

# Children's Focus Foundation

Executive Director / CEO

EIN 300445185

DC · NTEE P30

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Keisha G Hudson, Executive Director / CEO** (\$89,500) 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 **70<sup>th</sup>** percentile of comparable organizations within the typical range

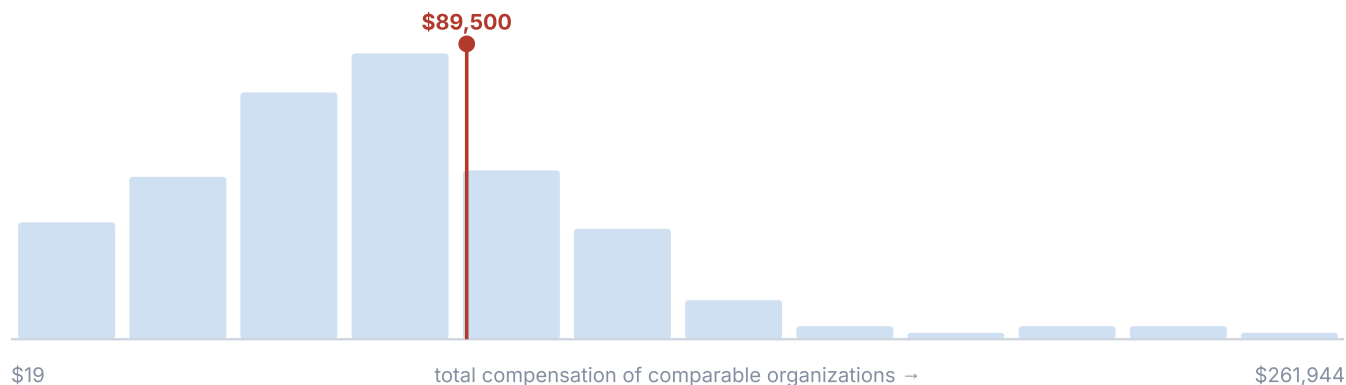
**Benchmarked executive:** Keisha G Hudson — reported title "President", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P30).
BUDGET	Total revenue between \$241,604 and \$540,906 — 0.67x to 1.50x the subject's \$360,604 (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 form the benchmarked peer set.

## Distribution of comparable compensation



\$22,535	\$44,751	\$72,535	\$99,222	\$124,086	\$89,500
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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 DC 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="#">Stronger Than My Father</a>	TN	\$361,773	President	\$67,300	<b>\$80,614</b>	2023
<a href="#">Court Appointed Special Advocates Of Paulding County Inc</a>	GA	\$362,544	Executive Director	\$61,000	<b>\$67,889</b>	2024
<a href="#">Citykids Foundation Inc</a>	NY	\$357,952	President	\$10,800	<b>\$10,802</b>	2024
<a href="#">Virgin Valley Family Services Inc</a>	NV	\$363,388	President	\$34,320	<b>\$38,078</b>	2024
<a href="#">Children's Learning Center Of</a>	MO	\$365,464	Executive Di	\$58,333	<b>\$68,386</b>	2024
<a href="#">International Association For Child Aid</a>	CA	\$365,647	President	\$65,000	<b>\$62,126</b>	2024
<a href="#">Shout Inc</a>	CO	\$366,563	Utah Executive Director	\$110,000	<b>\$116,749</b>	2024
<a href="#">Pop-up Birthday Foundation</a>	TX	\$367,410	Exec Director	\$65,000	<b>\$74,095</b>	2023
<a href="#">West End Center Inc</a>	GA	\$367,807	Executive Director	\$30,788	<b>\$35,277</b>	2023
<a href="#">Arigatou International-new York Inc</a>	NY	\$368,331	Director Of Secretaria	\$100,000	<b>\$100,020</b>	2024
<a href="#">Empower Sports Corporation</a>	OH	\$368,697	Executive Dir.	\$78,000	<b>\$94,144</b>	2023
<a href="#">Worthy Of Love</a>	CA	\$369,020	President	\$83,000	<b>\$79,330</b>	2024
<a href="#">Joshua Community Connectors Inc</a>	KY	\$351,555	Executive Director	\$96,800	<b>\$118,513</b>	2023
<a href="#">Morven Park Inc</a>	VA	\$369,909	Secretary	\$13,871	<b>\$14,824</b>	2024
<a href="#">Carters Crew</a>	AR	\$350,867	President	\$674	<b>\$863</b>	2023
<a href="#">Childrens Book Project</a>	CA	\$370,560	Board Member	\$21,245	<b>\$20,905</b>	2023
<a href="#">Children's Policy &amp; Law Initiative</a>	IN	\$350,080	President	\$24,519	<b>\$28,621</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Greater Attleboro Area Council For</a>	MA	\$348,308	Executive Director	\$13,462	<b>\$13,045</b>	2025
<a href="#">12th Judicial District Childrens Advocacy Center Inc</a>	TN	\$347,690	Executive Director	\$72,000	<b>\$83,770</b>	2024
<a href="#">Rockford Breakfast Club Inc</a>	MN	\$347,297	Executive Director	\$2,500	<b>\$2,815</b>	2023
<a href="#">Campaign For Children And Families</a>	CA	\$374,666	Secretary	\$80,643	<b>\$77,077</b>	2024
<a href="#">Coffee County Children's Advocacy</a>	TN	\$346,246	Interim E/d	\$28,187	<b>\$31,950</b>	2025
<a href="#">Magnolia Counseling</a>	CA	\$375,501	President	\$123,850	<b>\$118,374</b>	2024
<a href="#">Hope For Families Inc</a>	TX	\$345,123	President & Ceo	\$13,720	<b>\$15,191</b>	2024
<a href="#">Youth Collaborative Inc</a>	NC	\$343,947	Program Director	\$50,400	<b>\$57,642</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to DC 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 DC 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** 182 organizations. Compensation range \$19–\$261,944; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$360,604); for reference, expenses \$328,261 and assets \$46,324.

**ROLE MATCH** Keisha G Hudson, reported title "*President*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	6 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	70 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	74 <sup>th</sup>
Reportable pay only (column D), adjusted	71 <sup>st</sup>
All sources (D + E + F), adjusted	68 <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 (Keisha G Hudson) 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 \$89,500 is reasonable (approximately the 70<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.