

Pivotal Health & Wellness Inc

Executive Director / CEO

EIN 872376008

KS · NTEE E60

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Robin Carlson, Executive Director / CEO** (\$58,500) against **every comparable organization** that fit the selection criteria — **231** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **81st** percentile of comparable organizations

within the typical range

Benchmarked executive: Robin Carlson — 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 (E60).
BUDGET	Total revenue between \$60,198 and \$134,772 — 0.67x to 1.50x the subject's \$89,848 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (E), nationwide + budget 0.67–1.5x revenue.

231 organizations qualified on sector, size, and geography → **231** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,280	\$14,564	\$28,848	\$51,751	\$88,734	\$58,500
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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 KS 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
Bayhealth Cancer Institute	DE	\$89,939	Interim President	\$69,078	\$60,812	2024
Lakeshore Medical Training Program Inc	IN	\$89,600	Program Director	\$10,605	\$10,055	2024
Wyoming County Community Health Fou	PA	\$90,142	Executive Director	\$44,929	\$40,283	2024
Advocates For The Disabled	NY	\$91,008	Executive Director	\$38,557	\$31,325	2024
Turning Point Pregnancy Center Inc	AL	\$88,661	Executive Director	\$24,500	\$23,797	2024
Kex Kids Fund	OR	\$88,534	Executive Director & Director	\$6,000	\$5,010	2024
Hospicare Foundation Inc	NY	\$88,434	Executive Director	\$29,144	\$23,678	2024
St Marys Community Care Professionals	NY	\$88,338	President & Ceo	\$84,043	\$68,280	2024
Acacia Network Inc	NY	\$88,323	President	\$70,634	\$59,080	2023
Memorial Hospital Foundation Inc	GA	\$91,427	Ceo/presiden	\$39,076	\$35,325	2024
Pinnacle Asset Holdings Inc	LA	\$88,094	President	\$20,115	\$19,914	2024
Center For Quality Systems Improvement	CA	\$87,910	Board Chair	\$140,387	\$108,990	2024
First Step Foundation	FL	\$91,823	President	\$7,732	\$6,530	2024
Special Persons Mailing Service Inc	VA	\$87,788	Reg Agent/ D	\$21,154	\$18,906	2023
Inclusivcare Community Investment Inc	LA	\$87,750	Secretary	\$22,504	\$22,279	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Albert Lea Healthcare Coalition	MN	\$87,741	Board Member	\$5,415	\$4,811	2024
Colorado Dental Association Foundation	CO	\$92,158	President	\$19,332	\$16,236	2025
Bay Cove Moseley Group Home Inc	MA	\$87,314	President/ceo	\$14,439	\$12,010	2023
The Whole Person Foundation	MO	\$92,427	Ceo/cfo (Thru 04/2024)	\$27,851	\$26,522	2024
Tennessee Health Information	NC	\$92,894	Exec Directo	\$23,918	\$22,876	2023
Children's Public Health Fund	NH	\$86,776	Director	\$19,478	\$16,648	2023
Peace Out Cancer Chair Inc	KS	\$86,654	Co-founder	\$36,000	\$34,967	2024
Spirits For Smiles Inc	IN	\$93,421	Director, Patient Coordinator	\$666	\$650	2023
South Carolina Witness Project	SC	\$93,430	President Ceo	\$37,543	\$34,306	2025
Hunters Point Biomonitoring Foundation Inc	CA	\$93,516	Ceo Pi Secretary	\$36,500	\$28,337	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KS 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 KS 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 231 organizations. Compensation range \$83–\$1,509,026; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$89,848); for reference, expenses \$303,065 and assets \$246,350. **Revenue and expenses diverge this year — revenue may misrepresent**

operating size; weigh the expense-based view.

ROLE MATCH	Robin Carlson, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	108 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	18 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	81 st
Total compensation (D + F), as reported (no adjustments)	75 th
Reportable pay only (column D), adjusted	94 th
All sources (D + E + F), adjusted	48 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 (Robin Carlson) 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 231 similarly situated organizations (Same NTEE major group (E), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$58,500 is reasonable (approximately the 81st 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.