

# Women's Fund Of Greater La Crosse Inc

Executive Director / CEO

EIN 272394065

WI · NTEE T12

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sarah Ellingson, Executive Director / CEO** (\$52,600) against **every comparable organization** that fit the selection criteria — **52** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62<sup>nd</sup>** percentile of comparable organizations within the typical range

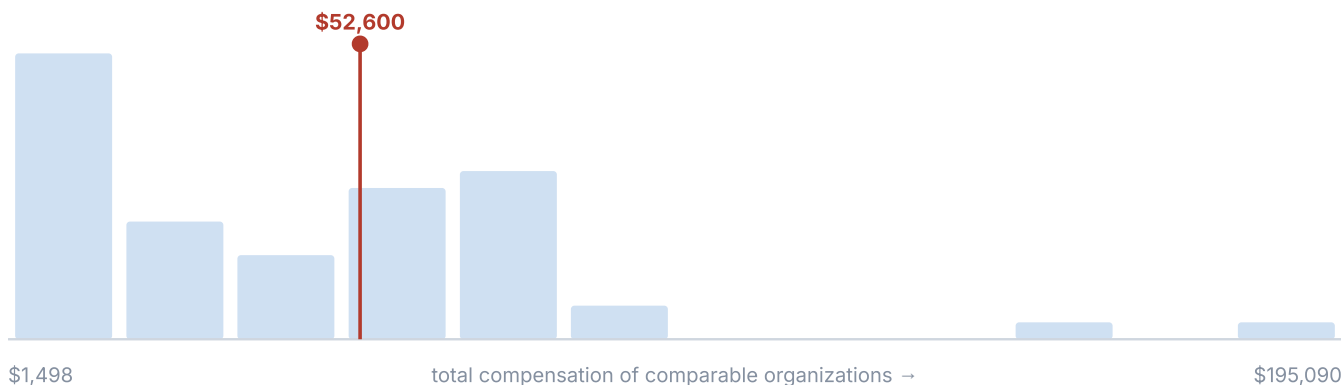
**Benchmarked executive:** Sarah Ellingson — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

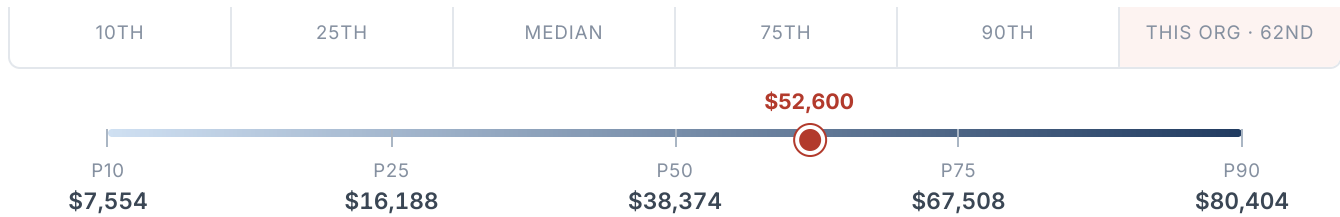
SECTOR	Organizations sharing the subject's NTEE classification (T12).
BUDGET	Total revenue between \$176,700 and \$395,598 — 0.67x to 1.50x the subject's \$263,732 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T12), nationwide + budget 0.67–1.5x revenue.

**52** organizations qualified on sector, size, and geography → **52** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,554	\$16,188	\$38,374	\$67,508	\$80,404	\$52,600
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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="#">Childrens Network Internationa</a>	GA	\$261,184	Ceo/cfo	\$9,600	<b>\$9,516</b>	2023
<a href="#">Ps I Love You Foundation</a>	CA	\$266,739	Key Employee	\$78,000	<b>\$66,397</b>	2023
<a href="#">Lakes Area United Way</a>	MN	\$271,036	Executive Dir.	\$66,522	<b>\$62,939</b>	2024
<a href="#">Exodus Vision</a>	CA	\$271,629	President	\$20,833	<b>\$17,225</b>	2024
<a href="#">Straight Street International</a>	TN	\$253,475	Treasurer	\$41,000	<b>\$42,485</b>	2023
<a href="#">Angela Stanford Foundation</a>	TX	\$274,306	Executive Dir.	\$53,750	<b>\$51,483</b>	2024
<a href="#">The Isaacs Foundation</a>	TN	\$276,448	President	\$16,800	<b>\$16,909</b>	2024
<a href="#">The Lifeshare Foundation</a>	OK	\$248,336	Chief Executive Officer	\$48,631	<b>\$51,275</b>	2024
<a href="#">All For Lunch Inc</a>	GA	\$247,690	Executive Director	\$30,000	<b>\$28,883</b>	2024
<a href="#">Love Our Veterans Inc</a>	NC	\$245,116	President	\$77,662	<b>\$79,106</b>	2023
<a href="#">Grant Fuhr Foundation</a>	CA	\$288,111	Event Director	\$20,000	<b>\$16,536</b>	2024
<a href="#">Hope Reigns Charity Foundation Inc</a>	CA	\$288,247	President	\$26,561	<b>\$21,961</b>	2024
<a href="#">Laborers' District Council</a>	IL	\$239,085	Chairman	\$207,244	<b>\$195,090</b>	2024
<a href="#">Air Capital Charities Inc</a>	KS	\$233,591	President/director	\$89,357	<b>\$92,435</b>	2024
<a href="#">Southwest Members Care Inc</a>	TN	\$231,021	President	\$161,707	<b>\$162,756</b>	2024
<a href="#">The Marcus Allen Foundation</a>	CA	\$297,468	President And Ceo	\$94,084	<b>\$77,791</b>	2024
<a href="#">Crecer Foundation</a>	KS	\$229,915	Executive Director	\$28,800	<b>\$29,792</b>	2024
<a href="#">Music 4 Miracles Inc</a>	FL	\$228,283	President	\$70,356	<b>\$63,286</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Indy Hub Foundation Inc</a>	IN	\$228,023	President	\$80,100	<b>\$80,882</b>	2024
<a href="#">Ur Community Cares Inc</a>	CT	\$225,990	Executive Director	\$57,640	<b>\$51,748</b>	2024
<a href="#">Eclesia Christian Apostolic Community Inc</a>	FL	\$222,724	Da Silva Teixeira	\$45,269	<b>\$40,720</b>	2024
<a href="#">Hope For Autumn Foundation</a>	AL	\$222,332	Executive Director	\$60,049	<b>\$62,117</b>	2024
<a href="#">Savannah Smiles Inc</a>	LA	\$305,717	Executive Director	\$38,000	<b>\$40,066</b>	2024
<a href="#">Zeitler Charitable Trust</a>	OH	\$219,576	Trustee	\$2,000	<b>\$2,028</b>	2024
<a href="#">Social Venture Partners San Antonio</a>	TX	\$310,724	Executive Dir.	\$63,000	<b>\$62,125</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	52 organizations. Compensation range \$1,498–\$195,090; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$263,732); for reference, expenses \$251,974 and assets \$2,098,143.
ROLE MATCH	Sarah Ellingson, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	13 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	62 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	58 <sup>th</sup>
Reportable pay only (column D), adjusted	69 <sup>th</sup>
All sources (D + E + F), adjusted	50 <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 (Sarah Ellingson) 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 52 similarly situated organizations (Same NTEE sector (T12), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$52,600 is reasonable (approximately the 62<sup>nd</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 9, 2026.