

Reach Services Inc

Executive Director / CEO

EIN 824672063

FL · NTEE P20

FY ending 2024-10-31

June 9, 2026

This analysis benchmarks the total compensation of **Alexia Morrison, Executive Director / CEO** (\$52,708) against **every comparable organization** that fit the selection criteria — **63** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **43rd** percentile of comparable organizations within the typical range

Benchmarked executive: Alexia Morrison — 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 (P20).

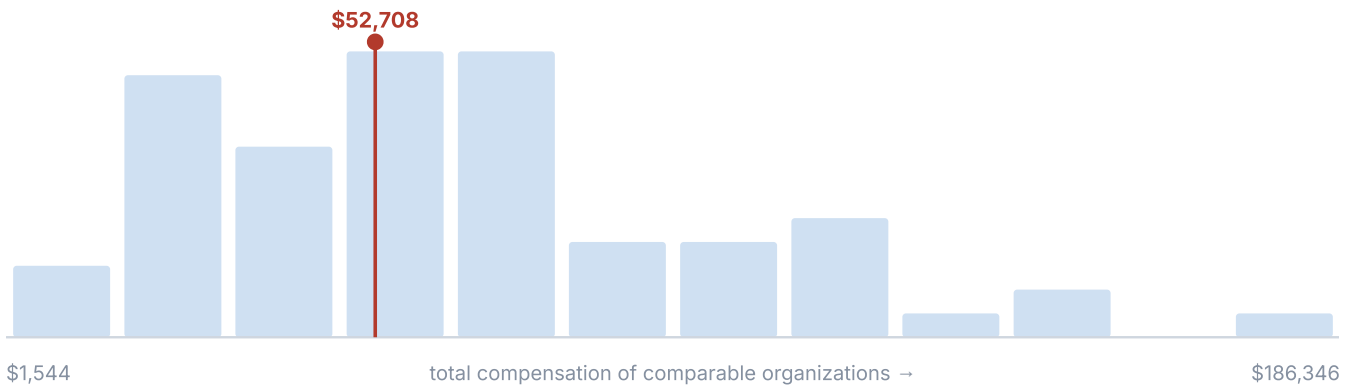
BUDGET Total revenue between \$283,240 and \$634,120 — 0.67x to 1.50x the subject's \$422,747 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P20) + FL + budget 0.67–1.5x revenue.

63 organizations qualified on sector, size, and geography

→ **63** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,931	\$34,668	\$59,048	\$81,693	\$117,838	\$52,708
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10TH	25TH	MEDIAN	75TH	90TH	THIS ORG · 43RD
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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 FL 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
Random Acts Of Flowers Tampa Bay Inc	FL	\$416,629	Executive Director	\$69,350	\$71,398	2023
Combat Control Foundation	FL	\$431,766	Executive Di	\$90,000	\$90,000	2024
Friendship Circle Of Miami Inc	FL	\$432,354	Executive Di	\$30,814	\$31,724	2023
Monarchcare Inc	FL	\$432,407	Ceo/execedir/	\$77,107	\$79,385	2023
Foundation 4 Arts Inc	FL	\$435,142	President	\$26,000	\$26,000	2024
Life Relaunch Inc	FL	\$409,546	President/director	\$76,240	\$78,492	2023
Lifesouth Community Foundationinc	FL	\$439,177	President /	\$50,917	\$50,917	2024
Community Access Center Inc	FL	\$439,661	Executive Dire	\$26,560	\$26,560	2024
Angels For Humanity	FL	\$404,123	Founder Coo	\$144,400	\$144,400	2024
Rts Missions Inc	FL	\$399,914	President	\$74,867	\$74,867	2024
Highest Horizon Support Services	FL	\$399,532	Ceo	\$84,000	\$84,000	2024
Lifework Leadership Orlando Inc	FL	\$397,475	Executive Dir.	\$132,852	\$129,428	2025
Pura Vida Missions Inc	FL	\$394,827	President	\$53,490	\$53,490	2024
Parkinson Association Of Southwest	FL	\$393,689	Executive Director	\$97,732	\$97,732	2024
Marion County Veterans Helping Veterans Inc	FL	\$455,118	President	\$19,240	\$19,240	2024
The Children's Table Inc	FL	\$461,709	Vice President	\$59,600	\$59,600	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Life-skills Empowerment And Development Services - Leads - Inc	FL	\$379,682	Vice President/ceo	\$85,641	\$85,641	2024
Federation Of Families Of Central	FL	\$377,252	Executive Di	\$115,604	\$115,604	2024
Dream Believe Transforming Lives Corp	FL	\$375,964	Clergy Clinician	\$98,146	\$98,146	2024
Moving Medicine Forward Inc	FL	\$471,776	Director	\$115,000	\$118,397	2023
Deerfield Beach Community Cares Inc	FL	\$368,848	President Ce	\$75,800	\$75,800	2024
Destiny Village Inc	FL	\$356,571	President	\$5,034	\$5,183	2023
Center For Change Inc	FL	\$489,919	Executive Director	\$58,594	\$58,594	2024
Evolving Lives Inc	FL	\$354,071	Associate Director	\$55,300	\$56,933	2023
Jeep Sullivan's Outdoor Adventures Inc	FL	\$353,681	Sullivan	\$78,180	\$78,180	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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 63 organizations. Compensation range \$1,544–\$186,346; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$422,747); for reference, expenses \$352,729 and assets \$277,696.

ROLE MATCH	Alexia Morrison, reported title " <i>PRESIDENT</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.
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	43 rd
Total compensation (D + F), as reported (no adjustments)	43 rd
Reportable pay only (column D), adjusted	46 th
All sources (D + E + F), adjusted	40 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 (Alexia Morrison) 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 63 similarly situated organizations (Same NTEE sector (P20) + FL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$52,708 is reasonable (approximately the 43rd 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.