

The Helping Hand Of Greater Little Rock Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Gayle Priddy, Executive Director / CEO** (\$42,000) against **every comparable organization** that fit the selection criteria — **90** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **56th** percentile of comparable organizations within the typical range

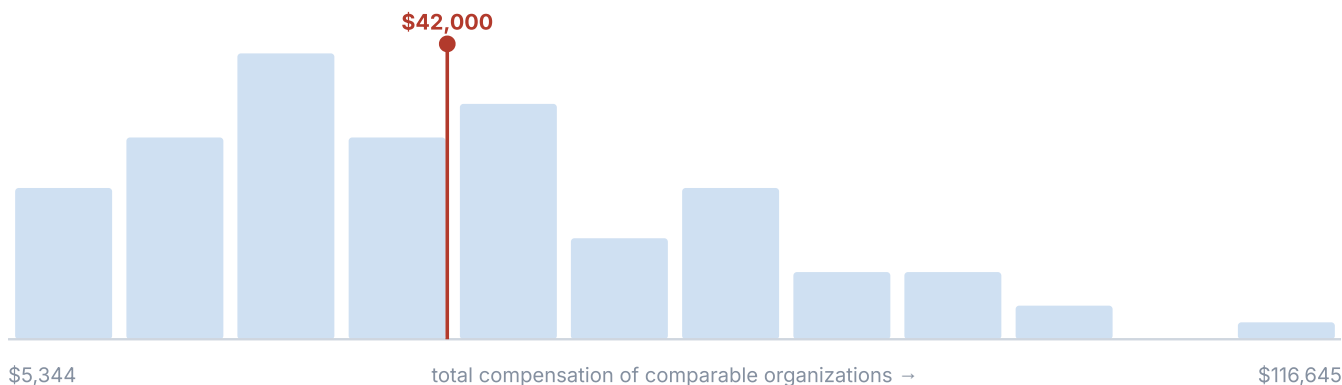
Benchmarked executive: Gayle Priddy — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P60Z).
BUDGET	Total revenue between \$172,424 and \$386,025 — 0.67x to 1.50x the subject's \$257,350 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P60), nationwide + budget 0.67–1.5x revenue.

90 organizations qualified on sector, size, and geography → **90** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,606	\$25,330	\$38,072	\$56,978	\$76,590	\$42,000
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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 AR 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
Feeding The Spirit	PA	\$256,499	Executive Di	\$24,000	\$21,921	2023
Sergeants Benevolent Association	NY	\$256,006	Controller	\$13,186	\$10,913	2023
Love Chatham	NC	\$258,776	Executive Dir.	\$42,068	\$39,813	2023
Good Neighbors Of Blount County	TN	\$253,975	Executive Director	\$45,000	\$43,324	2023
Saint Francis Center Of The City Of Long	CA	\$262,475	Executive Dir.	\$32,400	\$25,625	2023
Hebrew Free Loan Association Of Washington State	WA	\$265,618	Executive Director	\$38,200	\$30,426	2024
Project Hope	MT	\$248,418	Executive Director	\$15,720	\$15,520	2023
Abrahams House	WA	\$266,383	Director	\$83,000	\$68,063	2023
Rockdale Emergency Relief Fund Inc	GA	\$266,480	Director	\$40,000	\$34,859	2025
Good Neighbors Inc	KY	\$247,075	Exec Director	\$32,583	\$31,143	2024
Partners In Outreach	PA	\$244,646	Executive Di	\$17,980	\$15,951	2024
Hickory Nut Gorge Outreach Inc	NC	\$241,226	Office Manager	\$37,500	\$35,490	2023
New Jersey Voluntary Organizations	NJ	\$240,842	Executive Director	\$97,753	\$77,646	2024
Church Response	SD	\$274,777	Pantry Manager	\$21,546	\$21,779	2023
Wright County Crisis Center	MO	\$239,794	Manager	\$31,329	\$30,392	2023
Val Verde Border Humanitarian Coalition	TX	\$276,259	Foundation Mgr.	\$63,807	\$56,783	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Hidalgo Sin Fronteras	AZ	\$238,167	Director	\$16,920	\$14,477	2024
Circle City Relief Inc	IN	\$237,888	Exec. Director	\$50,000	\$46,909	2024
Paulys Project	CA	\$236,942	President	\$66,425	\$51,028	2024
Love Inc Of Douglas Co Lakes Area	MN	\$234,241	Executive Di	\$63,159	\$57,161	2023
Apron Inc	KY	\$281,811	President	\$21,000	\$20,664	2023
First Step Back Home Inc	MO	\$232,222	President	\$42,000	\$40,745	2023
Alzheimer's Outreach Center	GA	\$282,549	Agency Direc	\$24,716	\$22,762	2023
A Place For Grace Ministries Inc	FL	\$284,078	Director	\$51,470	\$43,016	2024
Provisions Food Pantry And Thrift Store	NH	\$229,954	Executive Director End 10/2024	\$17,798	\$14,620	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AR 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 AR 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	90 organizations. Compensation range \$5,344–\$116,645; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$257,350); for reference, expenses \$324,183 and assets \$116,790.
ROLE MATCH	Gayle Priddy, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	6 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	56 th
Total compensation (D + F), as reported (no adjustments)	48 th
Reportable pay only (column D), adjusted	57 th
All sources (D + E + F), adjusted	50 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 (Gayle Priddy) 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 90 similarly situated organizations (Same NTEE sector (P60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$42,000 is reasonable (approximately the 56th 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.