

Arts Unity Movement

Executive Director / CEO

EIN 452396683

CA · NTEE A62

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Coleen Lorenz, Executive Director / CEO** (\$19,408) against **every comparable organization** that fit the selection criteria — **13** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62nd** percentile of comparable organizations within the typical range

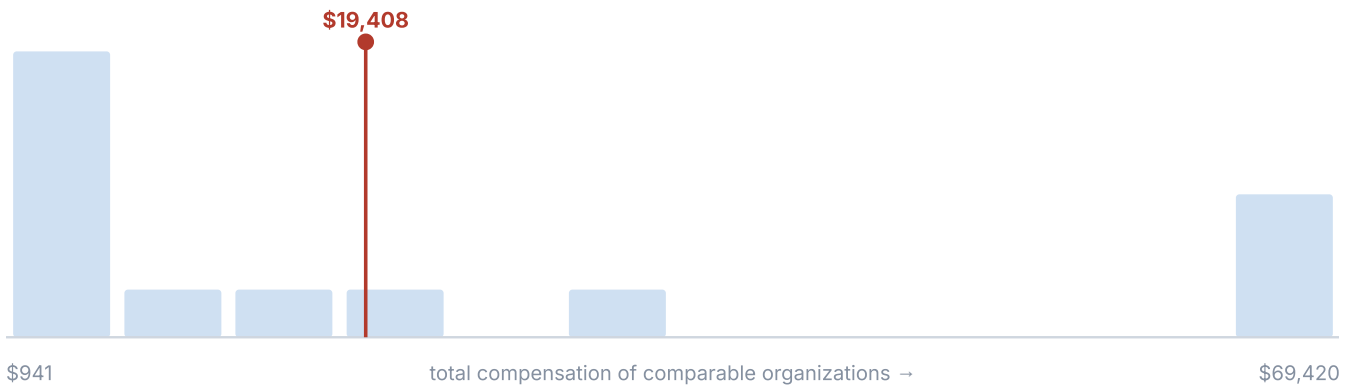
Benchmarked executive: Coleen Lorenz — reported title "CHAIRMAN", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A62).
BUDGET	Total revenue between \$5,526 and \$12,372 — 0.67x to 1.50x the subject's \$8,248 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (A), nationwide + budget 0.67–1.5x revenue.

13 organizations qualified on sector, size, and geography → **13** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$1,596	\$3,793	\$9,312	\$31,809	\$65,015	\$19,408
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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 CA 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
Citizens For The Arts In Pennsylvania	PA	\$8,252	Executive Director (Until 11/2023)	\$26,833	\$31,809	2024
Busy Brains Childrens Museum	IL	\$8,287	Executive Director	\$4,736	\$5,534	2024
Dunya Inc	MA	\$8,381	President	\$855	\$941	2023
1615 The Gc Media Project	CO	\$8,925	President	\$15,000	\$17,098	2024
Athenaeum Theatre Productions	IL	\$9,339	General Mgr	\$60,974	\$69,420	2025
Inspire The Fire Inc	NC	\$7,150	Ceo	\$3,000	\$3,793	2023
Elc Development	WA	\$10,000	Chief Executive Officer	\$18,421	\$19,604	2024
National Purple Heart Honor	NY	\$10,379	Executive Di	\$60,000	\$64,450	2024
Api Arts & Outreach Inc	NY	\$6,000	President	\$1,624	\$1,744	2024
City Dance Inc	TX	\$10,992	Director	\$5,000	\$5,945	2024
University Of North Carolina School Of	NC	\$11,604	President	\$53,047	\$65,156	2024
Perpetuo Films	VA	\$11,679	Treasurer/director	\$1,319	\$1,559	2023
New Sounds Music Incorporated	PA	\$11,957	Executive Director	\$7,855	\$9,312	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA cost of living and 2025 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 CA 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	13 organizations — below 15; treat the percentiles as indicative, not precise. Compensation range \$941–\$69,420; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$8,248); for reference, expenses \$55,384 and assets \$215,023. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Coleen Lorenz, reported title " <i>CHAIRMAN</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	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	62 nd
Total compensation (D + F), as reported (no adjustments)	69 th
Reportable pay only (column D), adjusted	77 th
All sources (D + E + F), adjusted	54 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 (Coleen Lorenz) 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 13 similarly situated organizations (Same NTEE major group (A), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$19,408 is reasonable (approximately the 62nd 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.