

United Way Of Richmond County Inc

Executive Director / CEO

EIN 566073624

NC · NTEE P12

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Michelle Parrish, Executive Director / CEO** (\$64,624) against **every comparable organization** that fit the selection criteria — **37** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **84th** percentile of comparable organizations within the typical range

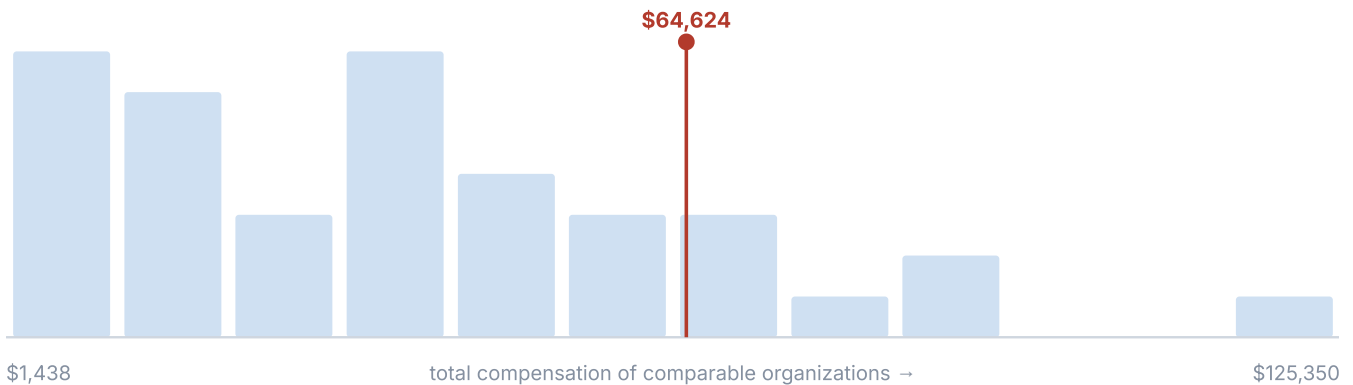
Benchmarked executive: Michelle Parrish — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P12).
BUDGET	Total revenue between \$145,073 and \$324,792 — 0.67x to 1.50x the subject's \$216,528 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P12), nationwide + budget 0.67–1.5x revenue.

37 organizations qualified on sector, size, and geography → **37** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$8,003	\$15,499	\$35,031	\$54,469	\$73,364	\$64,624
---------	----------	----------	----------	----------	-----------------



● 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
The Chris Hondros Fund	NY	\$214,558	President	\$68,000	\$57,762	2024
Our Daily Bread Christian Food Ministry Inc	NC	\$212,753	Director	\$35,000	\$39,352	2021
Tlc Charities Foundation Inc	KS	\$221,007	Trustee	\$19,831	\$20,734	2023
Upstate Caring Partners Holding	NY	\$211,594	Executive Director	\$18,246	\$15,499	2024
Durham Congregations In Action	NC	\$208,387	Executive Dir.	\$50,000	\$48,566	2024
Episcopal Communities Foundation	AL	\$227,771	Executive Director	\$13,829	\$14,044	2024
The Center For Family Support Foundation Inc	NY	\$227,943	Ceo Thru Jan. 2024	\$41,094	\$34,907	2024
Childrens Global Alliance	CO	\$228,096	Executive Di	\$12,000	\$10,817	2024
Friends Of The Palapa Society Of Todos Santos Inc	CA	\$204,222	Secretary	\$7,050	\$5,723	2024
Eagles Aerie 2171 Charity Fund Inc	OH	\$203,294	Secretary	\$6,000	\$6,150	2023
La La Land Foundation Inc	NJ	\$240,947	Director	\$75,750	\$63,578	2024
The Angel Band Project	MO	\$241,104	Executive Director	\$64,423	\$66,037	2023
Digital Business Research Corp	NY	\$242,500	President	\$143,333	\$125,350	2023
Always Endure	TN	\$243,818	President/executive Director	\$60,000	\$59,287	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Lutheran Family Services Foundation Inc	NE	\$188,050	Secretary/pres & Ceo - Lfs	\$36,060	\$36,459	2024
Gp Made Foundation Inc	MO	\$251,724	Executive Director	\$34,175	\$35,031	2023
Olive Osmond Hearing Fund Inc	UT	\$251,897	Ceo	\$18,000	\$17,318	2024
Yoga Gives Back	CA	\$257,095	Executive Dir.	\$61,508	\$51,402	2023
The Brandon Tolson Foundation Inc	MD	\$258,987	Executive Dir.	\$30,000	\$26,365	2024
Shanti Childrens Foundation	CO	\$173,147	President And Treasurer	\$33,000	\$30,624	2023
Friends Of Ruwenzori Foundation	CA	\$261,956	Executive Di	\$55,800	\$45,294	2024
Mindful Communities Fund	TX	\$263,406	Exec Dir/pres.	\$93,000	\$87,451	2024
Tarahumara Childrens Hospital Fund	OR	\$167,860	Executive Director	\$10,280	\$9,239	2023
The Izzy Foundation	RI	\$265,754	Executive Director	\$83,019	\$74,832	2024
L E A D Foundation Inc	MI	\$265,877	Executive Director	\$50,340	\$50,287	2023

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 37 organizations. Compensation range \$1,438–\$125,350; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$216,528); for reference, expenses \$222,110 and assets \$298,779.
ROLE MATCH	Michelle Parrish, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	10 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	84 th
Total compensation (D + F), as reported (no adjustments)	81 st
Reportable pay only (column D), adjusted	84 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 (Michelle Parrish) 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 37 similarly situated organizations (Same NTEE sector (P12), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$64,624 is reasonable (approximately the 84th 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.