

# Great Exchange Inc

Executive Director / CEO

EIN 901033033

GA · NTEE X21

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Diane W Deans, Executive Director / CEO** (\$70,000) against **every comparable organization** that fit the selection criteria — **32** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **44<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Diane W Deans — reported title “Director”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

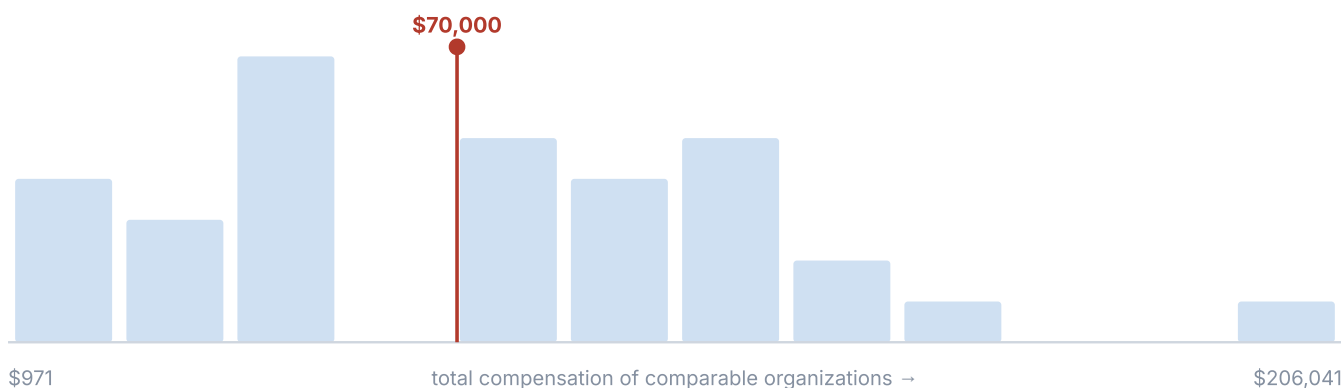
**SECTOR** Organizations sharing the subject's NTEE classification (X21).

**BUDGET** Total revenue between \$200,500 and \$448,881 — 0.67x to 1.50x the subject's \$299,254 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (X21) + GA + budget 0.67–1.5x revenue.

**32** organizations qualified on sector, size, and geography → **32** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$18,457	\$35,839	\$78,338	\$104,471	\$121,153	\$70,000
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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 GA 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="#">Metro Atlanta Seminary Inc</a>	GA	\$300,852	President/ceo	\$14,048	<b>\$14,048</b>	2023
<a href="#">Ministry Resource Network Inc</a>	GA	\$304,375	President	\$31,800	<b>\$30,888</b>	2024
<a href="#">New Name Counseling And Teaching Center</a>	GA	\$292,448	President/executive Direct	\$125,000	<b>\$121,414</b>	2024
<a href="#">Truth Tabernacle Of Praise Inc</a>	GA	\$282,011	Senior Pastor	\$96,250	<b>\$93,489</b>	2024
<a href="#">Mount Zion Second Baptist Church</a>	GA	\$279,654	Custodian	\$15,818	<b>\$15,818</b>	2023
<a href="#">Mission 1014</a>	GA	\$277,169	President	\$93,236	<b>\$90,561</b>	2024
<a href="#">Kathy Kinchen Ministries Inc</a>	GA	\$276,523	Treasurer	\$1,000	<b>\$971</b>	2024
<a href="#">Refiners House</a>	GA	\$322,813	President Ceo	\$41,905	<b>\$41,905</b>	2023
<a href="#">Jerry Vines Ministries Inc</a>	GA	\$262,000	Ceo	\$111,089	<b>\$107,902</b>	2024
<a href="#">Vision Street Ministries Inc</a>	GA	\$346,018	President	\$95,000	<b>\$95,000</b>	2023
<a href="#">Sigi &amp; David Oblander Ministries Inc</a>	GA	\$249,808	Vp Intl Ministries And Treasurer	\$78,000	<b>\$78,000</b>	2023
<a href="#">Essential2life Inc</a>	GA	\$249,619	Executive Director	\$110,250	<b>\$104,327</b>	2025
<a href="#">Word Alive Ministries</a>	GA	\$350,553	President	\$81,000	<b>\$78,676</b>	2024
<a href="#">Planting The Gospel Inc</a>	GA	\$247,698	Board Member	\$143,683	<b>\$139,561</b>	2024
<a href="#">L2I Inc</a>	GA	\$351,567	Metro Co-director	\$81,894	<b>\$81,894</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Christ Apostolic Church (Cac) Atlant</a>	GA	\$360,100	Pastor	\$118,800	<b>\$118,800</b>	2023
<a href="#">Priority Insight Inc</a>	GA	\$236,113	Director	\$121,897	<b>\$118,400</b>	2024
<a href="#">House Revival Ministries Inc</a>	GA	\$231,858	President	\$22,570	<b>\$22,570</b>	2023
<a href="#">International Biblical Training Inc</a>	GA	\$229,046	President	\$80,877	<b>\$80,877</b>	2023
<a href="#">Northeast Taiwan Christian Association Inc</a>	GA	\$370,256	Director Chairman Contractor	\$42,000	<b>\$40,795</b>	2024
<a href="#">Greenview Madani Center Inc</a>	GA	\$224,036	Director	\$36,400	<b>\$35,356</b>	2024
<a href="#">Leadership Revolution Inc</a>	GA	\$221,594	Executive Director Director	\$108,000	<b>\$104,901</b>	2024
<a href="#">Cross Cultural Ministries Inc</a>	GA	\$210,799	President & Ceo	\$36,000	<b>\$34,967</b>	2024
<a href="#">Larry Hutton Ministries</a>	GA	\$205,713	President	\$77,096	<b>\$77,096</b>	2023
<a href="#">Walking With God Presbyterian</a>	GA	\$204,555	Pastor	\$46,500	<b>\$46,500</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to GA 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 GA 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 32 organizations. Compensation range \$971–\$206,041; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$299,254); for reference, expenses \$200,284 and assets \$274,258.

ROLE MATCH Diane W Deans, reported title "*Director*", 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.**

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	44 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	44 <sup>th</sup>
Reportable pay only (column D), adjusted	69 <sup>th</sup>
All sources (D + E + F), adjusted	44 <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 (Diane W Deans) 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 32 similarly situated organizations (Same NTEE sector (X21) + GA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$70,000 is reasonable (approximately the 44<sup>th</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 9, 2026.