

United Way Of Lapeer County

Executive Director / CEO

EIN 383509445

MI · NTEE T70

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Kimberly Hebbard, Executive Director / CEO** (\$34,545) against **every comparable organization** that fit the selection criteria — **78** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **42nd** percentile of comparable organizations within the typical range

Benchmarked executive: Kimberly Hebbard — reported title “PRIOR EXEC D”, 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 (T70).

BUDGET Total revenue between \$107,475 and \$240,616 — 0.67x to 1.50x the subject's \$160,411 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

78 organizations qualified on sector, size, and geography

→ **78** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,721

\$25,594

\$37,444

\$56,434

\$83,486

\$34,545



● 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 MI 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
United Way Of Gibson County Inc	IN	\$160,780	Executive Director	\$64,020	\$63,723	2025
Career & Networking Center	IL	\$162,193	Executive Director	\$90,011	\$85,733	2024
The Resolution Center Inc	NE	\$163,621	Executive Di	\$65,053	\$69,789	2023
Cosentino Charity Foundation	KS	\$165,487	Vice President	\$11,000	\$11,854	2023
United Way Of Jay County Inc	IN	\$165,733	Executive Director	\$36,850	\$38,761	2023
United Givers Fund Of Dekalb County	AL	\$154,938	Executive Di	\$28,388	\$29,713	2024
Gateway Charitable Foundation Inc	IL	\$167,185	President & Ceo	\$27,619	\$26,306	2024
United Way Of Northwest Connecticut Inc	CT	\$151,914	Executive Dir.	\$44,635	\$40,546	2024
Cleveland Community Fund	OH	\$151,583	President & Ceo (Thru 9/22)	\$34,728	\$36,689	2023
Roundup Cowboys Association	TX	\$148,460	President	\$2,874	\$2,785	2024
Tioga United Way Inc	NY	\$172,773	Executive Dir.	\$58,548	\$51,257	2024
United Way Of Guernsey And Noble Counties Inc	OH	\$146,754	Exective Director	\$36,278	\$38,326	2023
United Way Of Clatsop County	OR	\$176,326	Executive Director	\$3,316	\$2,983	2024
Grant Hamill Foundation Inc	IN	\$178,070	Executive Director	\$36,996	\$37,799	2024
Money Management Education	WI	\$142,188	President & Ceo	\$21,539	\$21,793	2024
United Way Of Chaves County	NM	\$141,197	Executive Director	\$57,644	\$60,067	2024
Caledonia Conservancy Ltd	WI	\$140,610	Executive Director	\$39,984	\$40,456	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
George Rogers Clark Athletic Boosters	KY	\$139,411	Cfo	\$6,943	\$7,440	2023
United Way Of Boone County Il	IL	\$139,304	Executive Di	\$58,470	\$57,336	2023
United Way Of Scott County Indiana Inc	IN	\$137,748	Executive Director	\$32,734	\$32,582	2025
The Seltzer Family Foundation	NY	\$135,608	Trustee	\$69,484	\$62,627	2023
Gleaners Of South Lake County Inc	IN	\$185,696	Dir/treas.	\$17,865	\$18,792	2023
Lutheran Charities	NY	\$134,779	Chief Executive Officer	\$81,828	\$71,638	2024
United Way Of Western Crawford County	PA	\$186,732	Executive Director	\$66,950	\$64,684	2024
United Way Of Dodge City Inc	KS	\$187,579	Executive Director	\$52,530	\$54,981	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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	78 organizations. Compensation range \$1,971–\$1,056,963; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$160,411); for reference, expenses \$191,028 and assets \$133,998.
ROLE MATCH	Kimberly Heberd, reported title " <i>PRIOR EXEC D</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	9 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 5 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	42 nd
Total compensation (D + F), as reported (no adjustments)	37 th
Reportable pay only (column D), adjusted	47 th
All sources (D + E + F), adjusted	36 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 (Kimberly Hebbard) 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 78 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$34,545 is reasonable (approximately the 42nd 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.