

# Sweet Monday Inc

Executive Director / CEO

EIN 200880508

VA · NTEE X83

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Paula Nelson, Executive Director / CEO** (\$25,700) against **every comparable organization** that fit the selection criteria — **17** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **24<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

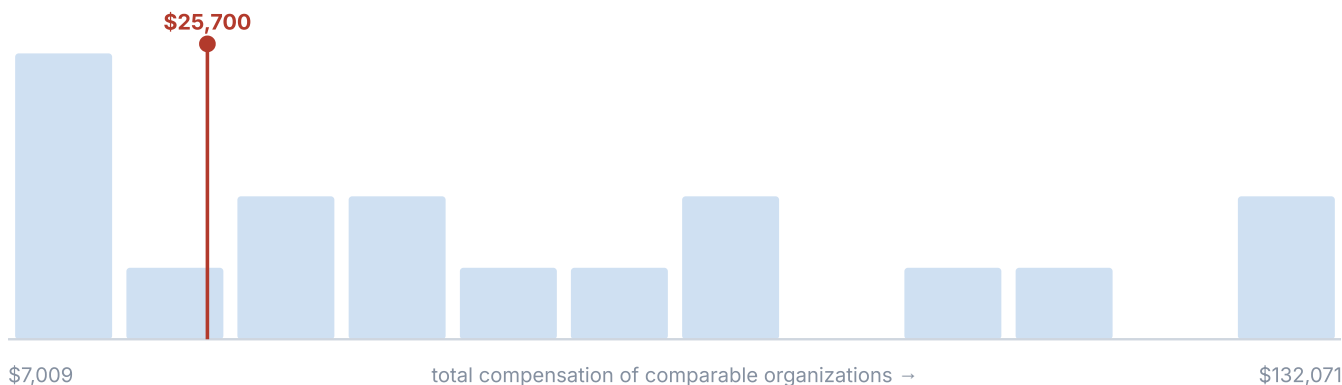
**Benchmarked executive:** Paula Nelson — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X83).
BUDGET	Total revenue between \$138,255 and \$309,526 — 0.67x to 1.50x the subject's \$206,351 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X83), nationwide + budget 0.67–1.5x revenue.

**17** organizations qualified on sector, size, and geography → **17** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$15,623	\$26,978	\$47,972	\$78,120	\$113,333	\$25,700
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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 VA 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="#">Media For Christ</a>	CA	\$198,673	President	\$18,000	<b>\$16,098</b>	2024
<a href="#">They Need The Bible</a>	MN	\$214,332	Founder	\$100,991	<b>\$103,352</b>	2024
<a href="#">Larger Story Inc</a>	CO	\$198,032	Secretary	\$49,583	<b>\$47,972</b>	2025
<a href="#">Living The New Life Ministries</a>	NC	\$220,236	President	\$72,000	<b>\$77,050</b>	2024
<a href="#">Braille Bibles International</a>	MO	\$222,178	President	\$113,608	<b>\$128,304</b>	2023
<a href="#">It's A New Day Inc</a>	GA	\$225,289	Sec/treasurer	\$6,731	<b>\$7,009</b>	2024
<a href="#">The Korean Baptist Press Of The United States Inc</a>	GA	\$227,059	President	\$34,722	<b>\$36,158</b>	2024
<a href="#">Congregation Tifereth Bnai Torah</a>	NY	\$176,780	Pres	\$137,072	<b>\$132,071</b>	2023
<a href="#">Barclay Press Inc</a>	OR	\$167,273	President	\$54,000	<b>\$51,937</b>	2024
<a href="#">St Bonaventure Publications</a>	MT	\$152,765	President	\$86,000	<b>\$96,011</b>	2024
<a href="#">Message Of Life Ministries</a>	TN	\$148,967	President	\$69,700	<b>\$78,120</b>	2023
<a href="#">The Korean Christian Times Corp</a>	GA	\$272,408	Secretary	\$40,268	<b>\$43,172</b>	2023
<a href="#">White Horse Ministries Inc</a>	ID	\$275,261	President	\$13,921	<b>\$15,790</b>	2023
<a href="#">Ewtn Publishing Inc</a>	AL	\$281,154	Chairman, Ceo & Governor	\$33,200	<b>\$38,245</b>	2023
<a href="#">Faihtree Resources</a>	CA	\$301,860	Executive Director	\$75,000	<b>\$69,055</b>	2023
<a href="#">Fundacion Ramon Pane Inc</a>	FL	\$304,158	Director	\$15,800	<b>\$15,373</b>	2024
<a href="#">The Jewish Learning Group Inc</a>	NY	\$307,347	Pres./dir.	\$28,000	<b>\$26,978</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

## ● Methodology

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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 VA 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

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PEER COUNT	17 organizations. Compensation range \$7,009–\$132,071; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$206,351); for reference, expenses \$178,377 and assets \$154,853.
ROLE MATCH	Paula Nelson, reported title " <i>EXECUTIVE DI</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.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	24 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	24 <sup>th</sup>
Reportable pay only (column D), adjusted	35 <sup>th</sup>
All sources (D + E + F), adjusted	24 <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

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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 (Paula Nelson) 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 17 similarly situated organizations (Same NTEE sector (X83), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$25,700 is reasonable (approximately the 24<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.