

Pregnancy Care Center Of The North Coast

Executive Director / CEO

EIN 680310798
 CA · NTEE E42
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Cynthia Broese Van Groenou, Executive Director / CEO** (\$20,747) against **every comparable organization** that fit the selection criteria — **20** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **15th** percentile of comparable organizations below the typical range for comparable organizations

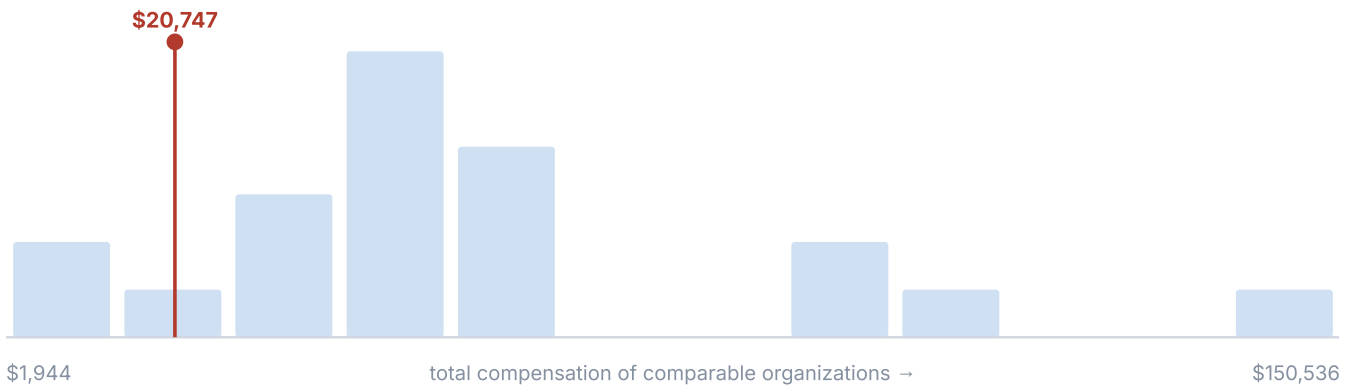
Benchmarked executive: Cynthia Broese Van Groenou — reported title “Executive Direc”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E42).
BUDGET	Total revenue between \$172,208 and \$385,540 — 0.67x to 1.50x the subject's \$257,027 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E42), nationwide + budget 0.67–1.5x revenue.

20 organizations qualified on sector, size, and geography → **20** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,123	\$36,612	\$48,849	\$58,801	\$97,263	\$20,747
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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 CA 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
Outlook Health Services Inc	MN	\$252,256	Executive Direc	\$42,890	\$49,079	2024
Lilac Tree Center For Divorce Resources	IL	\$263,430	Executive Director	\$52,008	\$59,212	2024
Planned Parenthood Of Southeastern	VA	\$272,593	President/ce	\$32,871	\$36,755	2024
Zoecare Inc	SD	\$274,408	Executive Director	\$44,583	\$58,664	2023
Birth From The Earth Inc	NY	\$238,141	President/founder	\$50,400	\$51,383	2025
Life Ministries Us	NM	\$282,076	Outreach Coordinator	\$117,390	\$150,536	2023
Alight Center Inc	NY	\$230,458	Executive Director	\$55,000	\$57,556	2024
Hope 4 Life	VA	\$227,924	Advisor To Board	\$4,143	\$4,633	2024
Breakdown Stl	MO	\$287,372	Founder And President	\$76,667	\$96,816	2023
Abrazo Adoption Associates	TX	\$288,621	Member	\$87,437	\$101,290	2024
New Yorkers Family Research	NY	\$289,563	President	\$50,000	\$53,869	2023
Alpha Womens Center	IA	\$292,830	Executive Dir.	\$35,490	\$43,842	2025
Bedford Pregnancy Center	VA	\$205,046	Executive Director	\$29,700	\$33,210	2024
Planned Parenthood Hudson Peconic Action	NY	\$204,605	President & Ceo	\$41,057	\$42,965	2024
Clarity Clinic Of Sw Wisconsin Ltd	WI	\$316,638	Adv Director/secretary (Non-voting)	\$40,199	\$48,619	2024
New Beginnings Center Of Hope Inc	NY	\$191,119	Ceo	\$85,000	\$91,577	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Gifts Of Grace Adoption	IN	\$188,428	Pres/exec Di	\$16,067	\$19,622	2024
Center For Women Pregnancy Counseling Services Inc	MI	\$181,103	Executive Director	\$37,624	\$46,301	2023
My Choices Pregnancy Help Clinic	MS	\$340,271	Director	\$28,054	\$36,184	2024
Birth Roots Inc	ME	\$370,422	Board Member	\$1,676	\$1,944	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	20 organizations. Compensation range \$1,944–\$150,536; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$257,027); for reference, expenses \$247,876 and assets \$326,478.
ROLE MATCH	Cynthia Broese Van Groenou, reported title " <i>Executive Direc</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	4 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	15 th
Total compensation (D + F), as reported (no adjustments)	15 th
Reportable pay only (column D), adjusted	25 th
All sources (D + E + F), adjusted	15 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 (Cynthia Broese Van Groenou) 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 20 similarly situated organizations (Same NTEE sector (E42), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$20,747 is reasonable (approximately the 15th 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.