

# North Union Farmers Market

Executive Director / CEO

EIN 341812026

OH · NTEE S20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Donita Anderson, Executive Director / CEO** (\$87,814) against **every comparable organization** that fit the selection criteria — **16** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **88<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Donita Anderson — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (S20).

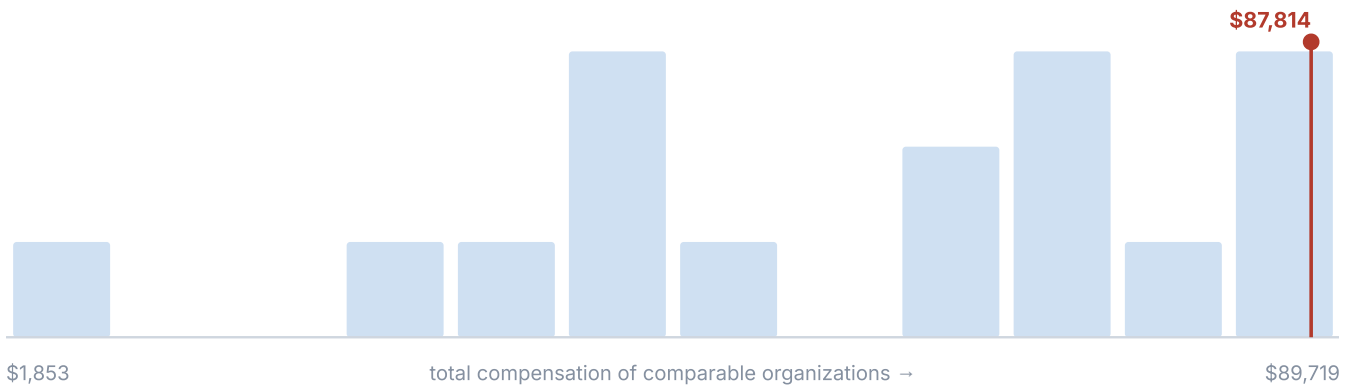
**BUDGET** Total revenue between \$288,577 and \$646,069 — 0.67x to 1.50x the subject's \$430,713 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (S20) + OH + budget 0.67–1.5x revenue.

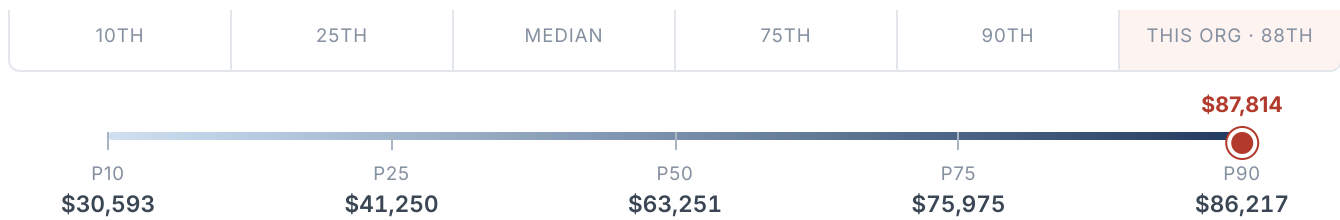
**16** organizations qualified on sector, size, and geography

→ **16** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$30,593</b>	<b>\$41,250</b>	<b>\$63,251</b>	<b>\$75,975</b>	<b>\$86,217</b>	<b>\$87,814</b>
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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 OH 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="#">Downtown Mansfield Inc</a>	OH	\$433,938	Executive Di	\$67,784	<b>\$69,786</b>	2023
<a href="#">Historic Downtown Millersburg Inc</a>	OH	\$426,715	Executive Director	\$41,667	<b>\$41,667</b>	2024
<a href="#">Leipsic Community Center</a>	OH	\$416,554	Executive Di	\$31,185	<b>\$31,185</b>	2024
<a href="#">Neighborhood Conservation Services</a>	OH	\$446,181	Exec Dir	\$59,246	<b>\$60,996</b>	2023
<a href="#">Associated Neighborhood Centers</a>	OH	\$410,835	Executive Director	\$48,500	<b>\$48,500</b>	2024
<a href="#">Westown Community Development Corp</a>	OH	\$398,892	Executive Di	\$84,078	<b>\$84,078</b>	2024
<a href="#">J Jireh Development Corp</a>	OH	\$489,023	Executive Di	\$30,000	<b>\$30,000</b>	2024
<a href="#">South Euclid Community Urban Redevelopment Corp</a>	OH	\$491,400	Executive Director Former	\$65,506	<b>\$65,506</b>	2024
<a href="#">Riverview International Center Inc</a>	OH	\$494,255	Executive Di	\$75,000	<b>\$75,000</b>	2024
<a href="#">Gertrude Wood Community Foundation</a>	OH	\$499,224	Affordable Housing Director	\$45,006	<b>\$45,006</b>	2024
<a href="#">Columbus Organizing Project</a>	OH	\$355,451	Lead Organizer	\$78,901	<b>\$78,901</b>	2024
<a href="#">The Dayton Equity Center</a>	OH	\$524,562	Executive Dir.	\$40,000	<b>\$40,000</b>	2024
<a href="#">Main Street Medina Inc</a>	OH	\$329,790	Executive Director	\$68,377	<b>\$68,377</b>	2024
<a href="#">Community Building Partnership Of Stark</a>	OH	\$554,600	Executive Director	\$85,820	<b>\$88,355</b>	2023
<a href="#">Shaker Heights Development Corporation</a>	OH	\$290,507	Executive Director	\$89,719	<b>\$89,719</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Morgan County Improvement</a>	OH	\$634,170	Board Member	\$1,800	<b>\$1,853</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OH 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 OH 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT	16 organizations. Compensation range \$1,853–\$89,719; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$430,713); for reference, expenses \$426,459 and assets \$216,078.
ROLE MATCH	Donita Anderson, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer 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	88 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	94 <sup>th</sup>
Reportable pay only (column D), adjusted	69 <sup>th</sup>
All sources (D + E + F), adjusted	88 <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

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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 (Donita Anderson) 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 16 similarly situated organizations (Same NTEE sector (S20) + OH + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$87,814 is reasonable (approximately the 88<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.