

Choices Pregnancy Center

Executive Director / CEO

EIN 411741111

MN · NTEE E400

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Carolyn M Meyers, Executive Director / CEO** (\$37,911) against **every comparable organization** that fit the selection criteria — **96** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32nd** percentile of comparable organizations within the typical range

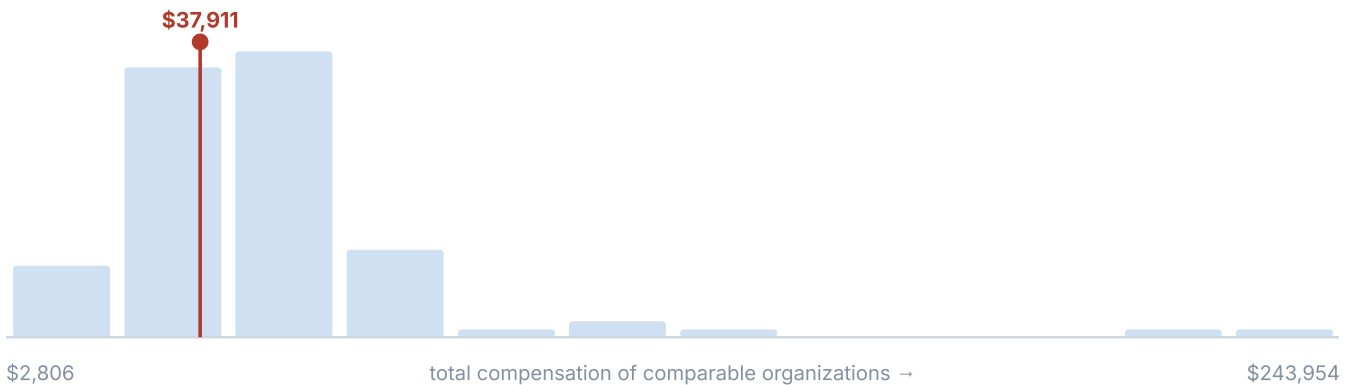
Benchmarked executive: Carolyn M Meyers — reported title “Exec Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E400).
BUDGET	Total revenue between \$153,794 and \$344,316 — 0.67x to 1.50x the subject's \$229,544 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

96 organizations qualified on sector, size, and geography → **96** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,392	\$35,082	\$45,921	\$55,795	\$71,961	\$37,911
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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
Borger Area Crisis Pregnancy Center Inc	TX	\$229,826	Exec. Director	\$39,038	\$39,520	2024
Coast Pregnancy Clinic	OR	\$228,269	Executive Director	\$42,417	\$41,042	2023
Pregnancy Resource Center Of Gp	TX	\$226,146	Executive Director	\$45,000	\$45,556	2024
The Eden Clinic Inc	OK	\$226,043	Executive Director	\$21,487	\$23,945	2024
Pregnancy Care Center Of Carbon County	PA	\$233,606	Director	\$25,311	\$25,545	2024
Pregnancy Center Of Bryan County Inc	OK	\$225,308	Asst Director	\$24,933	\$27,785	2024
Conejo Valley Womens Resource Center	CA	\$235,156	Executive Dir.	\$62,156	\$55,922	2023
Compassion Pregnancy Center And Clinic	CA	\$235,207	Director	\$64,733	\$56,570	2024
Upward Bound Community Development Corporation	TX	\$223,854	Director	\$48,000	\$48,593	2024
Philadelphia Midwife Collective	PA	\$237,777	Executive Director	\$45,192	\$45,609	2024
Charis Pregnancy Help Center Inc	WI	\$221,085	Executive Director	\$36,800	\$38,895	2024
Pregnancy Care Center Of High Point	NC	\$220,043	Executive Director	\$51,280	\$53,623	2024
Hope Pregnancy And Resource Center	IL	\$239,100	Executive Director	\$14,400	\$14,327	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Blossom Birth Services	CA	\$219,532	Executive Director	\$82,400	\$72,009	2024
Ashe Crisis Pregnancy Center	NC	\$217,402	Executive Director	\$20,600	\$21,541	2024
First Choice Pregnancy Center Inc	OK	\$242,308	Executive Dir.	\$55,700	\$62,071	2024
Crisis Pregnancy Center Of Char-em Inc	MI	\$242,438	Executive Director	\$65,000	\$69,904	2023
Pro-life Doc Inc	FL	\$216,119	President	\$21,538	\$21,081	2023
The Center Clinic Inc	MN	\$215,603	Executive Di	\$50,370	\$51,858	2023
Life Choices Care Center	IN	\$215,207	Executive Director, Former	\$45,885	\$50,417	2023
Rum River Life Choices Center	MN	\$245,906	Director	\$38,154	\$38,154	2024
Womens Resource Clinic	CA	\$246,001	Secretary	\$73,975	\$66,555	2023
Vision For Life - Pittsburgh	PA	\$247,848	Executive Director	\$2,700	\$2,806	2023
Life Choices Crisis Pregnancy Supp	TN	\$248,853	Executive Director	\$49,478	\$51,278	2025
Pregnancy Care Clinic	IL	\$209,081	Executive Director	\$40,501	\$40,296	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.

● Sample, role match & sensitivity

PEER COUNT	96 organizations. Compensation range \$2,806–\$243,954; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$229,544); for reference, expenses \$284,181 and assets \$172,608.
ROLE MATCH	Carolyn M Meyers, reported title "Exec Director", 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	32 nd
Total compensation (D + F), as reported (no adjustments)	33 rd
Reportable pay only (column D), adjusted	32 nd
All sources (D + E + F), adjusted	31 st

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 (Carolyn M Meyers) 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 96 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$37,911 is reasonable (approximately the 32nd 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.