

# Reach Waupun Inc

Executive Director / CEO

EIN 474392904

WI · NTEE S21

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Jayne Harmsen, Executive Director / CEO** (\$27,410) against **every comparable organization** that fit the selection criteria — **41** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **10<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

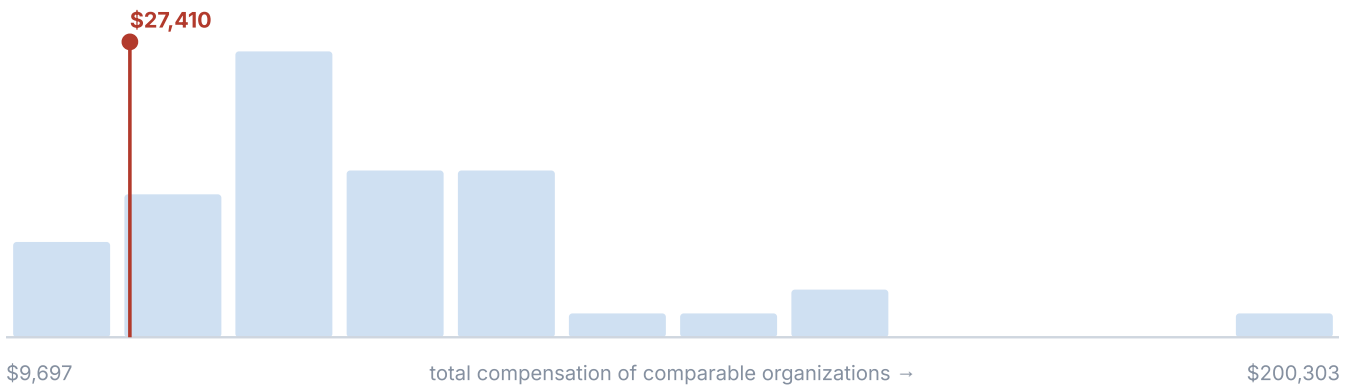
**Benchmarked executive:** Jayne Harmsen — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S21).
BUDGET	Total revenue between \$128,863 and \$288,499 — 0.67x to 1.50x the subject's \$192,333 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S21), nationwide + budget 0.67–1.5x revenue.

**41** organizations qualified on sector, size, and geography → **41** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$29,308	\$43,230	\$55,819	\$73,821	\$101,042	<b>\$27,410</b>
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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 WI 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="#">Downtown Canandaigua Business Management</a>	NY	\$191,704	C.e.o.	\$45,128	<b>\$41,263</b>	2023
<a href="#">Oakland Transportation Management Associ</a>	PA	\$193,830	Executive Director	\$103,089	<b>\$101,042</b>	2024
<a href="#">Dyslexia Resource Center</a>	SC	\$196,445	Executive Director	\$44,600	<b>\$47,081</b>	2023
<a href="#">Glen Cove Downtown District</a>	NY	\$187,258	Director	\$49,984	<b>\$45,704</b>	2023
<a href="#">Binghamton Regional Sustainability Coalition</a>	NY	\$185,858	Director	\$86,116	<b>\$76,482</b>	2024
<a href="#">Equidad Atx Inc</a>	TX	\$183,387	President And Exec Dir	\$109,819	<b>\$107,970</b>	2024
<a href="#">Queen Anne Neighbors For Responsible Growth</a>	WA	\$203,550	Executive Director	\$81,974	<b>\$74,264</b>	2023
<a href="#">Mercy Drive Ministries Inc</a>	FL	\$203,672	Executive Director	\$48,739	<b>\$48,230</b>	2022
<a href="#">New Mexico Association Of Community Partners</a>	NM	\$208,602	Executive Director	\$67,420	<b>\$69,434</b>	2025
<a href="#">Greensboro Community Television Inc</a>	NC	\$215,106	Executive Director	\$73,588	<b>\$74,732</b>	2024
<a href="#">Gramatan Village Inc</a>	NY	\$217,697	Executive Di	\$75,000	<b>\$66,610</b>	2024
<a href="#">Pueblo Organizado En Defensa De La</a>	TX	\$225,929	Director	\$45,833	<b>\$46,392</b>	2023
<a href="#">Bushwick Workshop Space Inc</a>	NY	\$158,251	Member	\$40,854	<b>\$36,284</b>	2024
<a href="#">Renewing Homes Of Greater Augusta Inc</a>	VA	\$228,987	Executive Dir.	\$17,730	<b>\$16,392</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Mobile United Inc</a>	AL	\$155,225	Executive Director	\$54,393	<b>\$56,267</b>	2025
<a href="#">Macalester-groveland Community Council</a>	MN	\$153,466	Executive Director	\$45,771	<b>\$44,451</b>	2024
<a href="#">Citizens Against Strada Verde</a>	CA	\$151,656	Secretary	\$11,426	<b>\$9,697</b>	2024
<a href="#">Sheridan Service Center</a>	MT	\$233,421	Director	\$54,080	<b>\$55,819</b>	2025
<a href="#">Our Town Frederiksted Inc</a>	VI	\$149,892	Consultant	\$29,184	<b>\$29,956</b>	2024
<a href="#">American Civil Liberties Union Of</a>	OK	\$149,798	Executive Di	\$19,648	<b>\$21,264</b>	2024
<a href="#">Roosevelt County Community</a>	NM	\$149,702	Executive Dire	\$57,579	<b>\$60,867</b>	2024
<a href="#">Inspire Wisconsin Inc</a>	WI	\$237,754	Executive Di	\$83,487	<b>\$85,696</b>	2024
<a href="#">Citizens Of Louisville Organized And United Together Inc</a>	KY	\$241,396	Lead Organizer	\$67,904	<b>\$73,821</b>	2023
<a href="#">Squirrel Hill Urban Coalition</a>	PA	\$241,719	Executive Dir.	\$52,800	<b>\$53,280</b>	2023
<a href="#">Friends Of The Columbia River Gateway</a>	WA	\$242,402	Store Manager	\$37,099	<b>\$33,609</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI cost of living and 2025 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 WI 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **41** organizations. Compensation range \$9,697–\$200,303; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$192,333); for reference, expenses \$127,475 and assets \$215,814.

ROLE MATCH	Jayne Harmsen, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
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	10 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	10 <sup>th</sup>
Reportable pay only (column D), adjusted	12 <sup>th</sup>
All sources (D + E + F), adjusted	7 <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 (Jayne Harmsen) 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 41 similarly situated organizations (Same NTEE sector (S21), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$27,410 is reasonable (approximately the 10<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.