

Good Beginnings Inc

Executive Director / CEO

EIN 223096726

NH · NTEE S20Z

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Karen Morton, Executive Director / CEO** (\$48,620) against **every comparable organization** that fit the selection criteria — **265** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **34th** percentile of comparable organizations within the typical range

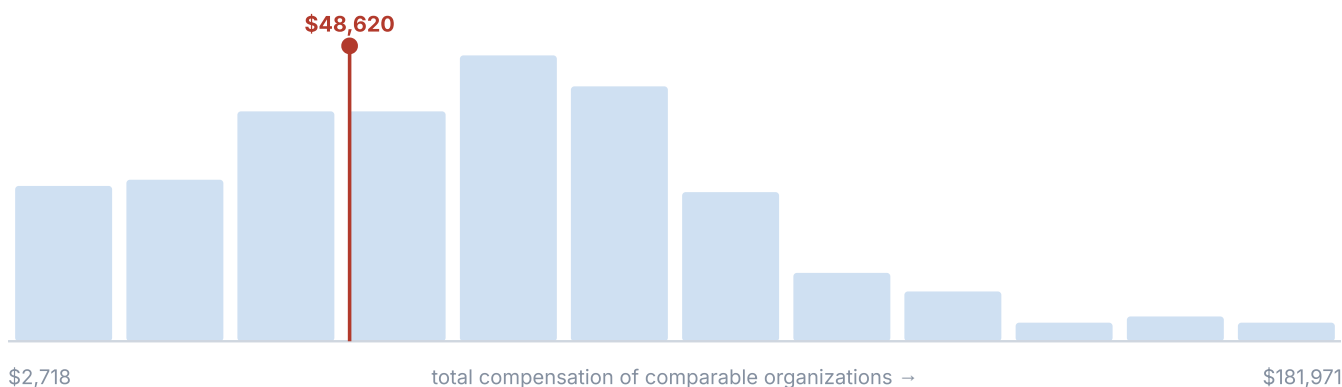
Benchmarked executive: Karen Morton — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S20Z).
BUDGET	Total revenue between \$160,684 and \$359,740 — 0.67x to 1.50x the subject's \$239,827 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S20), nationwide + budget 0.67–1.5x revenue.

265 organizations qualified on sector, size, and geography → **265** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,615	\$39,376	\$65,750	\$87,265	\$108,319	\$48,620
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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 NH 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
Hearts Respond	CA	\$239,729	Board Member	\$29,950	\$28,836	2023
Grinding Stone Collective Inc	NY	\$240,267	Ceo And Board Vice President	\$91,800	\$89,838	2024
Belle Haven Action	CA	\$240,543	President& D	\$29,162	\$28,077	2023
Springboard Group	OR	\$239,010	President, Executive Officer	\$167,269	\$173,197	2023
Bethel Community Transformation Center	MI	\$240,889	Executive Director	\$34,823	\$38,926	2024
Center For The Empowerment Of Families Inc	CA	\$240,965	Executive Director	\$16,450	\$15,838	2023
Tennessee Stormwater Association	TN	\$238,201	Executive Di	\$56,553	\$64,379	2024
Central Community Association Inc	LA	\$242,015	President	\$2,934	\$3,499	2024
Citizens For Progress Inc	TX	\$242,066	Executive Director	\$80,379	\$89,649	2023
Community Wide Care Of Arizona	AZ	\$237,535	Vice President	\$34,082	\$35,498	2024
Nogales Community Development Corp	AZ	\$242,518	Interim Exec Director	\$50,000	\$53,616	2023
Ashland Senior Community Centerinc	WI	\$242,767	Executive Di	\$41,132	\$47,896	2023
Hostel Detroit	MI	\$242,893	Director	\$68,470	\$76,538	2024
Hartford Next Inc	CT	\$243,686	Executive Dir.	\$8,865	\$9,002	2024
Jonah Inc	IN	\$235,492	President	\$20,154	\$23,018	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Partnerships For Lawrence Inc	IN	\$234,721	Executive Director	\$75,000	\$88,186	2023
Flourish Beaver County	PA	\$245,476	Chief Executive Officer	\$132,624	\$143,234	2024
Beacon Hill Merchants Association	WA	\$245,489	Director	\$82,682	\$82,537	2023
Chelsea Black Community	MA	\$245,592	President	\$40,460	\$39,376	2024
Black Economic Collective	OR	\$233,756	Executive Director	\$58,378	\$60,446	2023
Next Level Leaders Inc	AL	\$246,248	Executive Di	\$57,200	\$68,901	2023
Main Street Delaware Inc	OH	\$233,337	Executive Director	\$73,750	\$84,596	2024
Ocean Parkway Community Development Corp	NY	\$247,942	Executive Director	\$12,151	\$11,891	2024
Greater Bethel Community Development Corporation	NY	\$248,332	Executive Director	\$30,000	\$29,359	2024
African American Chamber Of Commerce Of Western Pa	PA	\$231,278	President	\$64,104	\$69,232	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NH 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 NH 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 265 organizations. Compensation range \$2,718–\$181,971; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$239,827); for reference, expenses \$161,890 and assets \$498,287.

ROLE MATCH	Karen Morton, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	17 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	5 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	34 th
Total compensation (D + F), as reported (no adjustments)	39 th
Reportable pay only (column D), adjusted	36 th
All sources (D + E + F), adjusted	31 st

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 (Karen Morton) 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 265 similarly situated organizations (Same NTEE sector (S20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$48,620 is reasonable (approximately the 34th 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.