

# Starfish Project Foundation

Executive Director / CEO

EIN 471675433  
 KS · NTEE P20  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Joni Moreland, Executive Director / CEO** (\$6,984) against **every comparable organization** that fit the selection criteria — **750** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 7<sup>th</sup> percentile of comparable organizations**

below the typical range for comparable organizations

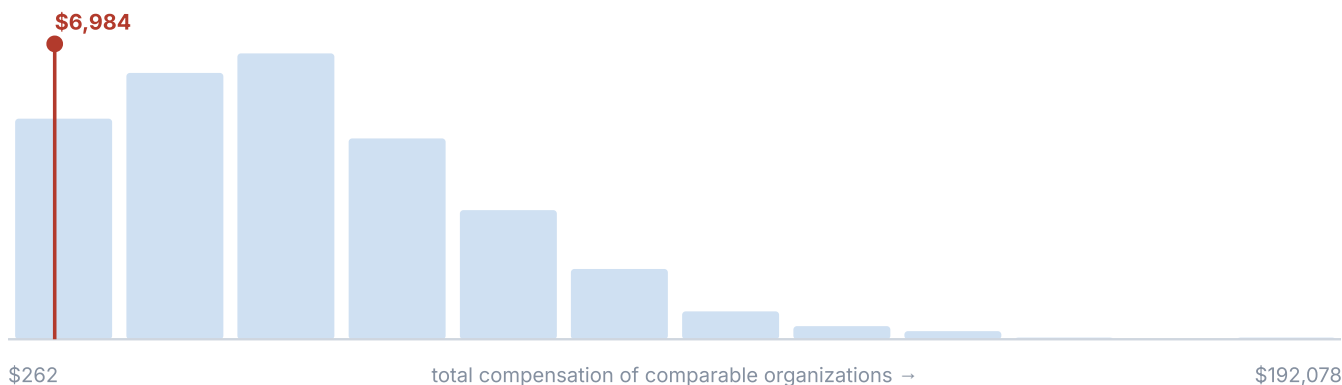
**Benchmarked executive:** Joni Moreland — reported title "PRESIDENT", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P20).
BUDGET	Total revenue between \$137,412 and \$307,641 — 0.67x to 1.50x the subject's \$205,094 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P20), nationwide + budget 0.67–1.5x revenue.

**750** organizations qualified on sector, size, and geography → **750** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,929	\$22,471	\$39,341	\$59,798	\$79,975	<b>\$6,984</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 KS 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="#">Live Oak Mental Wellness Project Inc</a>	CA	\$205,144	Ceo	\$14,368	<b>\$11,155</b>	2024
<a href="#">Community Services Of Central Md</a>	MD	\$205,333	President	\$13,755	<b>\$11,903</b>	2023
<a href="#">Thunderzoll Inc</a>	KS	\$204,757	Chairman	\$15,500	<b>\$15,500</b>	2023
<a href="#">The Arc Alliance Guardianship Services</a>	PA	\$205,454	Executive Director	\$54,094	<b>\$49,933</b>	2023
<a href="#">Night Off The Streets Inc</a>	NV	\$204,652	President	\$60,000	<b>\$52,679</b>	2025
<a href="#">The Latino Cancer Institute</a>	CA	\$205,874	Founder/president	\$36,000	<b>\$28,774</b>	2023
<a href="#">Hitha Healing House Inc</a>	MI	\$204,220	President	\$5,102	<b>\$4,613</b>	2025
<a href="#">Tomaros Change</a>	DE	\$205,994	Founder, Therapist & Coach	\$49,800	<b>\$45,136</b>	2023
<a href="#">Uptown Association Inc</a>	MN	\$204,192	Executive Dir.	\$70,000	<b>\$62,188</b>	2024
<a href="#">The Village For Rhode Island Foster</a>	RI	\$206,058	Director	\$3,340	<b>\$2,964</b>	2023
<a href="#">Trinity Community Commons</a>	TN	\$206,215	Executive Director	\$85,000	<b>\$80,330</b>	2024
<a href="#">To Whom It May Concern</a>	OH	\$203,951	Secretarydirector Prison Reentry	\$47,840	<b>\$45,556</b>	2024
<a href="#">Moscow Contemporary Inc</a>	ID	\$203,526	Executive Director	\$35,027	<b>\$34,490</b>	2023
<a href="#">Return To Zero Hope Inc</a>	CA	\$206,705	Executive Director	\$59,400	<b>\$46,116</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Huts For Vets</a>	CO	\$203,467	Executive Director/treasurer	\$60,000	<b>\$53,254</b>	2023
<a href="#">Ken Turner Ministries</a>	TN	\$203,360	Board Member	\$90,800	<b>\$88,346</b>	2023
<a href="#">Vineyard Community Services</a>	MN	\$203,346	Executive Director	\$12,000	<b>\$10,976</b>	2023
<a href="#">The Still Place Inc</a>	NC	\$203,343	Executive Di	\$32,750	<b>\$31,323</b>	2023
<a href="#">Hoofbeatz Horses &amp; Humans In Harmony</a>	AZ	\$206,931	Vice President	\$28,910	<b>\$25,736</b>	2023
<a href="#">Main Street Ministries Inc</a>	KS	\$206,949	Secretary	\$5,750	<b>\$5,585</b>	2024
<a href="#">Hospitality Industry Protection Fund</a>	MI	\$206,990	President	\$40,883	<b>\$37,939</b>	2024
<a href="#">Basics In Milwaukee Inc</a>	WI	\$203,191	Executive Director	\$54,833	<b>\$51,487</b>	2024
<a href="#">The Long Short Road Inc</a>	PA	\$207,159	President & Ceo	\$92,032	<b>\$82,516</b>	2024
<a href="#">Southern Door Community Land Trust Inc</a>	NY	\$207,189	Executive Director	\$70,408	<b>\$57,202</b>	2024
<a href="#">Life In Abundance</a>	SC	\$207,262	President, Dir.	\$48,000	<b>\$46,352</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KS 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 KS 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **750** organizations. Compensation range \$262–\$192,078; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$205,094); for reference, expenses \$221,465 and assets \$79,104.

ROLE MATCH	Joni Moreland, reported title <i>"PRESIDENT"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	33 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	14 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	7 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	6 <sup>th</sup>
Reportable pay only (column D), adjusted	11 <sup>th</sup>
All sources (D + E + F), adjusted	6 <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 (Joni Moreland) 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 750 similarly situated organizations (Same NTEE sector (P20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$6,984 is reasonable (approximately the 7<sup>th</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.