

# Chicks In Crisis Inc

Executive Director / CEO

EIN 943371317

CA · NTEE P40

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Loretta Inez Whitlow, Executive Director / CEO** (\$105,000) against **every comparable organization** that fit the selection criteria — **23** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **74<sup>th</sup>** percentile of comparable organizations within the typical range

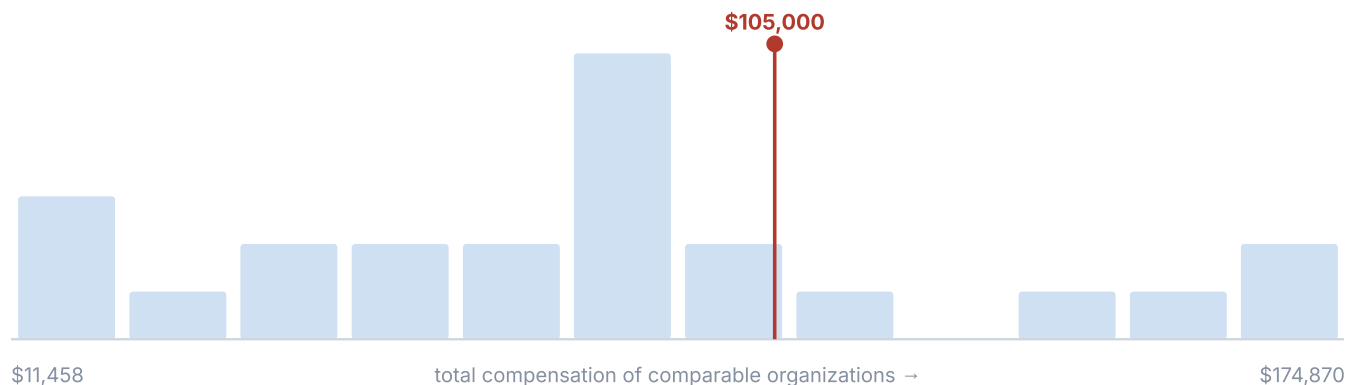
**Benchmarked executive:** Loretta Inez Whitlow — reported title “President & CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P40).
BUDGET	Total revenue between \$332,148 and \$743,616 — 0.67x to 1.50x the subject's \$495,744 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P40) + CA + budget 0.67–1.5x revenue.

**23** organizations qualified on sector, size, and geography → **23** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$24,932	\$54,597	\$80,792	\$99,869	\$155,452	<b>\$105,000</b>
----------	----------	----------	----------	-----------	------------------



## ■ 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 CA 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="#">Silicon Valley Jiaren Association</a>	CA	\$497,896	President	\$80,329	<b>\$84,890</b>	2023
<a href="#">Special Parents Information Network</a>	CA	\$500,928	Executive Dir.	\$80,814	<b>\$85,402</b>	2023
<a href="#">Hope Centers United</a>	CA	\$505,496	Executive Dir.	\$57,763	<b>\$59,291</b>	2024
<a href="#">Sikh Family Center</a>	CA	\$521,770	Executive Di	\$87,856	<b>\$90,181</b>	2024
<a href="#">Kathys House Inc</a>	CA	\$531,668	Treasurer	\$60,000	<b>\$63,407</b>	2023
<a href="#">Social &amp; Emotional Wellness</a>	CA	\$540,392	Executive Of	\$105,267	<b>\$105,267</b>	2025
<a href="#">Cross Cultural Expressions</a>	CA	\$548,646	Executive Dir.	\$139,500	<b>\$143,191</b>	2024
<a href="#">Caring Touch Christian Family Center Inc</a>	CA	\$559,366	President	\$30,498	<b>\$31,305</b>	2024
<a href="#">Parent Services Project</a>	CA	\$563,537	Executive Director	\$108,152	<b>\$114,293</b>	2023
<a href="#">Imtasik Family Counseling Services Inc</a>	CA	\$426,908	Chief Executive Director	\$11,163	<b>\$11,458</b>	2024
<a href="#">Sow A Seed Community Foundation</a>	CA	\$572,241	Executive Director	\$78,283	<b>\$80,354</b>	2024
<a href="#">About Families Inc</a>	CA	\$378,090	Exec Directo	\$16,560	<b>\$17,500</b>	2023
<a href="#">Infant Parent Center Inc</a>	CA	\$378,081	Director	\$150,000	<b>\$158,517</b>	2023
<a href="#">Family Resource Network</a>	CA	\$615,559	Executive Dir.	\$68,269	<b>\$68,269</b>	2025
<a href="#">Valley Family Center</a>	CA	\$625,125	Executive Dir.	\$92,035	<b>\$94,470</b>	2024
<a href="#">Los Angeles Pregnancy Services Inc</a>	CA	\$362,937	Exec. Direct	\$78,709	<b>\$80,792</b>	2024
<a href="#">For The Village Inc</a>	CA	\$632,484	Executive Di	\$48,616	<b>\$49,902</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Village-connect Inc</a>	CA	\$355,988	Executive Dir.	\$74,250	<b>\$78,466</b>	2023
<a href="#">The Circle Family Center</a>	CA	\$336,461	Director	\$45,677	<b>\$46,886</b>	2024
<a href="#">Family Focus Christian Counseling Inc</a>	CA	\$332,979	Executive Dir.	\$22,085	<b>\$23,339</b>	2023
<a href="#">Child And Family Research</a>	CA	\$709,559	Executive Dir.	\$165,475	<b>\$174,870</b>	2023
<a href="#">Alliance For Community Advocacy</a>	CA	\$713,678	President	\$165,641	<b>\$170,024</b>	2024
<a href="#">Pregnancy Resource Center</a>	CA	\$731,157	Exec Director	\$84,459	<b>\$86,694</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA cost of living and 2025 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 CA 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** 23 organizations. Compensation range \$11,458–\$174,870; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$495,744); for reference, expenses \$512,759 and assets \$802,131.

**ROLE MATCH** Loretta Inez Whitlow, reported title "*President & CEO*", 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** 2 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	74 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	74 <sup>th</sup>
Reportable pay only (column D), adjusted	78 <sup>th</sup>
All sources (D + E + F), adjusted	74 <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 (Loretta Inez Whitlow) 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 23 similarly situated organizations (Same NTEE sector (P40) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$105,000 is reasonable (approximately the 74<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.