

Parenting And Childhood Education Inc

Executive Director / CEO

EIN 521038628
 MD · NTEE P46
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Alyssa Goodman, Executive Director / CEO** (\$24,036) against **every comparable organization** that fit the selection criteria — **73** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **14th** percentile of comparable organizations below the typical range for comparable organizations

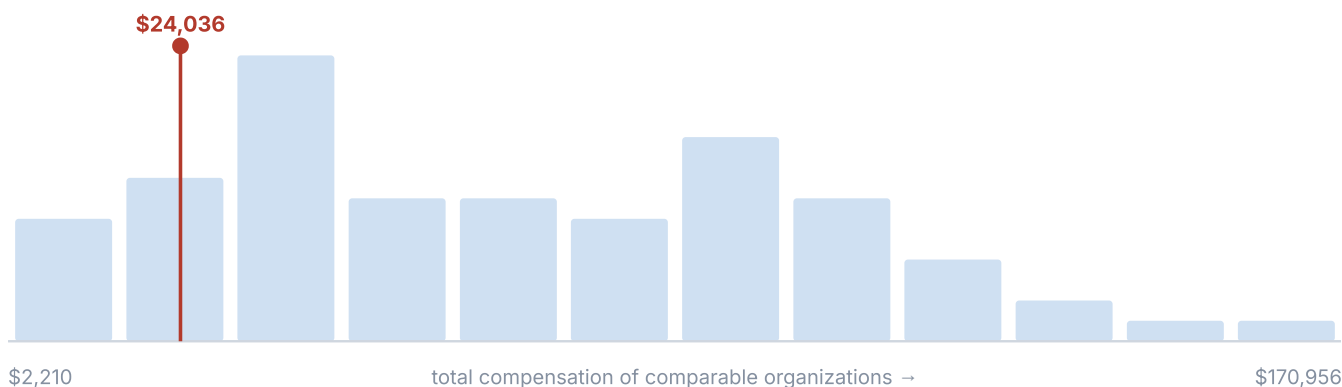
Benchmarked executive: Alyssa Goodman — reported title "PRESIDENT", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P46).
BUDGET	Total revenue between \$212,838 and \$476,503 — 0.67x to 1.50x the subject's \$317,669 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P46), nationwide + budget 0.67–1.5x revenue.

73 organizations qualified on sector, size, and geography → **73** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,154	\$34,079	\$59,285	\$95,495	\$117,721	\$24,036
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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 MD 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
Gustafson Counseling And Consulting	KS	\$317,012	President	\$25,000	\$28,889	2024
Tinina Q Cade Foundation Inc	MD	\$318,478	President & Ceo	\$50,000	\$50,000	2024
United Marriage Encounter	IA	\$319,064	Executive Director	\$9,000	\$10,541	2024
Serenity Group Family Therapy Inc	CA	\$313,988	Secretary	\$132,000	\$121,918	2024
Hearts And Hands Counseling	CA	\$313,794	Ceo	\$41,120	\$37,000	2025
Drexel Community Fair Incorporated	NC	\$322,260	President	\$2,000	\$2,210	2024
Love-light Christian Counseling Inc	IL	\$311,087	Director	\$124,600	\$131,025	2024
Dad Tired	SC	\$324,373	President	\$110,500	\$123,305	2024
The Counseling Institute Of Texas Inc	TX	\$307,328	Secretary Admin Assit	\$18,000	\$19,828	2023
Restoration Resources Ministry Inc	OH	\$307,270	President	\$98,500	\$111,590	2024
Emmanuel Center For Pastoral Counseling Of St Bartholomews Inc	GA	\$307,004	Counselor And Exec Dir	\$138,158	\$152,977	2023
Great Marriages For Sheboygan County	WI	\$304,852	Executive Director/ceo	\$89,449	\$99,922	2024
Marriageteam	WA	\$334,826	Deputy Executive Director	\$46,359	\$44,395	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Haven Retreats Inc	FL	\$293,861	Board Of Directors, Director (Employee) Nonvoting Member	\$52,975	\$53,231	2024
Camp Koala	PA	\$292,269	President; Exec Director	\$50,000	\$54,909	2023
Pastoral Counseling	VA	\$343,381	President/ceo	\$70,799	\$75,279	2023
Living Well Inc	OK	\$289,602	Executive Director	\$24,000	\$27,538	2025
Fuller Life Institute	TX	\$288,769	Board Member	\$30,995	\$33,163	2024
One Voice One Community	PA	\$288,166	Vice Preside	\$35,000	\$38,436	2023
Ste Genevieve Area Center For Life	MO	\$288,158	Executive Di	\$53,321	\$62,192	2023
Community Counseling Center Inc	CA	\$287,160	Executive Director	\$54,648	\$49,173	2025
Newton Pregnancy Resource Center	GA	\$284,362	Executive	\$59,900	\$66,324	2023
Pastoral Counseling For Denver Inc	CO	\$284,132	Administrative Director	\$31,034	\$31,830	2024
New Haven	SD	\$352,280	Executive Di	\$65,000	\$76,731	2024
Freedom That Lasts Ministries	SC	\$279,515	Executive Director	\$81,473	\$90,914	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD 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 MD 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	73 organizations. Compensation range \$2,210–\$170,956; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$317,669); for reference, expenses \$288,872 and assets \$218,971.
ROLE MATCH	Alyssa Goodman, reported title "PRESIDENT", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	14 th
Total compensation (D + F), as reported (no adjustments)	14 th
Reportable pay only (column D), adjusted	18 th
All sources (D + E + F), adjusted	11 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 (Alyssa Goodman) 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 73 similarly situated organizations (Same NTEE sector (P46), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$24,036 is reasonable (approximately the 14th 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.