

Wayland Youth Soccer

Executive Director / CEO

EIN 043129741

MA · NTEE N64

FY ending 2024-07-31

June 9, 2026

This analysis benchmarks the total compensation of **Kelly Pierce, Executive Director / CEO** (\$37,632) against **every comparable organization** that fit the selection criteria — **152** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **57th** percentile of comparable organizations within the typical range

Benchmarked executive: Kelly Pierce — reported title “RISK MANAGER/BOOKKEEPER”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

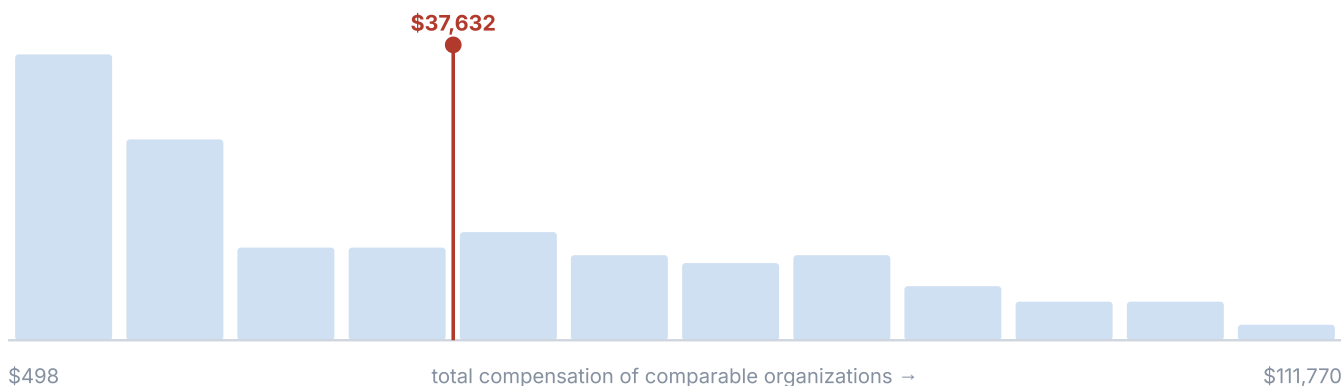
SECTOR Organizations sharing the subject's NTEE classification (N64).

BUDGET Total revenue between \$203,570 and \$455,755 — 0.67x to 1.50x the subject's \$303,837 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (N64), nationwide + budget 0.67–1.5x revenue.

152 organizations qualified on sector, size, and geography → **152** within the band from the benchmarked peer set.

Distribution of comparable compensation



\$3,398	\$10,323	\$28,496	\$58,531	\$78,468	\$37,632
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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 MA 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
Idaho Storm Football Club Inc	ID	\$303,552	President	\$3,000	\$3,551	2024
Dothan Youth Soccer Association Inc	AL	\$303,046	Executive Director	\$65,616	\$78,885	2024
South Texas Soccer Referees Inc	TX	\$302,516	State Refere	\$11,068	\$12,321	2024
Forney Soccer Association	TX	\$302,018	Vice President	\$15,091	\$16,799	2024
Usa Recreation Soccer	UT	\$301,644	President	\$7,805	\$8,889	2024
Tidewater Advanced Soccer League Inc	VA	\$301,088	Administrator	\$14,500	\$15,580	2024
Elite Soccer Youth Development	MD	\$299,769	President	\$28,510	\$29,661	2024
Capital East Soccer Club	WI	\$308,982	Director Of Coaching	\$3,000	\$3,397	2025
American River Futbol Club	CA	\$298,037	Director Of Coaching	\$12,000	\$11,531	2024
Centex Storm Soccer Club Inc	TX	\$297,637	General Manager	\$11,000	\$12,245	2024
Black Watch Soccer Club Inc	NY	\$297,441	Presidentceo	\$79,998	\$80,444	2024
Valley Stream Soccer Club	NY	\$310,609	Vice President	\$24,000	\$24,134	2024
New River United	VA	\$310,667	Executive Di	\$51,057	\$54,860	2024
Arden Park Soccer Club	CA	\$312,470	Registrar	\$3,500	\$3,462	2023
DeKalb County United Academy	IL	\$294,587	President	\$26,255	\$28,724	2024
Fife Milton Edgewood Junior Soccer Club	WA	\$292,907	President	\$500	\$498	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
United Stl Academy Inc	MO	\$315,369	President	\$86,000	\$101,364	2024
Woodford Youth Soccer Association Inc	KY	\$318,076	Administrator	\$20,000	\$23,295	2025
Ballard Youth Soccer Club	WA	\$289,392	Director, Registrar	\$23,400	\$22,713	2025
Michigan Youth Soccer League	MI	\$319,835	President	\$45,061	\$51,758	2024
Houston Fc	TX	\$287,753	President	\$36,000	\$40,074	2024
Balon Usa	CO	\$321,851	Executive Dir.	\$58,840	\$64,640	2023
Tracyton Soccer Club	WA	\$285,580	Registrar And Administrator	\$12,160	\$12,115	2024
Amarillo Rush Soccer Club	TX	\$322,207	President	\$2,515	\$2,800	2024
Fc 814 Inc	PA	\$322,454	Registrar	\$4,882	\$5,278	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MA 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 MA 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 152 organizations. Compensation range \$498–\$111,770; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$303,837); for reference, expenses \$266,885 and assets \$188,376.

ROLE MATCH Kelly Pierce, reported title "*RISK MANAGER/BOOKKEEPER*", 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.**

RELATED-ORG PAY 3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	57 th
Total compensation (D + F), as reported (no adjustments)	62 nd
Reportable pay only (column D), adjusted	58 th
All sources (D + E + F), adjusted	57 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 (Kelly Pierce) 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 152 similarly situated organizations (Same NTEE sector (N64), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$37,632 is reasonable (approximately the 57th 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.