

Brunan Inc

Executive Director / CEO

EIN 223611789

NJ · NTEE F60

FY ending 2023-08-31

June 9, 2026

This analysis benchmarks the total compensation of **Susan Rudolph, Executive Director / CEO** (\$50,000) against **every comparable organization** that fit the selection criteria — **127** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **42nd** percentile of comparable organizations within the typical range

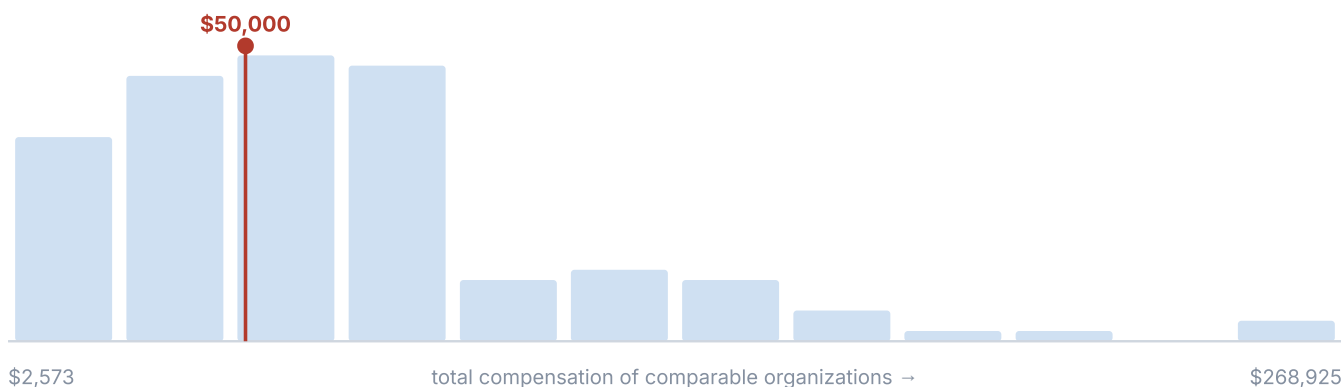
Benchmarked executive: Susan Rudolph — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F60).
BUDGET	Total revenue between \$196,340 and \$439,569 — 0.67x to 1.50x the subject's \$293,046 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (F60), nationwide + budget 0.67–1.5x revenue.

127 organizations qualified on sector, size, and geography → **127** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,392	\$35,108	\$61,013	\$86,461	\$135,007	\$50,000
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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
The Brian Dagle Foundation Inc	CT	\$293,257	President	\$30,000	\$31,504	2023
Crossings Counseling Center Inc	GA	\$292,455	President	\$29,070	\$31,798	2024
Consuelo Inc	IL	\$289,604	President	\$65,500	\$72,123	2023
Noble Choices Inc	TX	\$289,499	President & Founder	\$186,594	\$209,054	2023
Chinook Horses	MT	\$288,212	Executive Dir.	\$108,037	\$126,692	2024
Cornerstone Center For Counseling	CA	\$287,709	President	\$49,811	\$48,174	2023
Christian Counseling Center	CT	\$298,452	Executive Director	\$8,388	\$8,809	2023
Place Of Refuge Inc	PA	\$287,064	Exec Director Interim	\$44,138	\$49,299	2023
Mending Hearts Family Services Inc	AZ	\$302,769	President & Ceo	\$41,768	\$43,700	2024
Tides Inc	PA	\$280,678	Executive Director	\$63,162	\$68,523	2024
Seneca Choices For Life Inc	GA	\$280,074	Executive Director	\$56,038	\$63,108	2023
Concho Valley Biblical Counseling Center	TX	\$279,169	Director Of Operations	\$32,280	\$35,128	2024
Heartstrings Counseling Inc	CA	\$308,555	Ceo	\$90,000	\$87,043	2023
New Hope Counseling Services Inc	IN	\$310,014	Pastor Of Operations	\$85,841	\$101,389	2023
Lexington Christian Counseling	SC	\$276,019	President	\$85,688	\$97,251	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Ribbon Of Hope Inc	IN	\$275,691	Executive Director	\$78,124	\$89,628	2024
Three Trails Assessment & Resource	WY	\$275,377	Executive Dir.	\$41,766	\$48,655	2024
Red Bird Ministries Inc	LA	\$274,356	Founder/pres	\$14,414	\$17,266	2024
The Bridge Restoration Ministry Napa	CA	\$312,035	Executive Director	\$60,750	\$58,754	2023
Achieve Counseling & Wellness	AZ	\$273,313	President Executive Director	\$69,254	\$72,457	2024
Motorcycle Relief Project	CO	\$271,716	President	\$32,200	\$34,582	2023
Love Like Lexi Project Inc	AL	\$314,689	Executive Dire	\$72,969	\$85,760	2024
Hope For Healthy Families Counseling Center	CA	\$315,277	Ceopresident	\$16,929	\$15,903	2024
Mercy House International Inc	OR	\$316,575	Ceo	\$30,000	\$29,527	2025
Emerge Center For Social And Emotional Learning	CA	\$267,436	Executive Director	\$37,352	\$35,088	2024

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 127 organizations. Compensation range \$2,573–\$268,925; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$293,046); for reference, expenses \$269,102 and assets \$201,401.

ROLE MATCH	Susan Rudolph, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	6 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	42 nd
Total compensation (D + F), as reported (no adjustments)	44 th
Reportable pay only (column D), adjusted	44 th
All sources (D + E + F), adjusted	41 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 (Susan Rudolph) 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 127 similarly situated organizations (Same NTEE sector (F60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$50,000 is reasonable (approximately the 42nd 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.