

# Maryland Children's Alliance Inc

Executive Director / CEO

EIN 421602584  
 MD · NTEE I72  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Wendy Myers, Executive Director / CEO** (\$104,893) against **every comparable organization** that fit the selection criteria — **73** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **92<sup>nd</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

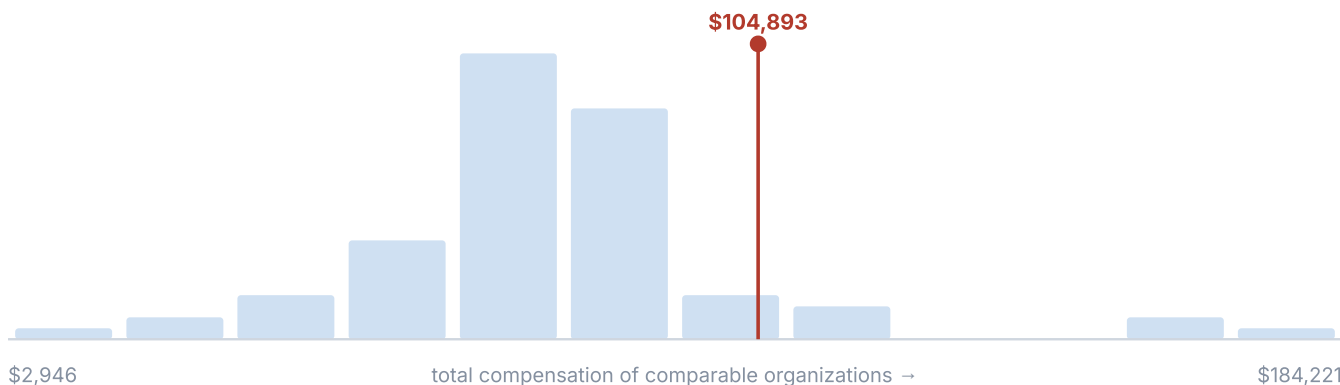
**Benchmarked executive:** Wendy Myers — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (I72).
BUDGET	Total revenue between \$271,650 and \$608,173 — 0.67x to 1.50x the subject's \$405,449 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (I72), nationwide + budget 0.67–1.5x revenue.

**73** organizations qualified on sector, size, and geography → **73** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$55,294	\$65,888	\$74,918	\$85,878	\$98,365	<b>\$104,893</b>
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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 MD 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="#">Kids Free To Grow</a>	ME	\$404,403	Executive Director	\$43,293	<b>\$43,878</b>	2025
<a href="#">Voices For Children Of Broward County</a>	FL	\$407,923	President & Ceo	\$90,720	<b>\$88,543</b>	2024
<a href="#">Kukui Children's Foundation</a>	HI	\$402,586	Executive Director	\$60,000	<b>\$57,459</b>	2023
<a href="#">Child Abuse &amp; Beyond Inc</a>	TX	\$411,249	Executive Di	\$152,900	<b>\$158,903</b>	2024
<a href="#">Friends Of Alameda County Casa Inc</a>	CA	\$412,979	Executive Dir.	\$95,700	<b>\$85,854</b>	2024
<a href="#">Shining Star Children's Advocacy</a>	IL	\$397,432	Executive Di	\$73,348	<b>\$74,918</b>	2024
<a href="#">Healthy Kids A Family Resource Network</a>	ME	\$395,444	Executive Director	\$71,352	<b>\$74,230</b>	2024
<a href="#">Parent Aid - Child Abuse Prevention Center</a>	AZ	\$417,068	Executive Director	\$67,893	<b>\$66,088</b>	2025
<a href="#">Building Hope Today Inc</a>	ID	\$386,410	Executive Dir.	\$98,917	<b>\$109,324</b>	2024
<a href="#">Operation Sandcastle Inc</a>	FL	\$426,271	Officer & President	\$158,103	<b>\$154,309</b>	2024
<a href="#">Russell County Child Advocacy Ctr</a>	AL	\$428,782	Executive Director	\$88,076	<b>\$101,777</b>	2023
<a href="#">Marion County Child Advocacy Center</a>	WV	\$381,928	Executive Director	\$56,971	<b>\$65,980</b>	2023
<a href="#">Kidsafe Collaborative Inc</a>	VT	\$379,951	Executive Director	\$79,700	<b>\$81,195</b>	2025
<a href="#">Molokai Child Abuse Prevention Path</a>	HI	\$379,872	Executive Di	\$85,629	<b>\$79,649</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Imperial County Child Abuse</a>	CA	\$431,490	Executive Director	\$62,010	<b>\$55,631</b>	2024
<a href="#">Exchange Club Family Skills Center</a>	AL	\$432,917	Executive Dir.	\$61,739	<b>\$69,296</b>	2024
<a href="#">Exchange Club Center For The Prevention</a>	NC	\$435,548	Executive Dir.	\$63,212	<b>\$67,858</b>	2024
<a href="#">Tree Top Child Advocacy Center</a>	CO	\$438,615	Executive Director	\$82,531	<b>\$82,218</b>	2024
<a href="#">Childrens Advocacy Center Of</a>	IL	\$439,994	Executive Direc	\$77,214	<b>\$76,834</b>	2025
<a href="#">Cambria County Child Advocacy</a>	PA	\$365,235	Executive Di	\$74,026	<b>\$78,961</b>	2023
<a href="#">Family Safety Network Inc</a>	ID	\$458,468	Executive Di	\$70,565	<b>\$77,990</b>	2024
<a href="#">Morgan County Child Advocacy Center</a>	AL	\$459,353	Executive Di	\$65,650	<b>\$75,862</b>	2023
<a href="#">Randolph County Childrens Advocacy Center Inc</a>	WV	\$350,000	Executive Director	\$61,685	<b>\$67,601</b>	2025
<a href="#">Hope Haven Of Hancock County Inc</a>	MS	\$348,779	Board Member	\$2,473	<b>\$2,946</b>	2023
<a href="#">Youth Services Bureau Of</a>	IN	\$346,570	Executive Di	\$54,159	<b>\$61,090</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD cost of living and 2023 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 MD 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 **73** organizations. Compensation range \$2,946–\$184,221; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$405,449); for reference, expenses \$497,275 and assets \$44,645.
ROLE MATCH	Wendy Myers, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	9 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	92 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	93 <sup>rd</sup>
Reportable pay only (column D), adjusted	90 <sup>th</sup>
All sources (D + E + F), adjusted	89 <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 (Wendy Myers) 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 73 similarly situated organizations (Same NTEE sector (I72), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$104,893 is reasonable (approximately the 92<sup>nd</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.