

# We Grow Dreams Inc

Executive Director / CEO

This analysis benchmarks the total compensation of **Gregg Bettcher, Executive Director / CEO** (\$30,000) 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 **26<sup>th</sup>** percentile of comparable organizations within the typical range

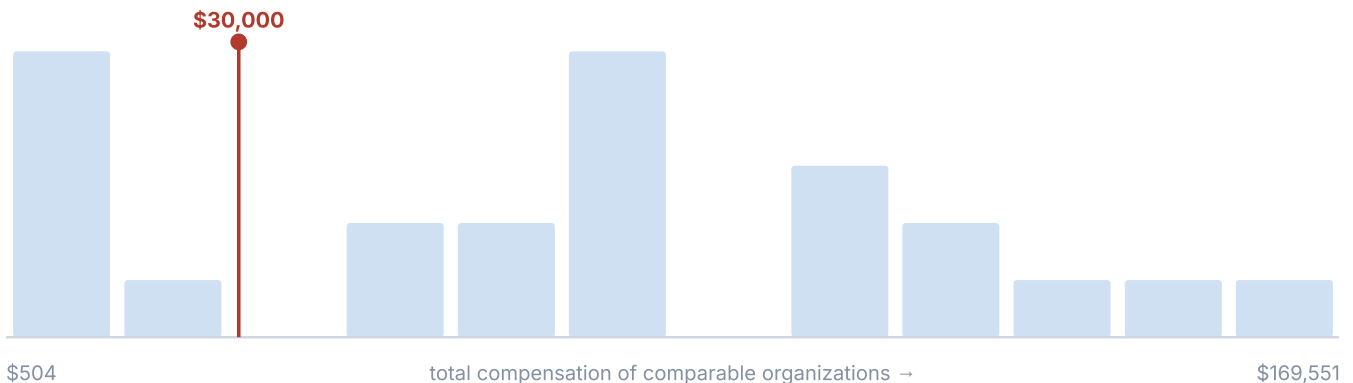
**Benchmarked executive:** Gregg Bettcher — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (J99).
BUDGET	Total revenue between \$245,611 and \$549,877 — 0.67x to 1.50x the subject's \$366,585 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (J99), nationwide + 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



\$5,541	\$34,690	\$76,839	\$104,658	\$127,709	\$30,000
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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 IL 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="#">Tri-isle Personal Care Inc</a>	HI	\$363,365	Frm Executive Director	\$51,808	<b>\$47,181</b>	2024
<a href="#">Selfhelp Foundation</a>	IL	\$353,464	Executive Director - Until 11/23	\$504	<b>\$504</b>	2024
<a href="#">Southeast Keller Corporation</a>	TX	\$348,053	Ceo	\$98,616	<b>\$100,341</b>	2024
<a href="#">Synergies Work Inc</a>	GA	\$386,485	Ceo	\$75,000	<b>\$76,706</b>	2024
<a href="#">Beautyunited</a>	CA	\$315,000	Executive Dir.	\$187,500	<b>\$169,551</b>	2023
<a href="#">Central Wisconsin Manufacturing</a>	WI	\$306,370	Executive Di	\$72,333	<b>\$76,839</b>	2024
<a href="#">Afge Local 0449</a>	NC	\$301,934	President	\$8,450	<b>\$8,881</b>	2024
<a href="#">Warriors Ethos Inc</a>	VA	\$301,922	Board Memberexecutive Direct	\$122,571	<b>\$123,935</b>	2023
<a href="#">Amal Academy Inc</a>	NY	\$300,000	Ceo	\$55,440	<b>\$52,463</b>	2023
<a href="#">The Medical Staff Of Cooley Dickinson</a>	MA	\$297,713	President	\$5,000	<b>\$4,706</b>	2023
<a href="#">Living Wage For Us Inc</a>	GA	\$292,025	Ceo	\$121,685	<b>\$128,129</b>	2023
<a href="#">Quality Support Solutions Inc</a>	UT	\$443,211	President	\$74,883	<b>\$80,260</b>	2023
<a href="#">Suits For Seniors Inc</a>	FL	\$449,120	Executive Director	\$84,950	<b>\$81,174</b>	2024
<a href="#">Sooners Helping Sooners Inc</a>	OK	\$279,616	Chief Executive Officer	\$90,000	<b>\$103,781</b>	2023
<a href="#">Working Today Inc</a>	NY	\$460,826	Exec. Director	\$24,152	<b>\$22,199</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Aircraft Mechanics Fraternal Assc L04</a>	IL	\$462,848	President	\$2,781	<b>\$2,781</b>	2024
<a href="#">Farm Labor Organizing Committee</a>	OH	\$468,637	President	\$75,600	<b>\$83,853</b>	2023
<a href="#">Mentoring Partnership Of Minnesota</a>	MN	\$476,254	Executive Director	\$105,000	<b>\$105,534</b>	2024
<a href="#">National Skilled Trades Network</a>	OH	\$482,057	Co-executive Director	\$60,000	<b>\$64,641</b>	2024
<a href="#">Birmingham Corps</a>	AL	\$502,786	Executive Director	\$117,721	<b>\$126,028</b>	2025
<a href="#">American Golf Foundation</a>	CA	\$538,330	Exec Dir & Secr	\$16,090	<b>\$14,132</b>	2024
<a href="#">Nevada Association Of Public Safety Officers</a>	NV	\$538,777	Executive Director	\$140,966	<b>\$143,727</b>	2024
<a href="#">Pockets Full Of Sunshine</a>	SC	\$539,988	Board Member	\$57,600	<b>\$61,123</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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 \$504–\$169,551; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$366,585); for reference, expenses \$414,246 and assets \$737,249.
ROLE MATCH	Gregg Bettcher, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 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	26 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	26 <sup>th</sup>
Reportable pay only (column D), adjusted	30 <sup>th</sup>
All sources (D + E + F), adjusted	13 <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 (Gregg Bettcher) 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 (J99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$30,000 is reasonable (approximately the 26<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.