

Lifeline Pregnancy Help Center Inc

Executive Director / CEO

EIN 561960036
 NC · NTEE E60
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Sharon Kelly, Executive Director / CEO** (\$49,280) against **every comparable organization** that fit the selection criteria — **105** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 31st percentile of comparable organizations

within the typical range

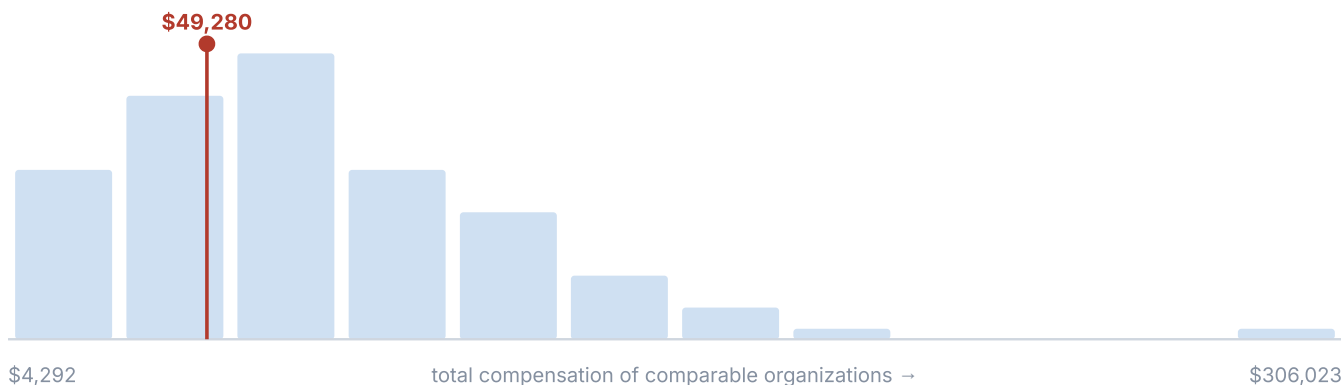
Benchmarked executive: Sharon Kelly — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E60).
BUDGET	Total revenue between \$268,300 and \$600,673 — 0.67x to 1.50x the subject's \$400,449 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E60), nationwide + budget 0.67–1.5x revenue.

105 organizations qualified on sector, size, and geography → **105** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,910	\$44,077	\$65,643	\$100,214	\$129,969	\$49,280
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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
Wise Health Foundation	TX	\$399,867	Ceo Of System	\$134,823	\$130,523	2023
St Louis Health Equipment Lending	MO	\$401,059	Executive Di	\$100,653	\$100,214	2024
A Time To Heal Inc	NE	\$401,881	Executive Director	\$124,059	\$129,137	2023
Man Cave Health Inc	NY	\$398,267	Director	\$110,306	\$93,699	2024
Children's Health Ventures Inc	NJ	\$394,773	President/ceo	\$166,518	\$139,760	2024
Positive Family Partners Inc	FL	\$392,326	Ceo	\$18,000	\$16,365	2023
Confluence Hrkc	MO	\$411,620	Finance Coor	\$40,782	\$40,604	2024
White Pine Center For Healing Corp	PA	\$387,213	Executive Di	\$47,500	\$45,844	2023
Vermont Association Of Hospitals &	VT	\$386,874	Vice Chair/s	\$64,220	\$60,764	2024
Uhphealth Inc	TX	\$414,126	Executive Director	\$78,003	\$73,349	2024
Cactus Cancer Society	CA	\$416,929	President	\$84,792	\$67,053	2025
Medbank Foundation Inc	GA	\$420,934	Executive Di	\$79,358	\$75,009	2024
Albert Schweitzer Fellowship Of Alabama	AL	\$379,236	Executive Director (Oct-may)	\$55,632	\$55,041	2025
Als United Rhode Island	RI	\$422,201	Executive Director	\$95,000	\$83,424	2025
Living Hope Wheelchair Association	TX	\$377,672	Executive Director	\$120,000	\$116,173	2023
Sayre House Of Hope	PA	\$377,190	Director - President/ceo Tgc	\$192,157	\$185,456	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
West Virginia Rural Health Association	WV	\$377,104	Executive Director	\$75,713	\$79,338	2023
Youthcast Media Group Inc	VA	\$423,891	Ceo & Founder	\$122,596	\$114,561	2023
Oregon Spinal Cord Injury Connection	OR	\$427,229	Executive Director	\$73,334	\$64,019	2024
Center For Healthcare Careers Of	WI	\$427,710	Executive Director	\$138,970	\$136,433	2024
Interfaith Caregivers Of Greater Mercer County Inc	NJ	\$428,586	Exec Director	\$63,269	\$53,102	2024
Chaddock Behavioral Health Services	IL	\$371,712	President/ceo	\$51,066	\$47,194	2024
Utah Public Health Association	UT	\$370,633	Executive Director	\$76,050	\$73,168	2024
Care Nest Homes Limited	PA	\$430,865	Manager	\$168,562	\$162,684	2023
Edi Institute Inc	MA	\$369,132	Vp Partner Services	\$116,500	\$98,412	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 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 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 105 organizations. Compensation range \$4,292–\$306,023; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$400,449); for reference, expenses \$307,331 and assets \$294,684.

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

RELATED-ORG PAY	11 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	31 st
Total compensation (D + F), as reported (no adjustments)	27 th
Reportable pay only (column D), adjusted	38 th
All sources (D + E + F), adjusted	26 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 (Sharon Kelly) 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 105 similarly situated organizations (Same NTEE sector (E60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$49,280 is reasonable (approximately the 31st 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.