

# Genesis Foundation For Fitness & Tennis

Executive Director / CEO

EIN 208142038  
 KS · NTEE N40  
 FY ending 2023-12-31  
 June 10, 2026

This analysis benchmarks the total compensation of **Deann White, Executive Director / CEO** (\$49,792) against **every comparable organization** that fit the selection criteria — **26** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **69<sup>th</sup>** percentile of comparable organizations within the typical range

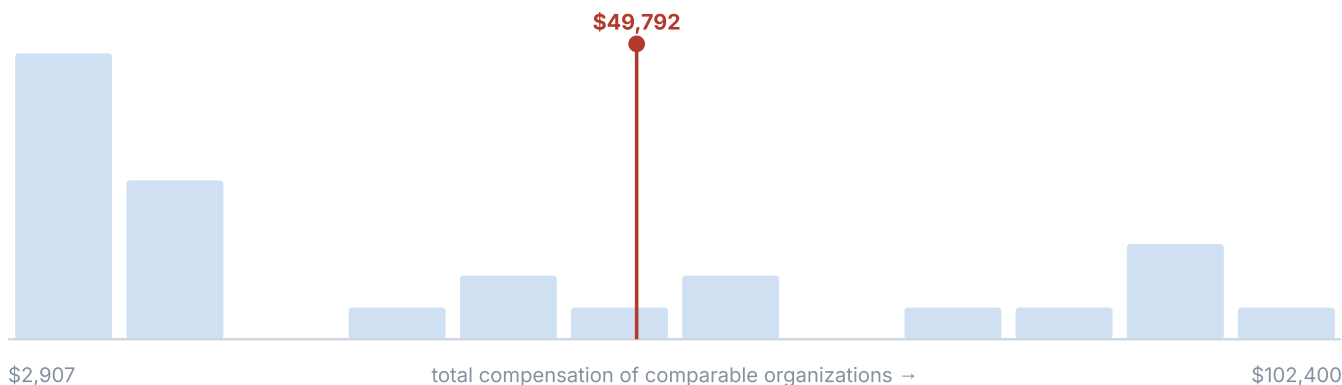
**Benchmarked executive:** Deann White — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (N40).
BUDGET	Total revenue between \$151,608 and \$339,421 — 0.67x to 1.50x the subject's \$226,281 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (N40), nationwide + budget 0.67–1.5x revenue.

**26** organizations qualified on sector, size, and geography → **26** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,532	\$9,200	\$16,826	\$57,622	\$88,532	\$49,792
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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 KS 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="#">National Collegiate Acrobatics And Tumbling Association</a>	WA	\$230,783	Executive Director	\$17,500	<b>\$13,724</b>	2025
<a href="#">Capital Athletic Conference Inc</a>	FL	\$220,355	Commissioner	\$91,394	<b>\$75,203</b>	2025
<a href="#">Rockford Barbell</a>	IL	\$218,596	Treasurer	\$17,888	<b>\$15,811</b>	2024
<a href="#">Bay Area Youth Baseball Foundation</a>	CA	\$236,845	President	\$60,000	<b>\$47,957</b>	2023
<a href="#">Dual County League Inc</a>	MA	\$214,827	Exec Sec	\$11,002	<b>\$8,889</b>	2024
<a href="#">Mile High Rowing Club</a>	CO	\$210,547	Head Coach	\$42,000	<b>\$37,278</b>	2023
<a href="#">Karatedo Honma Dojo Inc</a>	NY	\$242,136	Executive Director & Chief Instruct	\$50,350	<b>\$40,906</b>	2024
<a href="#">Excellence Thru Athletics Corp</a>	CA	\$242,518	President	\$9,145	<b>\$7,310</b>	2023
<a href="#">North Jersey Interscholastic</a>	NJ	\$243,235	Executive Director	\$7,500	<b>\$5,865</b>	2025
<a href="#">Cheshire County Shooting Sports Educatio</a>	NH	\$245,318	General Manager	\$17,550	<b>\$15,000</b>	2023
<a href="#">Abs Park</a>	MT	\$248,188	Vice President	\$8,000	<b>\$7,753</b>	2024
<a href="#">South-west Conference Inc</a>	CT	\$202,427	Commissioner	\$15,000	<b>\$12,319</b>	2025
<a href="#">Club Prime</a>	CA	\$197,265	Director	\$13,050	<b>\$10,132</b>	2024
<a href="#">Sooner Athletic Conference</a>	AR	\$260,873	Commissioner	\$101,325	<b>\$102,400</b>	2024
<a href="#">Sheriff Pal Program</a>	MI	\$263,765	Executive Director	\$63,500	<b>\$58,928</b>	2024
<a href="#">10th Mountain Lacrosse Inc</a>	CO	\$264,538	Director/coach	\$20,100	<b>\$17,840</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Incline Sports Corporation</a>	OR	\$266,884	President	\$64,320	<b>\$53,703</b>	2024
<a href="#">The Big North Athletic Conference Inc</a>	NJ	\$279,045	Executive Director	\$10,000	<b>\$7,821</b>	2025
<a href="#">Minnesota Renegades</a>	MN	\$286,672	Vice President	\$11,880	<b>\$10,554</b>	2024
<a href="#">American Southwest Conference</a>	TX	\$289,138	Former Commissioner	\$94,911	<b>\$87,881</b>	2023
<a href="#">Nirsa Foundation</a>	OR	\$156,210	Executive Director	\$40,165	<b>\$33,536</b>	2024
<a href="#">Fit &amp; Able Productions Inc</a>	NC	\$313,873	Executive Director	\$96,000	<b>\$89,183</b>	2024
<a href="#">Shorewood Swim Club Foundation Inc</a>	WI	\$322,818	Executive Dir.	\$92,984	<b>\$85,058</b>	2025
<a href="#">North Atlantic Conference Inc</a>	ME	\$327,188	Executive Dir.	\$106,461	<b>\$93,375</b>	2025
<a href="#">Next Step Archery</a>	WA	\$330,823	Vice Preside	\$10,154	<b>\$8,174</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KS cost of living and 2023 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 KS 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** 26 organizations. Compensation range \$2,907–\$102,400; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$226,281); for reference, expenses \$232,098 and assets \$211,905.

**ROLE MATCH** Deann White, reported title "*Executive Director*", 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	69 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	62 <sup>nd</sup>
Reportable pay only (column D), adjusted	69 <sup>th</sup>
All sources (D + E + F), adjusted	65 <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 (Deann White) 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 10, 2026, comparing compensation against 26 similarly situated organizations (Same NTEE sector (N40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$49,792 is reasonable (approximately the 69<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 10, 2026.