

# People Loving People Inc

Executive Director / CEO

EIN 271456063

WI · NTEE X20

FY ending 2024-12-31

June 13, 2026

This analysis benchmarks the total compensation of **Gwen Andersen, Executive Director / CEO** (\$55,362) against **every comparable organization** that fit the selection criteria — **371** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **67<sup>th</sup>** percentile of comparable organizations within the typical range

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

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X20).
BUDGET	Total revenue between \$94,691 and \$211,995 — 0.67x to 1.50x the subject's \$141,330 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X20), nationwide + budget 0.67–1.5x revenue.

**371** organizations qualified on sector, size, and geography → **371** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,480	\$21,245	\$38,034	\$67,234	\$100,345	\$55,362
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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 WI 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="#">El Paso Palabra Viva</a>	TX	\$141,466	Pastor Director	\$18,000	<b>\$17,750</b>	2023
<a href="#">Beverly Crawford Ministries Inc</a>	FL	\$141,058	President	\$13,963	<b>\$12,560</b>	2024
<a href="#">Mercy Manor Inc</a>	OH	\$141,047	Executive Director	\$25,000	<b>\$25,354</b>	2024
<a href="#">Byrd Ministries</a>	HI	\$141,723	President/director	\$26,606	<b>\$22,809</b>	2024
<a href="#">Peter Snyder Ministries</a>	AZ	\$141,972	President	\$70,500	<b>\$64,921</b>	2024
<a href="#">Kathie Davidson Ministries</a>	TX	\$141,986	President	\$19,500	<b>\$19,229</b>	2023
<a href="#">Quaker Hill Foundation Inc</a>	IN	\$140,335	Executive Director	\$53,994	<b>\$53,115</b>	2025
<a href="#">Living Water Fellowship Church</a>	MN	\$140,295	Pastor	\$30,000	<b>\$28,384</b>	2024
<a href="#">Latter Glory Ministries</a>	PA	\$142,392	President	\$12,600	<b>\$12,031</b>	2024
<a href="#">Suit Up Ministries</a>	TX	\$142,508	Director	\$21,731	<b>\$20,814</b>	2024
<a href="#">Istoria Ministries Inc</a>	OK	\$139,949	President	\$48,000	<b>\$52,104</b>	2023
<a href="#">Invade Transitional Home And Ministries</a>	AR	\$139,478	Chariman	\$22,017	<b>\$23,697</b>	2024
<a href="#">Episcopal Network For Stewardship Inc</a>	CA	\$139,464	Executive Director	\$61,200	<b>\$52,096</b>	2023
<a href="#">Mission 15-21</a>	OR	\$143,482	President	\$45,360	<b>\$40,334</b>	2024
<a href="#">Genon Ministries Inc</a>	PA	\$138,944	Executive Di	\$45,162	<b>\$44,398</b>	2023
<a href="#">Strategies4life Inc</a>	FL	\$143,943	Director	\$2,000	<b>\$1,799</b>	2024
<a href="#">Mary James Ministries Inc</a>	CA	\$137,998	President	\$50,000	<b>\$42,562</b>	2023
<a href="#">Ron Jones Ministries Inc</a>	VA	\$144,758	Secretary	\$6,250	<b>\$5,629</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Jonathan Del Turco Ministries Inc</a>	MA	\$144,922	President	\$140,625	<b>\$121,000</b>	2024
<a href="#">Jesus Spoken Here Ministries Inc</a>	GA	\$145,257	President	\$94,380	<b>\$90,866</b>	2024
<a href="#">Shekinah Glory Ministries</a>	LA	\$145,272	President	\$55,235	<b>\$59,957</b>	2023
<a href="#">New Paradigm Christian Church</a>	IN	\$145,593	Pastor	\$35,296	<b>\$35,641</b>	2024
<a href="#">International Praise Harvest Ministries</a>	MD	\$145,600	General Overseer	\$30,341	<b>\$27,963</b>	2023
<a href="#">Rock Builders Christian Ministries</a>	CA	\$137,009	President	\$23,250	<b>\$19,224</b>	2024
<a href="#">Coffee Connection Inc</a>	KS	\$136,665	Employee	\$32,490	<b>\$34,602</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	371 organizations. Compensation range \$1–\$453,170; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$141,330); for reference, expenses \$185,541 and assets \$132,927.
ROLE MATCH	Gwen Andersen, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	14 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	67 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	66 <sup>th</sup>
Reportable pay only (column D), adjusted	73 <sup>rd</sup>
All sources (D + E + F), adjusted	66 <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 (Gwen Andersen) 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 13, 2026, comparing compensation against 371 similarly situated organizations (Same NTEE sector (X20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$55,362 is reasonable (approximately the 67<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 13, 2026.