

Girls On The Run Of Southeastern

Executive Director / CEO

EIN 463078645

PA · NTEE O22

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Tracy Ashdale, Executive Director / CEO** (\$95,131) against **every comparable organization** that fit the selection criteria — **24** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96th** percentile of comparable organizations above the 90th percentile — board review recommended

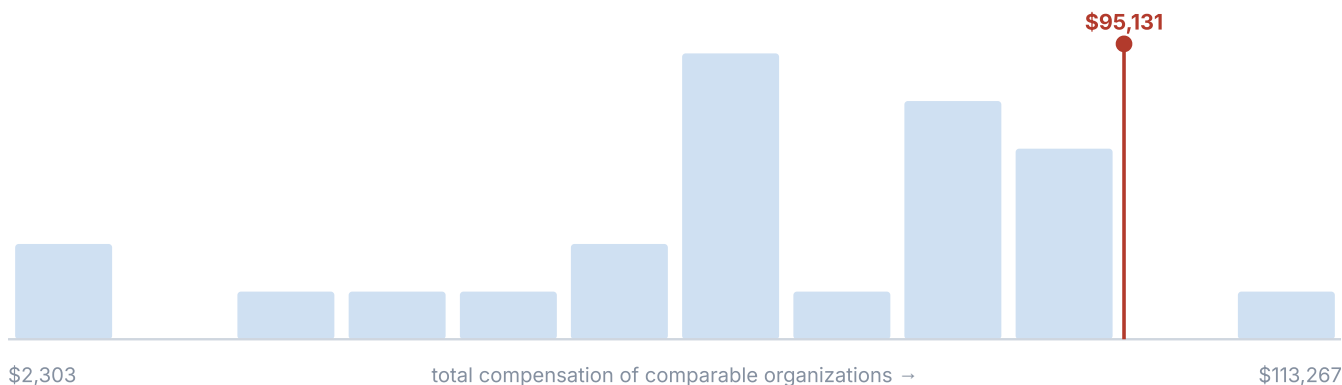
Benchmarked executive: Tracy Ashdale — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (O22).
BUDGET	Total revenue between \$279,753 and \$626,314 — 0.67x to 1.50x the subject's \$417,543 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (O22), nationwide + budget 0.67–1.5x revenue.

24 organizations qualified on sector, size, and geography → **24** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$29,873	\$52,221	\$65,075	\$83,425	\$89,370	\$95,131
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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 PA 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
Girls Incorporated Of Tennessee Valley	TN	\$391,836	Executive Director	\$72,525	\$76,445	2023
Boys & Girls Club Of Greater Lynchburg	VA	\$444,272	Executive Director	\$89,583	\$84,248	2024
Girls Incorporated Of Fort Smith	AR	\$444,577	Executive Director	\$67,229	\$75,778	2023
Girls On The Run Of San Diego	CA	\$450,930	Former Executive Director	\$95,631	\$80,431	2024
Girls Incorporated Of Winter Haven	FL	\$374,944	Executive Director	\$68,210	\$64,256	2023
Bay Area Girls Rock Camp	CA	\$370,530	Co-executive	\$32,040	\$26,948	2024
Girls Incorporated Of Hamblen County	TN	\$364,110	Executive Director	\$47,720	\$48,856	2024
Job's Daughters International	NE	\$488,957	Supreme Guardian	\$2,198	\$2,303	2024
Girls On The Run Napa & Solano Inc	CA	\$493,771	Executive Dir.	\$93,500	\$78,639	2024
Girls On The Run Serving Maricopa	AZ	\$499,461	Executive Dir.	\$67,793	\$65,379	2023
Gurls Talk Inc	NY	\$335,567	Executive Director	\$125,000	\$113,267	2023
Baya Corporation	IN	\$334,879	Executive Director	\$50,442	\$53,342	2023
Girls On The Run Of Southeastern	MI	\$509,429	Executive Dir.	\$87,143	\$87,608	2024
Girls On The Run Delaware Inc	DE	\$511,414	Executive Director	\$94,500	\$90,125	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Jana Marie Foundation	PA	\$515,734	President	\$5,923	\$5,923	2023
Girls On The Run Of Central Illinois	IL	\$314,079	Executive Dir.	\$67,642	\$64,771	2024
Girls On The Run Of Greater Summit	OH	\$523,409	Executive Di	\$60,000	\$61,898	2024
Elevateher	CO	\$303,841	Executive Dir.	\$64,400	\$60,146	2024
Girls On The Run Idaho Inc	ID	\$297,943	Executive Dir.	\$80,250	\$83,150	2024
Girls On The Run Of Los Angeles County	CA	\$543,285	Executive Director Thru May 2025	\$105,131	\$86,142	2025
Wellfit Girls Program Southwest	FL	\$287,269	Executive Director (Thru Jan '24)	\$99,100	\$90,677	2024
Girls On The Run Upstate Sc	SC	\$281,344	Executive Director	\$44,089	\$44,800	2024
Girls Incorporated Of Jacksonville	FL	\$577,907	Exec Dir - F	\$41,167	\$36,697	2025
GirLup Gvl	SC	\$603,125	Executive Dir.	\$62,000	\$61,376	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to PA 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 PA 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 24 organizations. Compensation range \$2,303–\$113,267; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$417,543); for reference, expenses \$407,769 and assets \$490,836.

ROLE MATCH	Tracy Ashdale, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	96 th
Total compensation (D + F), as reported (no adjustments)	83 rd
Reportable pay only (column D), adjusted	96 th
All sources (D + E + F), adjusted	96 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 (Tracy Ashdale) 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 24 similarly situated organizations (Same NTEE sector (O22), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$95,131 is reasonable (approximately the 96th 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.