

# Possibilities Women's Center

Executive Director / CEO

EIN 912423786  
 WA · NTEE E400  
 FY ending 2024-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Melissa Couch, Executive Director / CEO** (\$58,679) against **every comparable organization** that fit the selection criteria — **119** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **49<sup>th</sup>** percentile of comparable organizations within the typical range

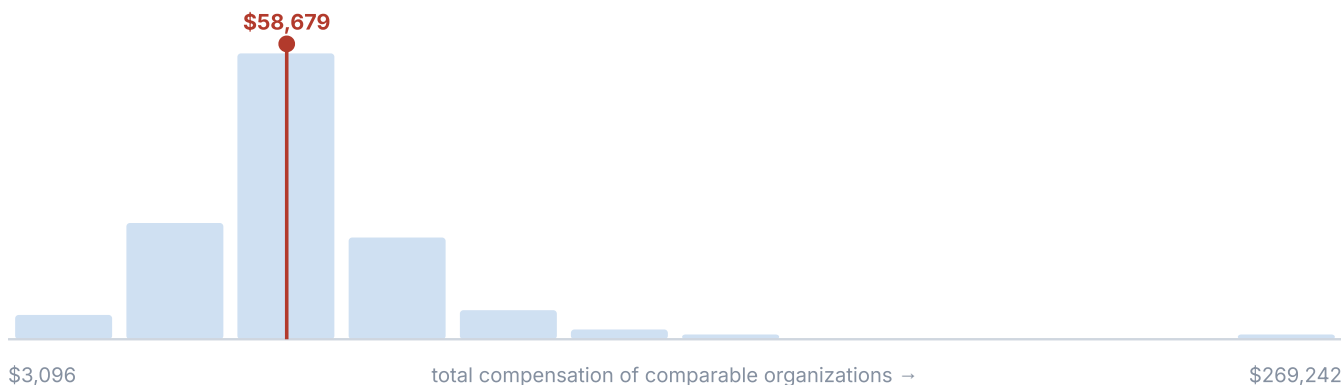
**Benchmarked executive:** Melissa Couch — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E400).
BUDGET	Total revenue between \$211,051 and \$472,503 — 0.67x to 1.50x the subject's \$315,002 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E40), nationwide + budget 0.67–1.5x revenue.

**119** organizations qualified on sector, size, and geography → **119** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$33,193	\$48,080	\$58,766	\$71,008	\$83,218	\$58,679
----------	----------	----------	----------	----------	----------



## ■ 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
<a href="#">Pregnancy Resource Center Of The Poconos</a>	PA	\$314,681	Executive Dir.	\$45,809	<b>\$51,024</b>	2024
<a href="#">The Alpha Pregnancy Center Inc</a>	MD	\$313,859	Executive Director	\$88,333	<b>\$92,240</b>	2024
<a href="#">Pregnancy Care Center Of Lagrange</a>	GA	\$316,205	Executive Di	\$52,269	<b>\$58,701</b>	2024
<a href="#">Acadiana Pregnancy Center &amp; Clinic</a>	LA	\$310,399	Executive Di	\$63,558	<b>\$78,170</b>	2024
<a href="#">Sumter Pregnancy Center</a>	SC	\$309,201	Executive Director	\$49,555	<b>\$59,449</b>	2023
<a href="#">Community Pregnancy Center Inc</a>	OH	\$308,742	Executive Direc	\$103,289	<b>\$125,801</b>	2023
<a href="#">Care Net Manasota Crisis Pregnancy</a>	FL	\$322,047	Executive Director	\$52,144	<b>\$54,713</b>	2024
<a href="#">Northlake Crisis Pregnancy Ctr Inc</a>	LA	\$306,739	Exec.dir	\$26,100	<b>\$32,100</b>	2024
<a href="#">Jewel Women's Center</a>	PA	\$323,933	Executive Di	\$33,462	<b>\$37,272</b>	2024
<a href="#">Crisis Pregnancy Ctr Of Central Maine</a>	ME	\$305,968	Excutive Director	\$36,947	<b>\$41,323</b>	2024
<a href="#">Roaring Adventures Inc</a>	OR	\$324,361	President	\$47,596	<b>\$49,369</b>	2024
<a href="#">Aspire Medical Services And Education</a>	CO	\$305,437	Executive Director	\$48,308	<b>\$51,738</b>	2024
<a href="#">Gianna Center Of Philadelphia</a>	PA	\$327,770	Medical Doctor	\$36,400	<b>\$40,544</b>	2024
<a href="#">Community Pregnancy Center Inc</a>	OH	\$300,826	Executive Director	\$51,375	<b>\$60,777</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Pregnancy Care Center Of Southeast Texas</a>	TX	\$330,081	Executive Director	\$51,700	<b>\$57,764</b>	2024
<a href="#">Elsinore Valley Pregnancy Resource Center</a>	CA	\$330,332	Executive Director	\$33,000	<b>\$31,828</b>	2024
<a href="#">Teddy Bear Den</a>	SD	\$331,949	Executive Di	\$98,262	<b>\$121,127</b>	2024
<a href="#">Breath Of Life Maternity Ministries</a>	TX	\$294,253	Executive Director	\$57,350	<b>\$64,076</b>	2024
<a href="#">Pregnancy Resource Services</a>	WA	\$338,048	Executive Director	\$40,238	<b>\$39,201</b>	2025
<a href="#">Plateau Pregnancy Services</a>	TN	\$339,286	Exec Director / Vice Chr	\$70,044	<b>\$82,235</b>	2024
<a href="#">Center For Client Safety Inc</a>	KY	\$341,632	Executive Director And Secy	\$64,427	<b>\$79,596</b>	2023
<a href="#">Pregnancy Resource Center Inc</a>	OR	\$286,269	Executive Dir.	\$59,321	<b>\$61,531</b>	2024
<a href="#">Pregnancy Care Services Inc</a>	OR	\$284,971	Executive Director	\$57,660	<b>\$59,808</b>	2024
<a href="#">Womens Enrichment Center</a>	SC	\$284,238	Executive Director	\$55,000	<b>\$65,981</b>	2023
<a href="#">Abc Life Center Inc</a>	PA	\$283,897	Executive Director	\$47,904	<b>\$53,358</b>	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 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 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](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **119** organizations. Compensation range \$3,096–\$269,242; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$315,002); for reference, expenses \$261,379 and assets \$596,328.
ROLE MATCH	Melissa Couch, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	7 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	49 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	63 <sup>rd</sup>
Reportable pay only (column D), adjusted	37 <sup>th</sup>
All sources (D + E + F), adjusted	49 <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 (Melissa Couch) 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 119 similarly situated organizations (Same NTEE sector (E40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$58,679 is reasonable (approximately the 49<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.