

# Start The Adventure In Reading (Stair) - Annapolis Inc

Executive Director / CEO

EIN 464769978  
 MD · NTEE B90  
 FY ending 2024-06-30  
 June 9, 2026

This analysis benchmarks the total compensation of **Jo Ann Mattson, Executive Director / CEO** (\$105,500) against **every comparable organization** that fit the selection criteria — **460** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 81<sup>st</sup> percentile of comparable organizations**

within the typical range

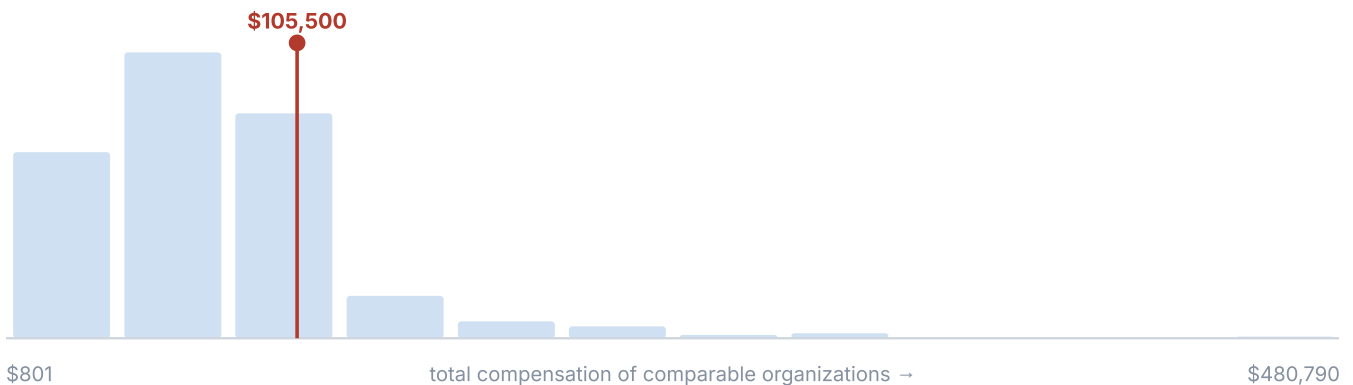
**Benchmarked executive:** Jo Ann Mattson — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B90).
BUDGET	Total revenue between \$268,684 and \$601,533 — 0.67x to 1.50x the subject's \$401,022 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B90), nationwide + budget 0.67–1.5x revenue.

**460** organizations qualified on sector, size, and geography → **460** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$16,848</b> 10TH	<b>\$42,757</b> 25TH	<b>\$68,001</b> MEDIAN	<b>\$97,544</b> 75TH	<b>\$124,397</b> 90TH	<b>\$105,500</b> THIS ORG · 81ST
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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 MD 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
<a href="#">La Biotech Center</a>	CA	\$400,879	Executive Director	\$66,667	<b>\$61,575</b>	2024
<a href="#">Southwest Transplant Alliance Foundation</a>	TX	\$402,247	Director	\$59,666	<b>\$63,840</b>	2024
<a href="#">Launch Leadership Inc</a>	NE	\$402,383	Executive Di	\$78,706	<b>\$93,222</b>	2023
<a href="#">Fred T Korematsu Institute</a>	CA	\$402,608	Executive Director	\$92,083	<b>\$85,050</b>	2024
<a href="#">Cherryville High School Education</a>	NC	\$398,666	Executive Di	\$3,600	<b>\$3,876</b>	2025
<a href="#">Homeownership Oc</a>	CA	\$398,009	Executive Director	\$94,060	<b>\$86,876</b>	2024
<a href="#">The K-12 Alliance Of Michigan</a>	MI	\$404,224	Executive Director	\$180,000	<b>\$193,603</b>	2025
<a href="#">Caps Network Inc</a>	KS	\$397,483	Treasurer	\$9,150	<b>\$10,885</b>	2023
<a href="#">Southern Athletic Association</a>	GA	\$404,958	Commissioner	\$107,358	<b>\$112,487</b>	2025
<a href="#">Boston Preservation Alliance Inc</a>	MA	\$404,978	Executive Director	\$120,149	<b>\$118,896</b>	2023
<a href="#">California Foundation For History</a>	CA	\$405,028	Director	\$60,851	<b>\$56,203</b>	2024
<a href="#">Education Francaise Greater Seattle</a>	WA	\$405,135	Executive Director Until Sept 30	\$61,667	<b>\$59,055</b>	2024
<a href="#">Create A Loop</a>	MO	\$396,759	Executive Director	\$84,000	<b>\$95,163</b>	2024
<a href="#">Caha</a>	AR	\$396,729	Executive Director	\$52,000	<b>\$60,909</b>	2025
<a href="#">Young Musicians Of Virginia</a>	VA	\$395,934	Executive Director	\$14,477	<b>\$14,566</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Domi Education Inc</a>	FL	\$406,413	Ceo	\$52,308	<b>\$54,113</b>	2023
<a href="#">Rideshare 2 Vote Aware</a>	TX	\$406,430	Executive Director	\$79,692	<b>\$85,267</b>	2024
<a href="#">Steam Engine Inc</a>	OK	\$395,604	Executive Director	\$71,197	<b>\$86,333</b>	2023
<a href="#">Christ Together Greater Austin</a>	TX	\$395,587	Executive Di	\$51,083	<b>\$53,248</b>	2025
<a href="#">Multinational Memphis Inc</a>	TN	\$406,640	Executive Director	\$54,268	<b>\$61,015</b>	2024
<a href="#">Scd Enrichment Program</a>	CO	\$406,821	Founder/executive Director	\$80,000	<b>\$84,475</b>	2023
<a href="#">Thrive Today</a>	MI	\$394,385	Vice Chair	\$96,000	<b>\$109,118</b>	2023
<a href="#">Leadingage Michigan</a>	MI	\$407,743	President	\$40,732	<b>\$46,298</b>	2023
<a href="#">Tuscarawas County Child Advocacy</a>	OH	\$393,999	Executive Di	\$68,745	<b>\$80,182</b>	2023
<a href="#">Emmaus Academy Inc</a>	IL	\$393,287	Secretary	\$17,152	<b>\$18,570</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD 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 MD 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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

**PEER COUNT** 460 organizations. Compensation range \$801–\$480,790; filing years 2021–2025.

**SIZE BASIS** Matched on total revenue (\$401,022); for reference, expenses \$385,528 and assets \$342,992.

**ROLE MATCH** Jo Ann Mattson, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	27 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	81 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	84 <sup>th</sup>
Reportable pay only (column D), adjusted	83 <sup>rd</sup>
All sources (D + E + F), adjusted	76 <sup>th</sup>

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 (Jo Ann Mattson) 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 460 similarly situated organizations (Same NTEE sector (B90), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$105,500 is reasonable (approximately the 81<sup>st</sup> 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.