

About Families Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Joanna Boles Whitlow, Executive Director / CEO** (\$16,560) against **every comparable organization** that fit the selection criteria — **20** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **10th** percentile of comparable organizations below the typical range for comparable organizations

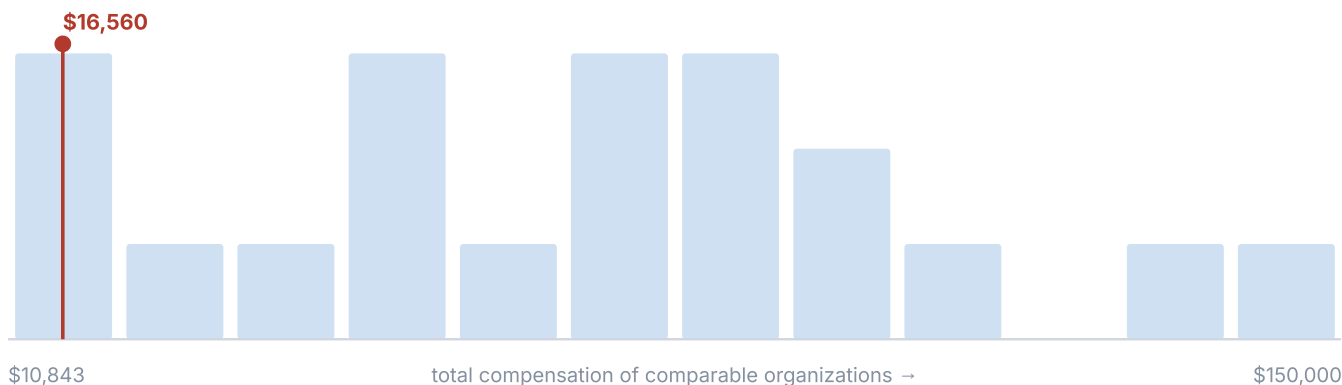
Benchmarked executive: Joanna Boles Whitlow — reported title “EXEC DIRECTO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P40).
BUDGET	Total revenue between \$253,320 and \$567,135 — 0.67x to 1.50x the subject's \$378,090 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P40) + CA + budget 0.67–1.5x revenue.

20 organizations qualified on sector, size, and geography → **20** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,327	\$50,873	\$75,351	\$90,829	\$110,887	\$16,560
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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 CA 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
Infant Parent Center Inc	CA	\$378,081	Director	\$150,000	\$150,000	2023
Los Angeles Pregnancy Services Inc	CA	\$362,937	Exec. Direct	\$78,709	\$76,451	2024
Village-connect Inc	CA	\$355,988	Executive Dir.	\$74,250	\$74,250	2023
The Circle Family Center	CA	\$336,461	Director	\$45,677	\$44,367	2024
Family Focus Christian Counseling Inc	CA	\$332,979	Executive Dir.	\$22,085	\$22,085	2023
Imtasik Family Counseling Services Inc	CA	\$426,908	Chief Executive Director	\$11,163	\$10,843	2024
Yes 2 Kollege Educational	CA	\$306,956	President & Ceo	\$14,500	\$14,500	2023
Raregivers Inc	CA	\$284,045	President	\$90,585	\$87,986	2024
Agape Hands	CA	\$282,113	Executive Dir.	\$54,608	\$53,041	2024
Sunrise Community Outreach Center Inc	CA	\$262,498	Executive Director	\$57,647	\$55,993	2024
Chicks In Crisis Inc	CA	\$495,744	President & Ceo	\$105,000	\$99,359	2025
Silicon Valley Jiaren Association	CA	\$497,896	President	\$80,329	\$80,329	2023
Special Parents Information Network	CA	\$500,928	Executive Dir.	\$80,814	\$80,814	2023
Hope Centers United	CA	\$505,496	Executive Dir.	\$57,763	\$56,106	2024
Sikh Family Center	CA	\$521,770	Executive Di	\$87,856	\$85,335	2024
Kathys House Inc	CA	\$531,668	Treasurer	\$60,000	\$60,000	2023
Social & Emotional Wellness	CA	\$540,392	Executive Of	\$105,267	\$99,611	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Cross Cultural Expressions	CA	\$548,646	Executive Dir.	\$139,500	\$135,498	2024
Caring Touch Christian Family Center Inc	CA	\$559,366	President	\$30,498	\$29,623	2024
Parent Services Project	CA	\$563,537	Executive Director	\$108,152	\$108,152	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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 20 organizations. Compensation range \$10,843–\$150,000; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$378,090); for reference, expenses \$328,241 and assets \$76,488.

ROLE MATCH Joanna Boles Whitlow, reported title "EXEC DIRECTO", benchmarked as Executive Director / CEO. The title maps directly to this role.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	10 th
Total compensation (D + F), as reported (no adjustments)	10 th
Reportable pay only (column D), adjusted	10 th
All sources (D + E + F), adjusted	10 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 (Joanna Boles Whitlow) 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 20 similarly situated organizations (Same NTEE sector (P40) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$16,560 is reasonable (approximately the 10th 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.