

Women's Health Services Inc

Executive Director / CEO

EIN 852094784

AL · NTEE E40

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Pollyanna Brannan, Executive Director / CEO** (\$120,000) against **every comparable organization** that fit the selection criteria — **125** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **98th** percentile of comparable organizations above the 90th percentile — board review recommended

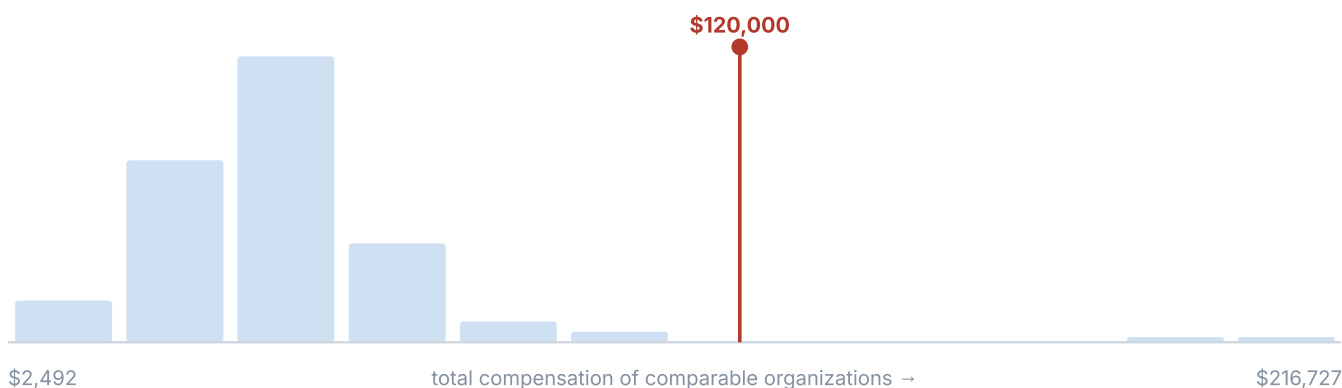
Benchmarked executive: Pollyanna Brannan — reported title “VICE PRESIDENT”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E40).
BUDGET	Total revenue between \$178,192 and \$398,938 — 0.67x to 1.50x the subject's \$265,959 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

125 organizations qualified on sector, size, and geography → **125** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,132	\$33,736	\$45,555	\$54,558	\$64,031	\$120,000
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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 AL 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
Pregnancy Help Center Of Chesterfield	VA	\$265,848	Executive Director	\$39,024	\$33,876	2024
First Step Pregnancy Center Inc	VT	\$267,888	Executive Dir.	\$31,121	\$28,163	2024
Hope Womens Center Inc	SC	\$263,818	Director	\$22,000	\$20,635	2024
Central Coast Pregnancy Center	CA	\$270,358	Executive Dir.	\$55,382	\$44,266	2023
Life Is For Eternity Pregnancy Center	OH	\$271,409	Director Of Center	\$32,619	\$31,979	2023
Lifeline Pregnancy Care Center Inc	PA	\$260,474	Center Director	\$43,823	\$39,292	2024
Community Pregnancy Center Of Pasadena	TX	\$272,667	Executive Director	\$56,392	\$50,717	2024
Ramona Crisis Pregnancy Center	CA	\$272,722	Secretary/executive Director	\$72,312	\$57,798	2023
In His Hands Life Ministry Inc	NC	\$273,233	Executive Di	\$28,998	\$26,939	2024
Breath Of Life Inc	FL	\$273,391	Secretary	\$256,598	\$216,727	2024
New Family Life Services	WA	\$258,169	Executive Dir.	\$28,704	\$23,788	2023
Pregnancy Resource Center Of Flint	MI	\$276,192	Executive Director	\$61,530	\$57,100	2024
Life Choices Resource Center	MI	\$255,579	Executive Di	\$68,844	\$63,888	2024
Pregnancy Hope Center	OR	\$254,929	Exec. Direct	\$42,672	\$35,629	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Pregnancy Care Center Inc	NC	\$252,096	Executive Di	\$10,384	\$9,647	2024
Life House Crisis Pregnancy Center Inc	KY	\$280,638	Executive Director	\$48,972	\$47,304	2024
Life Choices Crisis Pregnancy Supp	TN	\$248,853	Executive Director	\$49,478	\$45,555	2025
Abc Life Center Inc	PA	\$283,897	Executive Director	\$47,904	\$42,951	2024
Vision For Life - Pittsburgh	PA	\$247,848	Executive Director	\$2,700	\$2,492	2023
Womens Enrichment Center	SC	\$284,238	Executive Director	\$55,000	\$53,112	2023
Pregnancy Care Services Inc	OR	\$284,971	Executive Director	\$57,660	\$48,143	2024
Womens Resource Clinic	CA	\$246,001	Secretary	\$73,975	\$59,127	2023
Rum River Life Choices Center	MN	\$245,906	Director	\$38,154	\$33,895	2024
Pregnancy Resource Center Inc	OR	\$286,269	Executive Dir.	\$59,321	\$49,529	2024
Crisis Pregnancy Center Of Char-em Inc	MI	\$242,438	Executive Director	\$65,000	\$62,102	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AL 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 AL 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 125 organizations. Compensation range \$2,492–\$216,727; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$265,959); for reference, expenses \$299,023 and assets \$80,848.
ROLE MATCH	Pollyanna Brannan, reported title " <i>VICE PRESIDENT</i> ", benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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	98 th
Total compensation (D + F), as reported (no adjustments)	98 th
Reportable pay only (column D), adjusted	99 th
All sources (D + E + F), adjusted	98 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 (Pollyanna Brannan) 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 125 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$120,000 is reasonable (approximately the 98th 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.