

Gynuity Health Projects Inc

Executive Director / CEO

EIN 825129481

NY · NTEE E40

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Beverly Winikoff, Executive Director / CEO** (\$204,898) against **every comparable organization** that fit the selection criteria — **139** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **99th** percentile of comparable organizations above the 90th percentile — board review recommended

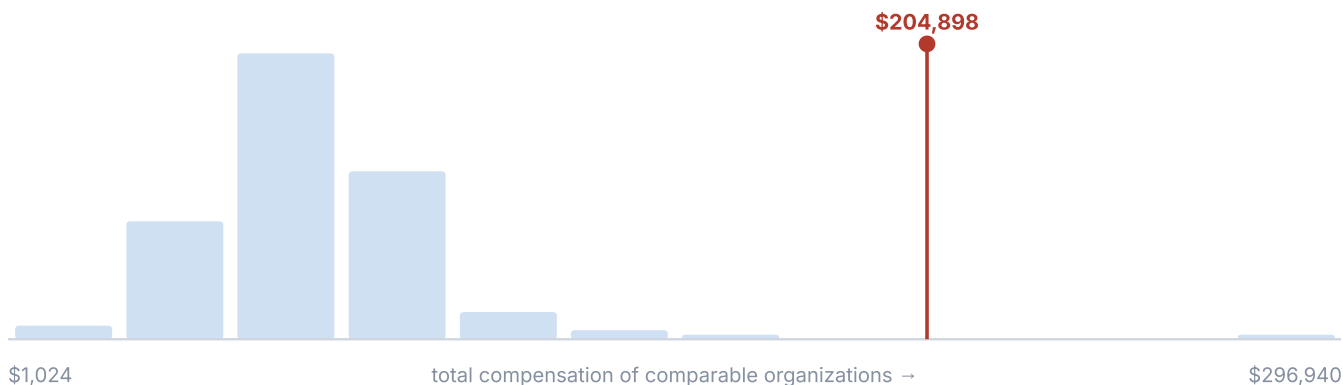
Benchmarked executive: Beverly Winikoff — reported title “PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E40).
BUDGET	Total revenue between \$322,265 and \$721,489 — 0.67x to 1.50x the subject's \$480,993 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

139 organizations qualified on sector, size, and geography → **139** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$40,572	\$53,899	\$66,550	\$80,234	\$94,257	\$204,898
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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 NY 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
The Sparrow Fund	PA	\$481,942	Secretary	\$80,297	\$88,615	2023
Hope Resource Center Inc	IN	\$479,153	Director	\$67,200	\$78,424	2023
Cabot Crisis Pregnancy Center	AR	\$478,996	Executive Dir.	\$44,356	\$55,176	2023
Options Pregnancy Resource Centers Inc	OR	\$483,376	Chief Executive Officer	\$83,457	\$85,769	2023
Birth And Womens Health Center Inc	KS	\$483,895	Key Employee	\$139,587	\$162,096	2024
Augusta Care Pregnancy Center	GA	\$477,640	Executive Di	\$29,610	\$32,002	2024
Alternacare	OH	\$484,906	Medical Director	\$900	\$1,024	2024
Avenues Pregnancy Clinic	CA	\$485,094	Executive Dir.	\$83,000	\$77,039	2024
Cornerstone Pregnancy Care Services	PA	\$487,402	Exec Directo	\$67,843	\$70,848	2025
Avenues For Women Inc	KY	\$473,989	Ceo/president	\$54,476	\$62,911	2024
Hope Life Center	IL	\$471,306	Executive Di	\$67,784	\$71,631	2024
Pregnancy Help Center Of Rice Lake	WI	\$492,736	Director	\$63,225	\$73,072	2023
Heartline Pregnancy Center Inc	IN	\$494,147	Executive Dir.	\$16,923	\$19,750	2023
Heart Of The Valley Birth&beyond	OR	\$495,843	Executive Director	\$57,350	\$58,938	2023
Hope Services	OR	\$497,394	Executive Di	\$47,869	\$47,784	2024
Nevada Obstetrical Charity Clinics	NV	\$497,484	Secretary	\$79,878	\$86,064	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Women's Resource Center Of Northeas	WY	\$457,254	Ceo	\$75,314	\$86,688	2024
New Hope Pregnancy Care Center	TN	\$505,635	Chief Executive Officer	\$51,325	\$57,990	2024
Community Pregnancy Clinic	CA	\$508,476	Executive Director	\$87,000	\$80,752	2024
Global Birthing Home Foundation	KS	\$509,084	Executive Director	\$60,000	\$71,733	2023
Southside Crisis Pregnancy Center Inc	VA	\$447,961	Executive Director	\$60,743	\$63,043	2024
Compassion Pregnancy Center	MI	\$515,365	Executive Director	\$75,392	\$83,646	2024
Wellmama Inc	OR	\$515,688	Executive Director	\$86,618	\$86,463	2024
Caldwell Pregnancy Care Center Inc	NC	\$516,001	Executive Director	\$43,819	\$48,668	2024
Crisis Pregnancy Center Of	IN	\$516,693	Executive Dir.	\$59,411	\$69,334	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY cost of living and 2023 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 NY 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 139 organizations. Compensation range \$1,024–\$296,940; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$480,993); for reference, expenses \$1,582,239 and assets \$620,039. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Beverly Winikoff, reported title " <i>PRESIDENT</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	5 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	99 th
Total compensation (D + F), as reported (no adjustments)	99 th
Reportable pay only (column D), adjusted	99 th
All sources (D + E + F), adjusted	99 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 (Beverly Winikoff) 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 139 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$204,898 is reasonable (approximately the 99th 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.