

New Family Life Services

Executive Director / CEO

EIN 911667056

WA · NTEE E400

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Vonnie Mccoy, Executive Director / CEO** (\$28,704) against **every comparable organization** that fit the selection criteria — **120** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **11th** percentile of comparable organizations below the typical range for comparable organizations

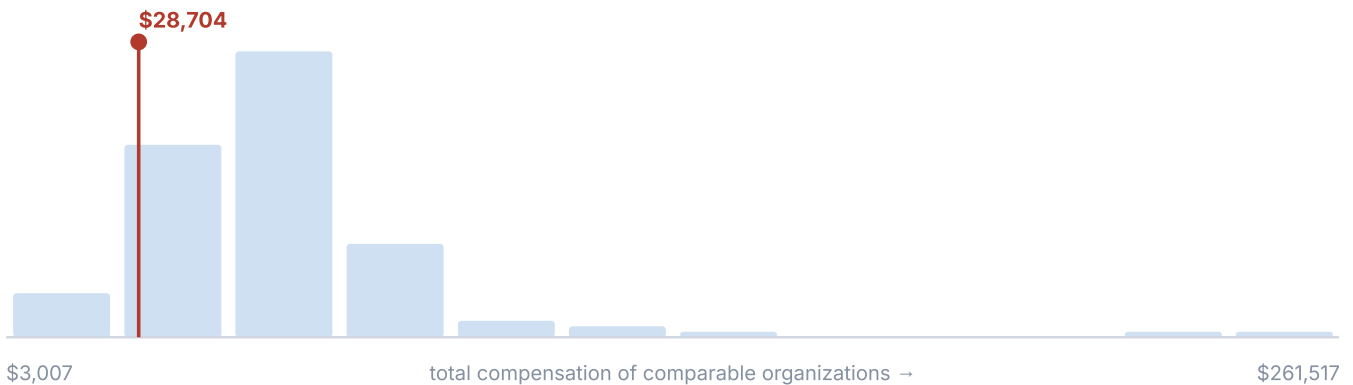
Benchmarked executive: Vonnie Mccoy — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E400).
BUDGET	Total revenue between \$172,973 and \$387,253 — 0.67x to 1.50x the subject's \$258,169 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

120 organizations qualified on sector, size, and geography → **120** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$27,216	\$40,551	\$54,407	\$65,809	\$77,205	\$28,704
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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 WA 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
Lifeline Pregnancy Care Center Inc	PA	\$260,474	Center Director	\$43,823	\$47,412	2024
Life Choices Resource Center	MI	\$255,579	Executive Di	\$68,844	\$77,091	2024
Pregnancy Hope Center	OR	\$254,929	Exec. Direct	\$42,672	\$42,992	2024
Hope Womens Center Inc	SC	\$263,818	Director	\$22,000	\$24,900	2024
Pregnancy Care Center Inc	NC	\$252,096	Executive Di	\$10,384	\$11,640	2024
Pregnancy Help Center Of Chesterfield	VA	\$265,848	Executive Director	\$39,024	\$40,878	2024
Women's Health Services Inc	AL	\$265,959	Vice President	\$120,000	\$144,800	2023
Life Choices Crisis Pregnancy Supp	TN	\$248,853	Executive Director	\$49,478	\$54,969	2025
First Step Pregnancy Center Inc	VT	\$267,888	Executive Dir.	\$31,121	\$33,983	2024
Vision For Life - Pittsburgh	PA	\$247,848	Executive Director	\$2,700	\$3,007	2023
Womens Resource Clinic	CA	\$246,001	Secretary	\$73,975	\$71,347	2023
Central Coast Pregnancy Center	CA	\$270,358	Executive Dir.	\$55,382	\$53,415	2023
Rum River Life Choices Center	MN	\$245,906	Director	\$38,154	\$40,900	2024
Life Is For Eternity Pregnancy Center	OH	\$271,409	Director Of Center	\$32,619	\$38,588	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Community Pregnancy Center Of Pasadena	TX	\$272,667	Executive Director	\$56,392	\$61,198	2024
Ramona Crisis Pregnancy Center	CA	\$272,722	Secretary/executive Director	\$72,312	\$69,743	2023
In His Hands Life Ministry Inc	NC	\$273,233	Executive Di	\$28,998	\$32,506	2024
Breath Of Life Inc	FL	\$273,391	Secretary	\$256,598	\$261,517	2024
Crisis Pregnancy Center Of Char-em Inc	MI	\$242,438	Executive Director	\$65,000	\$74,936	2023
First Choice Pregnancy Center Inc	OK	\$242,308	Executive Dir.	\$55,700	\$66,540	2024
Pregnancy Resource Center Of Flint	MI	\$276,192	Executive Director	\$61,530	\$68,901	2024
Hope Pregnancy And Resource Center	IL	\$239,100	Executive Director	\$14,400	\$15,359	2024
Philadelphia Midwife Collective	PA	\$237,777	Executive Director	\$45,192	\$48,892	2024
Life House Crisis Pregnancy Center Inc	KY	\$280,638	Executive Director	\$48,972	\$57,080	2024
Compassion Pregnancy Center And Clinic	CA	\$235,207	Director	\$64,733	\$60,642	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WA 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 WA 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	120 organizations. Compensation range \$3,007–\$261,517; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$258,169); for reference, expenses \$144,935 and assets \$925,132. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Vonnie Mccoy, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this 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	11 th
Total compensation (D + F), as reported (no adjustments)	13 th
Reportable pay only (column D), adjusted	11 th
All sources (D + E + F), adjusted	10 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 (Vonnie Mccoy) 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 120 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$28,704 is reasonable (approximately the 11th 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.