

Wisconsin Education Innovations Inc

Executive Director / CEO

EIN 205194307
 WI · NTEE B30
 FY ending 2024-06-30
 June 9, 2026

This analysis benchmarks the total compensation of **Jill Purvis, Executive Director / CEO** (\$57,720) against **every comparable organization** that fit the selection criteria — **59** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **42nd** percentile of comparable organizations within the typical range

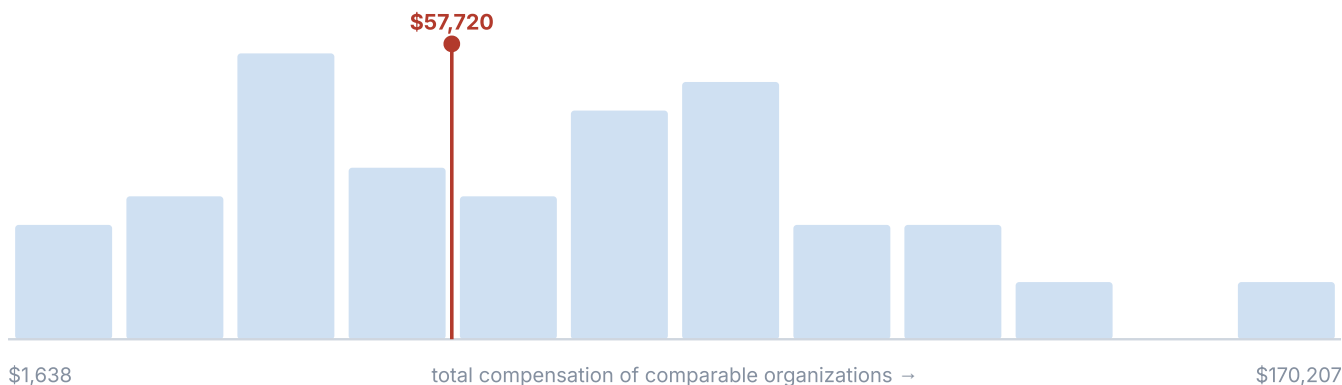
Benchmarked executive: Jill Purvis — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B30).
BUDGET	Total revenue between \$282,677 and \$632,859 — 0.67x to 1.50x the subject's \$421,906 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B30), nationwide + budget 0.67–1.5x revenue.

59 organizations qualified on sector, size, and geography → **59** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$26,980	\$39,114	\$70,546	\$93,725	\$124,339	\$57,720
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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 WI 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
Chicago School Of Violin Making Inc	IL	\$427,305	Executive Director	\$95,699	\$90,087	2024
Northeast Iowa Ironworkers	IA	\$413,362	Trustee Alte	\$9,513	\$9,717	2025
Plumbers & Steamfitters Local 568 Appren	MS	\$433,287	Former Union Trustee	\$49,040	\$52,298	2024
Ironworkers Local #12 Education And	NY	\$434,499	Trustee	\$75,954	\$65,719	2024
Unite Here Local 54 Training &	NJ	\$406,192	Chairperson/union Trustee	\$28,157	\$24,783	2023
Restore Texas Ministries	TX	\$449,381	Ceo	\$68,624	\$67,671	2023
Chedvas Bais Yaakov	OH	\$451,871	Trustee	\$49,756	\$50,461	2024
Bell Tech Career Institute	TX	\$452,245	Trustee	\$81,816	\$78,365	2024
Iowa State Trowel Trades Apprentice	IA	\$385,735	Trustee	\$102,959	\$107,945	2024
Berkeley Herbal Center	CA	\$460,216	Exec Directo	\$91,616	\$75,750	2024
Total Beauty Institute	FL	\$465,191	President	\$51,269	\$46,117	2024
Spirit Of Aloha Outreaches	HI	\$375,679	President	\$102,291	\$90,281	2023
South Carolina Indian Development Council Inc	SC	\$368,454	Exec. Director	\$63,346	\$61,647	2025
Circadium	PA	\$367,508	Executive Director	\$28,516	\$28,033	2023
Chafer Theological Seminary	NM	\$362,482	President	\$42,350	\$44,903	2023
Urban Youth Racing School Inc	PA	\$359,241	Executive Director	\$71,760	\$70,546	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Friends Of Amateur Rocketry Inc	CA	\$485,160	President	\$8,532	\$7,263	2023
Montana Iec Education	MT	\$487,047	School Admin	\$72,336	\$74,662	2024
Aim Inc - Ambitious Imaginative Motivated	NJ	\$488,357	Director Ceo	\$57,890	\$49,491	2024
Upright Wellness Center Inc	CA	\$355,126	Ceo	\$150,000	\$124,023	2024
Regional Training Institute Inc	AL	\$489,416	Director Of Education	\$38,540	\$41,045	2023
Local 107 Development And Training	WI	\$354,146	Union Trustee	\$135,907	\$132,404	2025
Association Of Camp Nursing Inc	KY	\$349,998	Ceo	\$31,577	\$32,484	2024
Suncoast Career Academy Inc	FL	\$347,093	Board Member	\$31,130	\$28,002	2024
Plumbing-heating-cooling Contractors Academy Of San Diego	CA	\$497,446	Cheif Executive Officer	\$30,720	\$26,150	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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 59 organizations. Compensation range \$1,638–\$170,207; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$421,906); for reference, expenses \$443,587 and assets \$279,379.

ROLE MATCH Jill Purvis, reported title "*EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 6 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	42 nd
Total compensation (D + F), as reported (no adjustments)	39 th
Reportable pay only (column D), adjusted	46 th
All sources (D + E + F), adjusted	36 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 (Jill Purvis) 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 59 similarly situated organizations (Same NTEE sector (B30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$57,720 is reasonable (approximately the 42nd 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.