

Awakening To God Ministries

Executive Director / CEO

EIN 472601238

NC · NTEE X20

FY ending 2023-11-30

June 9, 2026

This analysis benchmarks the total compensation of **Gerard Long, Executive Director / CEO** (\$35,387) against **every comparable organization** that fit the selection criteria — **185** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 61st percentile of comparable organizations

within the typical range

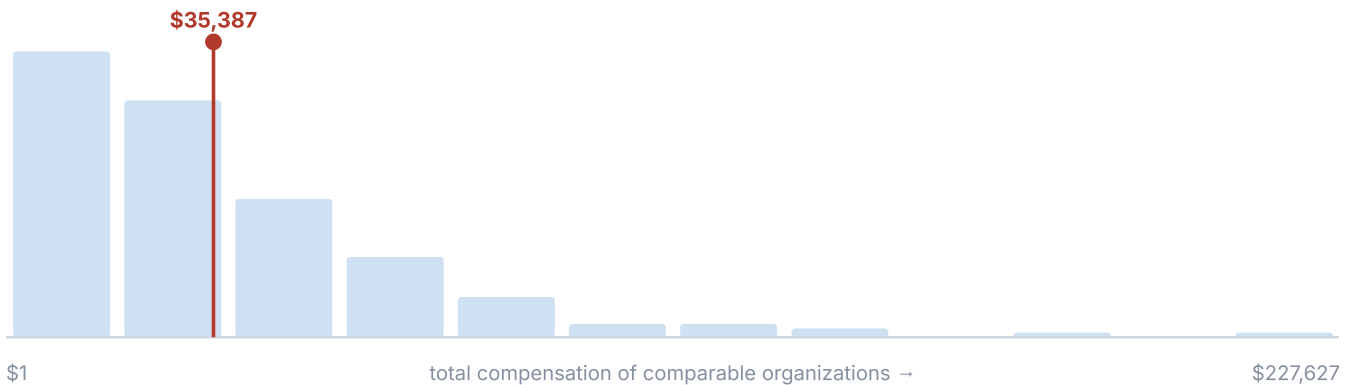
Benchmarked executive: Gerard Long — reported title “DIRECTOR, PR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X20).
BUDGET	Total revenue between \$67,148 and \$150,333 — 0.67x to 1.50x the subject's \$100,222 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X20), nationwide + budget 0.67–1.5x revenue.

185 organizations qualified on sector, size, and geography → **185** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,950	\$13,820	\$27,943	\$49,991	\$75,490	\$35,387
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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
Youth Striving For Excellence	TN	\$100,232	Treasurer	\$2,660	\$2,561	2025
Debre Genet Kidus Amanuel And Kidane Mehret Orthodox Church	PA	\$100,469	Head Priest And Executive Director	\$18,100	\$16,968	2024
Church Growth International	MO	\$100,502	President	\$3,916	\$4,014	2023
A Faithful Presence	TX	\$99,319	Executive Director	\$69,600	\$65,447	2024
Iglesia Luz De Esperanza	CA	\$101,226	Chief Executive Officer	\$11,624	\$9,714	2023
Trinity Foundation	TN	\$99,010	President And Director	\$72,999	\$74,262	2023
New Life International Mission Inc	FL	\$101,525	Director	\$12,994	\$11,475	2024
The India Mission For Evangelism Inc	AZ	\$102,138	President Since 3-2023	\$7,950	\$7,187	2024
Gospel Glory Inc	VA	\$98,139	President	\$17,000	\$15,886	2023
Charisma In Mission Inc	CA	\$97,708	Secretary	\$52,000	\$43,456	2023
High Rock Missionary Baptist Church	MD	\$97,090	Pastor	\$18,360	\$16,135	2024
Breakthrough Ministries Inc	TN	\$103,936	President	\$37,130	\$36,689	2024
Children Ministries International	CA	\$104,068	Founder, President, Chairman Of The Board	\$91,310	\$76,308	2023
Light Of The World Evangelization	IL	\$96,199	Executive Di	\$70,000	\$63,024	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Friends Of The Groom Inc	OH	\$104,720	President	\$1,540	\$1,533	2024
Rise Ministry Community Development Center	OH	\$104,965	Senior Pastor & Executive Board Chairman	\$9,131	\$9,091	2024
Happy Caldwell Ministries Inc	AR	\$95,305	President	\$85,000	\$89,815	2024
Gap Kingdom Ministries	VA	\$95,003	Pastor & Director	\$2,985	\$2,789	2023
Mission Mobilization International	CO	\$105,694	President	\$71,700	\$66,538	2023
Todd Bailey Ministries Inc	CO	\$94,353	President	\$35,600	\$32,090	2024
Green Pastures Christian	IL	\$106,198	Camp Host	\$30,926	\$29,425	2023
Nexus Mission	CA	\$106,545	Director	\$14,400	\$12,034	2023
Centro Cristiano El Kairos De Dios Inc	FL	\$107,332	President	\$39,000	\$34,441	2024
Cap Ministries Inc	TX	\$107,500	President	\$60,264	\$58,342	2023
Washington Prayer Coalition	VA	\$92,843	Director	\$9,000	\$8,169	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 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 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 185 organizations. Compensation range \$1–\$227,627; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$100,222); for reference, expenses \$169,546 and assets \$155,227. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Gerard Long, reported title "*DIRECTOR, PR*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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 7 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	61 st
Total compensation (D + F), as reported (no adjustments)	57 th
Reportable pay only (column D), adjusted	61 st
All sources (D + E + F), adjusted	59 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 (Gerard Long) 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 185 similarly situated organizations (Same NTEE sector (X20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,387 is reasonable (approximately the 61st 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.