

Greater Eastover Neighborhood Foundation

Executive Director / CEO

EIN 270971037

MS · NTEE C50

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Dana Robertson, Executive Director / CEO** (\$63,700) against **every comparable organization** that fit the selection criteria — **44** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **61st** percentile of comparable organizations

within the typical range

Benchmarked executive: Dana Robertson — 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 (C50).

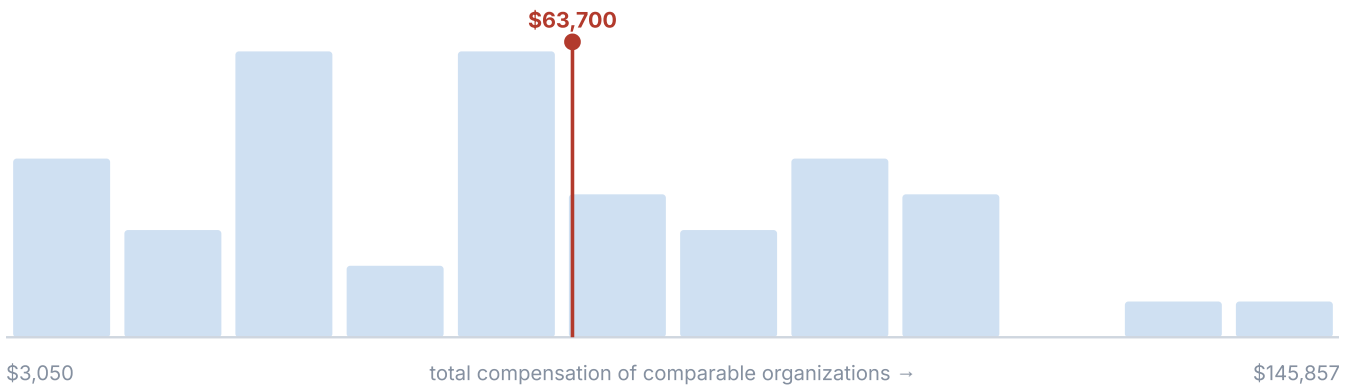
BUDGET Total revenue between \$206,485 and \$462,280 — 0.67x to 1.50x the subject's \$308,187 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (C50), nationwide + budget 0.67–1.5x revenue.

44 organizations qualified on sector, size, and geography

→ **44** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,363

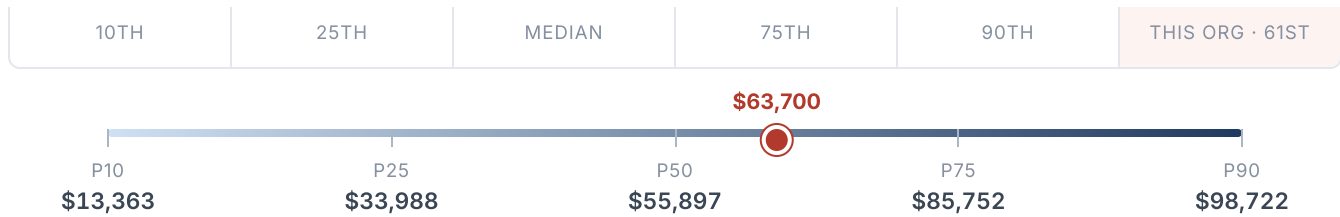
\$33,988

\$55,897

\$85,752

\$98,722

\$63,700



● 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 MS 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
San Francisco Beautiful	CA	\$306,005	Executive Dir.	\$48,449	\$36,485	2024
Keep Prince William Beautiful Inc	VA	\$305,840	Executive Dir.	\$61,365	\$53,199	2023
Vermont Green-up Inc	VT	\$302,409	Executive Di	\$104,230	\$94,195	2023
Accounting For Sustainability	CA	\$319,429	Executive Dir.	\$176,867	\$133,193	2024
Scenic Walton Inc	FL	\$322,166	Executive Director	\$120,705	\$98,891	2024
Keep Lee County Beautiful Inc	FL	\$294,141	Executive Director	\$60,160	\$50,744	2023
Greenscape Of Jacksonville Inc	FL	\$325,928	Executive Di	\$85,000	\$69,638	2024
Carlsbad Mainstreet Project	NM	\$288,535	Executive Director	\$57,750	\$55,770	2023
Keep Toledolucas County	OH	\$279,879	Exec Directo	\$92,648	\$88,106	2023
Keep Nebraska Beautiful	NE	\$278,359	President	\$92,600	\$89,425	2023
Saratoga County Foundation Inc	NY	\$342,857	Chamber President	\$35,004	\$27,586	2024
Citizens Caring For Clearlake	CA	\$268,914	President & Ceo	\$4,050	\$3,050	2024
Scenic Houston Inc	TX	\$347,997	Executive Director	\$167,194	\$145,857	2024
Proud Louisiana Llc	LA	\$348,338	Executive Di	\$32,667	\$31,371	2024
Keep Midland Beautiful Inc	TX	\$351,019	Executive Dir.	\$28,413	\$24,787	2024
Keep Alabama Beautiful	AL	\$256,170	Executive Director	\$41,000	\$38,629	2024
Keep North Fulton Beautiful Inc	GA	\$360,232	Former Executive Director	\$85,800	\$80,636	2022
Keep Virginia Beautiful	VA	\$245,919	Executive Director	\$80,000	\$67,365	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Keep Evansville Beautiful Inc	IN	\$242,493	Past Executive Director	\$62,047	\$57,064	2024
Wyoming Pathways	WY	\$241,814	Executive Director	\$90,000	\$86,531	2023
Scenic Pittsburgh	PA	\$240,966	Executive Director	\$71,500	\$64,020	2023
Cuenca Los Ojos	AZ	\$375,552	Executive Director	\$35,337	\$29,638	2024
Next Level Productions And Promotions	FL	\$376,467	President	\$11,099	\$9,362	2023
Keep Jackson Beautiful	MS	\$238,983	Executive Dir	\$3,200	\$3,200	2023
Chandler Park Conservancy	MI	\$235,449	Ceo	\$118,533	\$106,699	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MS 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 MS 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	44 organizations. Compensation range \$3,050–\$145,857; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$308,187); for reference, expenses \$355,924 and assets \$154,883.
ROLE MATCH	Dana Robertson, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 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	61 st
Total compensation (D + F), as reported (no adjustments)	52 nd
Reportable pay only (column D), adjusted	61 st
All sources (D + E + F), adjusted	55 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 (Dana Robertson) 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 44 similarly situated organizations (Same NTEE sector (C50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,700 is reasonable (approximately the 61st 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.