PeerBasis

COMPENSATION COMPARABILITY DETERMINATION

# Dress For Success Denver

Executive Director / CEO

EIN **463670033**
CO · NTEE W99
FY ending 2023-12-31
**June 9, 2026**

This analysis benchmarks the total compensation of **Amara Martin, Executive Director / CEO** ($77,598) against **every comparable organization** that fit the selection criteria — **68** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

## Compensation sits at approximately the 56th percentile of comparable organizations

within the typical range

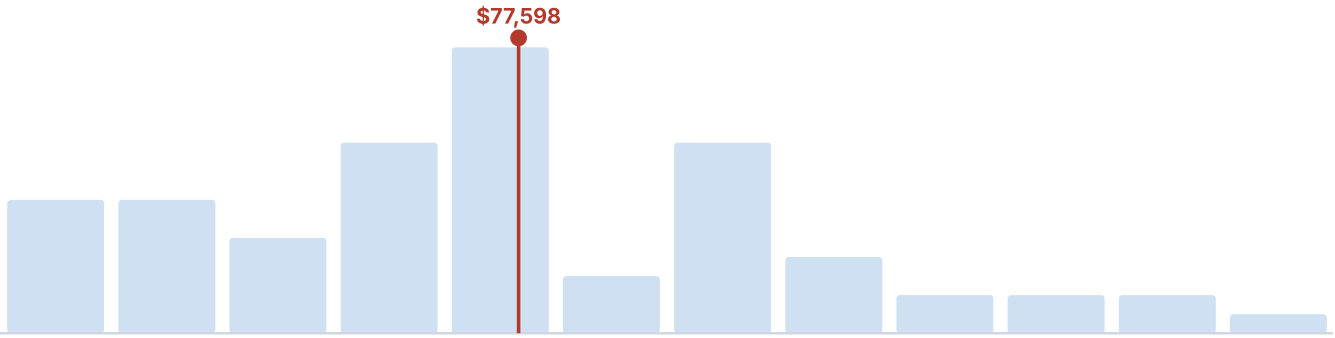
> **Benchmarked executive:** Amara Martin — reported title "Executive Director", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

| | |
|---|---|
| SECTOR | Organizations sharing the subject's NTEE classification (W99). |
| BUDGET | Total revenue between $267,367 and $598,584 — 0.67× to 1.50× the subject's $399,056 (the band tightens as size grows). |
| GEOGRAPHY | Same NTEE sector (W99), nationwide + budget 0.67–1.5× revenue. |

**68** organizations qualified on sector, size, and geography → **68** within the band form the benchmarked peer set.

## Distribution of comparable compensation




$2,644 — total compensation of comparable organizations → — $195,494

| $20,574 | $48,640 | $74,792 | $102,430 | $127,246 | $77,598 |
|---|---|---|---|---|---|

| 10TH | 25TH | MEDIAN | 75TH | 90TH | THIS ORG · 56TH |
|---|---|---|---|---|---|

## 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 CO 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 |
|---|---|---|---|---|---|---|
| Allegheny Force Football Club | PA | $400,190 | Director Of Coaching | $52,395 | **$54,491** | 2023 |
| Seeds Family Worship Inc | TN | $396,767 | President | $75,100 | **$79,963** | 2024 |
| Raising Multicultural Kids | MA | $402,135 | Ex. Director | $86,800 | **$76,975** | 2025 |
| Noe Valley Association | CA | $405,291 | Exec/secr | $42,000 | **$36,737** | 2024 |
| Northwest Hub | OR | $409,241 | Executive Di | $55,502 | **$52,211** | 2024 |
| In The Weeds | CO | $415,629 | Executive Dir. | $64,434 | **$62,585** | 2024 |
| Americans Against Legalizing | CA | $381,036 | Vice President | $25,200 | **$22,693** | 2023 |
| Reach Healthcare | CA | $378,568 | President | $56,328 | **$49,270** | 2024 |
| Care Lab | DC | $422,364 | Executive Director | $135,832 | **$124,308** | 2023 |
| Arena Fire Board | WI | $423,367 | Fire Chief | $2,500 | **$2,644** | 2024 |
| Wisconsin Strong Inc | WI | $372,585 | Ceo | $91,305 | **$99,445** | 2023 |
| Gigafact Foundation | CA | $372,579 | Head Of Operations | $110,497 | **$96,651** | 2024 |
| The Strive Initiative Inc | PA | $371,559 | Ceo | $70,357 | **$71,072** | 2024 |
| Civicpulse Inc | NY | $370,633 | Executive Dir. | $113,281 | **$106,754** | 2023 |
| Rjiok Foundation | OK | $429,260 | President | $91,700 | **$102,283** | 2024 |
| Black Product Managers | CA | $368,688 | Executive Director | $186,000 | **$162,694** | 2024 |
| Veterans Club Inc | KY | $365,733 | Vice President | $65,000 | **$72,829** | 2023 |

| ORGANIZATION | STATE | REVENUE | MATCHED TITLE | COMP (REPORTED) | COMP (ADJUSTED) | FY |
|---|---|---|---|---|---|---|
| Rhode Island Saltwater Anglers Association | RI | $364,784 | Executive Director | $46,671 | **$46,671** | 2023 |
| One Love Animal Rescue Inc | GA | $360,867 | Ceo | $16,500 | **$16,806** | 2024 |
| Georgia Hi-lo Trail Inc | GA | $359,926 | President | $21,426 | **$21,822** | 2024 |
| WIs Foundation | SC | $355,853 | President | $105,000 | **$110,961** | 2024 |
| The Davis Phoenix Coalition | CA | $354,895 | Executive Director | $20,192 | **$17,662** | 2024 |
| Moral Compass Federation Inc | VA | $445,112 | Ceo, Vice President | $80,659 | **$78,890** | 2024 |
| Revive Community Health Center | MI | $352,240 | Ceo | $77,787 | **$81,330** | 2024 |
| The Salvation Army Albuquerque Residences Inc | CA | $453,092 | President | $32,694 | **$29,442** | 2023 |

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO 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 CO 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 | **68** organizations. Compensation range $2,644–$195,494; filing years 2023–2025. |
| SIZE BASIS | Matched on total revenue ($399,056); for reference, expenses $453,266 and assets $583,058. |
| ROLE MATCH | Amara Martin, reported title *"Executive Director"*, 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 | **56th** |
| Total compensation (D + F), as reported (no adjustments) | **57th** |
| Reportable pay only (column D), adjusted | **59th** |
| All sources (D + E + F), adjusted | **54th** |

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 (Amara Martin) 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 68 similarly situated organizations (Same NTEE sector (W99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of $77,598 is reasonable (approximately the 56th 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.