

Friendship Center For New Beginnings Inc

Executive Director / CEO

EIN 222492357
 NJ · NTEE P72Z
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Mimi Koontz, Executive Director / CEO** (\$38,000) against **every comparable organization** that fit the selection criteria — **1407** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **47th** percentile of comparable organizations within the typical range

Benchmarked executive: Mimi Koontz — reported title "CO-DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P72Z).
BUDGET	Total revenue between \$100,131 and \$224,175 — 0.67x to 1.50x the subject's \$149,450 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (P), nationwide + budget 0.67–1.5x revenue.

1,407 organizations qualified on sector, size, and geography → **1,407** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,999	\$21,999	\$40,331	\$62,883	\$83,492	\$38,000
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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
Mission Rebirth Inc	LA	\$149,309	Founder Executive Director	\$39,200	\$46,958	2024
Plymouth Homes Inc	MD	\$149,279	Treasurer	\$28,731	\$29,222	2024
Bronx Bethany Community Corporation	NY	\$149,250	Chief Operating Officer	\$55,008	\$55,673	2023
Caring And Sharing Inc	SC	\$149,701	Exec. Director	\$20,139	\$23,532	2023
Generosity-global Incorporated	MD	\$149,729	Founder / Ceo	\$18,500	\$19,372	2023
Zeta Zeta Lambda Company Inc	NY	\$149,130	Treasurer	\$12,000	\$12,145	2023
Open Arms Adoption Services Inc	LA	\$149,934	Agency Director	\$59,964	\$71,832	2024
Luther Village Iv Of Dover Inc	DE	\$150,000	Executive Director	\$5,511	\$5,719	2025
United Way Of Chester County In	SC	\$150,087	Executive Director	\$51,656	\$58,626	2024
Family Promise Of Birmingham Inc	AL	\$150,108	Executive Director	\$81,318	\$95,572	2024
Amy's Wish With Wings	TX	\$148,731	President	\$6,470	\$7,040	2024
A Giving Heart Project	NC	\$148,649	Executive Director	\$27,000	\$30,350	2024
Dallas Kids First	TX	\$150,321	Director, Bo	\$59,601	\$66,775	2023
St Vincent Depaul Society Of Muscoda Inc	WI	\$148,541	Employee	\$30,099	\$34,196	2024
Us Institute Against	FL	\$150,378	President	\$141,890	\$149,293	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Nursery Rhyme Inc	LA	\$148,508	President	\$59,440	\$71,204	2024
Interfaith Of Natrona County Inc	WY	\$150,397	Executive Dir.	\$55,000	\$62,420	2025
Lafayette Fire Department Relief	MN	\$148,445	Secretary	\$300	\$332	2023
Pathways Living Inc	VA	\$150,592	President And Chief Executive Officer	\$19,962	\$21,588	2023
Amarillo Bingo Association	TX	\$150,607	Vice President	\$45,321	\$49,320	2024
Hope Sight Mission Association	CA	\$148,176	Ceo	\$36,000	\$34,817	2023
Sussex Seniors Urban Renewal Affordable	NJ	\$148,174	Chief Executive Officer	\$35,878	\$34,849	2024
Catholic Elderly Services Inc	FL	\$150,977	President/ceo	\$48,011	\$49,067	2024
Street Bean Espresso	WA	\$147,911	Director Of Operations	\$78,569	\$78,786	2023
Adair County Health & Fitness Center	IA	\$151,007	Executive Director	\$152	\$186	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 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 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 **1407** organizations. Compensation range \$122–\$416,332; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$149,450); for reference, expenses \$180,702 and assets \$306,815.
ROLE MATCH	Mimi Koontz, reported title " <i>CO-DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	236 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	33 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	47 th
Total compensation (D + F), as reported (no adjustments)	51 st
Reportable pay only (column D), adjusted	53 rd
All sources (D + E + F), adjusted	36 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 (Mimi Koontz) 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 1407 similarly situated organizations (Same NTEE major group (P), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$38,000 is reasonable (approximately the 47th 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.