

Strongfamilies Inc

Executive Director / CEO

EIN 873918999

AZ · NTEE P40

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **John Trent, Executive Director / CEO** (\$20,267) against **every comparable organization** that fit the selection criteria — **50** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **24th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: John Trent — 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 (P40).

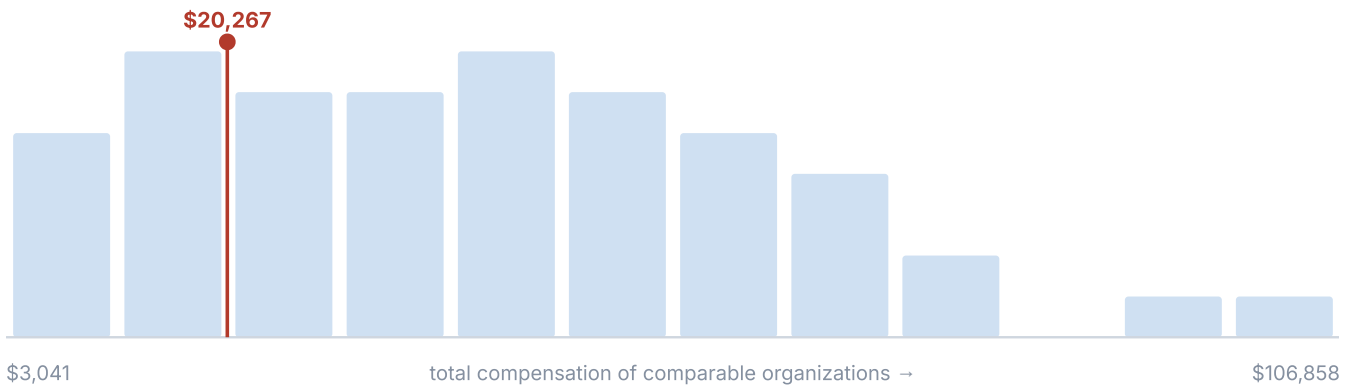
BUDGET Total revenue between \$89,167 and \$199,629 — 0.67x to 1.50x the subject's \$133,086 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P40), nationwide + budget 0.67–1.5x revenue.

50 organizations qualified on sector, size, and geography

→ **50** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,928	\$24,954	\$40,913	\$54,745	\$69,578	\$20,267
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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 AZ 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
Seeds Of Promise	MI	\$130,684	Executive Director	\$65,000	\$71,822	2023
Parenteen Inc	WA	\$130,226	President	\$66,022	\$61,462	2024
The Crystal Dreams Foundation	CA	\$129,017	Director	\$56,841	\$51,036	2024
Faithbuilders Inc	KS	\$128,260	Executive Di	\$36,000	\$40,440	2024
Pregnancy Crisis Center Inc	FL	\$127,930	Executive Director	\$68,042	\$68,428	2023
Cocoa House Inc	NY	\$138,519	Executive Di	\$14,064	\$13,214	2024
Family To Family Connection Isd 13	NV	\$124,901	Executive Di	\$40,000	\$41,691	2024
Sacramento Kindness Campaign I	CA	\$144,166	Ceo	\$20,539	\$18,441	2024
The Nanny Loft Foundation Inc	PA	\$119,404	President	\$27,006	\$28,003	2024
Jeffersons Foundation	KS	\$118,085	Executive Director	\$42,497	\$49,148	2023
Pearson Foundation	MS	\$118,082	President	\$21,023	\$24,346	2024
Lagoshen Family Life Skills & Enrichment Center	TN	\$118,013	Day Care Director	\$27,040	\$29,554	2024
Invitation Ministries	TN	\$116,619	President	\$15,534	\$16,978	2024
Love Mercy	CA	\$114,158	Execuitive Director	\$75,000	\$69,329	2023
Hope House	TN	\$114,106	Executive Director	\$30,826	\$33,692	2024
Goodwill Ventures	IN	\$153,600	Board Member	\$27,429	\$30,077	2024
The Family Wins	PA	\$109,710	President/advisory Member	\$40,000	\$41,477	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Families Helping Families	IA	\$157,744	Exec Dir - (Current) Partial	\$6,923	\$7,679	2025
Fathers Alive In The Hood	NY	\$158,240	Executive Director	\$9,691	\$9,374	2023
Orphans Treasure Box Books	IL	\$159,725	Chair	\$10,133	\$10,358	2024
National House Of Hope Inc	FL	\$162,181	Director	\$71,417	\$74,766	2022
Mexiquenses Unidos De Michigan	MI	\$103,799	President	\$28,332	\$30,407	2024
Community & Life Services Inc	MN	\$102,364	Executive Director	\$13,998	\$14,382	2024
Reclaiming Our Community	MO	\$164,095	Director	\$15,806	\$17,407	2024
Families First Inc	PA	\$168,206	Director	\$72,064	\$72,798	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AZ 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 AZ 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	50 organizations. Compensation range \$3,041–\$106,858; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$133,086); for reference, expenses \$130,277 and assets \$58,911.
ROLE MATCH	John Trent, reported title " <i>PRESIDENT</i> ", 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 1 peer 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	24 th
Total compensation (D + F), as reported (no adjustments)	20 th
Reportable pay only (column D), adjusted	26 th
All sources (D + E + F), adjusted	24 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 (John Trent) 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 50 similarly situated organizations (Same NTEE sector (P40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$20,267 is reasonable (approximately the 24th 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.