

South Dakota Agriculture And Rural

Executive Director / CEO

EIN 364293293

SD · NTEE W70

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Don Norton, Executive Director / CEO** (\$116,600) against **every comparable organization** that fit the selection criteria — **45** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

Benchmarked executive: Don Norton — reported title “CEO THRU NOV”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (W70).

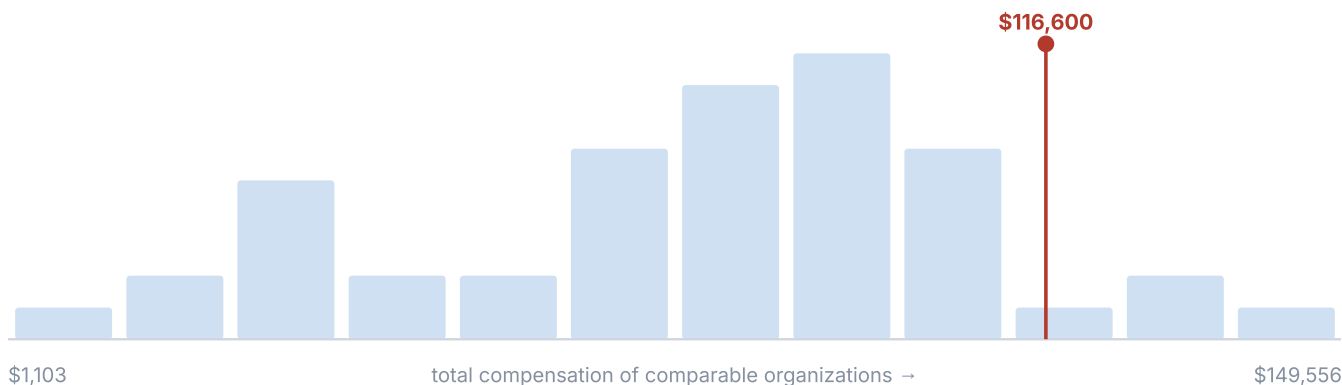
BUDGET Total revenue between \$261,379 and \$585,177 — 0.67x to 1.50x the subject's \$390,118 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (W70), nationwide + budget 0.67–1.5x revenue.

45 organizations qualified on sector, size, and geography

→ **45** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$31,253

\$57,115

\$81,823

\$95,927

\$108,647

\$116,600



● 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 SD 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
Adventure U	CO	\$389,731	President	\$124,963	\$105,458	2024
Urbanpromise Los Angeles Inc	CA	\$399,429	Executive Director	\$90,766	\$68,979	2024
Disability Empower Network Inc	NY	\$402,588	Executive Director	\$40,092	\$32,826	2023
Maven Leadership Collective	FL	\$403,975	Founder & Creative Dir	\$104,483	\$88,937	2023
Farm Labor Research Project	OH	\$413,566	Secretary	\$30,900	\$28,803	2024
Leadership Harrisburg Area	PA	\$365,948	President &	\$114,245	\$103,231	2023
Leadership Birmingham Inc	AL	\$361,810	Executive Director	\$112,500	\$110,125	2023
Leadership Montgomery Inc	AL	\$422,862	Executive Director	\$86,057	\$81,823	2024
Five Frogs Inc	CT	\$423,214	Executive Director	\$86,000	\$70,967	2024
Public Health Fund Inc	MO	\$340,221	Administrator	\$15,817	\$14,744	2024
Center For Compassionate Leadership Inc	NY	\$333,753	Chair	\$41,000	\$32,607	2024
Leadership New Hampshire	NH	\$325,615	Executive Director	\$91,640	\$74,472	2024
Leadership Southern Indiana Inc	IN	\$458,466	President/ceo	\$100,414	\$93,196	2024
Skills Usa Council	PA	\$320,725	Executive Director	\$87,883	\$77,132	2024
Economic Justice Alliance Of Michigan	MI	\$316,749	Executive Director	\$98,367	\$89,358	2024
Wyoming Congressional Award	WY	\$311,093	Executive Director	\$102,771	\$96,855	2024
Leadership Seminole Inc	FL	\$310,996	President	\$108,659	\$87,522	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
New Bridges For Haitian Success Inc	RI	\$470,033	Executive Director	\$128,920	\$116,602	2022
Leadership Lake County Inc	OH	\$308,970	President/ceo	\$83,000	\$75,375	2025
Leadership Geauga County	OH	\$308,035	Executive Director	\$79,845	\$74,428	2024
Leadership Lincoln Inc	NE	\$307,779	Executive Director	\$87,388	\$85,165	2023
Lead Dsm	IA	\$301,859	Executive Director	\$96,689	\$95,927	2023
Search Inside Yourself Leadership Institute	CA	\$479,883	Executive Director	\$117,700	\$89,448	2024
Leadership Spokane	WA	\$482,605	Executive Director	\$91,429	\$72,042	2024
Leadership Newark Inc	NJ	\$485,006	Chief Executive Officer	\$190,325	\$149,556	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SD cost of living and 2023 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 SD 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	45 organizations. Compensation range \$1,103–\$149,556; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$390,118); for reference, expenses \$453,964 and assets \$1,816,573.
ROLE MATCH	Don Norton, reported title " <i>CEO THRU NOV</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 peers 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	91 st
Total compensation (D + F), as reported (no adjustments)	82 nd
Reportable pay only (column D), adjusted	82 nd
All sources (D + E + F), adjusted	87 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 (Don Norton) 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 45 similarly situated organizations (Same NTEE sector (W70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$116,600 is reasonable (approximately the 91st 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.