PeerBasis

COMPENSATION COMPARABILITY DETERMINATION

Center For Care & Counseling

Executive Director / CEO

EIN **571108340**
GA · NTEE F30
FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Maxwell Kennedy, Executive Director / CEO** ($49,167) against **every comparable organization** that fit the selection criteria — **19** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 58th percentile of comparable organizations

within the typical range

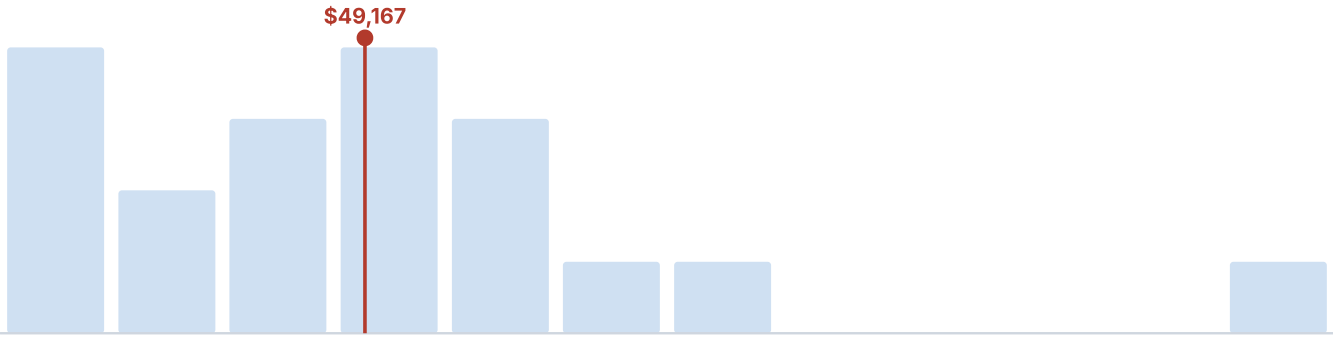
> **Benchmarked executive:** Maxwell Kennedy — reported title “DIRECTOR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F30).
BUDGET	Total revenue between $90,311 and $202,191 — 0.67× to 1.50× the subject's $134,794 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (F30), nationwide + budget 0.67–1.5× revenue.

19 organizations qualified on sector, size, and geography → **19** within the band form the benchmarked peer set.

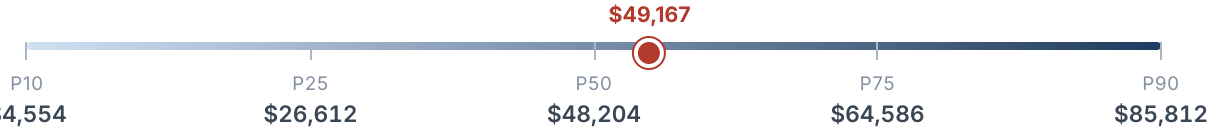
Distribution of comparable compensation



$2,362 — total compensation of comparable organizations → — $173,435

$4,554	$26,612	$48,204	$64,586	$85,812	$49,167

10TH	25TH	MEDIAN	75TH	90TH	THIS ORG · 58TH



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 GA 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
Tlr Realty	RI	$133,126	President	$52,490	**$51,535**	2023
The Stillpoint Resources	CA	$130,123	Executive Dir.	$62,486	**$55,248**	2023
Fresh Aire Samaritan Counseling Center	MI	$128,452	Ececutive Director	$36,685	**$38,771**	2023
Hope Valley - Helping Others Through Per	OH	$143,526	Executive Director	$90,069	**$97,679**	2023
Family Assessment Clinic	MI	$145,514	Co-director	$3,500	**$3,699**	2023
The Arc Of The Gulf Coast	TX	$116,993	Executive Director	$61,300	**$62,786**	2023
Vista Center	MI	$153,500	Director	$48,200	**$48,204**	2025
Biblical Restoration Ministries Inc	IA	$154,580	President	$76,077	**$82,845**	2024
Jersey Innovative Services Foundati	NJ	$162,494	Trustee	$2,660	**$2,362**	2024
Petersburg Mental Health Services Inc	AK	$162,935	Executive Director	$41,900	**$38,813**	2025
The Research And Recognition	NY	$166,782	Chief Executive Officer	$25,000	**$22,467**	2024
Therapy Experienced	OR	$166,809	President	$43,950	**$40,592**	2024
Mental Health America Of Hendricks County	IN	$173,989	Executive Director	$66,000	**$71,265**	2023
Casa De Santa Maria Inc	CO	$91,512	Co Exec Director	$5,000	**$4,768**	2024
Runnin Free Ranch	TX	$180,228	Executive Direc	$48,600	**$48,350**	2024
Hillside Wellness Center	CA	$194,204	Cfo And Ceo	$15,938	**$13,687**	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Second Mile Psychological And Consulting	NM	$200,394	President	$162,136	**$173,435**	2024
Family & Children Counseling Service	CA	$201,508	Ceo	$77,300	**$66,385**	2024
New Life Behavioral Health Services	MD	$202,027	Executive Director	$33,078	**$30,756**	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to GA 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 GA 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	**19** organizations. Compensation range $2,362–$173,435; filing years 2023–2025.
SIZE BASIS	Matched on total revenue ($134,794); for reference, expenses $150,394 and assets $3,862.
ROLE MATCH	Maxwell Kennedy, reported title *"DIRECTOR"*, benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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	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	**58th**

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	**58th**
Reportable pay only (column D), adjusted	**21st**
All sources (D + E + F), adjusted	**58th**

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 (Maxwell Kennedy) 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 19 similarly situated organizations (Same NTEE sector (F30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of $49,167 is reasonable (approximately the 58th 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.