

The Cares Project Inc

Executive Director / CEO

EIN 812944362
 NC · NTEE P51
 FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Scott Mclaughlin, Executive Director / CEO** (\$81,640) against **every comparable organization** that fit the selection criteria — **34** 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

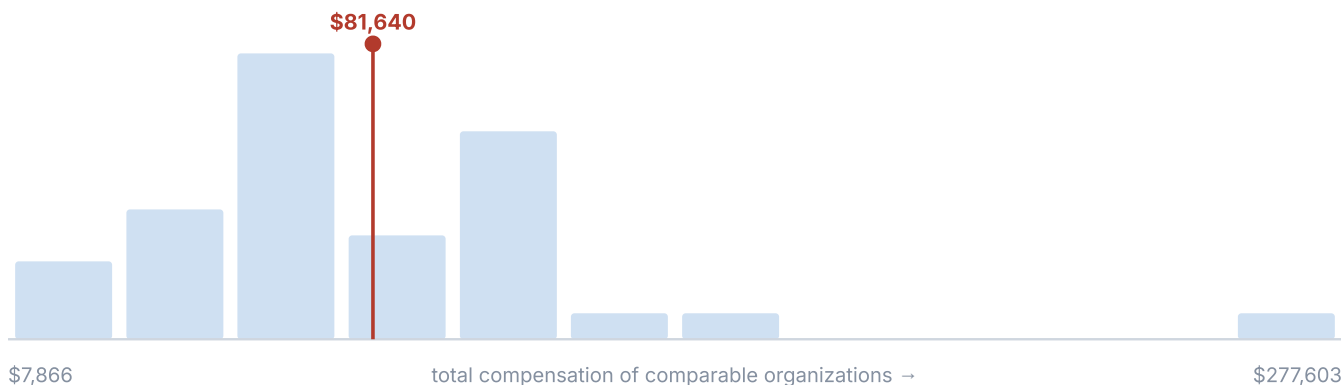
Benchmarked executive: Scott Mclaughlin — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P51).
BUDGET	Total revenue between \$198,928 and \$445,362 — 0.67x to 1.50x the subject's \$296,908 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P51), nationwide + budget 0.67–1.5x revenue.

34 organizations qualified on sector, size, and geography → **34** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$35,259	\$56,142	\$68,532	\$101,299	\$118,134	\$81,640
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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 NC 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
1 Wiser Consumer Education Center Inc	TX	\$306,880	Executive	\$30,000	\$29,043	2024
The Phebe Foundation	OH	\$308,316	Excutive Director	\$66,000	\$69,651	2023
Institute For Financial	ME	\$280,801	Exec Dir./se	\$70,660	\$70,499	2023
Project Green	MI	\$323,918	Executive Di	\$97,280	\$100,047	2023
Morning Star Urban Development Inc	GA	\$269,603	Executive Director	\$66,600	\$64,809	2024
Mustard Seed Development Center	OH	\$260,615	Executive Director	\$45,750	\$46,896	2024
Action Payee Services Inc	OR	\$257,009	President	\$105,571	\$94,883	2024
Butterfly Financial Education	NC	\$253,921	President	\$63,731	\$63,731	2024
Streator Area United Way Inc	IL	\$248,135	Executive Dir.	\$35,467	\$34,743	2023
Credit Counseling Center	PA	\$346,441	Executive Director	\$85,360	\$82,383	2024
Wings For Widows	MN	\$245,930	Executive Director	\$60,041	\$57,417	2024
Family Management Financial	IA	\$348,480	Executive Di	\$89,100	\$94,418	2024
Building Bridges Of Northeast Oklahoma Inc	OK	\$242,923	Executive Director	\$34,216	\$36,463	2024
Dominion Financial Management Inc	TN	\$241,301	Executive Director	\$61,224	\$62,283	2024
First Generation Investors	NY	\$358,975	Executive Director	\$115,521	\$104,011	2023
Consumer Education And Training Services	WA	\$359,805	Executive Director	\$165,000	\$147,193	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Consumer Financial Education	AL	\$363,708	President	\$7,307	\$7,866	2023
Credit Coalition Inc	TX	\$229,874	Executive Director	\$105,067	\$101,716	2024
Empower Yourself Ltd	MA	\$227,822	President/director	\$73,375	\$63,813	2024
Tsm Services	WA	\$227,369	President	\$77,800	\$67,412	2024
Betterfi	TN	\$368,454	Executive Director	\$55,000	\$55,951	2024
Grace-mar Services Inc	NC	\$224,988	President	\$40,000	\$41,181	2023
Financial Education Associates Inc	MA	\$219,768	Executive Director	\$96,022	\$85,975	2023
Simplify Inc	WI	\$215,000	Chief Executive Officer	\$54,500	\$56,713	2023
American Credit Counseling Institute Inc	PA	\$210,016	President	\$49,588	\$49,273	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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 34 organizations. Compensation range \$7,866–\$277,603; filing years 2023–2024.

SIZE BASIS Matched on total revenue (\$296,908); for reference, expenses \$252,945 and assets \$701,830.

ROLE MATCH Scott McLaughlin, reported title "CEO", 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 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)	56 th
Reportable pay only (column D), adjusted	56 th
All sources (D + E + F), adjusted	53 rd

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 (Scott McLaughlin) 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 34 similarly situated organizations (Same NTEE sector (P51), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$81,640 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.