

Family Promise Of Birmingham Inc

Executive Director / CEO

EIN 311544162

AL · NTEE P85

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Rana Cowan, Executive Director / CEO** (\$81,318) against **every comparable organization** that fit the selection criteria — **18** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **89th** percentile of comparable organizations within the typical range

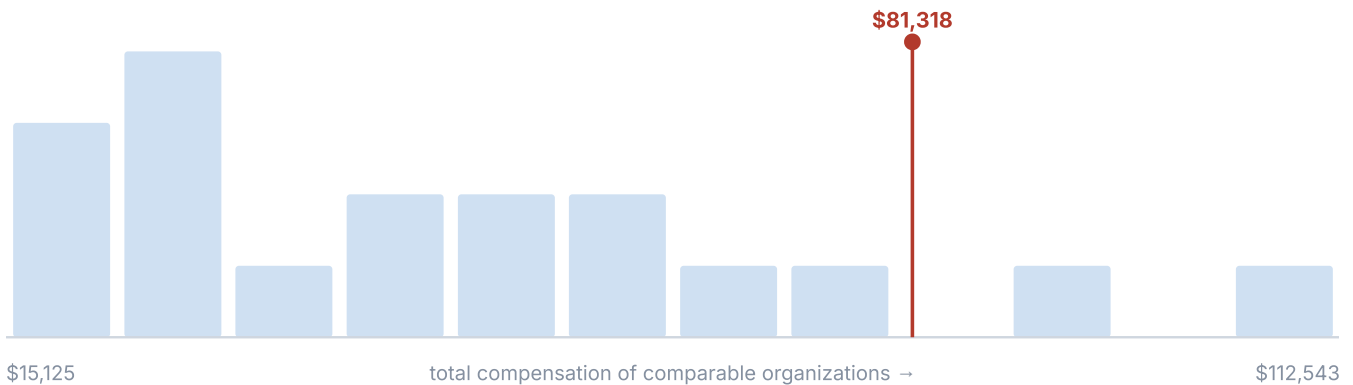
Benchmarked executive: Rana Cowan — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P85).
BUDGET	Total revenue between \$100,572 and \$225,162 — 0.67x to 1.50x the subject's \$150,108 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P85), nationwide + budget 0.67–1.5x revenue.

18 organizations qualified on sector, size, and geography → **18** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,885	\$28,022	\$42,726	\$60,565	\$83,121	\$81,318
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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 AL 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
Family Promise Of Laurens County	SC	\$151,504	Executive Director	\$61,245	\$60,889	2023
Crossroads At Park Place Inc	TX	\$152,059	Executive Director	\$29,250	\$27,083	2024
The Pourhouse Inc	IN	\$143,634	President/exec Director	\$98,000	\$95,662	2024
Wecare Of Clinton County	IN	\$158,825	Director	\$36,800	\$35,922	2024
Operation In My Backyard	PA	\$161,547	Executive Di	\$23,105	\$21,957	2023
Emmaus House Inc	NY	\$135,555	Key Employee	\$130,692	\$112,543	2023
House Of Hope For Independent Living Inc	TX	\$134,336	President	\$45,000	\$41,667	2024
Living Wages Of Washington	DC	\$133,295	President	\$31,548	\$26,383	2023
Thistle Hills Inc	PA	\$127,161	Executive Director	\$55,000	\$50,769	2024
Life Resource Services Of Jackson County	AL	\$112,008	Executive Director	\$15,125	\$15,125	2024
Shower The People	TN	\$200,531	Executive Director	\$45,000	\$43,784	2024
Would-works Inc	CA	\$203,244	Executive Director	\$38,582	\$30,838	2024
Artist Mentorship Program	OR	\$203,809	Executive Director	\$87,850	\$77,746	2023
Power Safe Place Resource Center Of Virginia	VA	\$210,475	Executive Director	\$33,963	\$31,251	2023
Next Step Ministries Inc	NM	\$211,130	President	\$49,609	\$50,848	2023
Haight Ashbury Food Program	CA	\$215,790	Treasurer	\$23,000	\$18,384	2024
Homeless Hookup	OH	\$219,275	Executive Director	\$60,783	\$59,591	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Brian Gibbons Homeless Outreach Inc	CT	\$224,973	Program Director	\$78,375	\$68,021	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AL 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 AL 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	18 organizations. Compensation range \$15,125–\$112,543; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$150,108); for reference, expenses \$177,283 and assets \$215,084.
ROLE MATCH	Rana Cowan, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	1 peer 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	89th
Total compensation (D + F), as reported (no adjustments)	83rd
Reportable pay only (column D), adjusted	83rd
All sources (D + E + F), adjusted	89th

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 (Rana Cowan) 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 18 similarly situated organizations (Same NTEE sector (P85), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$81,318 is reasonable (approximately the 89th 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.