

Keeping Families Connected Inc

Executive Director / CEO

EIN 320004371
 IN · NTEE P52
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Cecelia Whitefield, Executive Director / CEO** (\$34,495) against the **2000** closest of **3,022** comparable organizations — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **38th** percentile of comparable organizations within the typical range

Benchmarked executive: Cecelia Whitefield — reported title “President & CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P52).
BUDGET	Total revenue between \$165,164 and \$369,771 — 0.67x to 1.50x the subject's \$246,514 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (P), nationwide + budget 0.67–1.5x revenue.

3,022 organizations qualified on sector, size, and geography → **2,000** within the band from the benchmarked peer set (closest by budget).

Distribution of comparable compensation



\$11,192	\$25,273	\$43,309	\$61,647	\$80,234	\$34,495
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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 IN 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
Turner Leadership Strategies Inc	TX	\$246,470	President	\$43,409	\$42,392	2023
Princeton Nearly New Shop Corp	NJ	\$246,648	Trustee	\$68,464	\$59,677	2023
Ignin Inc	AK	\$246,692	Vice President	\$8,800	\$7,978	2024
Ncompass	OR	\$246,301	Executive Dir.	\$34,670	\$31,433	2023
Adaptive And Inclusive Movement Initiative	WA	\$246,292	Program Director	\$33,633	\$28,554	2024
On Your Feet Foundation	IL	\$246,748	Executive Di	\$25,833	\$24,083	2024
Victory Restoration Centers	LA	\$246,790	President	\$3,462	\$3,615	2024
Forever Family Inc	GA	\$246,223	Ceo	\$38,419	\$35,687	2025
Hancock County Child Advocacy	IN	\$246,201	Executive Di	\$69,961	\$69,961	2024
Fish For Life Inc	CA	\$246,187	President	\$70,000	\$57,318	2024
Friends In Action	ME	\$246,863	Executive Di	\$64,661	\$63,212	2023
Sealed With A Kid Inc	IA	\$246,162	Director	\$13,455	\$13,610	2025
Blue Ridge Pride Center Inc	NC	\$246,866	Executive Director	\$50,534	\$50,977	2023
Generations Child Care Inc	PA	\$246,150	President	\$19,300	\$18,251	2024
Healing Thine Hearts Ministries	TX	\$246,148	President	\$11,701	\$11,099	2024
Friends Of Madison Youth Inc	CT	\$246,110	Executive Director	\$64,514	\$59,054	2023
Rock Haus Foundation	TX	\$246,930	Admin Director	\$44,683	\$43,637	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Lancaster-fairfield County Charity Newsies Inc	OH	\$246,080	Secretary	\$400	\$414	2023
Amarillo Area Mental Health	TX	\$246,960	Executive Di	\$50,230	\$47,646	2024
Harlem Pride Incorporated	NY	\$246,990	President & Ceo	\$18,792	\$16,578	2023
Immokalee Pregnancy Center Inc	FL	\$246,027	Vice Chair. Managing Director	\$24,900	\$22,836	2023
Kearahs Place Inc	NC	\$245,985	Executive Director	\$22,783	\$22,982	2023
Early Matters Inc	TX	\$247,048	Director/president	\$80,000	\$75,885	2024
Good Neighbors Inc	KY	\$247,075	Exec Director	\$32,583	\$33,195	2024
Wings For Widows	MN	\$245,930	Executive Director	\$60,041	\$56,258	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IN 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 IN 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	2000 organizations. Compensation range \$17–\$362,897; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$246,514); for reference, expenses \$301,750 and assets \$112,527.
ROLE MATCH	Cecelia Whitefield, reported title " <i>President & CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	154 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	39 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	38 th
Total compensation (D + F), as reported (no adjustments)	36 th
Reportable pay only (column D), adjusted	41 st
All sources (D + E + F), adjusted	33 rd

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 (Cecelia Whitefield) 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 2000 similarly situated organizations (Same NTEE major group (P), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$34,495 is reasonable (approximately the 38th 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.