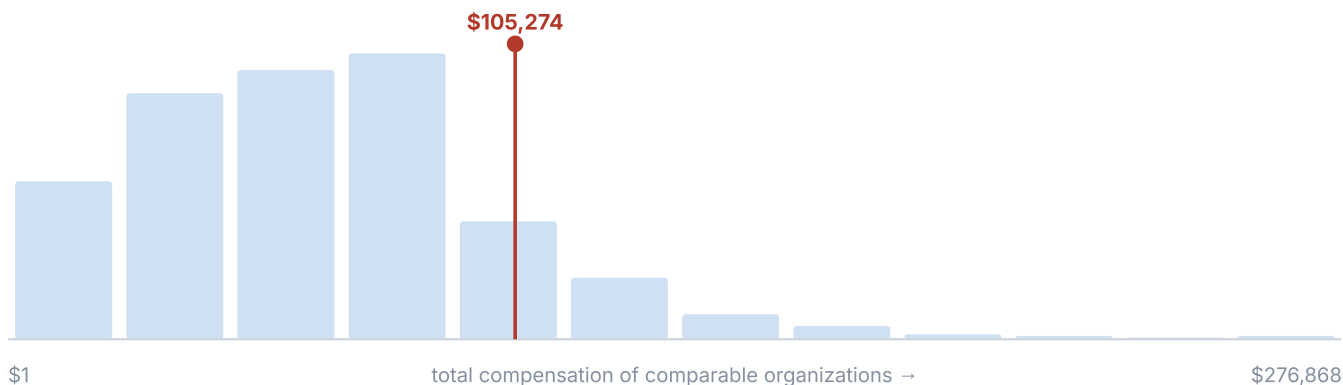
Benchmarked executive: Susan R G Lax — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F41Z).
BUDGET	Total revenue between \$196,269 and \$439,410 — 0.67x to 1.50x the subject's \$292,940 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (F), nationwide + budget 0.67–1.5x revenue.

716 organizations qualified on sector, size, and geography → **716** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,195	\$36,156	\$62,894	\$86,118	\$113,685	\$105,274
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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 NJ 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
Dynamic Recovery	MT	\$292,950	Executive Di	\$69,350	\$83,727	2024
Brunan Inc	NJ	\$293,046	Executive Dir.	\$50,000	\$51,477	2023
The Peggie And Paul Shevlin Family	PA	\$292,653	Executive Di	\$71,859	\$80,261	2024
The Brian Dagle Foundation Inc	CT	\$293,257	President	\$30,000	\$32,435	2023
Crossings Counseling Center Inc	GA	\$292,455	President	\$29,070	\$32,738	2024
Project Safety Net	CA	\$293,508	President & Ceo	\$112,896	\$109,186	2024
Pureheart Ministries	OR	\$293,530	Director	\$98,700	\$102,659	2024
Bee Cave Recovery	TX	\$292,182	Executive Di	\$65,624	\$73,523	2024
Buehler Wellness Center Inc	IL	\$291,955	Ceo	\$45,079	\$49,637	2024
Anything Helps	MN	\$294,114	Executive Director	\$16,808	\$18,602	2024
Heaven Sent Group Home Inc	NC	\$291,703	Executive Di	\$74,700	\$89,002	2023
Iris Transitional Living	GA	\$295,086	Cfo	\$36,400	\$40,992	2024
Conneaut Human Resources Council Inc	OH	\$295,111	Executive Director	\$33,000	\$38,138	2025
Mental Health News Education Inc	MA	\$290,736	Executive Di	\$103,219	\$101,209	2025
Decatur Prevention Initiative Inc	GA	\$295,167	Executive Director	\$98,998	\$114,781	2023
How To Read Your Baby	CO	\$295,443	Executive Director	\$88,620	\$95,175	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
The Reflect Organization	PA	\$290,245	Chief Executive Officer	\$43,186	\$49,661	2023
American Orthopsychiatric	MA	\$290,240	Executive Of	\$88,180	\$91,372	2023
Still Worthy Inc	SC	\$295,655	Co-founder	\$13,790	\$16,589	2023
Healing Clinical Counseling Center Inc	CA	\$290,142	Ceo	\$63,892	\$63,618	2023
City Of Refuge Hopewell Inc	VA	\$296,103	Ceo	\$16,200	\$18,037	2023
Center For Suicide Awareness Inc	WI	\$289,606	Executive Di	\$45,058	\$52,705	2024
Consuelo Inc	IL	\$289,604	President	\$65,500	\$74,254	2023
Nevada Coalition For	NV	\$296,353	Ceo/president	\$77,000	\$86,446	2024
Noble Choices Inc	TX	\$289,499	President & Founder	\$186,594	\$215,229	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ 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 NJ 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 716 organizations. Compensation range \$1–\$276,868; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$292,940); for reference, expenses \$301,329 and assets \$67,625.

ROLE MATCH Susan R G Lax, reported title "*Executive Director*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 41 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 16 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	87 th
Total compensation (D + F), as reported (no adjustments)	91 st
Reportable pay only (column D), adjusted	89 th
All sources (D + E + F), adjusted	83 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 (Susan R G Lax) 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 716 similarly situated organizations (Same NTEE major group (F), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$105,274 is reasonable (approximately the 87th 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.