

# Aaa Crisis Pregnancy Center

Executive Director / CEO

EIN 237299199

MI · NTEE E400

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Peggy Roberts, Executive Director / CEO** (\$70,315) against **every comparable organization** that fit the selection criteria — **134** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **78<sup>th</sup>** percentile of comparable organizations within the typical range

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

## How comparable organizations were selected

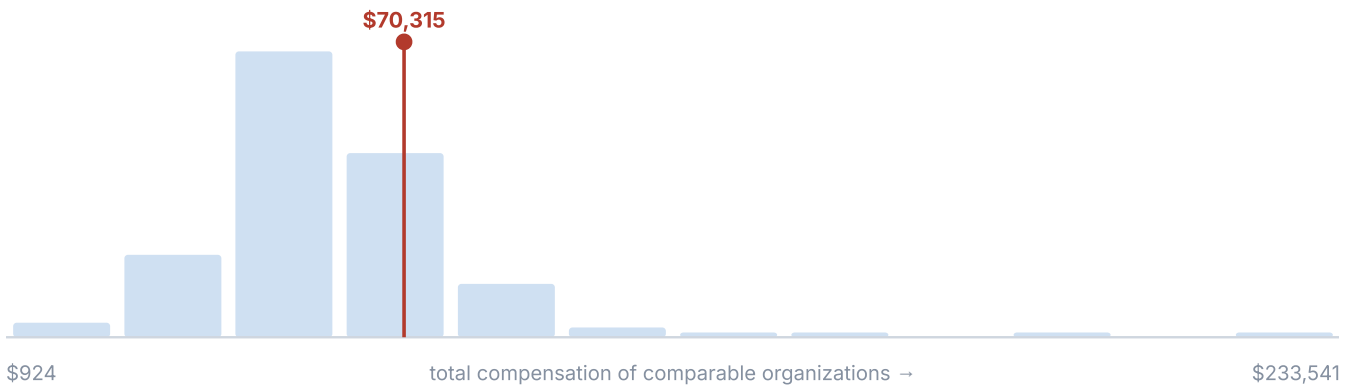
**SECTOR** Organizations sharing the subject's NTEE classification (E400).

**BUDGET** Total revenue between \$264,593 and \$592,372 — 0.67x to 1.50x the subject's \$394,915 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

**134** organizations qualified on sector, size, and geography → **134** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$34,140	\$45,156	\$56,173	\$67,705	\$80,937	\$70,315
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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 MI 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
<a href="#">Pregnancy Care Center Inc</a>	ID	\$395,202	Executive Dir.	\$80,000	<b>\$84,886</b>	2023
<a href="#">Life Network Of Southern Illinois</a>	IL	\$396,134	Executive Direc	\$65,047	<b>\$61,956</b>	2024
<a href="#">Tree Of Life A Crisis Pregnancy Center</a>	CA	\$393,081	Executive Director	\$51,843	<b>\$43,371</b>	2024
<a href="#">Hope Pregnancy Support Center</a>	TN	\$391,974	Executive Di	\$56,500	<b>\$57,538</b>	2024
<a href="#">Pathway Clinics</a>	WA	\$398,551	Executive Directgor	\$57,587	<b>\$51,427</b>	2023
<a href="#">Informed Choices</a>	CA	\$398,833	Ceo	\$71,583	<b>\$58,342</b>	2025
<a href="#">Ujima</a>	AR	\$403,227	Director	\$75,334	<b>\$82,040</b>	2024
<a href="#">Women's Resource Center Of</a>	IN	\$384,874	Exec. Dir.	\$61,901	<b>\$63,244</b>	2024
<a href="#">Anderson Life Crisis Pregnancy Center</a>	SC	\$405,944	Executive Director	\$62,274	<b>\$62,942</b>	2024
<a href="#">Lc Medical And Support Services</a>	PA	\$408,032	Executive Director	\$37,115	<b>\$36,918</b>	2023
<a href="#">Alternatives Pregnancy Center Inc</a>	IA	\$408,118	Executive Di	\$87,363	<b>\$95,413</b>	2023
<a href="#">Grayson Co Crisis Pregnancy Center</a>	TX	\$380,922	Executive Director	\$58,923	<b>\$58,791</b>	2023
<a href="#">Crisis Pregnancy Center Of South Jersey Inc</a>	NJ	\$378,608	Executive Director	\$57,410	<b>\$49,660</b>	2024
<a href="#">We Care Pregnancy Center</a>	IL	\$414,258	Executive Director	\$60,030	<b>\$57,177</b>	2024
<a href="#">Wellspring Pregnancy Health Center Inc</a>	NE	\$414,996	Executive Director	\$44,583	<b>\$46,457</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Columbia Gorge Pregnancy Resource</a>	OR	\$374,761	Executive Di	\$50,000	<b>\$44,986</b>	2024
<a href="#">Mercy Ministries</a>	PA	\$415,201	Executive Director	\$48,510	<b>\$48,253</b>	2023
<a href="#">St Petersburg Pregnancy Center</a>	FL	\$374,118	Ceo	\$87,614	<b>\$79,741</b>	2024
<a href="#">Center For Pregnancy Choices</a>	MS	\$415,729	Executive Director	\$39,361	<b>\$42,472</b>	2024
<a href="#">Choices Family Resource Centers Inc</a>	FL	\$416,028	Ceo	\$48,000	<b>\$43,687</b>	2024
<a href="#">Options Now</a>	IL	\$373,749	Executive Director	\$48,929	<b>\$45,403</b>	2025
<a href="#">Pregnancy Resource Center Inc</a>	CO	\$370,866	Executive Director	\$44,928	<b>\$41,738</b>	2024
<a href="#">Care Net Pregnancy Center</a>	NY	\$366,788	Executive Director	\$46,346	<b>\$41,773</b>	2023
<a href="#">Hope Center Of Livingston County</a>	IL	\$423,149	Executive Dir.	\$43,750	<b>\$41,671</b>	2024
<a href="#">Shenandoah County Pregnancy Center</a>	VA	\$424,642	Executive Di	\$49,960	<b>\$46,735</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **134** organizations. Compensation range \$924–\$233,541; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$394,915); for reference, expenses \$498,948 and assets \$927,094.
ROLE MATCH	Peggy Roberts, reported title <i>"Executive Director"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	78 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	75 <sup>th</sup>
Reportable pay only (column D), adjusted	79 <sup>th</sup>
All sources (D + E + F), adjusted	78 <sup>th</sup>

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 (Peggy Roberts) 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 134 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$70,315 is reasonable (approximately the 78<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.