

Smile For A Lifetime Inc

Executive Director / CEO

EIN 263471255

CO · NTEE E30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Robin Coen, Executive Director / CEO** (\$79,200) against **every comparable organization** that fit the selection criteria — **40** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **75th** percentile of comparable organizations within the typical range

Benchmarked executive: Robin Coen — 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 (E30).
BUDGET	Total revenue between \$129,742 and \$290,467 — 0.67x to 1.50x the subject's \$193,645 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E30), nationwide + budget 0.67–1.5x revenue.

40 organizations qualified on sector, size, and geography → **40** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,664	\$39,697	\$58,285	\$79,470	\$144,676	\$79,200
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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 CO 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
Western Maine Multi-medical	ME	\$200,195	Regional President-mountain Region	\$50,167	\$52,389	2024
Four Rivers Health Care	OR	\$200,327	Executive Director	\$60,000	\$59,825	2023
Home-health Care Partners	NY	\$200,887	Executive Di	\$142,496	\$134,285	2024
Clemson Free Clinic	SC	\$186,388	Executive Director	\$35,000	\$38,079	2024
Drew Health Foundation	CA	\$185,523	Executive Director	\$29,250	\$26,341	2024
The Metrowest Free Medical Program Inc	MA	\$204,824	Executive Director	\$60,000	\$56,229	2024
Clc Transportation Inc	NY	\$181,474	Ceo (Through 9/30/2024)	\$19,131	\$18,029	2024
The Human Body Shop Inc	NM	\$206,477	Secretary	\$4,783	\$5,365	2024
Clinica Medica Primaria De Rising Sun Inc	MD	\$176,234	Doctor	\$222,796	\$217,226	2024
Relevancy Inc	NM	\$174,874	Executive Director	\$39,550	\$44,363	2024
Greene Care Clinic	VA	\$174,410	Executive Director	\$69,921	\$72,486	2023
Four Winds Center For Healing	PA	\$174,265	President	\$72,207	\$77,314	2023
Grant Avenue Community Center	CO	\$169,756	Executive Di	\$37,102	\$37,102	2024
Columbia County Volunteers In Medicine	PA	\$162,924	Clinic Director	\$54,080	\$56,243	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Free Medical Clinic Of Dubois Inc	PA	\$161,557	Executive Director	\$52,933	\$55,050	2024
Northeastern Anesthesia Of New Jersey Pc	NY	\$228,503	Ceo	\$70,612	\$68,509	2023
Wellness Tree Community Clinic	ID	\$229,432	Executive Dir.	\$82,987	\$89,694	2025
Excellent Inc	MI	\$233,029	Administrator/president	\$76,000	\$84,226	2023
Compassionate Health Center Inc	IN	\$152,965	Executive Di	\$50,706	\$57,413	2023
Park Street Healthshare Inc	VT	\$244,879	Executive Dir.	\$65,666	\$70,965	2023
Healthy Smiles For Me Inc	ME	\$247,654	Director	\$35,000	\$36,550	2024
Napa Valley Vintners Community Health	CA	\$138,807	Chief Executive Officer	\$13,077	\$12,124	2023
Occupational And Environmental	RI	\$250,334	Administrator	\$145,206	\$145,206	2024
Rochester General Health System	NY	\$135,873	Ceo	\$62,774	\$59,157	2024
Main Line Health Integrative And Functional	PA	\$251,842	Chairman & Trustee	\$597,253	\$639,490	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO 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 CO 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	40 organizations. Compensation range \$2,740–\$639,490; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$193,645); for reference, expenses \$261,682 and assets \$71,678.
ROLE MATCH	Robin Coen, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 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	75 th
Total compensation (D + F), as reported (no adjustments)	78 th
Reportable pay only (column D), adjusted	80 th
All sources (D + E + F), adjusted	60 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 (Robin Coen) 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 40 similarly situated organizations (Same NTEE sector (E30), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$79,200 is reasonable (approximately the 75th 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.