

Promoting Wellness Foundation

Executive Director / CEO

EIN 454699381

MI · NTEE A01

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Mia Moyad, Executive Director / CEO** (\$20,000) against **every comparable organization** that fit the selection criteria — **342** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **54th** percentile of comparable organizations within the typical range

Benchmarked executive: Mia Moyad — reported title “TREASURER/SE”, 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 (A01).
BUDGET	Total revenue between \$47,053 and \$105,343 — 0.67x to 1.50x the subject's \$70,229 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (A), nationwide + budget 0.67–1.5x revenue.

342 organizations qualified on sector, size, and geography → **342** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$3,372	\$8,004	\$18,243	\$33,121	\$49,125	\$20,000
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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 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
Canto Vocal Programs A New York Nonprofit Corporation	NY	\$70,305	Ceo	\$800	\$700	2024
Belmar Arts Council Inc	NJ	\$70,101	Administrator	\$14,580	\$12,612	2024
Missouri Veterinary Medical	MO	\$70,046	Executive Di	\$3,473	\$3,564	2024
Ardmore Little Theatre Inc	OK	\$70,420	Office Staff	\$15,631	\$17,168	2023
Historic Windsor Inc	VT	\$69,919	Exec.director	\$50,262	\$49,013	2024
North Myrtle Beach Area Historical	SC	\$69,735	Director	\$47,000	\$46,280	2025
Russian Chamber Art Society	VA	\$70,860	Treasurer, Director	\$3,500	\$3,370	2023
East Austin Creative Coalition Inc	TX	\$69,524	Executive Director	\$17,545	\$17,506	2023
Manatee Concert Band Inc	FL	\$70,972	Music Direct	\$8,900	\$8,100	2024
Echo Park Film Center	CA	\$69,228	Executive Director	\$45,090	\$37,722	2024
Fcd Chinese School Inc	NJ	\$71,243	Principal	\$13,660	\$11,816	2024
Maryland Conservatory Of Music Inc	MD	\$69,212	President And Executive Director	\$74,268	\$69,257	2023
Phoenix Womens Chorus	AZ	\$71,318	Ex Officio	\$15,500	\$14,069	2025
Towne Street Theatre	CA	\$69,090	Secretary	\$10,000	\$8,366	2024
Queens World Film Initiative Inc	NY	\$69,060	Co-founder & Artistic Director	\$2,880	\$2,457	2025
Valley Art Association	OR	\$69,007	Exec. Director	\$27,720	\$24,297	2025
Link Art Gallery	IL	\$68,968	Executive Di	\$17,583	\$16,747	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Tri Lakes Center For The Arts	CO	\$71,496	Executive Director	\$23,885	\$22,189	2024
Lc Windmill Inc	WI	\$71,740	Principal Employee	\$1,800	\$1,821	2024
Women Shoah-jewish Placemaking	NC	\$71,779	Executive Director	\$39,930	\$39,972	2024
Playing On Air Inc	NY	\$71,866	Officer	\$60,641	\$54,657	2023
Meta Mesh Wireless Communities	PA	\$71,885	Executive Director	\$63,077	\$60,942	2024
Friends Of Col Ben Stephenson House	IL	\$68,398	Museum Director	\$44,318	\$43,459	2023
Central European History Society	GA	\$72,068	Editor Of Ce	\$1,000	\$1,003	2023
Patriot Art Foundation	SC	\$72,104	Executive Director	\$71,700	\$72,469	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 342 organizations. Compensation range \$1–\$431,876; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$70,229); for reference, expenses \$108,093 and assets \$1,527,627. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Mia Moyad, reported title "*TREASURER/SE*", 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	32 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	14 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	54 th
Total compensation (D + F), as reported (no adjustments)	51 st
Reportable pay only (column D), adjusted	58 th
All sources (D + E + F), adjusted	49 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 (Mia Moyad) 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 342 similarly situated organizations (Same NTEE major group (A), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$20,000 is reasonable (approximately the 54th 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.