

Every Child A Reader In Escambia Inc

Executive Director / CEO

EIN 261200860

FL · NTEE B92

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Kristy Craig, Executive Director / CEO** (\$61,059) against **every comparable organization** that fit the selection criteria — **38** 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: Kristy Craig — 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 (B92).

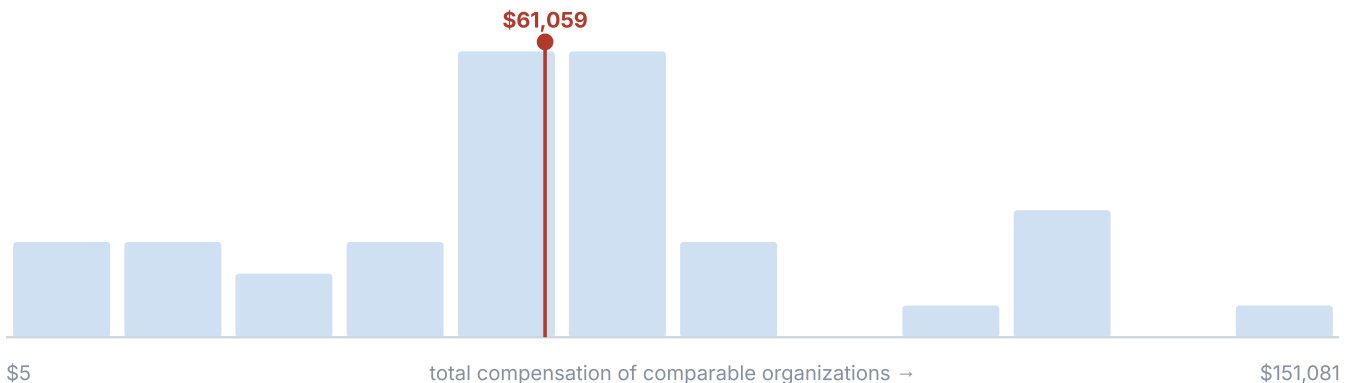
BUDGET Total revenue between \$230,725 and \$516,549 — 0.67x to 1.50x the subject's \$344,366 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (B92), nationwide + budget 0.67–1.5x revenue.

38 organizations qualified on sector, size, and geography

→ **38** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,909	\$47,944	\$62,028	\$74,179	\$115,621	\$61,059
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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 FL 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
Lifechange Community Service Inc	CA	\$347,084	Key Employee	\$22,917	\$21,065	2024
Main Street Scholars	CA	\$338,848	Executive Di	\$36,000	\$32,238	2025
Maryland Reads Inc	MD	\$355,083	Executive Director	\$126,300	\$125,693	2024
Gaining Ground Inc	OK	\$366,413	Executive Director	\$57,634	\$69,550	2023
Reading Is Essential For All People	GA	\$321,854	President	\$55,000	\$58,868	2024
Enlightenment Bookstore And	NY	\$319,531	Executive Di	\$62,789	\$62,181	2023
Family Literacy Network Inc	TX	\$309,744	Director	\$8,100	\$8,625	2024
Desiring Advancement Overseas Inc	TN	\$382,749	President	\$58,000	\$66,814	2023
Learning Is For Tomorrow Inc	MD	\$305,217	Executive Di	\$90,066	\$87,322	2025
Palmetto State Literacy Associaton	SC	\$303,184	Treasurer	\$12,000	\$13,326	2024
Smart Family Literacy Inc	TX	\$387,857	Executive Dir.	\$60,625	\$64,554	2024
The Center A Drop-in Community	CT	\$299,654	Executive Dir.	\$52,700	\$52,598	2024
St Louis Black Authors Of Childrens Literature	MO	\$289,700	President	\$42,262	\$47,648	2024
Dyslexia Reading Connection Inc	WI	\$402,730	Executive Dir.	\$56,640	\$62,967	2024
Uplift Literacy Inc	FL	\$282,525	Executive Director	\$52,200	\$50,854	2025
We Shall Read	MI	\$407,953	Executive Director	\$97,183	\$106,778	2024
Rowan County Literacy Council Inc	NC	\$259,540	Executive Di	\$33,808	\$37,185	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Sit Stay Read Inc	IL	\$429,365	Executive Director	\$148,186	\$151,081	2025
Street Books	OR	\$257,697	Executive Director	\$5	\$5	2023
Healthy Cities Tutoring Inc	CA	\$431,927	Executive Dir.	\$133,900	\$119,906	2025
Mid-state Literacy Council Inc	PA	\$256,728	Executive Director	\$64,153	\$68,101	2024
The Max Warburg Courage Curriculum Inc	MA	\$435,351	Executive Director	\$128,694	\$123,104	2024
Literacy Action Of Central Arkansas Inc	AR	\$251,341	Exec Director	\$51,600	\$61,741	2024
Steamboat Reading Inc	CO	\$440,415	Executive Dir.	\$83,213	\$84,936	2024
The Real Program Inc	MA	\$248,178	Director	\$51,050	\$48,832	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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	38 organizations. Compensation range \$5–\$151,081; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$344,366); for reference, expenses \$320,732 and assets \$171,623.
ROLE MATCH	Kristy Craig, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 7 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

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)	58 th
Reportable pay only (column D), adjusted	42 nd
All sources (D + E + F), adjusted	42 nd

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 (Kristy Craig) 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 38 similarly situated organizations (Same NTEE sector (B92), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$61,059 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.