

# Girls On The Run Of Greater Rochester

Executive Director / CEO

EIN 452272691

NY · NTEE B92

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kelly Fisher, Executive Director / CEO** (\$61,034) against **every comparable organization** that fit the selection criteria — **34** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **56<sup>th</sup>** percentile of comparable organizations within the typical range

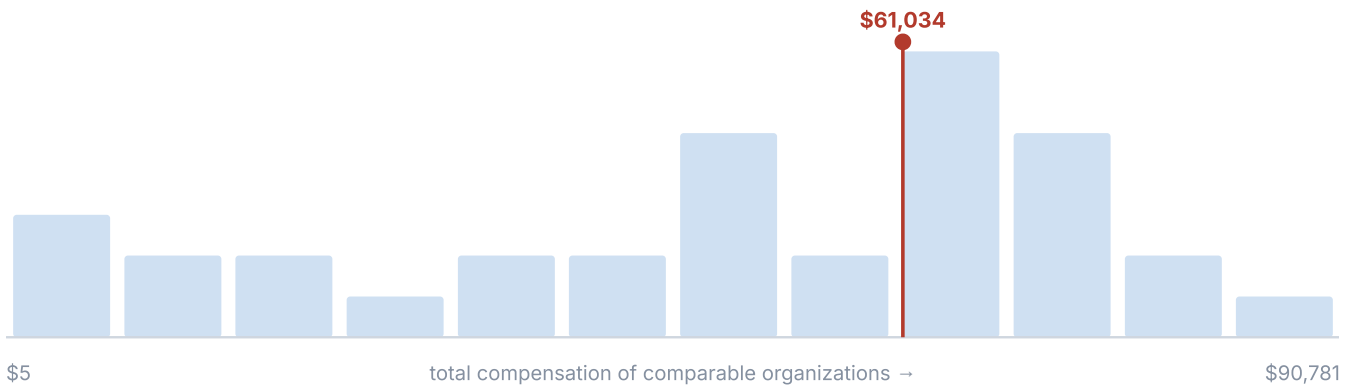
**Benchmarked executive:** Kelly Fisher — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B92).
BUDGET	Total revenue between \$156,316 and \$349,962 — 0.67x to 1.50x the subject's \$233,308 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B92), nationwide + budget 0.67–1.5x revenue.

**34** organizations qualified on sector, size, and geography → **34** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,433	\$32,128	\$53,776	\$64,565	\$71,458	\$61,034
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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 NY 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="#">Family Reading Partnership</a>	NY	\$232,136	Executive Director	\$64,104	<b>\$64,104</b>	2024
<a href="#">Friends Of Literacy Inc</a>	TN	\$232,045	Executive Director	\$65,948	<b>\$76,714</b>	2024
<a href="#">Read To Succeed</a>	TN	\$230,802	Executive Director	\$51,967	<b>\$60,450</b>	2024
<a href="#">Literacy Volunteers - Winchester Area</a>	VA	\$236,012	Executive Dir.	\$62,450	<b>\$68,701</b>	2023
<a href="#">The Literacy Connection</a>	IL	\$236,641	Executive Dir.	\$57,429	<b>\$64,326</b>	2023
<a href="#">Illinois Association For The Education Of Young Children</a>	IL	\$228,890	Executive Director	\$47,678	<b>\$51,872</b>	2024
<a href="#">Infinite Scholars Program Of Missouri</a>	MO	\$223,318	President Ceo	\$15,900	<b>\$19,187</b>	2023
<a href="#">Books Inc's Reading Bridge</a>	CA	\$245,325	Executive Director (Part Year)	\$3,219	<b>\$3,076</b>	2024
<a href="#">The Real Program Inc</a>	MA	\$248,178	Director	\$51,050	<b>\$50,767</b>	2024
<a href="#">Literacy Action Of Central Arkansas Inc</a>	AR	\$251,341	Exec Director	\$51,600	<b>\$64,187</b>	2024
<a href="#">Mid-state Literacy Council Inc</a>	PA	\$256,728	Executive Director	\$64,153	<b>\$70,799</b>	2024
<a href="#">Street Books</a>	OR	\$257,697	Executive Director	\$5	<b>\$5</b>	2023
<a href="#">Rowan County Literacy Council Inc</a>	NC	\$259,540	Executive Di	\$33,808	<b>\$38,658</b>	2024
<a href="#">Decode Project Inc</a>	KY	\$204,353	Executive Director	\$60,951	<b>\$70,600</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Hope Tutoring Center Inc</a>	TX	\$194,528	Former Exec Dir	\$24,709	<b>\$27,353</b>	2024
<a href="#">Capital Area Literacy Coalition</a>	MI	\$191,294	Director	\$59,860	<b>\$68,375</b>	2024
<a href="#">Kern Literacy Council</a>	CA	\$188,636	Executive Dir	\$84,375	<b>\$80,628</b>	2024
<a href="#">Readwest Inc</a>	NM	\$185,502	Exec Dir	\$61,867	<b>\$71,740</b>	2025
<a href="#">Freedom Readers Inc</a>	SC	\$185,335	National Dir	\$36,250	<b>\$43,087</b>	2023
<a href="#">Uplift Literacy Inc</a>	FL	\$282,525	Executive Director	\$52,200	<b>\$52,869</b>	2025
<a href="#">Ritecare Of Minneapolis-st Paul Inc</a>	MN	\$179,648	Board Member Thru December/administrator	\$29,724	<b>\$31,665</b>	2025
<a href="#">St Louis Black Authors Of Childrens Literature</a>	MO	\$289,700	President	\$42,262	<b>\$49,536</b>	2024
<a href="#">Every Child Can Read Inc</a>	IN	\$172,840	Executive Director	\$4,161	<b>\$4,856</b>	2024
<a href="#">The Center A Drop-in Community</a>	CT	\$299,654	Executive Dir.	\$52,700	<b>\$54,682</b>	2024
<a href="#">Palmetto State Literacy Associaton</a>	SC	\$303,184	Treasurer	\$12,000	<b>\$13,854</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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	34 organizations. Compensation range \$5–\$90,781; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$233,308); for reference, expenses \$204,930 and assets \$270,376.
ROLE MATCH	Kelly Fisher, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 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	56 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	74 <sup>th</sup>
Reportable pay only (column D), adjusted	50 <sup>th</sup>
All sources (D + E + F), adjusted	56 <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

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 (Kelly Fisher) 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 34 similarly situated organizations (Same NTEE sector (B92), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$61,034 is reasonable (approximately the 56<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.