

Hope Counseling Services Of Chapel Hill

Executive Director / CEO

EIN 814254901

NC · NTEE F30

FY ending 2024-06-30

June 10, 2026

This analysis benchmarks the total compensation of **Bryan Launer, Executive Director / CEO** (\$84,028) against **every comparable organization** that fit the selection criteria — **77** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **75th** percentile of comparable organizations within the typical range

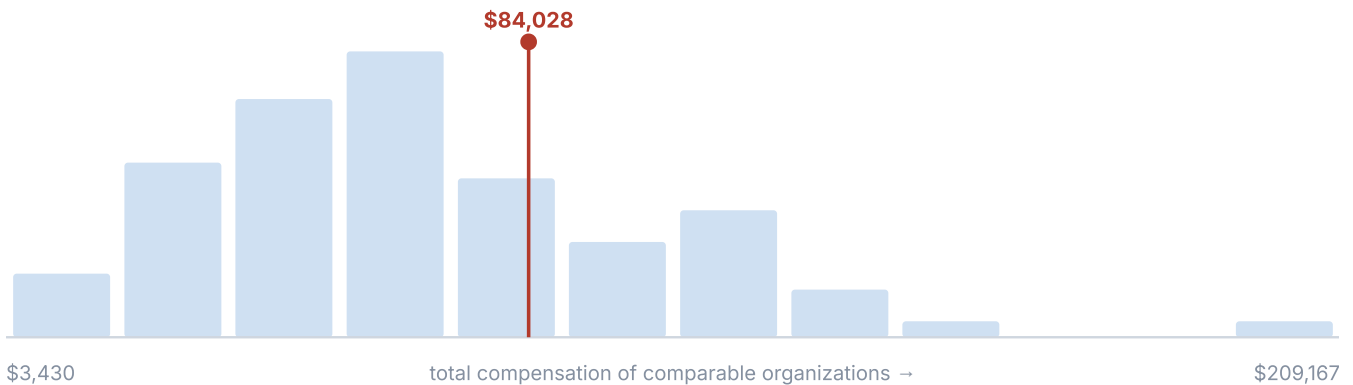
Benchmarked executive: Bryan Launer — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F30).
BUDGET	Total revenue between \$331,752 and \$742,729 — 0.67x to 1.50x the subject's \$495,153 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (F30), nationwide + budget 0.67–1.5x revenue.

77 organizations qualified on sector, size, and geography → **77** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$29,095	\$40,476	\$64,966	\$83,976	\$116,072	\$84,028
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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
Lakes Region Consumer Advisory Board	NH	\$499,112	Executive Director	\$59,950	\$53,574	2024
Altruistic Recovery Llc	OR	\$487,451	Ed President	\$45,036	\$40,476	2024
Planned Lifetime Assistance Network Ca	CA	\$506,925	Secretary	\$139,138	\$116,278	2024
Polaris House	AK	\$513,931	Executive Director	\$87,520	\$80,980	2024
Fortaleza Atravez Barreras	OR	\$465,891	Executive Director	\$11,900	\$11,011	2023
Psychotherapy Institute	CA	\$527,733	Member-at-large	\$157,422	\$135,444	2023
Headquarters	CO	\$529,017	Exceutive Director	\$124,780	\$115,797	2024
Vermont Federation Of Families For Children's Mental Health Inc	VT	\$458,244	Executive Director	\$68,457	\$64,966	2025
Sana Healing Collective	IL	\$456,802	President	\$51,200	\$48,715	2024
Daymark Pastoral Counseling Inc	AL	\$534,761	Executive Di	\$67,894	\$70,987	2024
Selah Counseling Center Incorporated	NE	\$537,121	Executive Director	\$31,405	\$33,656	2023
Community Resilience Initiative	WA	\$451,310	Executive Director	\$36,256	\$31,415	2024
Yarrow Collective	CO	\$539,128	Executive Di	\$34,063	\$31,611	2024
K9s On The Front Line	ME	\$449,827	Co-founder	\$41,760	\$40,470	2024
River City Advocacy	TX	\$540,824	Executive Director	\$76,610	\$74,167	2024
Spirit - Peers For Independence &	CA	\$448,235	Executive Dir.	\$40,312	\$34,684	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Solrei Behavioral Health Inc	FL	\$542,854	President And Director	\$230,062	\$209,167	2024
The Mindcap Center Inc	IN	\$446,131	Executive Di	\$71,221	\$74,836	2023
Lifespan Nj Inc	NJ	\$445,659	Director Of Op.	\$57,692	\$49,851	2024
Yuan Tze Ren Xue Center	CA	\$444,743	President/board Member	\$52,000	\$43,456	2024
East Nashville Wellness Center	TN	\$444,298	Cmo/president	\$99,198	\$100,914	2024
Hope Mountain Behavioral Health	CO	\$546,777	Officer	\$71,034	\$65,920	2024
National Alliance For Mentally Ill Of Champlain Valley Inc	NY	\$551,598	Executive Director	\$65,697	\$59,152	2023
21 Roots Farm	MN	\$433,211	Cofounder Board	\$26,667	\$26,255	2023
Resilience 1220 Inc	CO	\$558,891	Executive Director	\$74,532	\$69,166	2024

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 77 organizations. Compensation range \$3,430–\$209,167; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$495,153); for reference, expenses \$482,779 and assets \$137,280.

ROLE MATCH Bryan Launer, reported title "*Executive Director*", 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	2 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	75 th
Total compensation (D + F), as reported (no adjustments)	66 th
Reportable pay only (column D), adjusted	39 th
All sources (D + E + F), adjusted	71 st

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 (Bryan Launer) 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 10, 2026, comparing compensation against 77 similarly situated organizations (Same NTEE sector (F30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$84,028 is reasonable (approximately the 75th 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 10, 2026.