

Grow It Green Morristown Inc

Executive Director / CEO

EIN 264560703

NJ · NTEE C40

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Lisa Alexander, Executive Director / CEO** (\$56,813) against **every comparable organization** that fit the selection criteria — **794** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **28th** percentile of comparable organizations within the typical range

Benchmarked executive: Lisa Alexander — 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 (C40).
BUDGET	Total revenue between \$284,023 and \$635,872 — 0.67x to 1.50x the subject's \$423,915 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

794 organizations qualified on sector, size, and geography → **794** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,526	\$51,168	\$77,706	\$101,622	\$126,634	\$56,813
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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 NJ 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
Cloud City Conservation Center	CO	\$424,000	Executive Di	\$77,650	\$83,393	2023
Friends Of The Welty Environmental Center Inc	WI	\$424,763	Executive Director	\$41,050	\$48,017	2023
Climate Justice Hive	CO	\$424,930	President	\$20,250	\$21,124	2024
Public Land Solutions	UT	\$422,713	Managing Dir	\$105,744	\$117,738	2024
Green Cities Accord	MN	\$425,247	Director Of Programs And Operations	\$114,105	\$122,657	2024
Taos Land Trust	NM	\$422,542	Executive Di	\$77,377	\$93,212	2023
Center For Social Sustainable	NM	\$422,492	Executive Di	\$18,133	\$21,217	2024
Downtown Association Of Fairbanks	AK	\$425,634	Executive Director	\$66,548	\$71,259	2023
Doan Brook Watershed Partnership	OH	\$422,092	Executive Di	\$51,606	\$59,462	2024
Boulder Climbing Community	CO	\$421,952	Executive Dir.	\$93,500	\$97,535	2024
Ohio River Foundation	OH	\$425,997	Executive Director	\$135,609	\$156,254	2024
Missouri Energy Initiative	MO	\$421,763	Executive Di	\$122,100	\$140,689	2024
Agricultural-natural Resources Trust	CA	\$421,733	Executive Dir.	\$90,405	\$87,434	2023
Ecologik Institute	CA	\$421,600	President	\$18,270	\$17,163	2024
Brooklyn Greenway Initiative	NY	\$421,517	Executive Director	\$145,144	\$146,898	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Electrification Coalition Alliance Inc	DC	\$421,500	Executive Director	\$38,801	\$37,042	2024
Baduwa't Watershed Council	CA	\$426,600	Board President	\$55,370	\$50,673	2025
Wachiska Audubon Society Inc	NE	\$421,211	Executive Di	\$70,404	\$82,379	2024
East Hampton Village Foundation	NY	\$421,191	President & Ceo	\$150,000	\$151,812	2023
The Center For Water Security And	DC	\$426,670	Vice-chair And Executive Director	\$138,333	\$135,961	2023
The Freecycle Network	AZ	\$426,737	Executive Dir.	\$113,600	\$115,791	2025
Crystal Springs Foundation Inc	FL	\$427,082	Vp/executive Director	\$86,565	\$91,081	2023
Guadalupe-blanco River Trust	TX	\$427,195	Executive Director	\$33,000	\$35,911	2024
Northwest South Dakota Regional Landfill	SD	\$427,317	Manager	\$232,277	\$287,117	2023
River Rangers International Inc	OH	\$420,310	President/ce	\$75,000	\$86,418	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ 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 NJ 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 **794** organizations. Compensation range \$332–\$942,795; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$423,915); for reference, expenses \$384,790 and assets \$651,925.
ROLE MATCH	Lisa Alexander, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	39 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	21 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	28 th
Total compensation (D + F), as reported (no adjustments)	31 st
Reportable pay only (column D), adjusted	30 th
All sources (D + E + F), adjusted	25 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 (Lisa Alexander) 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 794 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$56,813 is reasonable (approximately the 28th 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.