

Menomonie Area Senior Center

Executive Director / CEO

EIN 391691948

WI · NTEE P81Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Donna Collins, Executive Director / CEO** (\$32,498) against **every comparable organization** that fit the selection criteria — **90** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **33rd** percentile of comparable organizations within the typical range

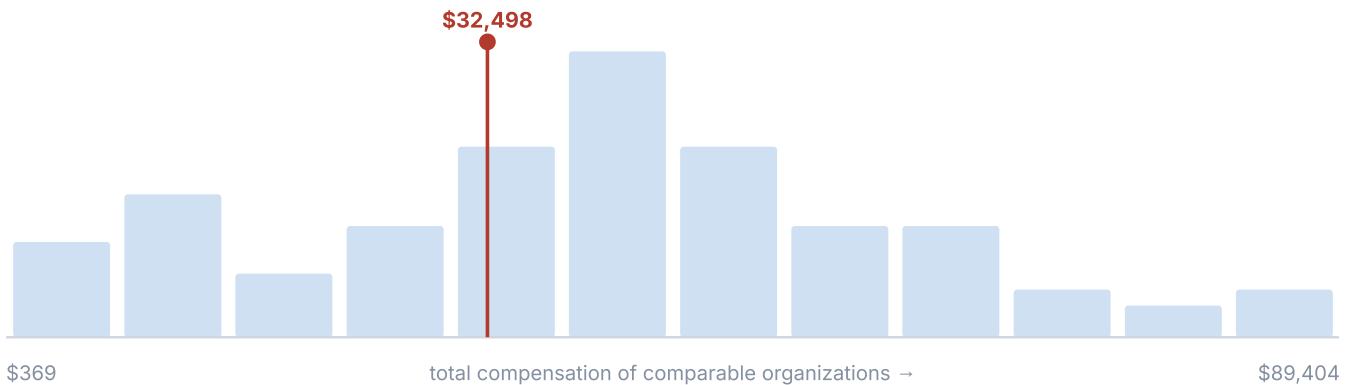
Benchmarked executive: Donna Collins — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P81Z).
BUDGET	Total revenue between \$132,368 and \$296,347 — 0.67x to 1.50x the subject's \$197,565 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P81), nationwide + budget 0.67–1.5x revenue.

90 organizations qualified on sector, size, and geography → **90** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,477	\$27,665	\$40,362	\$51,387	\$66,315	\$32,498
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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 WI 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
Serving Older Adults Through Changing Ti	OH	\$197,600	Executive Director	\$28,600	\$29,005	2024
Caldwell Senior Center Inc	NC	\$198,398	Executive Di	\$57,886	\$57,271	2024
Opal's Dream Foundation Inc	KY	\$198,438	Chief Operating Officer	\$66,177	\$70,089	2023
Penns Village	PA	\$195,931	Executive Director	\$8,654	\$8,263	2024
Giles County Senior Citizens	TN	\$195,590	Executive Director	\$31,085	\$30,480	2025
Lita Love Is The Answer	CA	\$195,577	Executive Dir.	\$70,538	\$60,045	2023
Center For Successful Aging	CA	\$195,248	Administrative Director	\$41,167	\$35,043	2023
Forest Park Senior Center Inc	MD	\$200,485	Member	\$400	\$369	2023
Clinchfield Senior Adult Center For	TN	\$200,493	Executive Di	\$46,946	\$46,033	2025
Topeka Lulac Multi-purpose Senior	KS	\$200,910	Executive Di	\$44,125	\$45,645	2024
Schuyler County Council On Aging	MO	\$201,267	Director	\$17,272	\$17,065	2025
Senior Citizens Center	WI	\$193,775	Co-director	\$47,569	\$47,569	2024
Cwa Littleton Inc	CO	\$193,470	Executive Di	\$10,000	\$9,181	2024
Anderson Valley Senior Citizens	CA	\$201,687	Executive Di	\$18,436	\$14,851	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Stl Village Inc	MO	\$201,980	Executive Director	\$33,937	\$35,434	2023
The Senior Center Inc	NY	\$202,505	Executive Director	\$53,707	\$45,272	2025
Canopy Of Neighbors Inc	NY	\$203,126	Executive Director	\$69,628	\$60,245	2024
Interlakes Community Caregivers Inc	NH	\$203,285	Executive Director	\$52,768	\$48,033	2023
Salida Senior Daycare Inc	CO	\$188,933	Executive Director	\$45,000	\$41,317	2024
Monroe County Senior Citizens And	TN	\$206,392	Executive Director	\$48,762	\$47,813	2025
Northwest Neighbors Network	WA	\$206,479	Director Of Community Operations & Outreach	\$100,341	\$88,561	2023
Harpowell Aging At Home	ME	\$187,857	Director	\$1,000	\$959	2024
Perry County Council On Aging Inc	IN	\$208,621	Executive Director	\$39,520	\$39,906	2024
Cochran County Senior Citizens Assn	TX	\$210,719	Manager	\$42,000	\$41,417	2023
Society Of Active Retirees	MI	\$177,704	Executive Director	\$76,696	\$73,846	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	90 organizations. Compensation range \$369–\$89,404; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$197,565); for reference, expenses \$185,060 and assets \$186,820.
ROLE MATCH	Donna Collins, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	6 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	33 rd
Total compensation (D + F), as reported (no adjustments)	33 rd
Reportable pay only (column D), adjusted	36 th
All sources (D + E + F), adjusted	30 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 (Donna Collins) 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 90 similarly situated organizations (Same NTEE sector (P81), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$32,498 is reasonable (approximately the 33rd 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.