

Kidnected World

Executive Director / CEO

This analysis benchmarks the total compensation of **Cassia Nielsen, Executive Director / CEO** (\$72,000) against **every comparable organization** that fit the selection criteria — **247** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **83rd** percentile of comparable organizations within the typical range

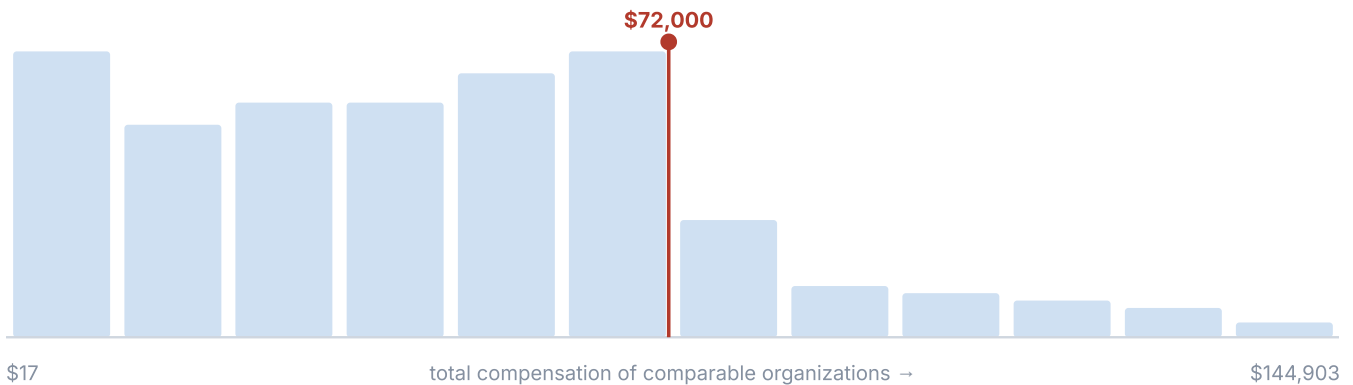
Benchmarked executive: Cassia Nielsen — reported title “COO”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (O50).
BUDGET	Total revenue between \$109,819 and \$245,863 — 0.67x to 1.50x the subject's \$163,909 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (O50), nationwide + budget 0.67–1.5x revenue.

247 organizations qualified on sector, size, and geography → **247** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,792	\$21,967	\$45,656	\$66,058	\$82,756	\$72,000
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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 UT 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
Child Evangelism Fellowship Of Dauphin County Inc	PA	\$164,829	Ministry Director	\$48,787	\$47,536	2024
Sis Circles Inc	GA	\$162,427	Key Employee	\$63,900	\$62,777	2024
Girls Rock St Pete Inc	FL	\$165,821	Director	\$68,083	\$62,492	2024
Soul River Inc	OR	\$165,888	President	\$80,040	\$72,625	2024
Girls On The Run Greater Connecticut	CT	\$161,914	Executive Director	\$39,334	\$35,105	2025
Hornets Hive	MN	\$165,935	Executive Director	\$15,080	\$14,989	2023
Young Women Lead Inc	KY	\$161,844	Executive Director	\$56,583	\$59,397	2024
Shoreline Sports Foundation	WA	\$161,614	Executive Dir.	\$58,900	\$51,524	2024
Inland Circle	CA	\$161,393	Chief Executive Officer	\$26,550	\$22,400	2024
Latinos Count Inc	IN	\$167,459	Executive Dir.	\$24,000	\$25,459	2023
Young Nation	MI	\$167,748	Executive Director	\$62,400	\$62,930	2024
Childrens Books On Wheels	TX	\$159,781	President	\$72,800	\$73,254	2023
South Central Education Development Inc	WV	\$158,951	President/executive Director	\$90,208	\$95,432	2024
Brookline Teen Outreach	PA	\$168,881	Executive Dir.	\$25,000	\$24,359	2024
Girls On The Run Of The Shenandoah	VA	\$168,998	Executive Director	\$50,885	\$46,767	2025
Horsepower Experiential Learning	MO	\$169,057	Executive Director	\$30,156	\$31,207	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Toughest Kids Inc	GA	\$158,664	Executive Di	\$3,000	\$2,947	2024
Hip-hope Inc	IA	\$158,432	Chaplain/bookkeeper	\$1,500	\$1,605	2024
Tilghman Area Youth Association Inc	MD	\$158,317	Executive Dir.	\$26,839	\$24,516	2024
My Blind Spot Inc	NY	\$169,551	President/treas	\$23,425	\$20,682	2024
The Play4peace Initiative	MA	\$157,947	President, C	\$45,000	\$39,510	2024
Center For The Study Of Boys And	DE	\$170,224	Executive Director	\$44,850	\$44,175	2023
Byrd House Behavioral Youth Resource Development Incorporated	GA	\$157,072	Executive Director	\$2,100	\$2,063	2024
Go For Yours Foundation	CA	\$171,060	President & Ceo	\$30,000	\$26,058	2023
Game Changers Leadership And Peer	OH	\$155,990	Executive Di	\$97,800	\$98,600	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to UT 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 UT 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	247 organizations. Compensation range \$17–\$144,903; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$163,909); for reference, expenses \$411,866 and assets \$831,331. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Cassia Nielsen, reported title <i>"COO"</i> , benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should

confirm this is a comparable role.

RELATED-ORG PAY	2 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	83 rd
Total compensation (D + F), as reported (no adjustments)	80 th
Reportable pay only (column D), adjusted	84 th
All sources (D + E + F), adjusted	83 rd

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 (Cassia Nielsen) 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 247 similarly situated organizations (Same NTEE sector (O50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$72,000 is reasonable (approximately the 83rd 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.