

Greentree Peer Support Program

Executive Director / CEO

EIN 463717372

NC · NTEE F99

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Laurie Coker, Executive Director / CEO** (\$58,000) against **every comparable organization** that fit the selection criteria — **52** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **25th** percentile of comparable organizations within the typical range

Benchmarked executive: Laurie Coker — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (F99).

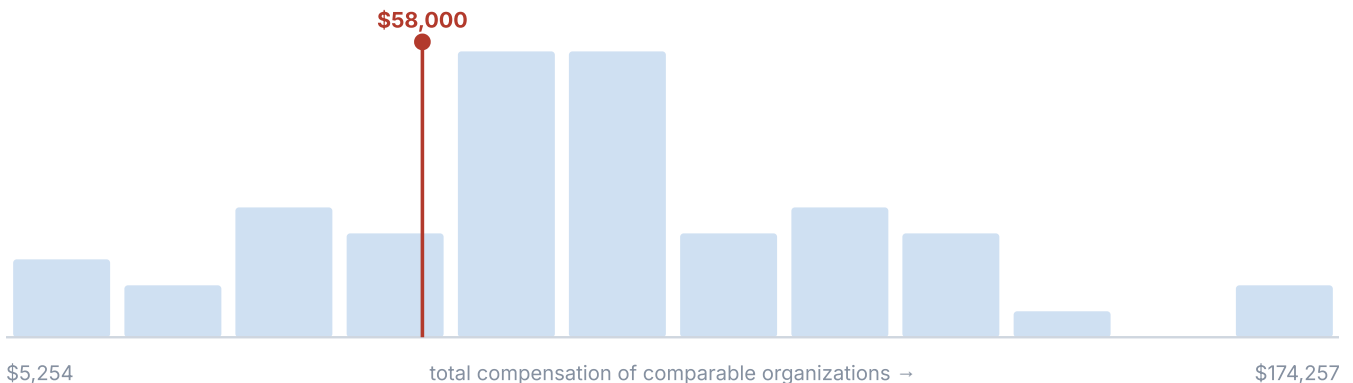
BUDGET Total revenue between \$303,329 and \$679,095 — 0.67x to 1.50x the subject's \$452,730 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (F99), nationwide + budget 0.67–1.5x revenue.

52 organizations qualified on sector, size, and geography

→ **52** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$40,406	\$59,854	\$76,199	\$99,274	\$119,951	\$58,000
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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 NC 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
New Beginning Of Charleston Inc	SC	\$455,552	Program Coordinator	\$60,577	\$61,162	2024
Progressive Recovery Outreach Inc	NC	\$442,980	Ceo	\$120,000	\$120,000	2024
Maji Ya Chai Land Sanctuary	MN	\$440,159	Executive Dir.	\$86,250	\$82,481	2024
Taylor Hooton Foundation For Fighting	TX	\$439,466	President	\$115,289	\$114,908	2023
Ohio Victim Witness Association Inc	OH	\$438,569	Executive Director	\$70,013	\$71,767	2024
Grace After Fire	TX	\$467,771	President & Ceo	\$75,000	\$72,608	2024
Detroit Youth Concert Choir And Performing Arts Company	MI	\$470,203	President	\$64,400	\$62,673	2025
Minds Matter	TN	\$435,084	Executive Director	\$25,620	\$25,392	2025
Nami Of Pennsylvania Montgomery County	PA	\$435,012	Executive Director	\$105,658	\$104,986	2023
Defenders For Children	SC	\$433,590	Ceo	\$46,790	\$47,242	2024
The Healing Center	WA	\$428,859	Director	\$81,000	\$70,185	2024
Warrionow	CO	\$427,810	Director	\$5,500	\$5,254	2023
Erowid Center	CA	\$423,518	President	\$100,386	\$83,893	2024
Beacon Of Light Mental Health	TX	\$485,727	Ex. Dir./pre	\$46,226	\$44,752	2024
Heart Mind Haven	CO	\$418,577	Executive Dir.	\$113,000	\$107,963	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Hungry Hill Foundation	TX	\$418,031	President	\$90,002	\$89,705	2023
Westchester Center For The Study Of	NY	\$416,610	Executive Director	\$7,250	\$6,340	2024
Platoon 22 Inc	MD	\$488,889	Executive Di	\$80,000	\$74,523	2023
National Alliance Of Mental Illness	PA	\$412,570	Executive Director	\$84,503	\$81,556	2024
Kids Interdisciplinary Services Inc	NC	\$411,345	Executive Director	\$77,334	\$79,618	2023
Empowerment Systems Inc	AZ	\$409,198	Ceo	\$137,441	\$131,704	2023
Nine Gates Programs Inc	CA	\$399,422	Executive Direc	\$34,000	\$29,253	2023
Forward Hispanic Community Services	IL	\$511,379	Board Director	\$86,333	\$82,143	2024
Acres For Life - Therapy & Wellness Center	MN	\$514,360	President And Executive Director And Therapist	\$53,200	\$52,378	2023
Beyond The Badge Inc	NY	\$391,052	Officer, Dir	\$11,195	\$9,790	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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 52 organizations. Compensation range \$5,254–\$174,257; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$452,730); for reference, expenses \$397,833 and assets \$311,500.

ROLE MATCH	Laurie Coker, reported title "EXECUTIVE DI", 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	2 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	25 th
Total compensation (D + F), as reported (no adjustments)	23 rd
Reportable pay only (column D), adjusted	29 th
All sources (D + E + F), adjusted	25 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 (Laurie Coker) 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 52 similarly situated organizations (Same NTEE sector (F99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$58,000 is reasonable (approximately the 25th 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.