

# Vital Voices For Mental Health Inc

Executive Director / CEO

EIN 391933036

WI · NTEE F02

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kimberly Zimdars, Executive Director / CEO** (\$69,609) against **every comparable organization** that fit the selection criteria — **598** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **76<sup>th</sup>** percentile of comparable organizations within the typical range

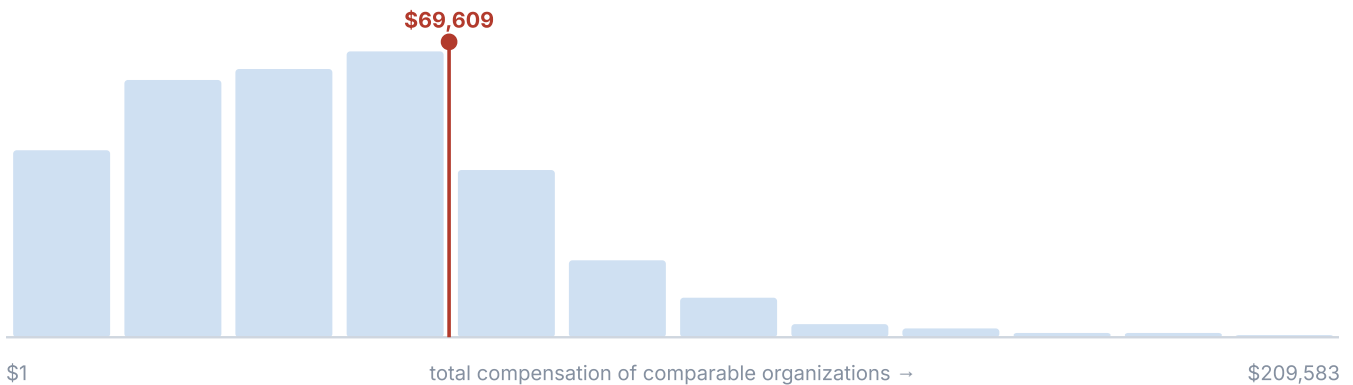
**Benchmarked executive:** Kimberly Zimdars — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F02).
BUDGET	Total revenue between \$162,215 and \$363,169 — 0.67x to 1.50x the subject's \$242,113 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (F), nationwide + budget 0.67–1.5x revenue.

**598** organizations qualified on sector, size, and geography → **598** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,223	\$27,758	\$48,960	\$68,615	\$90,815	\$69,609
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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 WI 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="#">Peniel Recovery Ministries Inc</a>	GA	\$242,375	President	\$33,600	<b>\$32,349</b>	2024
<a href="#">Caldwell-clark</a>	CA	\$242,381	President	\$29,600	<b>\$24,474</b>	2024
<a href="#">Foundation Realty</a>	VA	\$242,572	President, Secretary & Ceo	\$20,479	<b>\$19,493</b>	2023
<a href="#">Made Of Millions Foundation Inc</a>	NY	\$242,670	Executive Director/chair Of The Board	\$29,073	<b>\$25,155</b>	2024
<a href="#">Larry Labonte Recovery Center</a>	ME	\$242,710	Executive Director	\$26,440	<b>\$25,351</b>	2024
<a href="#">Breakaway Inc</a>	MN	\$242,711	Mgr	\$63,600	<b>\$58,624</b>	2025
<a href="#">Freedom House Of Mecklenburg Inc</a>	NC	\$240,894	Executive Director	\$40,472	<b>\$41,224</b>	2023
<a href="#">House Of New Beginnings Inc</a>	IN	\$240,368	Program Director	\$53,000	<b>\$53,517</b>	2024
<a href="#">Spiritworks Foundation</a>	VA	\$240,324	Executive Director	\$46,978	<b>\$43,432</b>	2024
<a href="#">Wswa Educational Foundation Inc</a>	DC	\$240,275	Secretary	\$83,620	<b>\$72,337</b>	2023
<a href="#">Mental Health Programs Inc V</a>	MA	\$240,219	President	\$12,032	<b>\$10,086</b>	2025
<a href="#">Authentic Hope Center For Peace &amp;</a>	OR	\$240,216	Executive Dir.	\$72,327	<b>\$66,213</b>	2023
<a href="#">Path Of Life</a>	WA	\$239,938	Executive Di	\$67,725	<b>\$58,059</b>	2024
<a href="#">The Way Homes Inc</a>	MD	\$244,388	Vice President	\$29,553	<b>\$27,237</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Lee's Summit Cares</a>	MO	\$244,636	Executive Director	\$80,000	<b>\$81,133</b>	2024
<a href="#">Domestic Outreach Corporation</a>	PA	\$244,729	President	\$27,000	<b>\$25,782</b>	2024
<a href="#">Hawc Foundation</a>	WV	\$244,835	Director	\$2,000	<b>\$2,020</b>	2025
<a href="#">Miriam House</a>	TN	\$239,287	Executive Director	\$8,400	<b>\$8,704</b>	2023
<a href="#">Contact Of Ocean And Monmouth Inc</a>	NJ	\$239,254	Executive Dir.	\$55,929	<b>\$47,814</b>	2024
<a href="#">Mothers For Awareness And</a>	CO	\$244,986	Chairman & C	\$35,000	<b>\$32,135</b>	2024
<a href="#">Adams Place</a>	NV	\$245,465	Executive Dir.	\$64,000	<b>\$61,427</b>	2024
<a href="#">Dreavita Counseling Coaching And Consulting Inc</a>	DE	\$245,854	Founder	\$157,570	<b>\$147,732</b>	2024
<a href="#">The Samaritan Counseling Center Of</a>	GA	\$238,356	Executive Di	\$90,025	<b>\$86,674</b>	2024
<a href="#">The Carvel Club Inc</a>	IN	\$238,189	Executive Di	\$25,813	<b>\$26,834</b>	2023
<a href="#">Nami Yolo County</a>	CA	\$237,958	Executive Director	\$87,400	<b>\$74,399</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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    **598** organizations. Compensation range \$1–\$209,583; filing years 2021–2025.

SIZE BASIS     Matched on total revenue (\$242,113); for reference, expenses \$241,382 and assets \$69,631.

ROLE MATCH	Kimberly Zimdars, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	40 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	13 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	76 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	72 <sup>nd</sup>
Reportable pay only (column D), adjusted	78 <sup>th</sup>
All sources (D + E + F), adjusted	70 <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 (Kimberly Zimdars) 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 598 similarly situated organizations (Same NTEE major group (F), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$69,609 is reasonable (approximately the 76<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.