

# Wellfit Girls Program Southwest

Executive Director / CEO

EIN 472821242

FL · NTEE O22

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Tracey Williams, Executive Director / CEO** (\$99,100) against **every comparable organization** that fit the selection criteria — **23** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **87<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Tracey Williams — reported title "EXECUTIVE DIRECTOR (THRU JAN '24)", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (O22).

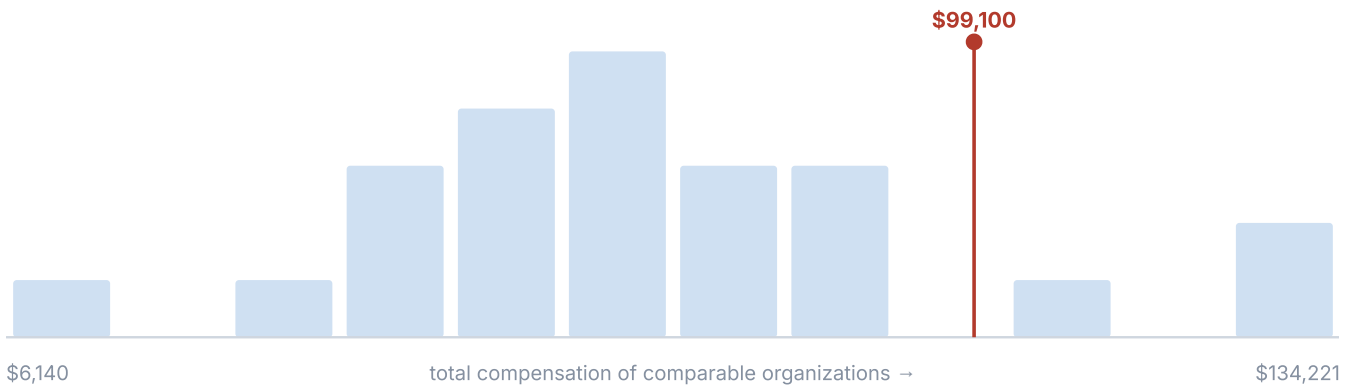
**BUDGET** Total revenue between \$192,470 and \$430,903 — 0.67x to 1.50x the subject's \$287,269 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (O22), nationwide + budget 0.67–1.5x revenue.

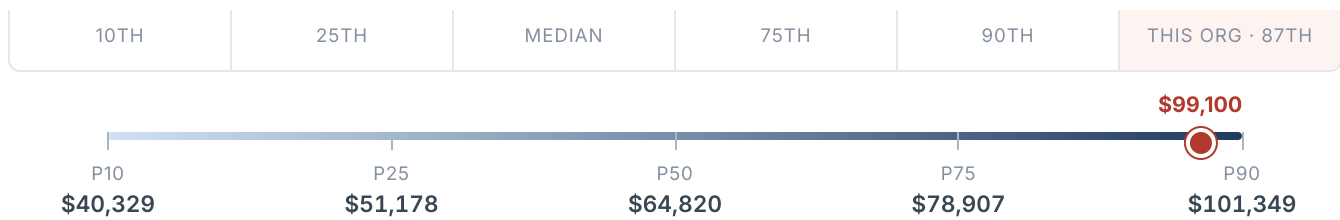
**23** organizations qualified on sector, size, and geography

→ **23** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$40,329	\$51,178	\$64,820	\$78,907	\$101,349	\$99,100
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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 FL 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="#">Girls On The Run Upstate Sc</a>	SC	\$281,344	Executive Director	\$44,089	<b>\$48,961</b>	2024
<a href="#">The Gems Camp</a>	TX	\$278,071	Vice President Of Partnership	\$44,786	<b>\$47,689</b>	2024
<a href="#">Southside Girls Club Inc</a>	TX	\$277,636	Executive Dir.	\$36,766	<b>\$39,149</b>	2024
<a href="#">Girls On The Run Idaho Inc</a>	ID	\$297,943	Executive Dir.	\$80,250	<b>\$90,874</b>	2024
<a href="#">Elevateher</a>	CO	\$303,841	Executive Dir.	\$64,400	<b>\$65,734</b>	2024
<a href="#">Park Central Inc</a>	CT	\$267,489	Executive Director	\$65,520	<b>\$67,325</b>	2023
<a href="#">Girls Incorporated Of The Washington Dc Metro Area</a>	DC	\$264,258	Executive Director	\$143,688	<b>\$134,221</b>	2024
<a href="#">Girls On The Run Of Central Illinois</a>	IL	\$314,079	Executive Dir.	\$67,642	<b>\$70,788</b>	2024
<a href="#">Dress For Success Luzerne County</a>	PA	\$251,895	Founder, Executive Directo	\$52,000	<b>\$55,200</b>	2024
<a href="#">Carolina Youth Action Project</a>	SC	\$248,269	Co-director	\$56,694	<b>\$64,820</b>	2023
<a href="#">Go Run Missoula</a>	MT	\$244,581	Executive Di	\$70,750	<b>\$81,182</b>	2024
<a href="#">Baya Corporation</a>	IN	\$334,879	Executive Director	\$50,442	<b>\$58,297</b>	2023
<a href="#">Gurls Talk Inc</a>	NY	\$335,567	Executive Director	\$125,000	<b>\$123,788</b>	2023
<a href="#">Little Princess Foundation</a>	NY	\$238,733	President	\$6,200	<b>\$6,140</b>	2023
<a href="#">Girls On The Run Of Stark County</a>	OH	\$238,236	Executive Dir.	\$54,722	<b>\$60,106</b>	2025
<a href="#">Diamond In The Rough Youth Development Program Inc</a>	GA	\$233,615	President	\$43,204	<b>\$45,050</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Girls On The Run Of New Orleans</a>	LA	\$213,439	Executive Dir.	\$63,502	<b>\$76,632</b>	2023
<a href="#">Girls Incorporated Of Hamblen County</a>	TN	\$364,110	Executive Director	\$47,720	<b>\$53,395</b>	2024
<a href="#">Girls On The Run Of Long Island</a>	NY	\$204,651	Executive Dir.	\$63,880	<b>\$61,446</b>	2024
<a href="#">Bay Area Girls Rock Camp</a>	CA	\$370,530	Co-executive	\$32,040	<b>\$29,451</b>	2024
<a href="#">Girls Incorporated Of Winter Haven</a>	FL	\$374,944	Executive Director	\$68,210	<b>\$70,225</b>	2023
<a href="#">Girls Incorporated Of Tennessee Valley</a>	TN	\$391,836	Executive Director	\$72,525	<b>\$83,546</b>	2023
<a href="#">Girls On The Run Of Southeastern</a>	PA	\$417,543	Executive Dir.	\$95,131	<b>\$103,968</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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** 23 organizations. Compensation range \$6,140–\$134,221; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$287,269); for reference, expenses \$250,270 and assets \$110,957.

**ROLE MATCH** Tracey Williams, reported title "*EXECUTIVE DIRECTOR (THRU JAN '24)*", benchmarked as Executive Director / CEO. The title maps directly to this role.

**OUTLIERS** 3 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	87 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	91 <sup>st</sup>
Reportable pay only (column D), adjusted	87 <sup>th</sup>
All sources (D + E + F), adjusted	87 <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 (Tracey Williams) 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 23 similarly situated organizations (Same NTEE sector (O22), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$99,100 is reasonable (approximately the 87<sup>th</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.