

Gastonia Potters House Inc

Executive Director / CEO

EIN 562114637

NC · NTEE P72

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Cindy Marshall, Executive Director / CEO** (\$60,000) against **every comparable organization** that fit the selection criteria — **1621** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **76th** percentile of comparable organizations within the typical range

Benchmarked executive: Cindy Marshall — 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 (P72).
BUDGET	Total revenue between \$106,518 and \$238,474 — 0.67x to 1.50x the subject's \$158,983 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (P), nationwide + budget 0.67–1.5x revenue.

1,621 organizations qualified on sector, size, and geography → **1,621** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,391	\$21,402	\$38,102	\$58,519	\$76,255	\$60,000
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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
Songs For Sound Inc	TN	\$158,991	Executive Director	\$32,450	\$34,885	2023
Meridian Place Development	OH	\$159,011	Ceo	\$5,477	\$5,933	2023
Immigration Community Center	WA	\$159,038	Program Manager	\$34,000	\$30,240	2024
Gods Heart Ministry	CA	\$159,130	Director	\$18,175	\$16,051	2023
Wecare Of Clinton County	IN	\$158,825	Director	\$36,800	\$38,552	2024
Reaching 360	TN	\$158,822	President	\$84,800	\$91,165	2023
Sterrs Day Care Center Inc	AL	\$159,181	Director	\$20,308	\$21,795	2024
Miracle League Of San Diego	CA	\$159,184	Executive Director	\$77,100	\$68,091	2023
Down Syndrome Association Of Brevard	FL	\$158,682	Executive Director	\$64,308	\$60,014	2024
Bloomfield Hills	CA	\$158,545	Board Member/ceo/cfo	\$25,600	\$22,608	2023
Academy For Grassroots Organizations	CA	\$159,606	President & Ceo	\$80,624	\$69,160	2024
Christmas Commandos	CO	\$158,334	Trustee	\$15,000	\$14,289	2024
Heels To Heal Inc	FL	\$158,329	Executive Director	\$38,400	\$35,836	2024
Food For Thought Toledo Inc	OH	\$159,657	Executive Director	\$73,687	\$79,822	2023
One Step Forward Inc	OH	\$159,666	Manager	\$15,000	\$15,783	2024
Mrcs V Inc	NY	\$159,666	Chief Executive Officer	\$214,386	\$198,133	2023
Knowledge Is Power Foundation	CA	\$159,673	President	\$39,000	\$33,455	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Ma Hilas Heart Project Foundation	TX	\$159,688	President & Ceo	\$180,000	\$178,870	2024
Orphans Treasure Box Books	IL	\$159,725	Chair	\$10,133	\$9,896	2024
Fathers Alive In The Hood	NY	\$158,240	Executive Director	\$9,691	\$8,956	2023
All Babies Cherished Inc	NY	\$158,208	Executive Director	\$29,584	\$26,557	2024
Love Cradle Usa Inc	PA	\$159,805	President	\$62,278	\$61,697	2024
Pathways Inc	RI	\$159,807	President	\$52,490	\$51,477	2023
Don't Stop Dreamin'	PA	\$158,110	Executive Direcotr	\$7,726	\$7,880	2023
A Debt Coach Credit Counseling	KY	\$158,074	President	\$66,000	\$70,441	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 2025 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	1621 organizations. Compensation range \$111-\$380,176; filing years 2021-2025.
SIZE BASIS	Matched on total revenue (\$158,983); for reference, expenses \$148,372 and assets \$331,075.
ROLE MATCH	Cindy Marshall, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	235 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	33 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	76 th
Total compensation (D + F), as reported (no adjustments)	75 th
Reportable pay only (column D), adjusted	80 th
All sources (D + E + F), adjusted	65 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 (Cindy Marshall) 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 1621 similarly situated organizations (Same NTEE major group (P), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$60,000 is reasonable (approximately the 76th 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.