

# Yupik Women's Coalition

Executive Director / CEO

EIN 262639071  
 AK · NTEE P83  
 FY ending 2023-06-30  
 June 10, 2026

This analysis benchmarks the total compensation of **Lenora Hootch, Executive Director / CEO** (\$119,698) against the **2000** closest of **3,645** comparable organizations — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **97<sup>th</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

**Benchmarked executive:** Lenora Hootch — reported title “EXECUTIVE DIRETOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P83).
BUDGET	Total revenue between \$211,829 and \$474,244 — 0.67x to 1.50x the subject's \$316,163 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (P), nationwide + budget 0.67–1.5x revenue.

**3,645** organizations qualified on sector, size, and geography → **2,000** within the band form the benchmarked peer set (closest by budget).

## Distribution of comparable compensation



\$15,323	\$30,819	\$52,396	\$72,635	\$93,485	<b>\$119,698</b>
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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 AK 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="#">Indiana Blind Children's Foundation</a>	IN	\$316,146	Executive Director	\$97,765	<b>\$107,838</b>	2023
<a href="#">The Fold Inc</a>	VT	\$316,181	Executive Director	\$74,011	<b>\$73,733</b>	2025
<a href="#">Atlas Of Rock County</a>	MN	\$316,230	Director	\$53,166	<b>\$54,949</b>	2023
<a href="#">Dr Jennifer M Jones Foundation</a>	CA	\$316,270	President/ceo	\$161,000	<b>\$145,415</b>	2023
<a href="#">Skagit Adult Day Care</a>	WA	\$316,037	Executive Director	\$67,725	<b>\$61,602</b>	2024
<a href="#">Horsin' Around Camp Inc</a>	KY	\$316,030	Executive Director	\$82,169	<b>\$92,338</b>	2023
<a href="#">Monroe Gospel Womens Mission</a>	WA	\$316,019	Executive Director	\$49,365	<b>\$44,903</b>	2024
<a href="#">Seeds Of Hope Homes Inc</a>	CA	\$316,591	President	\$32,400	<b>\$28,424</b>	2024
<a href="#">Casa A Voice For Children</a>	CA	\$315,713	Ceo	\$147,072	<b>\$129,024</b>	2024
<a href="#">Smiles Childcare</a>	CA	\$315,687	Ceo	\$14,000	<b>\$12,645</b>	2023
<a href="#">Douglas Braxton Inc</a>	FL	\$316,688	Executive Director	\$47,334	<b>\$45,176</b>	2024
<a href="#">Lakota Child Care Center</a>	ND	\$316,700	Director	\$42,756	<b>\$47,669</b>	2024
<a href="#">In The City For Good</a>	TX	\$316,769	President/ceo/director	\$52,000	<b>\$52,846</b>	2024
<a href="#">Steel Magnolia Moms</a>	TX	\$316,806	President Through Jan 2024	\$70,968	<b>\$72,123</b>	2024
<a href="#">The Phyllis Wheatley Rise To Read Campaign Inc</a>	FL	\$315,451	Chairwoman & Ceo	\$38,730	<b>\$36,965</b>	2024
<a href="#">Dignity For Divas</a>	WA	\$316,884	Executive Director	\$45,142	<b>\$41,061</b>	2024
<a href="#">Oasis Of Hope Center</a>	MI	\$315,411	Executive Di	\$18,500	<b>\$19,400</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Our Harbor Of Hope For Families</a>	TX	\$316,930	Executive Director	\$30,937	<b>\$32,369</b>	2023
<a href="#">Jesse Cosby Neighborhood Center Inc</a>	IA	\$316,945	Executive Director	\$62,315	<b>\$67,533</b>	2025
<a href="#">Gustafson Counseling And Consulting</a>	KS	\$317,012	President	\$25,000	<b>\$27,440</b>	2024
<a href="#">Life Choices Center Inc</a>	NY	\$315,309	Executive Dir.	\$59,032	<b>\$54,194</b>	2024
<a href="#">The Lucas Project</a>	MI	\$317,067	Executive Di	\$48,000	<b>\$51,822</b>	2023
<a href="#">Amaana Disability Community Resource</a>	LA	\$317,109	Executive Dir.	\$46,800	<b>\$52,355</b>	2024
<a href="#">Church Street Ministries Inc</a>	OH	\$317,165	Executive Director	\$48,000	<b>\$53,176</b>	2023
<a href="#">Foundations For Franklin County Inc</a>	MO	\$317,178	Executive Di	\$25,625	<b>\$28,388</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AK 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 AK 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

**PEER COUNT** 2000 organizations. Compensation range \$18–\$561,551; filing years 2021–2025.

**SIZE BASIS** Matched on total revenue (\$316,163); for reference, expenses \$347,623 and assets \$102,759.

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

RELATED-ORG PAY	142 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	35 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	97 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	97 <sup>th</sup>
Reportable pay only (column D), adjusted	98 <sup>th</sup>
All sources (D + E + F), adjusted	91 <sup>st</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 (Lenora Hootch) 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 2000 similarly situated organizations (Same NTEE major group (P), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$119,698 is reasonable (approximately the 97<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.