

# National Sobering Collaborative

Executive Director / CEO

EIN 833141128

CA · NTEE F03

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Shauna Goodman, Executive Director / CEO** (\$48,753) against **every comparable organization** that fit the selection criteria — **505** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **43<sup>rd</sup>** percentile of comparable organizations within the typical range

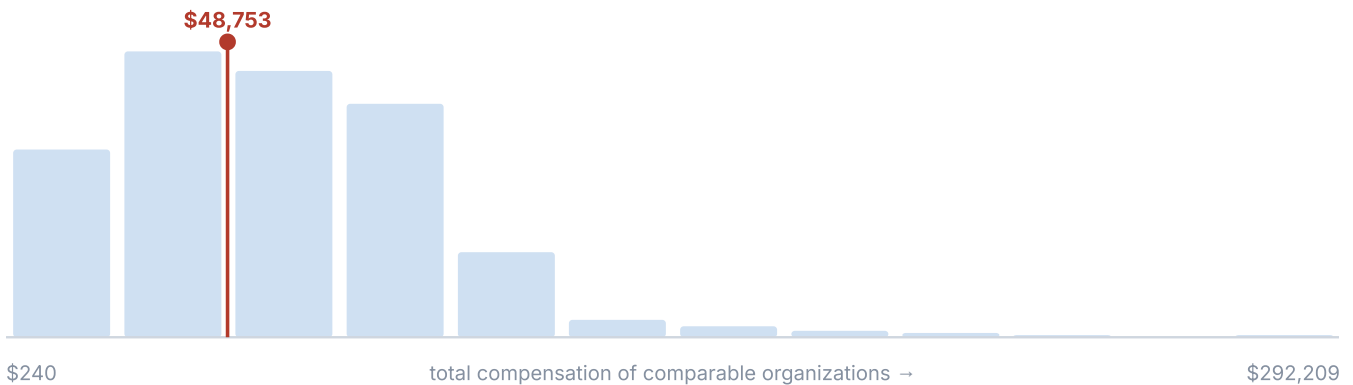
**Benchmarked executive:** Shauna Goodman — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F03).
BUDGET	Total revenue between \$138,679 and \$310,476 — 0.67x to 1.50x the subject's \$206,984 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (F), nationwide + budget 0.67–1.5x revenue.

**505** organizations qualified on sector, size, and geography → **505** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$14,631	\$32,264	\$53,867	\$79,143	\$102,634	<b>\$48,753</b>
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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 CA 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
<a href="#">Ground Work Inc</a>	AZ	\$206,523	Chair	\$16,000	<b>\$17,309</b>	2024
<a href="#">Community Counseling Institute Inc</a>	WA	\$206,388	Director	\$48,269	<b>\$48,611</b>	2024
<a href="#">The Hidden Opponent Inc</a>	CA	\$207,582	Coo	\$30,500	<b>\$30,500</b>	2023
<a href="#">Advocacy Choices And Empowerment Inc</a>	OH	\$207,630	Executive Director	\$64,760	<b>\$77,154</b>	2024
<a href="#">Bridge Inter Faith Services Inc</a>	NJ	\$205,969	Chairman	\$57,600	<b>\$57,848</b>	2024
<a href="#">Renovations For Life Inc</a>	ID	\$205,716	Secretary	\$30,155	<b>\$36,084</b>	2024
<a href="#">Kansas City Kansas Alcohol Safety</a>	KS	\$205,633	Executive Di	\$40,000	<b>\$48,608</b>	2024
<a href="#">Depression And Bipolar Support Alliance</a>	CA	\$205,574	Executive Director	\$66,000	<b>\$66,000</b>	2023
<a href="#">Alliance Of Mental Health Providers Of Oklahoma Inc</a>	OK	\$205,457	Executive Director	\$42,000	<b>\$53,558</b>	2023
<a href="#">The Open Table</a>	CA	\$205,254	Executive Dir.	\$91,420	<b>\$88,797</b>	2024
<a href="#">Christian Counseling Of Mid Michigan</a>	MI	\$205,033	Executive Director	\$40,189	<b>\$45,458</b>	2025
<a href="#">Live Oak Counseling Center</a>	SC	\$208,958	Executive Director	\$51,062	<b>\$61,691</b>	2023
<a href="#">Dream Big Wellness</a>	WA	\$204,927	President	\$81,582	<b>\$82,160</b>	2024
<a href="#">Hanani House</a>	MO	\$209,092	Director Of	\$21,112	<b>\$25,152</b>	2024
<a href="#">The Good Death Foundation</a>	CA	\$204,787	Ceo	\$4,800	<b>\$4,800</b>	2023
<a href="#">Black Mental Health Village</a>	TN	\$209,294	Executive Dir.	\$13,462	<b>\$16,387</b>	2023
<a href="#">Outsiders Anonymous</a>	TX	\$204,614	Program Director	\$30,000	<b>\$34,753</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Four Health Family Resource Center</a>	MI	\$209,414	Executive Director	\$12,864	<b>\$14,551</b>	2025
<a href="#">Chicago Veterans</a>	IL	\$204,484	Executive Director	\$84,761	<b>\$93,734</b>	2024
<a href="#">Check Your Compass</a>	MA	\$209,497	President	\$133,960	<b>\$135,408</b>	2024
<a href="#">Frederick County Healthcare Coalition</a>	MD	\$204,190	Executive Director	\$119,316	<b>\$129,183</b>	2023
<a href="#">Logos Healing Institute</a>	CO	\$209,780	President And Director Of Ops	\$50,817	<b>\$54,811</b>	2024
<a href="#">Avery's Angels Foundation Inc</a>	MO	\$204,105	Employee	\$98,417	<b>\$117,252</b>	2024
<a href="#">Arlee Rehabilitation Center</a>	MT	\$209,898	Program Director	\$46,492	<b>\$58,038</b>	2023
<a href="#">Captain Joseph House Foundation</a>	WA	\$203,445	Executive Dir.	\$40,434	<b>\$40,721</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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](https://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT	505 organizations. Compensation range \$240–\$292,209; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$206,984); for reference, expenses \$130,122 and assets \$131,676.
ROLE MATCH	Shauna Goodman, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	40 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 11 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 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	50 <sup>th</sup>
Reportable pay only (column D), adjusted	46 <sup>th</sup>
All sources (D + E + F), adjusted	37 <sup>th</sup>

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 (Shauna Goodman) 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 505 similarly situated organizations (Same NTEE major group (F), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$48,753 is reasonable (approximately the 43<sup>rd</sup> 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.