

Momcares

Executive Director / CEO

This analysis benchmarks the total compensation of **Ana Rodney, Executive Director / CEO** (\$142,046) against **every comparable organization** that fit the selection criteria — **68** 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

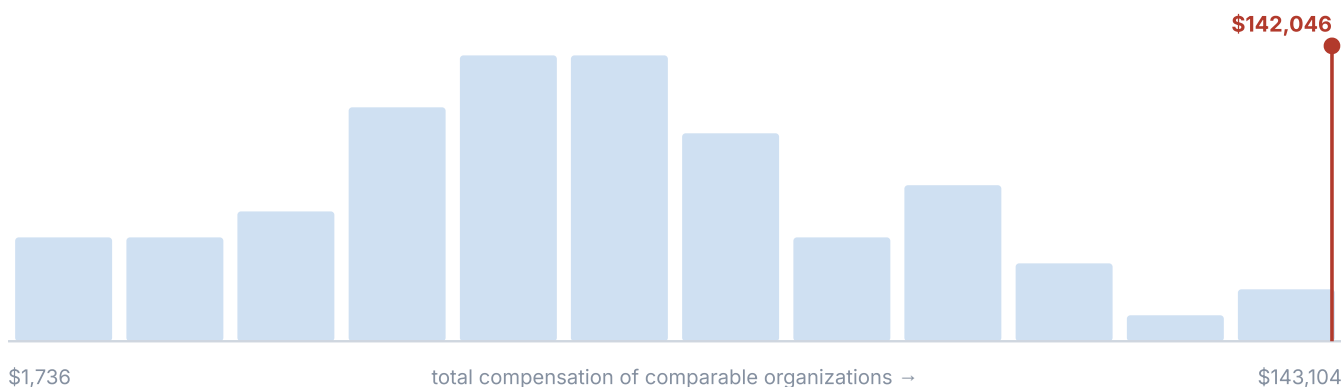
Benchmarked executive: Ana Rodney — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E86).
BUDGET	Total revenue between \$229,818 and \$514,518 — 0.67x to 1.50x the subject's \$343,012 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E86), nationwide + budget 0.67–1.5x revenue.

68 organizations qualified on sector, size, and geography → **68** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,092	\$41,068	\$62,157	\$80,725	\$104,579	\$142,046
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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 MD 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 Journey Fund	WA	\$343,051	Treasurer	\$45,500	\$43,573	2024
Our Promise Cancer Resources	AR	\$348,767	Executive Director	\$60,000	\$72,139	2024
Restoring Hope Transplant House	WI	\$350,781	Executive Director	\$66,085	\$76,003	2023
305 Pink Pack Inc	FL	\$329,849	Executive Director	\$52,604	\$52,858	2024
Melodic Caring Project	WA	\$357,898	President/ceo	\$80,000	\$78,874	2023
Doula Program To Accompany And Comfort	NY	\$358,318	Executive Dir.	\$120,000	\$115,985	2024
Canandaigua Comfort Care Home Inc	NY	\$326,213	Executive Director	\$72,000	\$69,591	2024
Parkinson's Body And Mind Inc	CT	\$359,945	Executive Director	\$118,917	\$119,261	2024
Matthew House Inc	NY	\$322,055	Executive Director	\$73,509	\$71,050	2024
His Kids Inc	IL	\$365,319	Secretary	\$12,000	\$13,524	2022
Hunter Hospitality House Inc	MI	\$365,651	Executive Director	\$53,531	\$60,846	2023
Friends Of Patients At The Nih Inc	MD	\$368,164	Chief Executive Officer	\$120,518	\$124,078	2023
Young Adult Survivors United	PA	\$371,993	Executive Director	\$75,000	\$80,000	2024
Verdecares Inc	AZ	\$374,099	Executive Director	\$49,647	\$52,579	2023
Light Collective	WA	\$310,471	Executive Director	\$99,605	\$95,386	2024
East Texas Cancer Alliance Of Hope	TX	\$307,959	Founder/ceo	\$61,539	\$65,844	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Claire's Place Foundation Inc	CA	\$378,719	Ed And Board Secretary	\$86,500	\$79,893	2024
Puulu Lapaau	HI	\$307,256	Executive Di	\$46,200	\$44,243	2024
Wellness Within Corporation	CA	\$302,747	Former Exec	\$81,917	\$75,660	2024
Josh Provides Epilepsy Assistance	FL	\$302,293	Ceo	\$82,500	\$82,899	2024
Helping Horse Inc	NC	\$302,116	Executive Director	\$37,362	\$41,293	2024
Fisher House Of Grt Cleveland Inc	OH	\$300,450	Secretary And Executive Director	\$33,654	\$39,253	2023
Abundant Life	AR	\$299,851	Executive Director	\$46,661	\$56,101	2024
American Pregnancy Association	TX	\$296,882	Executive Director	\$36,000	\$38,519	2024
Veterans2veterans Group	NH	\$389,519	President	\$3,383	\$3,440	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD 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 MD 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 68 organizations. Compensation range \$1,736–\$143,104; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$343,012); for reference, expenses \$514,134 and assets \$16,139. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Ana Rodney, reported title *"EXECUTIVE DIRECTOR"*, 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	99 th
Total compensation (D + F), as reported (no adjustments)	99 th
Reportable pay only (column D), adjusted	100 th
All sources (D + E + F), adjusted	94 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 (Ana Rodney) 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 68 similarly situated organizations (Same NTEE sector (E86), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$142,046 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.