

What's Important Now Foundation

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Kent Bowles, Executive Director / CEO** (\$104,459) against **every comparable organization** that fit the selection criteria — **49** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **92nd** percentile of comparable organizations above the 90th percentile — board review recommended

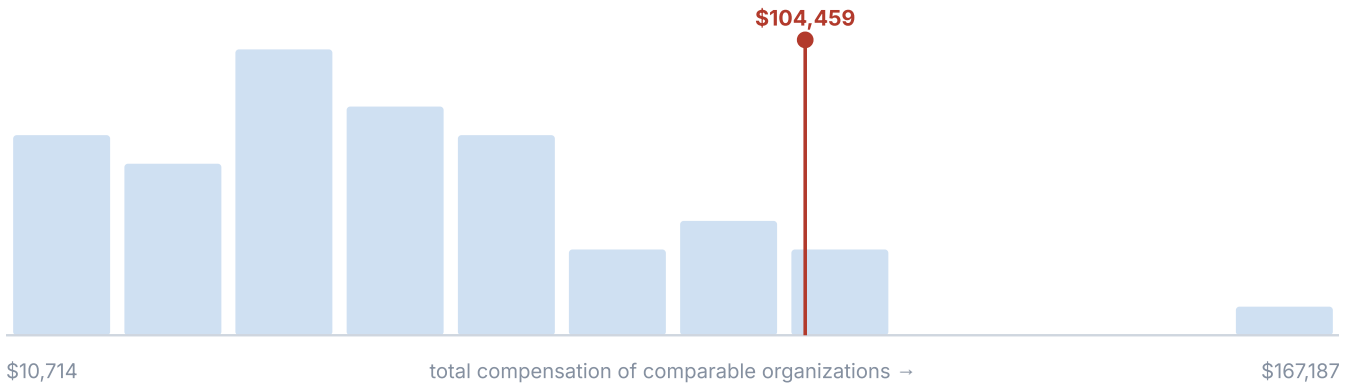
Benchmarked executive: Kent Bowles — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F21).
BUDGET	Total revenue between \$255,251 and \$571,458 — 0.67x to 1.50x the subject's \$380,972 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (F21), nationwide + budget 0.67–1.5x revenue.

49 organizations qualified on sector, size, and geography → **49** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$22,255	\$35,357	\$52,850	\$71,102	\$96,208	\$104,459
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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 OK 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
My Life Foundation Inc	MD	\$385,986	President	\$32,180	\$27,322	2024
Alcap	AL	\$388,306	Executive Director	\$71,045	\$69,703	2024
Life Align Inc	MI	\$390,123	Executive Di	\$102,064	\$95,671	2024
Partnership For A Drug Free Community Inc	AL	\$391,838	Executive Director	\$59,301	\$58,181	2024
Columbus County Dream Center Inc	NC	\$364,138	Exe Director	\$52,010	\$48,804	2024
Communities Confronting Substance Use &	NJ	\$400,942	President	\$22,846	\$19,072	2023
Dream Of Hattiesburg Inc	MS	\$402,862	Excutive Director	\$84,768	\$85,739	2024
Monroe County Coalition Inc	FL	\$358,422	Executive Di	\$74,891	\$63,893	2024
Operation Snowball Inc	IL	\$355,689	Ceo	\$32,780	\$28,512	2025
Community Prevention Services Inc	NC	\$412,682	President	\$49,999	\$48,303	2023
Marin Healthy Youth Partnerships	CA	\$347,416	President	\$91,345	\$69,785	2025
Christine Ortoll Recovery	FL	\$346,095	Director/pro	\$81,555	\$74,570	2022
Overton County Anti-drug Coalition Inc	TN	\$344,408	Director	\$100,053	\$95,510	2024
Project White Butterfly	OH	\$342,179	Executive Dir.	\$14,648	\$14,090	2024
Travis House Inc	CO	\$338,784	Executive Dir.	\$30,000	\$26,124	2024
Life Challenge International	CA	\$424,816	President	\$48,000	\$37,641	2024
Come To Him Ministries	CA	\$336,946	President	\$59,998	\$47,050	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Influence Foundation Inc	VT	\$333,588	President & Executive Director	\$115,315	\$108,520	2023
Men Of Pa A	HI	\$429,115	Executive Director	\$65,000	\$52,850	2024
Alcohol & Drug Abuse Council Of Delaware	NY	\$430,396	Executive Dir.	\$48,827	\$40,069	2024
Power Forward Inc	MA	\$430,604	Director	\$42,290	\$34,512	2024
Recovery Community Network Inc	MN	\$330,973	Director	\$58,240	\$53,806	2023
Mountain Top Cares Coalition Inc	NY	\$436,347	Executive Di	\$88,336	\$70,623	2025
Recover Wyoming	WY	\$437,174	Executive Director	\$71,017	\$71,102	2023
Phillips County Coalition For Healthy	MT	\$323,786	Executive Director	\$21,825	\$21,997	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OK 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 OK 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	49 organizations. Compensation range \$10,714–\$167,187; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$380,972); for reference, expenses \$452,353 and assets \$44,466.
ROLE MATCH	Kent Bowles, 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	92 nd
Total compensation (D + F), as reported (no adjustments)	90 th
Reportable pay only (column D), adjusted	92 nd
All sources (D + E + F), adjusted	90 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 (Kent Bowles) 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 49 similarly situated organizations (Same NTEE sector (F21), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$104,459 is reasonable (approximately the 92nd 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.