

Service Never Sleeps

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Whitney Parnell, Executive Director / CEO** (\$159,319) against **every comparable organization** that fit the selection criteria — **30** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **100th** percentile of comparable organizations above the 90th percentile — board review recommended

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

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (P20).

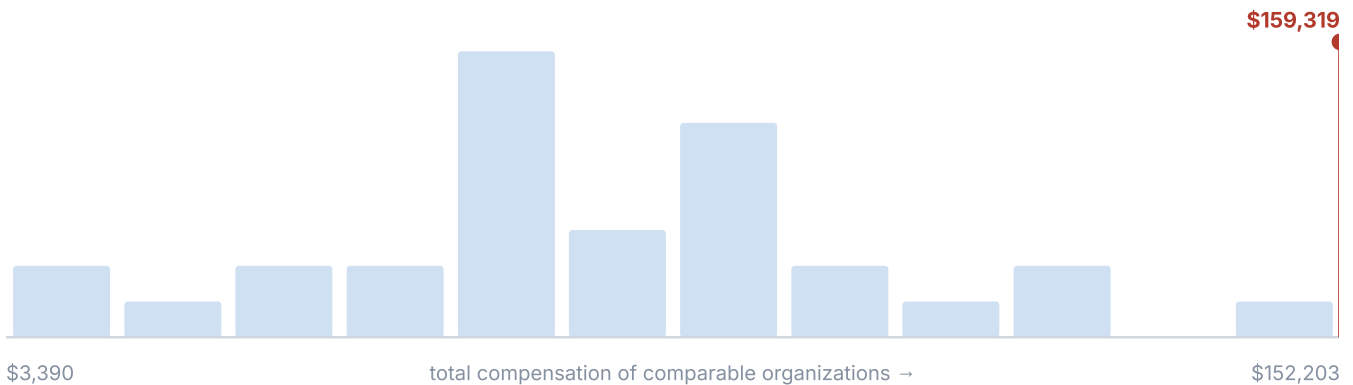
BUDGET Total revenue between \$308,642 and \$690,991 — 0.67x to 1.50x the subject's \$460,661 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P20) + VA + budget 0.67–1.5x revenue.

30 organizations qualified on sector, size, and geography

→ **30** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$32,063	\$53,212	\$67,084	\$87,410	\$114,842	\$159,319
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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 VA 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
Bread For Life Community Food Pantry Inc	VA	\$464,706	Executive Director	\$15,000	\$15,000	2024
Drive To Work	VA	\$467,796	President	\$125,000	\$125,000	2024
International Catholic Legislators Network- Western Hemisphere	VA	\$477,100	Vice Presidentcfo	\$3,480	\$3,390	2025
Interstate Shellfish Sanitation	VA	\$480,764	Executive Di	\$152,203	\$152,203	2024
Ascend - Leadership Through Athletics Inc	VA	\$429,179	Executive Director	\$55,938	\$55,938	2024
Salem Ministers Conference Community Food Pantry	VA	\$429,003	Executive Director	\$54,696	\$54,696	2024
The Cameron K Gallagher Foundation	VA	\$492,714	Executive Director	\$83,140	\$85,596	2023
3e Restoration Inc	VA	\$407,920	Executive Director	\$40,000	\$41,181	2023
Beyond Boundaries	VA	\$516,712	Co-founder/e	\$74,667	\$74,667	2024
Street Hearts Inc	VA	\$404,590	Founder Executive Director	\$35,296	\$36,339	2023
Toby's Dream Foundation Inc	VA	\$530,443	Executive Director	\$88,000	\$85,732	2025
Loudoun Volunteer Caregivers	VA	\$534,620	Former Execu	\$103,624	\$100,953	2025
Family Promise Of Greater Roanoke	VA	\$372,028	Executive Di	\$91,440	\$91,440	2024
Virginia Ffa Foundation Inc	VA	\$554,021	Executive Director	\$53,114	\$53,114	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
A Farm Less Ordinary	VA	\$558,975	Executive Di	\$50,000	\$50,000	2024
Central Senior Center	VA	\$563,109	Executive Director	\$18,260	\$18,260	2024
Tophand Foundation Inc	VA	\$356,307	Director	\$32,633	\$33,597	2023
Associates Of St John Bosco Inc	VA	\$352,962	Executive Director	\$85,000	\$82,809	2025
Northern Virginia Veterans Association	VA	\$350,536	President Ceo	\$80,267	\$82,638	2023
Movers Development Center	VA	\$344,650	Chief Executive Officer	\$76,800	\$76,800	2024
Friendship House Roanoke Inc	VA	\$335,397	Executive Director	\$62,071	\$62,071	2024
Phoenix Project Inc	VA	\$590,829	Executive Director	\$63,874	\$62,228	2025
Virginias Kids Belong	VA	\$591,122	Executive Director	\$119,166	\$119,166	2024
Society Of St Vincent De Paul District Council Of Richmond	VA	\$591,556	Executive Director	\$88,250	\$88,250	2024
Youth Volunteer Corps Of Hampton	VA	\$325,852	Executive Di	\$69,667	\$69,667	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA 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 VA 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	30 organizations. Compensation range \$3,390–\$152,203; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$460,661); for reference, expenses \$391,488 and assets \$480,812.
ROLE MATCH	Whitney Parnell, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this 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	100 th
Total compensation (D + F), as reported (no adjustments)	100 th
Reportable pay only (column D), adjusted	100 th
All sources (D + E + F), adjusted	100 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 (Whitney Parnell) 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 30 similarly situated organizations (Same NTEE sector (P20) + VA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$159,319 is reasonable (approximately the 100th 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.