

East Texas Alzheimer's Alliance

Executive Director / CEO

EIN 815273830
 TX · NTEE E01
 FY ending 2024-09-30
 June 9, 2026

This analysis benchmarks the total compensation of **Beth Godsey, Executive Director / CEO** (\$54,000) against **every comparable organization** that fit the selection criteria — **17** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **41st** percentile of comparable organizations

within the typical range

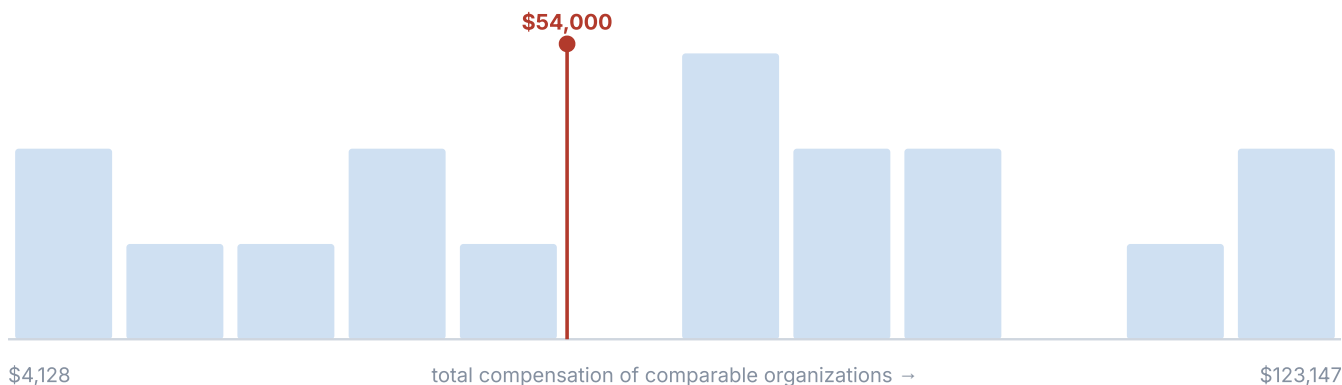
Benchmarked executive: Beth Godsey — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E01).
BUDGET	Total revenue between \$133,192 and \$298,192 — 0.67x to 1.50x the subject's \$198,795 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E01), nationwide + budget 0.67–1.5x revenue.

17 organizations qualified on sector, size, and geography → **17** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,776	\$36,595	\$66,472	\$89,930	\$111,756	\$54,000
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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 TX 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
Nevada Future Of Nursing (Fon)	NV	\$200,400	Chair	\$80,200	\$80,365	2024
Nh Oral Health Coalition	NH	\$194,558	Executive Dir.	\$79,425	\$73,315	2024
Cco Oregon	OR	\$205,482	Executive Director	\$122,784	\$113,989	2024
Physicians For Patient Protection Inc	NY	\$205,703	Executive Director Since 3/2024	\$49,675	\$44,874	2024
Alliance For Artificial Intelligence	MD	\$215,592	Executive Director	\$131,762	\$123,147	2024
Vermont End Of Life Choices Inc	VT	\$216,671	Executive Director	\$4,103	\$4,128	2024
Louisiana Alliance For Patient Safety_	LA	\$221,550	Executive Director	\$24,209	\$27,436	2023
Samaritan Healthcare Foundation	WA	\$228,549	Executive Director	\$72,137	\$66,472	2023
Day Eagle Hope Project	MT	\$231,163	Executive Director	\$33,960	\$36,595	2024
Licensed Adult Residential Care Association Inc	CA	\$236,069	Executive Director	\$77,300	\$65,007	2025
Health Access Fund	MD	\$152,912	Director And President	\$96,221	\$89,930	2024
Texans For Vaccine Freedom	TX	\$247,344	President	\$40,800	\$42,005	2023
Americans For Homeopathy Choice	DC	\$252,868	Ceo	\$10,800	\$9,474	2024
Pro-choice North Carolina	NC	\$253,845	Executive Di	\$87,115	\$89,985	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Global Alliance For Surgical Obstetric	DC	\$263,263	Executive Director	\$125,696	\$110,268	2024
Waiha Warriors	OH	\$266,763	President	\$73,333	\$79,940	2023
Kyle J Taylor Foundation	CA	\$279,884	Director Of Operations	\$27,004	\$23,311	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	17 organizations. Compensation range \$4,128–\$123,147; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$198,795); for reference, expenses \$161,639 and assets \$69,155.
ROLE MATCH	Beth Godsey, reported title " <i>EXECUTIVE DI</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.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	41st
Total compensation (D + F), as reported (no adjustments)	41st
Reportable pay only (column D), adjusted	47th
All sources (D + E + F), adjusted	29th

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 (Beth Godsey) 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 17 similarly situated organizations (Same NTEE sector (E01), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$54,000 is reasonable (approximately the 41st 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.