

# New Beginnings Childrens Home

Executive Director / CEO

EIN 271482902

TX · NTEE P30

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Nicole Rodriguez, Executive Director / CEO** (\$38,500) against **every comparable organization** that fit the selection criteria — **182** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **29<sup>th</sup>** percentile of comparable organizations within the typical range

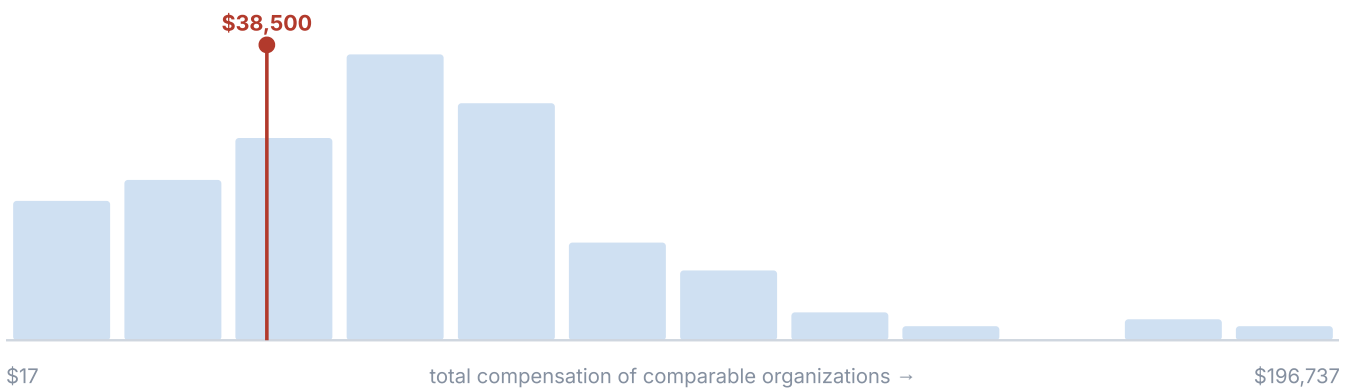
**Benchmarked executive:** Nicole Rodriguez — reported title “Director”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P30).
BUDGET	Total revenue between \$198,467 and \$444,330 — 0.67x to 1.50x the subject's \$296,220 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P30), nationwide + budget 0.67–1.5x revenue.

**182** organizations qualified on sector, size, and geography → **182** within the band from the benchmarked peer set.

## Distribution of comparable compensation



\$13,955	\$33,827	\$56,689	\$74,570	\$100,497	\$38,500
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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 TX 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="#">Promise Arizona</a>	AZ	\$295,476	President	\$85,000	<b>\$79,376</b>	2024
<a href="#">Hand Of Hope-film</a>	MI	\$295,043	Executive Director	\$76,550	<b>\$76,722</b>	2024
<a href="#">Childrens Advocacy Centers Of Oklahoma</a>	OK	\$294,639	Executive Dir.	\$91,625	<b>\$100,860</b>	2023
<a href="#">Global Partners In Life Inc</a>	GA	\$298,647	President	\$75,000	<b>\$73,225</b>	2024
<a href="#">Jubilee Consortium</a>	CA	\$293,411	Executive Dir.	\$24,759	<b>\$21,373</b>	2023
<a href="#">The Aspen Effect Inc</a>	CO	\$299,171	President	\$177,852	<b>\$165,594</b>	2024
<a href="#">Casa Of Titus Camp And Morris Counties</a>	TX	\$290,967	Executive Director	\$58,313	<b>\$56,640</b>	2024
<a href="#">Prevail Nj Inc</a>	NJ	\$302,352	Executive Dir.	\$6,150	<b>\$5,332</b>	2024
<a href="#">Carries Kids Inc</a>	ND	\$289,877	Pres/exec Di	\$112,290	<b>\$119,655</b>	2024
<a href="#">Fruit Bearers</a>	WA	\$303,597	Executive Dir.	\$24,288	<b>\$21,115</b>	2024
<a href="#">Open Arms Native Missions</a>	MN	\$288,373	Ex Director	\$28,131	<b>\$26,991</b>	2024
<a href="#">Girls On The Run Of Nebraska</a>	NE	\$288,086	Executive Di	\$91,787	<b>\$93,389</b>	2025
<a href="#">Montrose Grace Place</a>	TX	\$287,895	Executive Director	\$18	<b>\$17</b>	2024
<a href="#">Heart For Home</a>	MI	\$286,517	Co-ceo	\$19,615	<b>\$19,659</b>	2024
<a href="#">Cornerstone Policy Research</a>	NH	\$306,362	Associate Director	\$104,277	<b>\$93,494</b>	2024
<a href="#">Kiddie Kollege &amp; Learning Cent</a>	GA	\$307,501	Key Employee	\$45,240	<b>\$44,169</b>	2024
<a href="#">Frontline Mission</a>	AK	\$307,806	Executive Di	\$50,647	<b>\$47,017</b>	2024
<a href="#">Joy Company-joyco</a>	CA	\$308,452	President Executive Director	\$65,125	<b>\$56,218</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Inspired Community Project Inc</a>	NY	\$308,850	President	\$101,043	<b>\$88,658</b>	2024
<a href="#">Lollipop Theater Network Inc</a>	CA	\$308,877	Executive Director	\$143,985	<b>\$120,727</b>	2024
<a href="#">Wings Of Hope Ranch Inc</a>	VA	\$309,028	Executive Director	\$32,748	<b>\$31,610</b>	2023
<a href="#">Choose Mental Health</a>	UT	\$282,867	President	\$116,283	<b>\$115,563</b>	2024
<a href="#">Korean Kids And Orphanage Outreach</a>	MI	\$282,150	Chief Admini	\$46,400	<b>\$46,504</b>	2024
<a href="#">Camp Sunrise Inc</a>	MD	\$310,415	Executive Director	\$43,000	<b>\$39,035</b>	2024
<a href="#">Advocates For Illinois Children</a>	IL	\$281,076	President	\$183,365	<b>\$175,043</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	<b>182</b> organizations. Compensation range \$17–\$196,737; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$296,220); for reference, expenses \$314,519 and assets \$59,465.
ROLE MATCH	Nicole Rodriguez, reported title <i>"Director"</i> , benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	4 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	29 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	27 <sup>th</sup>
Reportable pay only (column D), adjusted	29 <sup>th</sup>
All sources (D + E + F), adjusted	28 <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 (Nicole Rodriguez) 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 182 similarly situated organizations (Same NTEE sector (P30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$38,500 is reasonable (approximately the 29<sup>th</sup> 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.