

Kentuckiana Health Collaborative

Executive Director / CEO

EIN 450700087

KY · NTEE E70

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jenny Goins, Executive Director / CEO** (\$137,000) against **every comparable organization** that fit the selection criteria — **128** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **89th** percentile of comparable organizations within the typical range

Benchmarked executive: Jenny Goins — reported title “PRESIDENT AND CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E70).
BUDGET	Total revenue between \$325,232 and \$728,131 — 0.67x to 1.50x the subject's \$485,421 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E70), nationwide + budget 0.67–1.5x revenue.

128 organizations qualified on sector, size, and geography → **128** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,812	\$51,422	\$73,418	\$99,422	\$140,802	\$137,000
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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 KY 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
Triple H Equitherapy Center	TX	\$489,615	Executive Director	\$60,090	\$55,948	2023
Bcauseican Inc	MD	\$490,070	Ceo	\$90,563	\$78,807	2023
Eve's Hope	FL	\$491,099	Executive Director	\$59,358	\$51,902	2023
Chatham County Safety Net Planning	GA	\$492,315	Executive Director	\$64,537	\$60,399	2023
Breathedeep Inc	NY	\$492,991	Director	\$40,000	\$33,643	2023
Tucson Interfaith Hivaid Network	AZ	\$472,633	Executive Director	\$98,575	\$88,240	2023
Gyedi Project	CO	\$472,144	Executive Director	\$181,438	\$153,234	2025
Southside Coalition Of Community	CA	\$499,181	Executive Dir.	\$175,088	\$133,163	2025
American Muslim Health Professionals	IL	\$469,756	Executive Dir.	\$80,000	\$71,105	2024
Do Care Doula Foundation Inc	DE	\$469,474	Executive Director	\$2,225	\$1,969	2024
Sarah Mclean Foundation	OK	\$468,860	Executive Director	\$75,101	\$76,972	2023
Center For Health And Hope	CO	\$502,619	Executive Director	\$15,633	\$13,552	2024
Living For Zachary	TX	\$502,837	Executive Dir.	\$85,738	\$75,540	2025
At Ease Usa	NE	\$503,643	Executive Director	\$99,243	\$96,503	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
To Life Inc	NY	\$505,574	Exec. Direct	\$90,502	\$73,936	2024
Universal Health Care Action	OH	\$505,595	Executive Di	\$82,641	\$79,133	2024
Foundation For Healthy Generations	WA	\$507,681	Executive Dir.	\$176,939	\$143,219	2024
Black Hills Health And Education Center	SD	\$509,903	President	\$23,078	\$23,027	2024
Brain Support Network	CA	\$458,964	President/ceo	\$103,667	\$80,930	2024
Lets Smile	MN	\$457,806	Executive Director	\$74,250	\$66,330	2024
Washington Restaurant Association	WA	\$514,416	President And Ceo	\$40,102	\$32,459	2024
Immunize Kansas Coalition Inc	KS	\$456,322	Former Exec Director	\$63,075	\$60,018	2025
Hpv Cancers Alliance	NY	\$454,618	Executive Di	\$120,000	\$98,034	2024
Mission Regan Inc	TX	\$517,007	Executive Director	\$55,453	\$51,631	2023
Foundation For Community Impact & Health Equity	SC	\$451,935	Ceo Founder	\$76,604	\$72,250	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KY 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 KY 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 **128** organizations. Compensation range \$93–\$2,291,522; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$485,421); for reference, expenses \$511,861 and assets \$565,829.
ROLE MATCH	Jenny Goins, reported title " <i>PRESIDENT AND CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 peers 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	89 th
Total compensation (D + F), as reported (no adjustments)	83 rd
Reportable pay only (column D), adjusted	92 nd
All sources (D + E + F), adjusted	87 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 (Jenny Goins) 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 128 similarly situated organizations (Same NTEE sector (E70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$137,000 is reasonable (approximately the 89th 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.