

# Rum River Life Choices Center

Executive Director / CEO

EIN 411502922  
 MN · NTEE E400  
 FY ending 2024-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Ann Morell, Executive Director / CEO** (\$38,154) against **every comparable organization** that fit the selection criteria — **113** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **30<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Ann Morell — reported title “DIRECTOR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E400).
BUDGET	Total revenue between \$164,757 and \$368,859 — 0.67x to 1.50x the subject's \$245,906 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

**113** organizations qualified on sector, size, and geography → **113** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$24,291	\$36,985	\$50,417	\$60,014	\$71,990	\$38,154
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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 MN 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="#">Womens Resource Clinic</a>	CA	\$246,001	Secretary	\$73,975	<b>\$66,555</b>	2023
<a href="#">Vision For Life - Pittsburgh</a>	PA	\$247,848	Executive Director	\$2,700	<b>\$2,806</b>	2023
<a href="#">Life Choices Crisis Pregnancy Supp</a>	TN	\$248,853	Executive Director	\$49,478	<b>\$51,278</b>	2025
<a href="#">Crisis Pregnancy Center Of Char- em Inc</a>	MI	\$242,438	Executive Director	\$65,000	<b>\$69,904</b>	2023
<a href="#">First Choice Pregnancy Center Inc</a>	OK	\$242,308	Executive Dir.	\$55,700	<b>\$62,071</b>	2024
<a href="#">Pregnancy Care Center Inc</a>	NC	\$252,096	Executive Di	\$10,384	<b>\$10,859</b>	2024
<a href="#">Hope Pregnancy And Resource Center</a>	IL	\$239,100	Executive Director	\$14,400	<b>\$14,327</b>	2024
<a href="#">Philadelphia Midwife Collective</a>	PA	\$237,777	Executive Director	\$45,192	<b>\$45,609</b>	2024
<a href="#">Pregnancy Hope Center</a>	OR	\$254,929	Exec. Direct	\$42,672	<b>\$40,104</b>	2024
<a href="#">Life Choices Resource Center</a>	MI	\$255,579	Executive Di	\$68,844	<b>\$71,913</b>	2024
<a href="#">Compassion Pregnancy Center And Clinic</a>	CA	\$235,207	Director	\$64,733	<b>\$56,570</b>	2024
<a href="#">Conejo Valley Womens Resource Center</a>	CA	\$235,156	Executive Dir.	\$62,156	<b>\$55,922</b>	2023
<a href="#">New Family Life Services</a>	WA	\$258,169	Executive Dir.	\$28,704	<b>\$26,776</b>	2023
<a href="#">Pregnancy Care Center Of Carbon County</a>	PA	\$233,606	Director	\$25,311	<b>\$25,545</b>	2024
<a href="#">Lifeline Pregnancy Care Center Inc</a>	PA	\$260,474	Center Director	\$43,823	<b>\$44,228</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Borger Area Crisis Pregnancy Center Inc</a>	TX	\$229,826	Exec. Director	\$39,038	<b>\$39,520</b>	2024
<a href="#">Choices Pregnancy Center</a>	MN	\$229,544	Exec Director	\$37,911	<b>\$37,911</b>	2024
<a href="#">Coast Pregnancy Clinic</a>	OR	\$228,269	Executive Director	\$42,417	<b>\$41,042</b>	2023
<a href="#">Hope Womens Center Inc</a>	SC	\$263,818	Director	\$22,000	<b>\$23,227</b>	2024
<a href="#">Pregnancy Resource Center Of Gp</a>	TX	\$226,146	Executive Director	\$45,000	<b>\$45,556</b>	2024
<a href="#">The Eden Clinic Inc</a>	OK	\$226,043	Executive Director	\$21,487	<b>\$23,945</b>	2024
<a href="#">Pregnancy Help Center Of Chesterfield</a>	VA	\$265,848	Executive Director	\$39,024	<b>\$38,133</b>	2024
<a href="#">Women's Health Services Inc</a>	AL	\$265,959	Vice President	\$120,000	<b>\$135,075</b>	2023
<a href="#">Pregnancy Center Of Bryan County Inc</a>	OK	\$225,308	Asst Director	\$24,933	<b>\$27,785</b>	2024
<a href="#">First Step Pregnancy Center Inc</a>	VT	\$267,888	Executive Dir.	\$31,121	<b>\$31,701</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN 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 MN 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 **113** organizations. Compensation range \$2,806–\$243,954; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$245,906); for reference, expenses \$254,614 and assets \$407,819.

**ROLE MATCH** Ann Morell, reported title "*DIRECTOR*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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** 5 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	30 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	29 <sup>th</sup>
Reportable pay only (column D), adjusted	30 <sup>th</sup>
All sources (D + E + F), adjusted	29 <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 (Ann Morell) 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 113 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$38,154 is reasonable (approximately the 30<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.