

Pregnancy Crisis Center Inc

Executive Director / CEO

EIN 592992908

FL · NTEE P400

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Joanne Roberts, Executive Director / CEO** (\$68,042) against **every comparable organization** that fit the selection criteria — **49** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **88th** percentile of comparable organizations within the typical range

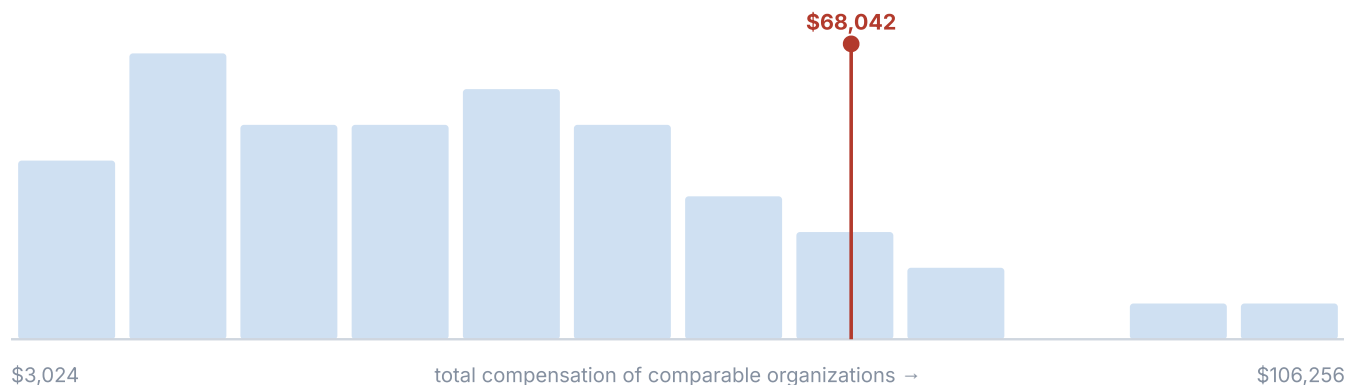
Benchmarked executive: Joanne Roberts — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P400).
BUDGET	Total revenue between \$85,713 and \$191,895 — 0.67x to 1.50x the subject's \$127,930 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P40), nationwide + budget 0.67–1.5x revenue.

49 organizations qualified on sector, size, and geography → **49** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,572	\$20,153	\$34,946	\$51,793	\$69,435	\$68,042
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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 FL 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
Faithbuilders Inc	KS	\$128,260	Executive Di	\$36,000	\$40,212	2024
The Crystal Dreams Foundation	CA	\$129,017	Director	\$56,841	\$50,748	2024
Parenteen Inc	WA	\$130,226	President	\$66,022	\$61,116	2024
Seeds Of Promise	MI	\$130,684	Executive Director	\$65,000	\$71,417	2023
Family To Family Connection Isd 13	NV	\$124,901	Executive Di	\$40,000	\$41,455	2024
Strongfamilies Inc	AZ	\$133,086	President	\$20,267	\$20,153	2024
The Nanny Loft Foundation Inc	PA	\$119,404	President	\$27,006	\$27,845	2024
Jeffersons Foundation	KS	\$118,085	Executive Director	\$42,497	\$48,872	2023
Pearson Foundation	MS	\$118,082	President	\$21,023	\$24,209	2024
Lagoshen Family Life Skills & Enrichment Center	TN	\$118,013	Day Care Director	\$27,040	\$29,387	2024
Cocoa House Inc	NY	\$138,519	Executive Di	\$14,064	\$13,140	2024
Invitation Ministries	TN	\$116,619	President	\$15,534	\$16,882	2024
Love Mercy	CA	\$114,158	Execuitive Director	\$75,000	\$68,939	2023
Hope House	TN	\$114,106	Executive Director	\$30,826	\$33,503	2024
Sacramento Kindness Campaign I	CA	\$144,166	Ceo	\$20,539	\$18,338	2024
The Family Wins	PA	\$109,710	President/advisory Member	\$40,000	\$41,243	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Mexiquenses Unidos De Michigan	MI	\$103,799	President	\$28,332	\$30,236	2024
Community & Life Services Inc	MN	\$102,364	Executive Director	\$13,998	\$14,301	2024
Goodwill Ventures	IN	\$153,600	Board Member	\$27,429	\$29,907	2024
Families Helping Families	IA	\$157,744	Exec Dir - (Current) Partial	\$6,923	\$7,635	2025
Fathers Alive In The Hood	NY	\$158,240	Executive Director	\$9,691	\$9,322	2023
Orphans Treasure Box Books	IL	\$159,725	Chair	\$10,133	\$10,300	2024
National House Of Hope Inc	FL	\$162,181	Director	\$71,417	\$74,345	2022
Forever Families Adoption Services Inc	VA	\$93,110	President/executive Director	\$34,001	\$34,946	2023
White Horse Outreach Foundation	OK	\$92,991	Board Member	\$39,129	\$45,865	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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 49 organizations. Compensation range \$3,024–\$106,256; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$127,930); for reference, expenses \$67,342 and assets \$674,838. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Joanne Roberts, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 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	88 th
Total compensation (D + F), as reported (no adjustments)	88 th
Reportable pay only (column D), adjusted	49 th
All sources (D + E + F), adjusted	86 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 (Joanne Roberts) 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 49 similarly situated organizations (Same NTEE sector (P40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$68,042 is reasonable (approximately the 88th 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.