

Project Curate

Executive Director / CEO

EIN 473395538

TX · NTEE X80

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Matthew H Russell, Executive Director / CEO** (\$53,542) against **every comparable organization** that fit the selection criteria — **27** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **67th** percentile of comparable organizations within the typical range

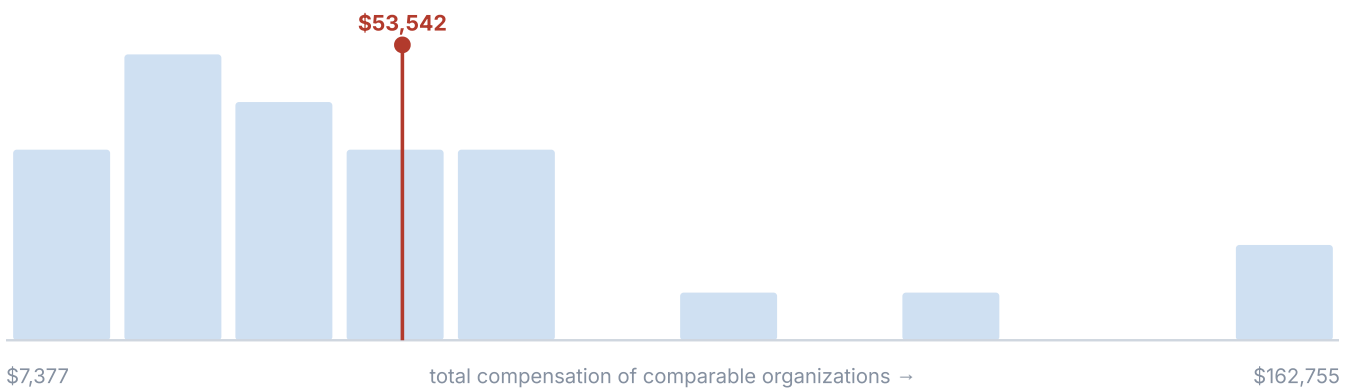
Benchmarked executive: Matthew H Russell — reported title “Chairman of the Board”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X80).
BUDGET	Total revenue between \$115,380 and \$258,313 — 0.67x to 1.50x the subject's \$172,209 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X80), nationwide + budget 0.67–1.5x revenue.

27 organizations qualified on sector, size, and geography → **27** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$11,735	\$24,999	\$38,702	\$62,287	\$100,698	\$53,542
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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 TX 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
Revelation Of Love Ministries	AR	\$169,780	President	\$22,800	\$25,620	2024
Why Stand With Israel	TX	\$168,872	Director	\$113,300	\$113,300	2024
Reflecting The Truth Ministriesinc	TN	\$184,654	President	\$22,316	\$23,450	2024
Lowery Institute For Excellence	TX	\$185,534	President	\$72,000	\$72,000	2024
Deano And The Dynamos Inc	CA	\$156,200	Chairman	\$49,450	\$43,948	2023
Revival Plan Association	CA	\$189,096	President	\$54,808	\$48,710	2023
Beverly Smith Ministries	NC	\$150,746	President	\$7,940	\$8,202	2024
Christianity Engaged	AZ	\$202,861	President And Ceo	\$96,000	\$92,297	2024
Christian Television Of Tallahassee	FL	\$140,154	President	\$7,630	\$7,377	2023
Brenda Walsh Ministries	TN	\$206,263	President	\$30,352	\$32,837	2023
The Fig Tree	WA	\$206,620	Editor Publisher	\$42,000	\$38,702	2023
Hello Creative	UT	\$131,109	President &	\$70,000	\$71,621	2024
Faith House Inc	NY	\$129,977	President	\$40,000	\$37,201	2023
Northwest Energy Supply Cooperative	OR	\$217,866	Chief Exec O	\$28,000	\$25,994	2024
Lineage Journey Inc	CA	\$218,856	Ceo	\$26,927	\$23,244	2024
Network 7 Media Center Inc	TN	\$124,282	President	\$36,617	\$38,478	2024
Archangel Gabriel Enterprises Inc	OH	\$227,715	Secretary/tr	\$59,119	\$62,597	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Unashamed Truth Ministries Inc	NC	\$233,972	Managing Director	\$60,000	\$61,977	2024
Heidelberg Reformation Association	CA	\$236,699	President	\$10,000	\$8,632	2024
Disciple Daily Inc	TX	\$242,576	President/di	\$23,678	\$24,377	2023
Lumenations	AR	\$243,295	Executive Director	\$46,000	\$51,690	2024
Odyssey Impact Inc	NY	\$246,229	Executive Dir.	\$175,000	\$162,755	2023
Jehu Ministries International Inc	MI	\$247,811	Pastor - Dir	\$151,200	\$156,015	2024
Joseph Devineaux International Inc	FL	\$251,175	President	\$48,050	\$46,458	2023
Thrive City Church	AZ	\$251,420	Colbert	\$60,979	\$58,627	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	27 organizations. Compensation range \$7,377–\$162,755; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$172,209); for reference, expenses \$200,785 and assets \$31,426.
ROLE MATCH	Matthew H Russell, reported title " <i>Chairman of the Board</i> ", 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 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	67 th
Total compensation (D + F), as reported (no adjustments)	63 rd
Reportable pay only (column D), adjusted	67 th
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 (Matthew H Russell) 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 10, 2026, comparing compensation against 27 similarly situated organizations (Same NTEE sector (X80), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$53,542 is reasonable (approximately the 67th 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 10, 2026.