

Lutheran Services For The Aging Inc

Executive Director / CEO

EIN 560752160

NC · NTEE P81Z

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Ted Goins, Executive Director / CEO** (\$13,158) against **every comparable organization** that fit the selection criteria — **145** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 3rd percentile of comparable organizations

below the typical range for comparable organizations

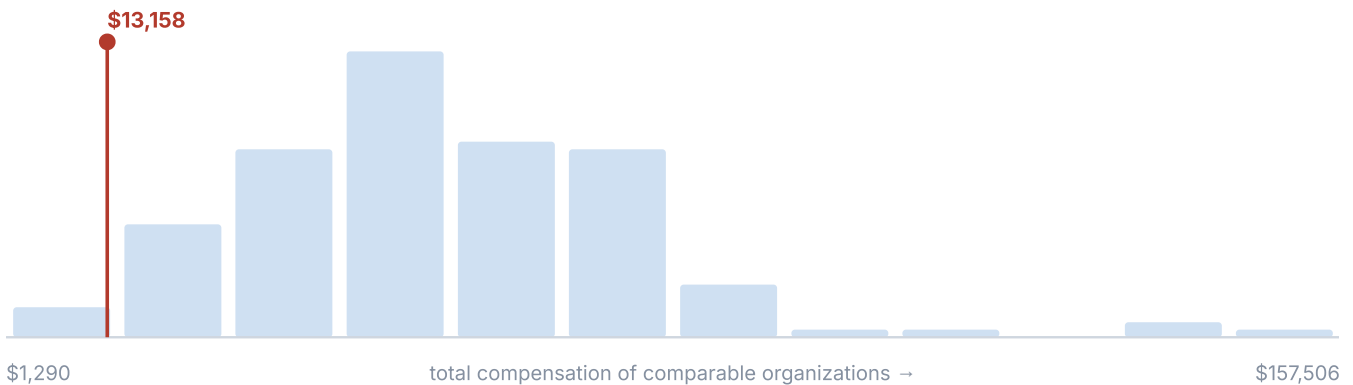
Benchmarked executive: Ted Goins — reported title “President/CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

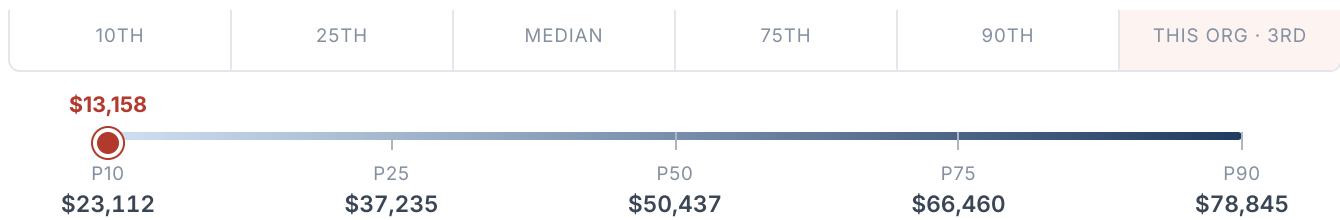
SECTOR	Organizations sharing the subject's NTEE classification (P81Z).
BUDGET	Total revenue between \$230,166 and \$515,298 — 0.67x to 1.50x the subject's \$343,532 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P81), nationwide + budget 0.67–1.5x revenue.

145 organizations qualified on sector, size, and geography → **145** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,112	\$37,235	\$50,437	\$66,460	\$78,845	\$13,158
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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 NC 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
Mid Rogue Foundation	OR	\$343,804	Executive Dir.	\$21,711	\$19,513	2024
Heart Of Senior Citizen Services	MI	\$342,756	Executive Dir.	\$53,255	\$53,198	2024
Maps Charities	CA	\$342,310	Administrator	\$48,346	\$41,596	2023
Clarence Fraim Senior Center Of	DE	\$347,654	Executive Di	\$62,074	\$58,823	2024
Elder Love Usa	CA	\$338,174	Executive Director	\$1,500	\$1,290	2023
Upper Kittitas County Senior Center	WA	\$337,906	Exec Director	\$70,487	\$61,076	2024
White Rose Senior Center Inc	PA	\$351,408	Executive Director	\$66,949	\$62,949	2025
Friendship Community Center Inc	MI	\$353,365	Executive Dir.	\$60,000	\$61,706	2023
Nodaway County Senior Citizens Senate Inc	MO	\$353,643	Administrator	\$40,074	\$40,019	2025
Hamilton House	RI	\$332,674	Executive Di	\$69,732	\$63,044	2025
Star Valley Senior Citizens Center	WY	\$354,737	Executive Director	\$58,992	\$62,941	2023
Manhattan Senior Center Inc	KS	\$332,278	Executive Di	\$51,000	\$53,323	2024
Mercy Endeavors	LA	\$332,231	Executive Direc	\$19,683	\$21,595	2023
Sharecare Of Leelanau Inc	MI	\$331,813	Executive Director	\$70,326	\$70,251	2024
Blair Senior Fund	PA	\$355,472	President	\$32,971	\$31,821	2024
Swisher County Senior Citizens	TX	\$329,994	Manager	\$25,796	\$25,711	2023
Senior Citizen's Activity Center	TX	\$357,354	Executive Di	\$43,087	\$41,713	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Senior Center Of Sidney-shelby	OH	\$329,046	Executive Di	\$47,840	\$47,775	2025
All Care Home And Community Services Inc	WV	\$327,120	Executive Director	\$33,681	\$36,336	2023
Silver Spring Village Inc	MD	\$327,045	Executive Director	\$87,188	\$78,888	2024
Korean American Senior Citizens	NJ	\$361,388	Treasurer	\$24,000	\$20,738	2024
Project Ezra	NY	\$361,441	Vice President	\$53,779	\$47,032	2024
Johnson County Senior Services Inc	IN	\$361,997	Executive Director	\$136,262	\$139,070	2024
The Emmaus Calling Inc	TX	\$362,807	President	\$158,027	\$157,506	2023
Rise Collaborative Inc	DC	\$364,769	President	\$21,924	\$18,620	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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 145 organizations. Compensation range \$1,290–\$157,506; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$343,532); for reference, expenses \$202,732 and assets \$10,470,415. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Ted Goins, reported title "*President/CEO*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 7 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 3 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	3 rd
Total compensation (D + F), as reported (no adjustments)	3 rd
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	99 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 (Ted Goins) 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 145 similarly situated organizations (Same NTEE sector (P81), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$13,158 is reasonable (approximately the 3rd 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.