

Keiki To Kupuna Foundation

Executive Director / CEO

EIN **461925372**
 HI · NTEE P20
 FY ending 2023-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Brian Wada, Executive Director / CEO** (\$67,500) against **every comparable organization** that fit the selection criteria — **916** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **67th** percentile of comparable organizations within the typical range

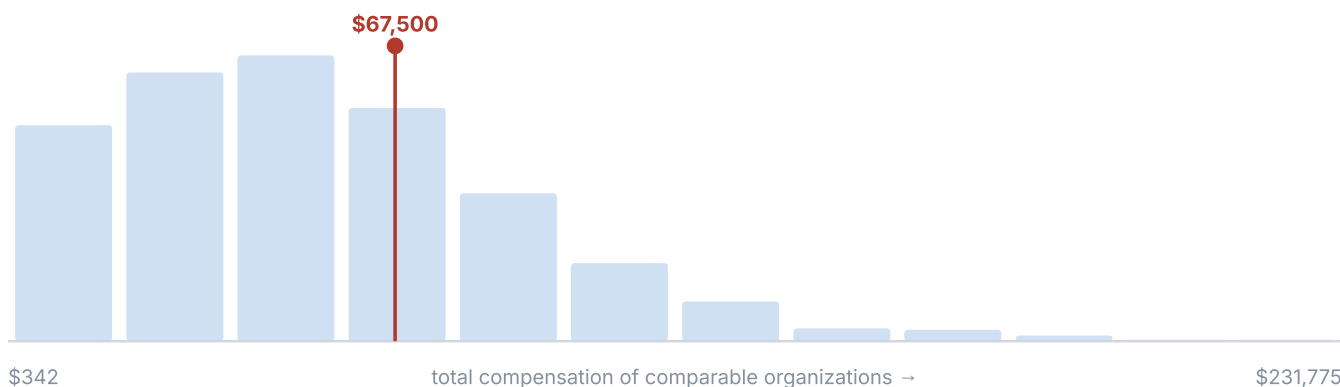
Benchmarked executive: Brian Wada — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

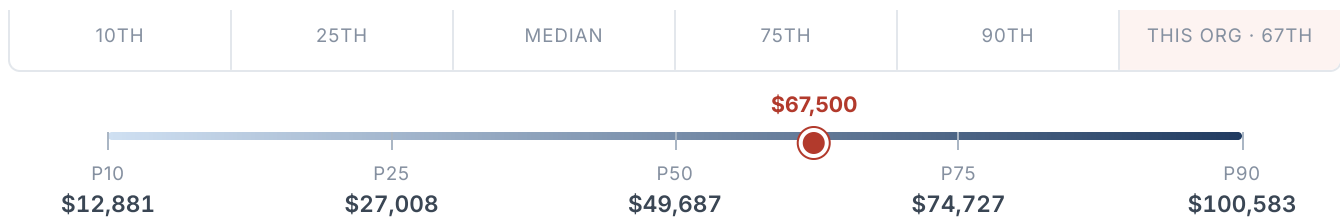
SECTOR	Organizations sharing the subject's NTEE classification (P20).
BUDGET	Total revenue between \$166,541 and \$372,853 — 0.67x to 1.50x the subject's \$248,569 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P20), nationwide + budget 0.67–1.5x revenue.

916 organizations qualified on sector, size, and geography → **916** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,881	\$27,008	\$49,687	\$74,727	\$100,583	\$67,500
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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 HI 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
Abpa Foundation Inc	IL	\$248,630	President	\$102,092	\$106,082	2025
Gracies Giving Hands	CA	\$248,343	Director Of Operations	\$368	\$344	2024
Cognitive Connection Corporation	NC	\$248,242	Secretarytreasurer	\$1,500	\$1,682	2024
Serve Reedley Inc	CA	\$248,211	Program Director	\$51,787	\$49,947	2023
International Building Performance Simulation Asso	SD	\$249,005	Executive Director	\$79,800	\$98,369	2023
Narrow Door	CA	\$248,104	President, Director	\$65,658	\$61,508	2024
Beauty Amidst The Ashes Inc	IA	\$249,267	Officer	\$47,554	\$56,489	2024
Juvenile Justice Coalition	OH	\$249,390	Executive Di	\$85,834	\$101,542	2023
Adventures In Truth Ministries	OH	\$249,483	President	\$48,801	\$57,732	2023
Her Academy	OH	\$249,626	Executive Di	\$207,044	\$231,775	2025
Christian Resource Center Inc	IN	\$247,281	Executive Director	\$49,658	\$56,812	2024
The Forsaken Children Inc	TN	\$247,227	Communication Manager	\$29,649	\$34,810	2023
Passage To Real Life	CA	\$249,913	President & Ceo	\$33,583	\$32,390	2023
Community Help Network Inc	IN	\$249,940	Executive Dir.	\$15,000	\$17,668	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
People For People Foundation Of Gloucester County	NJ	\$250,037	Chief Executive Officer Pre	\$41,167	\$39,876	2024
Smith County Help Center Inc	TN	\$250,177	Director	\$38,355	\$43,739	2024
Amarillo Area Mental Health	TX	\$246,960	Executive Di	\$50,230	\$54,511	2024
Bellingham Seafest	WA	\$250,180	Executive Director	\$72,600	\$70,517	2024
Contagious Disciple Making	OR	\$250,230	Ceo	\$82,087	\$82,702	2024
Ignin Inc	AK	\$246,692	Vice President	\$8,800	\$9,128	2024
Turner Leadership Strategies Inc	TX	\$246,470	President	\$43,409	\$48,500	2023
Adaptive And Inclusive Movement Initiative	WA	\$246,292	Program Director	\$33,633	\$32,668	2024
Lancaster-fairfield County Charity Newsies Inc	OH	\$246,080	Secretary	\$400	\$473	2023
Kearahs Place Inc	NC	\$245,985	Executive Director	\$22,783	\$26,294	2023
Real Men Real Leaders Inc	KS	\$245,915	Executive Director	\$30,530	\$35,782	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to HI 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 HI 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 **916** organizations. Compensation range \$342–\$231,775; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$248,569); for reference, expenses \$410,465 and assets \$1,003,123. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Brian Wada, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	36 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	17 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	67 th
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	70 th
All sources (D + E + F), adjusted	65 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 (Brian Wada) 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 916 similarly situated organizations (Same NTEE sector (P20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$67,500 is reasonable (approximately the 67th 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.