

With Hope The Amber Craig Memorial

Executive Director / CEO

EIN 743151202

CA · NTEE F40

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Annette Craig, Executive Director / CEO** (\$104,168) 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 **84th** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (F40).

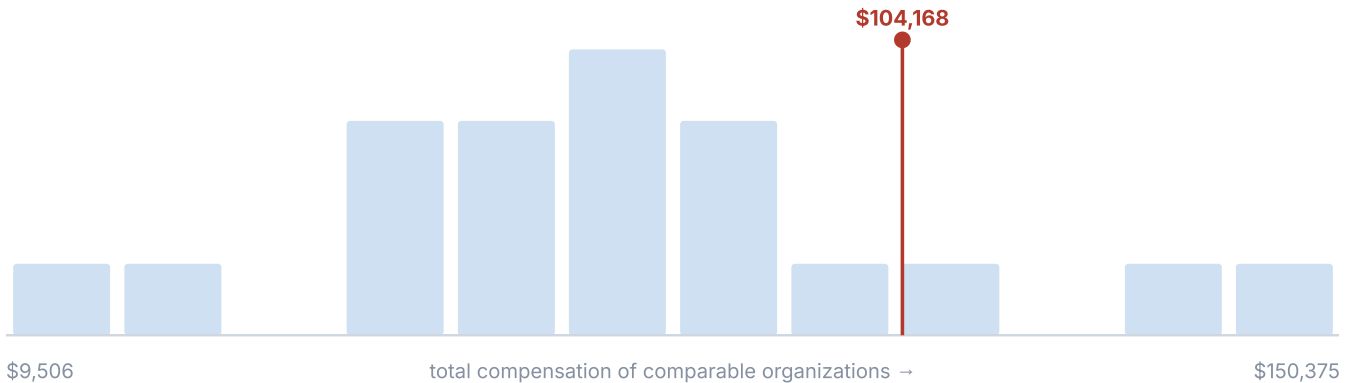
BUDGET Total revenue between \$270,034 and \$604,555 — 0.67x to 1.50x the subject's \$403,037 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (F40), nationwide + budget 0.67–1.5x revenue.

19 organizations qualified on sector, size, and geography

→ **19** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$45,569	\$56,268	\$77,042	\$83,937	\$112,227	\$104,168
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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
Cancer Care Connection	DE	\$386,540	Executive Director	\$8,383	\$9,506	2024
Visitor Aloha Society Of Hawai'i	HI	\$384,156	President &	\$94,505	\$97,986	2024
Golden Triangle Contact	MS	\$369,232	Executive Director	\$45,000	\$58,041	2024
The Crisis Hotline Inc	ID	\$356,048	Executive Director	\$63,780	\$78,574	2024
Hope4utah	UT	\$451,114	Assistant Director	\$65,000	\$77,042	2024
Overflow Foundation Inc	SC	\$476,049	Executive Director	\$21,029	\$25,406	2024
Hope Mommies Inc	TX	\$477,583	Executive Di	\$43,688	\$50,610	2024
St Louis Queer Support & Healing	MO	\$299,386	Executive Director	\$41,368	\$52,240	2023
Contact Of Mercer County Nj Inc	NJ	\$509,812	Executive Dir.	\$145,434	\$150,375	2024
Franklin County Local Outreach To	OH	\$510,434	Executive Director	\$64,644	\$79,291	2024
Center For Suicide Awareness Inc	WI	\$289,606	Executive Di	\$45,058	\$54,495	2024
Objective Zero Foundation	SD	\$519,424	Executive Director	\$62,000	\$81,582	2023
Abortion Dialogue Academy	NE	\$284,655	Executive Director	\$60,000	\$74,735	2024
Sandhills Crisis Intervention	NE	\$529,982	Executive Director	\$67,039	\$85,968	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Sexual Assault Program Of Northern St Louis County	MN	\$275,675	Executive Director	\$93,982	\$107,544	2024
Tyrrell County Inner Banks Hotline	NC	\$275,499	Secretary	\$70,259	\$81,905	2025
Aiken County Help Line Inc	SC	\$549,639	Executive Dir.	\$54,167	\$65,442	2024
Mobility Matters	CA	\$556,857	Executive Director	\$127,202	\$130,959	2023
New Directions Center Inc	VA	\$569,167	Exec. Direct	\$55,865	\$64,312	2023

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	19 organizations. Compensation range \$9,506–\$150,375; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$403,037); for reference, expenses \$330,645 and assets \$180,523.
ROLE MATCH	Annette Craig, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this 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	3 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	84 th
Total compensation (D + F), as reported (no adjustments)	89 th
Reportable pay only (column D), adjusted	84 th
All sources (D + E + F), adjusted	79 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 (Annette Craig) 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 (F40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$104,168 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.