

Worship United Inc

Executive Director / CEO

EIN 473840505

FL · NTEE X20

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Ladell Cole, Executive Director / CEO** (\$8,077) against **every comparable organization** that fit the selection criteria — **20** 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

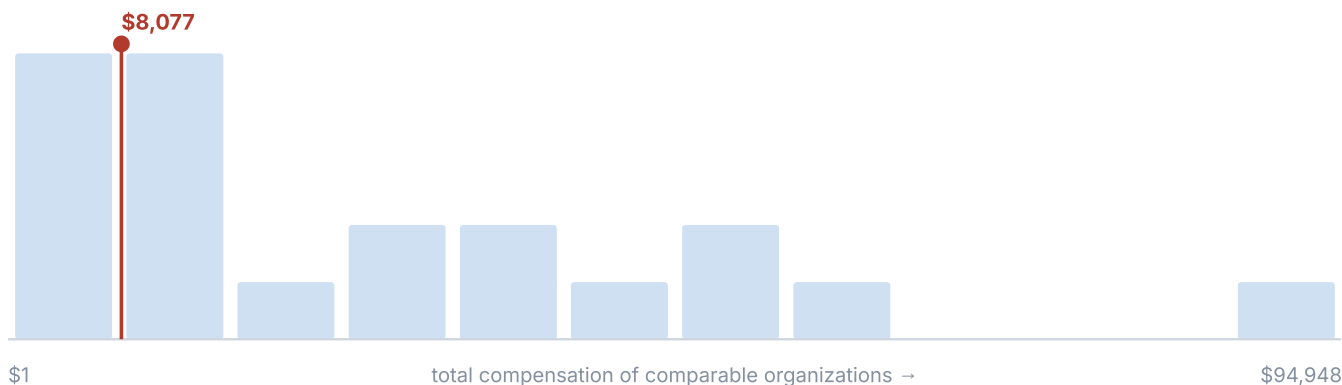
Benchmarked executive: Ladell Cole — reported title "Officer", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X20).
BUDGET	Total revenue between \$72,540 and \$162,403 — 0.67x to 1.50x the subject's \$108,269 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X20) + FL + budget 0.67–1.5x revenue.

20 organizations qualified on sector, size, and geography → **20** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,244	\$10,282	\$16,526	\$38,520	\$54,806	\$8,077
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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 FL 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
Centro Cristiano El Kairos De Dios Inc	FL	\$107,332	President	\$39,000	\$37,881	2024
Fountains Of Life Inc	FL	\$112,164	Director	\$63,890	\$62,057	2024
Event Evangelism Inc	FL	\$114,474	President	\$1	\$1	2024
New Life International Mission Inc	FL	\$101,525	Director	\$12,994	\$12,621	2024
Mary Esther Church Of Christ	FL	\$116,799	Evangelist & Secretary	\$52,800	\$52,800	2023
All Will Know Him Inc	FL	\$91,531	Director	\$7,090	\$6,887	2024
Off The Chain Ministries Inc	FL	\$130,564	Director/president	\$30,000	\$31,230	2022
Doug Holliday Ministries Inc	FL	\$132,813	President	\$54,000	\$54,000	2023
Ministerio International El Shadai Corp	FL	\$82,662	President	\$12,000	\$12,000	2023
Grace For Glory Global Ministries I	FL	\$135,366	President	\$4,500	\$4,500	2023
Beverly Crawford Ministries Inc	FL	\$141,058	President	\$13,963	\$13,562	2024
Strategies4life Inc	FL	\$143,943	Director	\$2,000	\$1,943	2024
Revelation 320 Missionary Ministry And Biblical Teachings Inc	FL	\$146,961	Senior Pastor	\$15,600	\$15,152	2024
Jim Gilbert Ministries Inc	FL	\$150,494	President	\$6,470	\$6,470	2023
Forrest Ministries Inc	FL	\$154,730	Director	\$30,000	\$29,139	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Tim And Gaye Goad Ministries Inc	FL	\$155,538	President	\$97,752	\$94,948	2024
Tommy Brandt Ministries Inc	FL	\$156,047	P	\$11,750	\$11,413	2024
Champions Of Faith International Church Inc	FL	\$158,926	President	\$17,900	\$17,900	2023
Antioch Breakthrough Ministries Inc	FL	\$160,100	Pastor/president	\$41,632	\$40,438	2024
Christ Apostolic Church Of Orlando Inc	FL	\$160,668	President/pastor	\$36,000	\$34,967	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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	20 organizations. Compensation range \$1–\$94,948; filing years 2022–2024.
SIZE BASIS	Matched on total revenue (\$108,269); for reference, expenses \$111,611 and assets \$13,037.
ROLE MATCH	Ladell Cole, reported title " <i>Officer</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.
OUTLIERS	1 peer 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)	25 th
Reportable pay only (column D), adjusted	35 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 (Ladell Cole) 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 20 similarly situated organizations (Same NTEE sector (X20) + FL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$8,077 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.