

Southside Crisis Pregnancy Center Inc

Executive Director / CEO

EIN 541254898
 VA · NTEE E400
 FY ending 2024-12-31
 June 10, 2026

This analysis benchmarks the total compensation of **Crystal Hicks, Executive Director / CEO** (\$60,743) against **every comparable organization** that fit the selection criteria — **139** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **44th** percentile of comparable organizations within the typical range

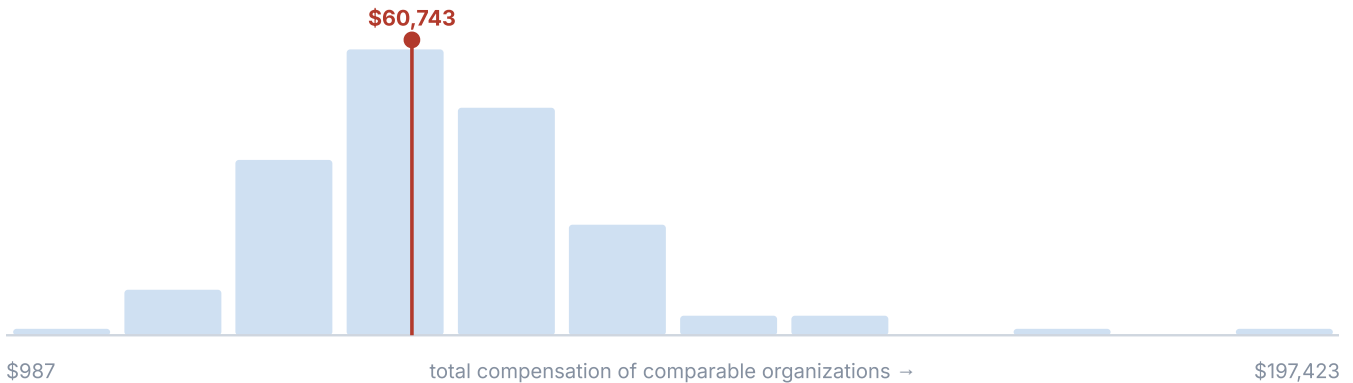
Benchmarked executive: Crystal Hicks — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E400).
BUDGET	Total revenue between \$300,133 and \$671,941 — 0.67x to 1.50x the subject's \$447,961 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

139 organizations qualified on sector, size, and geography → **139** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$39,235	\$50,395	\$62,847	\$76,296	\$90,818	\$60,743
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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
Muskegon Pregnancy Services	MI	\$443,363	Executive Di	\$57,287	\$61,240	2024
Women's Resource Center Of Northeas	WY	\$457,254	Ceo	\$75,314	\$83,526	2024
Aiken Pregnancy Care Center Inc	SC	\$430,610	Executive Director	\$45,000	\$50,057	2023
Cabarrus Women's Center Inc	NC	\$428,830	Executive Director	\$66,330	\$70,982	2024
Coastal Pregnancy Care Center	NC	\$428,493	Executive Dir.	\$55,250	\$59,125	2024
Full Circle Women's Services	TN	\$426,731	Executive Di	\$41,500	\$45,179	2024
Shenandoah County Pregnancy Center	VA	\$424,642	Executive Di	\$49,960	\$49,960	2024
Hope Life Center	IL	\$471,306	Executive Di	\$67,784	\$69,018	2024
Hope Center Of Livingston County	IL	\$423,149	Executive Dir.	\$43,750	\$44,546	2024
Avenues For Women Inc	KY	\$473,989	Ceo/president	\$54,476	\$60,616	2024
Augusta Care Pregnancy Center	GA	\$477,640	Executive Di	\$29,610	\$30,835	2024
Cabot Crisis Pregnancy Center	AR	\$478,996	Executive Dir.	\$44,356	\$53,163	2023
Hope Resource Center Inc	IN	\$479,153	Director	\$67,200	\$75,563	2023
Choices Family Resource Centers Inc	FL	\$416,028	Ceo	\$48,000	\$46,701	2024
Center For Pregnancy Choices	MS	\$415,729	Executive Director	\$39,361	\$45,403	2024
Mercy Ministries	PA	\$415,201	Executive Director	\$48,510	\$51,582	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Wellspring Pregnancy Health Center Inc	NE	\$414,996	Executive Director	\$44,583	\$49,663	2024
Gynuity Health Projects Inc	NY	\$480,993	President	\$204,898	\$197,423	2023
We Care Pregnancy Center	IL	\$414,258	Executive Director	\$60,030	\$61,123	2024
The Sparrow Fund	PA	\$481,942	Secretary	\$80,297	\$85,382	2023
Options Pregnancy Resource Centers Inc	OR	\$483,376	Chief Executive Officer	\$83,457	\$82,639	2023
Birth And Womens Health Center Inc	KS	\$483,895	Key Employee	\$139,587	\$156,182	2024
Alternacare	OH	\$484,906	Medical Director	\$900	\$987	2024
Avenues Pregnancy Clinic	CA	\$485,094	Executive Dir.	\$83,000	\$74,228	2024
Cornerstone Pregnancy Care Services	PA	\$487,402	Exec Directo	\$67,843	\$68,263	2025

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 139 organizations. Compensation range \$987–\$197,423; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$447,961); for reference, expenses \$361,343 and assets \$589,621.

ROLE MATCH Crystal Hicks, reported title "*EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 6 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	44 th
Total compensation (D + F), as reported (no adjustments)	53 rd
Reportable pay only (column D), adjusted	45 th
All sources (D + E + F), adjusted	43 rd

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 (Crystal Hicks) 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 139 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$60,743 is reasonable (approximately the 44th 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.