

Day Dreams Foundation

Executive Director / CEO

EIN 472128224

MO · NTEE O99

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Adonica Coleman, Executive Director / CEO** (\$20,492) against **every comparable organization** that fit the selection criteria — **48** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 21st percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Adonica Coleman — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (O99).

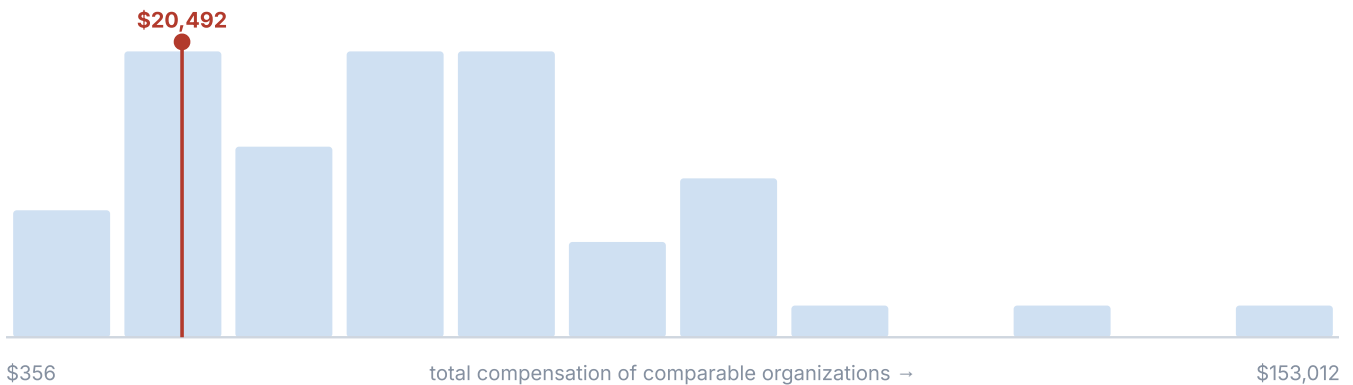
BUDGET Total revenue between \$163,017 and \$364,965 — 0.67x to 1.50x the subject's \$243,310 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (O99), nationwide + budget 0.67–1.5x revenue.

48 organizations qualified on sector, size, and geography

→ **48** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,555	\$23,306	\$47,423	\$63,210	\$85,969	\$20,492
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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 MO 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
South Carolina Early Childhood	SC	\$240,454	Executive Director	\$45,651	\$44,965	2024
The Sweet Julia Grace Foundation	VA	\$236,179	Ceo	\$55,569	\$50,658	2024
Child And Family Resource Foundation	SC	\$230,904	Ceo	\$35,170	\$34,642	2024
Wesley Foundation At The University Of Washington	WA	\$223,768	Executive Director	\$99,011	\$83,694	2024
Lincoln Independent Business Association	NE	\$263,224	Executive Director	\$150,678	\$153,012	2024
Nashville Debate League Inc	TN	\$263,898	Executive Director	\$74,001	\$71,548	2025
Valley Youth Network	PA	\$222,234	Executive Director	\$94,401	\$88,882	2024
Mentor For Change	CA	\$221,819	Executive Di	\$25,523	\$21,423	2023
Salida Circus Outreach Foundation	CO	\$265,704	Executive Director	\$45,691	\$41,365	2024
Healthy Families Partnership Inc	VA	\$219,326	Board Treasu	\$400	\$356	2025
Reintegration Support Network Inc	NC	\$268,687	Executive Director	\$58,407	\$55,510	2025
Victory Lane Camp Inc	IN	\$217,717	Ceo	\$84,989	\$84,620	2024
Mentoring Mentors Inc	MD	\$269,718	Founder & Ceo	\$35,992	\$31,770	2024
Silver Stallion Bicycle And Coffee	NM	\$270,499	President	\$25,858	\$26,258	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Students Without Limits	CA	\$213,818	President/ceo	\$123,249	\$100,482	2024
Native American Youth Ministries	AZ	\$273,180	Ceo	\$19,747	\$18,460	2023
Mentoring Youth Through Technology	IL	\$273,447	Executive Dir.	\$29,000	\$26,918	2024
Purpose Foundation For Youth	IL	\$213,157	President	\$10,500	\$9,746	2024
Grand Forks Fastbreak Club	ND	\$210,877	Director	\$4,200	\$4,352	2024
Purpose Learning Lab The Premier Drop-in Studio	NC	\$208,006	Executive Director	\$28,650	\$28,775	2023
Southwest Wildlife Foundation Inc	UT	\$203,783	Ceo	\$42,000	\$40,585	2024
Girls On The Run 334	NJ	\$283,331	Council Director	\$57,145	\$48,172	2024
Childrens Justice And Advocacy Center	IN	\$284,683	Executive Director	\$42,124	\$43,180	2023
Child Wellness Institute Inc	NJ	\$199,940	Executive Director	\$24,603	\$20,740	2024
Dream Company	HI	\$286,991	President/secretary/direct	\$19,530	\$16,997	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MO 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 MO 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	48 organizations. Compensation range \$356–\$153,012; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$243,310); for reference, expenses \$204,408 and assets \$257,076.
ROLE MATCH	Adonica Coleman, reported title "EXECUTIVE DI", 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	2 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	21 st
Total compensation (D + F), as reported (no adjustments)	21 st
Reportable pay only (column D), adjusted	23 rd
All sources (D + E + F), adjusted	21 st

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 (Adonica Coleman) 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 48 similarly situated organizations (Same NTEE sector (O99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$20,492 is reasonable (approximately the 21st 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.