

Options Now

Executive Director / CEO

EIN 371330080
 IL · NTEE E400
 FY ending 2025-06-30
June 9, 2026

This analysis benchmarks the total compensation of **Cara Paschal, Executive Director / CEO** (\$48,929) against **every comparable organization** that fit the selection criteria — **130** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **28th** percentile of comparable organizations within the typical range

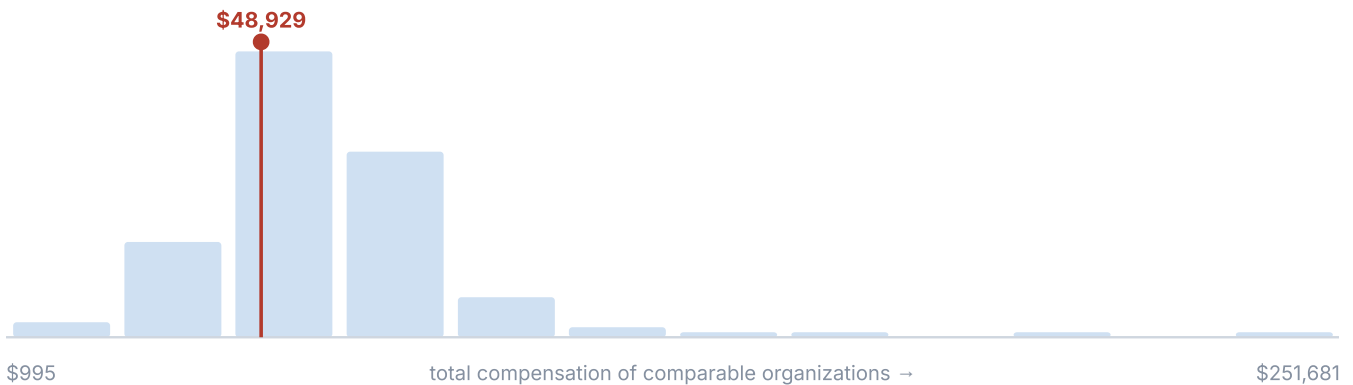
Benchmarked executive: Cara Paschal — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E400).
BUDGET	Total revenue between \$250,411 and \$560,623 — 0.67x to 1.50x the subject's \$373,749 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

130 organizations qualified on sector, size, and geography → **130** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$35,807	\$47,378	\$60,329	\$71,950	\$85,949	\$48,929
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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 IL 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
St Petersburg Pregnancy Center	FL	\$374,118	Ceo	\$87,614	\$85,935	2024
Columbia Gorge Pregnancy Resource	OR	\$374,761	Executive Di	\$50,000	\$48,480	2024
Pregnancy Resource Center Inc	CO	\$370,866	Executive Director	\$44,928	\$44,980	2024
Crisis Pregnancy Center Of South Jersey Inc	NJ	\$378,608	Executive Director	\$57,410	\$53,518	2024
Care Net Pregnancy Center	NY	\$366,788	Executive Director	\$46,346	\$45,017	2023
Grayson Co Crisis Pregnancy Center	TX	\$380,922	Executive Director	\$58,923	\$63,357	2023
The Bridge To Life Inc	NY	\$362,931	Executive Director	\$86,349	\$81,467	2024
Women's Resource Center Of	IN	\$384,874	Exec. Dir.	\$61,901	\$68,156	2024
Loving Arms - A Crisis Pregnancy Center	IL	\$362,218	Executive Director	\$58,588	\$61,914	2023
Howard County Pregnancy Center	MD	\$361,723	Operations Director	\$66,223	\$64,642	2024
Care Pregnancy Center Of Tulare	CA	\$361,615	Executive Dir.	\$67,167	\$60,556	2024
Laurel Pregnancy Center Inc	MD	\$361,253	Executive Director	\$42,232	\$42,441	2023
Tender Care Pregnancy	PA	\$359,369	Executive Di	\$56,336	\$60,390	2023
Mend Medical Services Inc	OK	\$359,144	Executive Director	\$53,500	\$63,325	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Care Women's Center	NH	\$358,133	Center Direc	\$61,796	\$59,576	2024
Crisis Pregnancy Center	CA	\$355,822	Executive Director	\$64,930	\$60,268	2023
Hope Pregnancy Support Center	TN	\$391,974	Executive Di	\$56,500	\$62,008	2024
Aspire Together Inc	VT	\$354,538	Executive Di	\$69,120	\$72,638	2024
Tree Of Life A Crisis Pregnancy Center	CA	\$393,081	Executive Director	\$51,843	\$46,740	2024
Reach Out Pregnancy Center Inc	OH	\$353,789	Former Director	\$58,800	\$65,024	2024
Aaa Crisis Pregnancy Center	MI	\$394,915	Executive Director	\$70,315	\$75,776	2024
Pregnancy Care Center Inc	ID	\$395,202	Executive Dir.	\$80,000	\$91,479	2023
Life Network Of Southern Illinois	IL	\$396,134	Executive Direc	\$65,047	\$66,768	2024
River Region Pregnancy Center	AL	\$351,310	Executive Director	\$58,905	\$66,443	2024
Life Care Center For Women Inc	KS	\$351,103	Executive Director	\$31,796	\$35,864	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL cost of living and 2025 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 IL 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 130 organizations. Compensation range \$995–\$251,681; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$373,749); for reference, expenses \$406,859 and assets \$238,184.

ROLE MATCH	Cara Paschal, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	28 th
Total compensation (D + F), as reported (no adjustments)	31 st
Reportable pay only (column D), adjusted	28 th
All sources (D + E + F), adjusted	27 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 (Cara Paschal) 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 130 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$48,929 is reasonable (approximately the 28th 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.