

United Way Of 1000 Lakes

Executive Director / CEO

EIN 416042589
 MN · NTEE T70Z
 FY ending 2023-06-30
 June 9, 2026

This analysis benchmarks the total compensation of **Kimberly Brink Smith, Executive Director / CEO** (\$63,093) against **every comparable organization** that fit the selection criteria — **116** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **66th** percentile of comparable organizations within the typical range

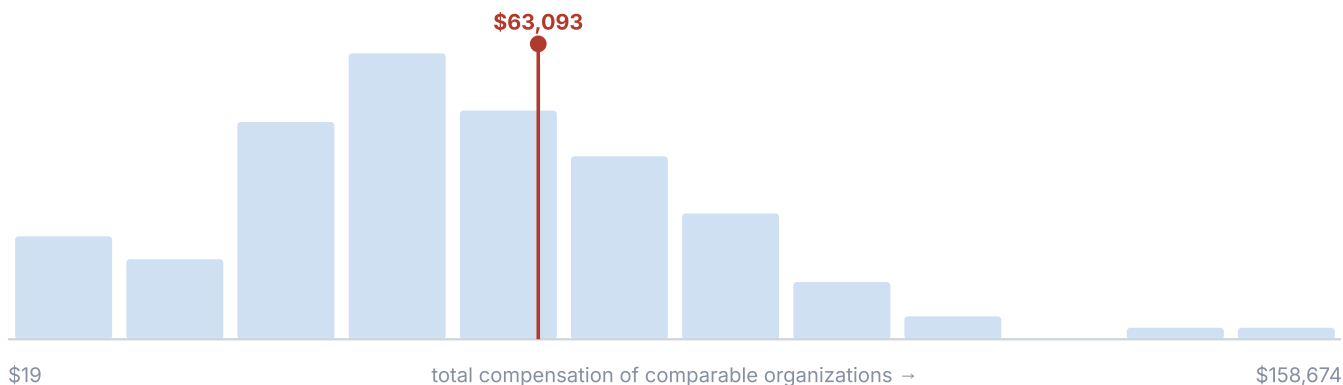
Benchmarked executive: Kimberly Brink Smith — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T70Z).
BUDGET	Total revenue between \$218,626 and \$489,462 — 0.67x to 1.50x the subject's \$326,308 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

116 organizations qualified on sector, size, and geography → **116** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,463	\$36,769	\$51,944	\$69,870	\$87,540	\$63,093
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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 MN 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 Pekin	IL	\$328,737	Executive Dir.	\$50,310	\$47,366	2025
Perry County Community Health Task Force	MO	\$328,753	Director	\$50,688	\$52,774	2024
United Way Of Carlton County Inc	MN	\$331,291	Executive Director	\$40,250	\$40,250	2023
United Way Of Columbia County Inc	AR	\$320,695	Executive Di	\$5,003	\$5,527	2024
Northwest Montana United Way Inc	MT	\$332,083	Executive Director	\$29,600	\$32,291	2023
United Way Of Mcpherson County Inc	KS	\$332,669	Executive Director	\$39,849	\$42,319	2024
Jewish Community Center And Federation	GA	\$332,699	Executive Director	\$38,462	\$38,016	2024
United Way Of Grays Harbor	WA	\$332,853	Executive Director	\$79,600	\$72,124	2023
United Way Of Illinois Valley	IL	\$319,703	Vice President	\$61,969	\$58,344	2025
Mecosta - Osceola United Way Inc	MI	\$318,621	Executive Di	\$50,000	\$50,731	2024
Branch County United Way Inc	MI	\$334,091	Executive Di	\$49,855	\$50,584	2024
United Way Of Eastern La Salle County	IL	\$338,512	Executive Dir.	\$62,400	\$58,748	2025
The American Amusement Machine	IL	\$313,105	Executive Director	\$15,517	\$14,609	2025
United Way Of Hood County Inc	TX	\$312,480	Exec Dir	\$71,000	\$69,814	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Community Shares Of Greater Cincinnati	OH	\$311,349	Chief Executive Officer	\$79,454	\$85,166	2023
United Way Of Harvey And Marion Counties Inc	KS	\$311,045	Executive Director	\$68,453	\$72,695	2024
Alleghany Memorial Hospital Foundation Inc	NC	\$310,604	Executive Director	\$13,679	\$13,894	2024
River Ridge Farm Trust	OH	\$301,820	Trustee	\$36,125	\$37,612	2024
Earthshare Chapters Inc	DC	\$352,363	Ceo	\$45,046	\$38,857	2024
Community Coalition	PA	\$299,944	Executive Director	\$97,506	\$98,406	2023
United Way Of White County Inc	AR	\$299,403	Executive Director	\$45,000	\$49,722	2024
East Tn Supporting Foundation	TN	\$299,263	President/ce	\$5,485	\$5,668	2024
Sanctuary In The Ordinary	MO	\$353,515	Executive Director	\$82,209	\$85,591	2024
United Way Of Williams County	OH	\$298,919	Former Exec	\$44,898	\$45,541	2025
Royal Charter Properties-westchester Inc	NY	\$298,768	President	\$68,997	\$63,098	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN 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 MN 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 116 organizations. Compensation range \$19–\$158,674; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$326,308); for reference, expenses \$391,463 and assets \$475,694.

ROLE MATCH	Kimberly Brink Smith, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	13 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	66 th
Total compensation (D + F), as reported (no adjustments)	64 th
Reportable pay only (column D), adjusted	67 th
All sources (D + E + F), adjusted	58 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 Brink Smith) 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 116 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,093 is reasonable (approximately the 66th 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.