

# Flourish Homes Incorporated

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Beth Reinwald, Executive Director / CEO** (\$36,000) against **every comparable organization** that fit the selection criteria — **198** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **33<sup>rd</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Beth Reinwald — reported title “CEO/Founder”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P99).
BUDGET	Total revenue between \$217,262 and \$486,409 — 0.67x to 1.50x the subject's \$324,273 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P99), nationwide + budget 0.67–1.5x revenue.

**198** organizations qualified on sector, size, and geography → **198** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,479	\$28,566	\$52,779	\$70,944	\$88,647	\$36,000
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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 OK 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="#">Guardianship &amp; Protective Services</a>	OH	\$324,533	Executive Di	\$62,378	<b>\$58,278</b>	2024
<a href="#">Open Door Recovery House</a>	TX	\$325,511	Executive Director	\$157,492	<b>\$138,967</b>	2024
<a href="#">Peopleworks - Nm</a>	NM	\$321,450	Executive Di	\$64,693	<b>\$63,190</b>	2023
<a href="#">National Association Of Black Women Entrepreneurs</a>	MI	\$328,482	Ceo	\$78,000	<b>\$71,017</b>	2024
<a href="#">Hackettstown Business Improvement</a>	NJ	\$328,862	Executive Di	\$83,538	<b>\$65,792</b>	2024
<a href="#">One Heart Warriors</a>	MT	\$329,576	President	\$62,499	<b>\$59,427</b>	2024
<a href="#">The Middle Project Inc</a>	NY	\$330,523	Director	\$42,411	<b>\$33,805</b>	2024
<a href="#">Foundations For Franklin County Inc</a>	MO	\$317,178	Executive Di	\$25,625	<b>\$24,648</b>	2023
<a href="#">Angels Of Las Vegas</a>	NV	\$331,487	President	\$36,961	<b>\$33,646</b>	2023
<a href="#">Horsin' Around Camp Inc</a>	KY	\$316,030	Executive Director	\$82,169	<b>\$80,172</b>	2023
<a href="#">Establish</a>	HI	\$333,478	Executive Director	\$109,286	<b>\$86,309</b>	2024
<a href="#">Northwest Sarcoma Foundation</a>	WA	\$334,731	Executive Director	\$101,440	<b>\$80,112</b>	2024
<a href="#">Casa For Lancaster County</a>	NE	\$335,549	Executive Di	\$80,622	<b>\$76,490</b>	2024
<a href="#">Evergreen Life Services Of Florida Inc</a>	LA	\$312,332	President/ceo	\$21,418	<b>\$20,804</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Girls Helping Girls Period</a>	NJ	\$311,382	Executive Director	\$75,000	<b>\$60,813</b>	2023
<a href="#">Neighbors Helping Neighbors Inc</a>	KY	\$310,813	Nhn Director	\$54,573	<b>\$53,246</b>	2023
<a href="#">Carleton-willard At Home Inc</a>	MA	\$310,206	President & Ceo	\$60,724	<b>\$48,134</b>	2024
<a href="#">Sisters Of Grace Inc</a>	GA	\$308,824	President	\$61,250	<b>\$54,325</b>	2024
<a href="#">Femergy</a>	OH	\$308,518	Director	\$43,542	<b>\$40,681</b>	2024
<a href="#">Workable Career Trends</a>	CA	\$341,514	Ceo	\$98,750	<b>\$77,439</b>	2023
<a href="#">Ministry Against The Death Penalty</a>	LA	\$343,734	Director	\$42,406	<b>\$41,189</b>	2024
<a href="#">Children's Advocacy Centers</a>	ND	\$303,604	Executive Di	\$109,105	<b>\$105,616</b>	2024
<a href="#">One Heart One Mind</a>	UT	\$303,231	Assistant Director	\$22,720	<b>\$21,118</b>	2023
<a href="#">Darke County Pregnancy Help Center</a>	OH	\$301,642	Board Member	\$28,473	<b>\$26,602</b>	2024
<a href="#">Supportive Healthy Initiatives For Tulsa</a>	OK	\$347,950	Ceo	\$20,300	<b>\$20,300</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OK 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 OK 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** 198 organizations. Compensation range \$698–\$487,561; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$324,273); for reference, expenses \$276,713 and assets \$88,372.

ROLE MATCH	Beth Reinwald, reported title " <i>CEO/Founder</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	33 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	28 <sup>th</sup>
Reportable pay only (column D), adjusted	16 <sup>th</sup>
All sources (D + E + F), adjusted	30 <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 (Beth Reinwald) 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 198 similarly situated organizations (Same NTEE sector (P99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$36,000 is reasonable (approximately the 33<sup>rd</sup> 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.