

Hawaiian Music Perpetuation Society

Executive Director / CEO

EIN 320672396

HI · NTEE A20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jeninne Heleloa, Executive Director / CEO** (\$91,143) against **every comparable organization** that fit the selection criteria — **305** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 81st percentile of comparable organizations

within the typical range

Benchmarked executive: Jeninne Heleloa — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (A20).

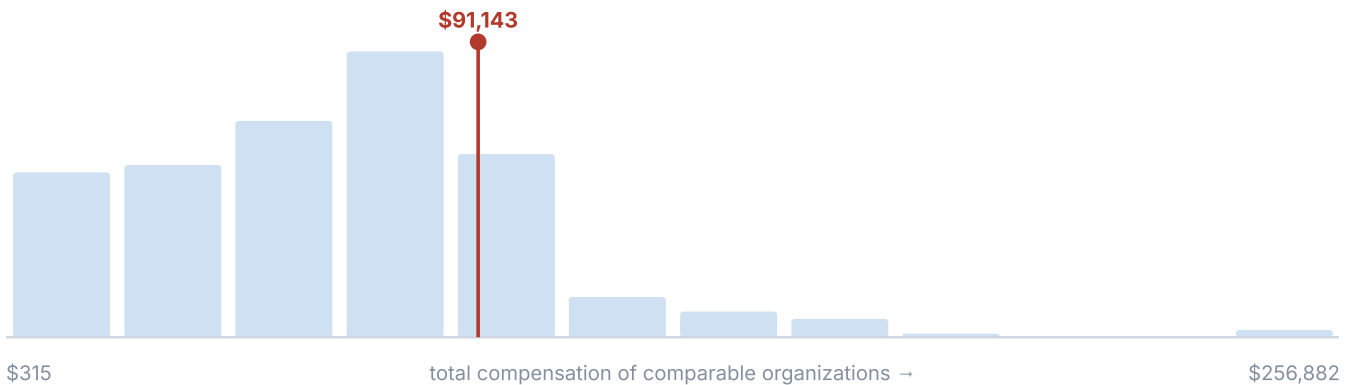
BUDGET Total revenue between \$301,268 and \$674,481 — 0.67x to 1.50x the subject's \$449,654 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (A20), nationwide + budget 0.67–1.5x revenue.

305 organizations qualified on sector, size, and geography

→ **305** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,677

\$37,773

\$65,149

\$85,576

\$104,830

\$91,143



● 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 HI 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 |
|---|-------|-----------|--|-----------------|------------------|------|
| Equity Trust Inc | MA | \$450,097 | Executive Director | \$71,756 | \$72,021 | 2024 |
| Monica Bill Barnes & Company Inc | NY | \$449,169 | Founder/artistic Director | \$105,761 | \$106,744 | 2024 |
| Street Theory Collective | MA | \$448,600 | Clerk | \$110,400 | \$107,952 | 2025 |
| Sacred Heart Cultural Center Inc | GA | \$451,291 | Executive Director | \$85,853 | \$96,418 | 2024 |
| Scool Sounds Inc | NY | \$447,788 | Executive Dir. | \$70,702 | \$71,359 | 2024 |
| Dynamo Studios | TN | \$452,164 | Executive Director | \$109,649 | \$128,734 | 2024 |
| James Gang | IA | \$453,059 | Treasurer | \$10,891 | \$13,319 | 2024 |
| The Primavera Fund | PA | \$453,711 | President An | \$68,239 | \$76,008 | 2024 |
| Brady Craft Inc | OK | \$444,373 | Executive Director | \$67,446 | \$82,952 | 2024 |
| Buchanan Center For The Arts | IL | \$443,297 | Executive Director | \$50,533 | \$57,129 | 2023 |
| Tamarack Foundation Inc | WV | \$443,135 | Executive Director | \$74,131 | \$92,299 | 2023 |
| Operation Song Inc | TN | \$456,425 | Current Executive Director/former Board Member | \$71,808 | \$86,797 | 2023 |
| Art House Inc | OH | \$457,186 | Executive Di | \$57,250 | \$67,727 | 2024 |
| Topa Institute | CA | \$457,437 | Ceo | \$109,298 | \$105,415 | 2024 |
| Masspoetry Inc | MA | \$457,856 | Executive Di | \$90,157 | \$90,490 | 2024 |
| Center For American Culture And Ideas | AZ | \$440,867 | Secretary | \$39,693 | \$43,897 | 2023 |

| ORGANIZATION | STATE | REVENUE | MATCHED TITLE | COMP (REPORTED) | COMP (ADJUSTED) | FY |
|---|-------|-----------|--------------------|-----------------|------------------|------|
| Chippewa Valley Cultural | WI | \$458,863 | Executive Di | \$77,032 | \$89,857 | 2024 |
| Parent Child Relationship Association Inc | NY | \$459,625 | Executive Director | \$57,487 | \$58,021 | 2024 |
| Thegifted Arts Inc | NC | \$439,152 | Founder, Ceo | \$87,246 | \$100,690 | 2024 |
| Center For Latter-day Saint Arts Inc | NY | \$438,859 | Executive Director | \$144,410 | \$145,752 | 2024 |
| World Around Inc | NY | \$461,660 | Executive Director | \$120,000 | \$124,692 | 2023 |
| Artists For World Peace Inc | CT | \$436,737 | President | \$20,000 | \$20,945 | 2024 |
| Marshall County Arts And Culture Allianc | IA | \$462,713 | Executive Director | \$85,000 | \$103,953 | 2024 |
| 1619 Freedom School | IA | \$436,447 | Vice President | \$39,252 | \$48,004 | 2024 |
| Tidewater Arts Outreach | VA | \$463,432 | Executive Di | \$62,199 | \$65,350 | 2025 |

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to HI 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 HI 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 305 organizations. Compensation range \$315–\$256,882; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$449,654); for reference, expenses \$410,499 and assets \$127,796.

| | |
|-----------------|---|
| ROLE MATCH | Jeninne Heleloa, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role. |
| RELATED-ORG PAY | 7 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material. |
| OUTLIERS | 6 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 | 81 st |
| Total compensation (D + F), as reported (no adjustments) | 88 th |
| Reportable pay only (column D), adjusted | 74 th |
| All sources (D + E + F), adjusted | 80 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 (Jeninne Heleloa) 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 305 similarly situated organizations (Same NTEE sector (A20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$91,143 is reasonable (approximately the 81st 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.