

Principles First Inc

Executive Director / CEO

EIN 823634170

TX · NTEE O20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kendrick Davis, Executive Director / CEO** (\$63,876) against **every comparable organization** that fit the selection criteria — **100** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **47th** percentile of comparable organizations within the typical range

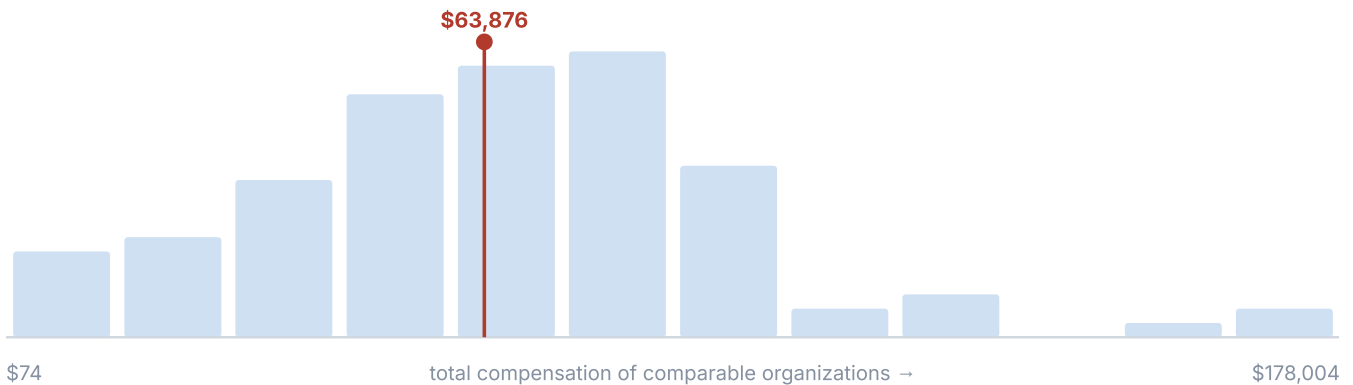
Benchmarked executive: Kendrick Davis — reported title “EXECUTIVE DIRECTOR/PRESIDE”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (O20).
BUDGET	Total revenue between \$307,004 and \$687,322 — 0.67x to 1.50x the subject's \$458,215 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (O20), nationwide + budget 0.67–1.5x revenue.

100 organizations qualified on sector, size, and geography → **100** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,252	\$45,662	\$65,292	\$83,157	\$101,237	\$63,876
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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
Ontario Youth Sports Inc	OH	\$458,198	Executive Di	\$74,000	\$78,353	2024
Axis Teen Centers	OH	\$457,230	Executive Director	\$80,000	\$84,706	2024
Aslan Inc	NJ	\$460,653	Ceo	\$73,180	\$67,247	2023
Akeley Regional Community Center	MN	\$455,371	Executive Dir.	\$67,057	\$68,196	2023
Pack Away Hunger Inc	IN	\$452,957	Executive Di	\$32,333	\$34,086	2024
Cleveland Police Athletic League	OH	\$452,059	Executive Di	\$38,700	\$40,976	2024
The Biddy Mason Charitable Foundation	CA	\$467,721	Ceo & President	\$90,000	\$77,691	2024
Tenth Life Cat Rescue	MO	\$448,600	Executive Director	\$65,600	\$69,459	2024
Choices Inc	MA	\$448,576	President	\$46,164	\$42,696	2023
Positive Attitude Youth Center Inc	NC	\$446,069	Executive Di	\$70,000	\$72,306	2024
North End Youth Center Inc	IL	\$443,510	President	\$99,213	\$97,508	2024
Carmel Youth Center Inc	CA	\$441,773	Executive Dir	\$87,432	\$75,474	2024
Team New England Youth Academy Inc	MA	\$474,704	President	\$42,500	\$39,307	2023
Fore La Kids Inc	CA	\$438,407	Founder	\$18,750	\$16,186	2024
Enid SPCA	OK	\$430,887	Executive Di	\$22,880	\$25,186	2024
Jacob's Ladder Inc	VA	\$427,326	Executive Director	\$78,074	\$75,360	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Neighborhood House Community Center	WI	\$427,308	Executive Di	\$55,521	\$59,678	2023
North Jefferson Junior Baseball Assoc	CO	\$426,498	Scheduler	\$12,915	\$12,745	2023
Westminster At Wade Inc	WV	\$425,679	Director	\$33,840	\$36,629	2024
Davis Forest School	CA	\$425,661	Director	\$48,872	\$42,188	2024
Police Activities League Of Southwest Washington	WA	\$491,881	Executive Director	\$83,833	\$75,033	2024
Yachats Youth & Family	OR	\$422,414	Executive Di	\$67,129	\$62,320	2024
Youth Empowerment Services Inc	TX	\$494,634	Ceo	\$110,031	\$110,031	2024
Infinity Volleyball Club	CO	\$494,885	Executive Director	\$74,924	\$71,821	2024
The Healing Word Counseling Center	TN	\$418,766	Administrator/counselor	\$27,000	\$28,372	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	100 organizations. Compensation range \$74–\$178,004; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$458,215); for reference, expenses \$501,848 and assets \$216,786.
ROLE MATCH	Kendrick Davis, reported title <i>"EXECUTIVE DIRECTOR/PRESIDE"</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	47 th
Total compensation (D + F), as reported (no adjustments)	44 th
Reportable pay only (column D), adjusted	48 th
All sources (D + E + F), adjusted	47 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 (Kendrick Davis) 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 100 similarly situated organizations (Same NTEE sector (O20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,876 is reasonable (approximately the 47th 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.