

Advocates For Womens And Kids Equality

Executive Director / CEO

EIN 474532078
 TN · NTEE B01
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Kelli Nowers, Executive Director / CEO** (\$73,200) against **every comparable organization** that fit the selection criteria — **68** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **63rd** percentile of comparable organizations within the typical range

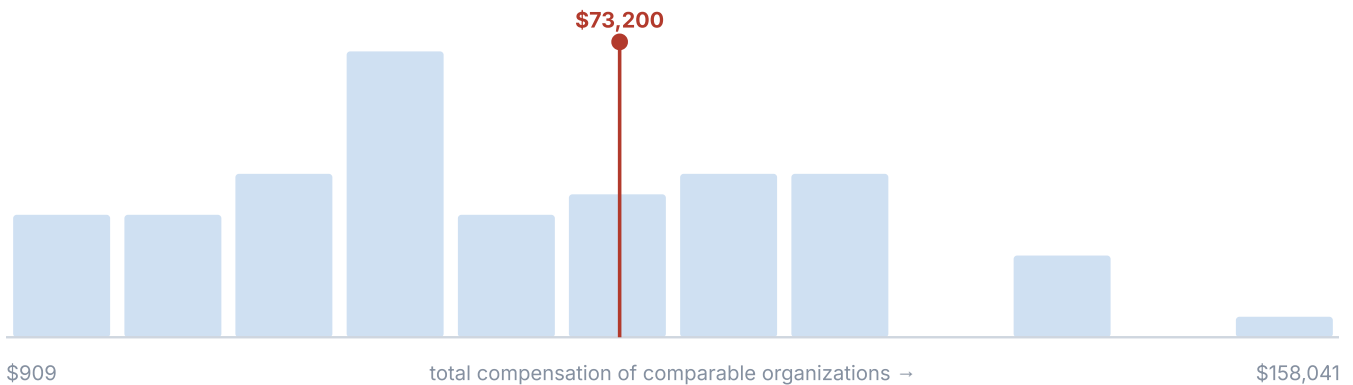
Benchmarked executive: Kelli Nowers — reported title "Executive Dir.", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B01).
BUDGET	Total revenue between \$184,611 and \$413,308 — 0.67x to 1.50x the subject's \$275,539 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B01), nationwide + budget 0.67–1.5x revenue.

68 organizations qualified on sector, size, and geography → **68** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,936	\$36,352	\$53,751	\$81,510	\$99,630	\$73,200
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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 TN 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
Daybreak Arts	TN	\$275,754	Executive Director	\$50,163	\$48,870	2025
Teachers Unite Inc	NY	\$274,686	Co-executive Director	\$88,095	\$77,969	2023
Empower Illinois	IL	\$276,402	Ceo	\$130,147	\$121,725	2024
Manos Inocentes Por El Derecho A La Vida	UT	\$278,541	Accounting Manager	\$3,040	\$2,960	2024
Sound Start Foundation	NJ	\$279,925	President/ceo	\$114,000	\$96,832	2024
Macon-bibb Mayor's Literacy	GA	\$280,335	Executive Di	\$75,000	\$73,861	2023
Awareness Is Prevention Inc	NV	\$270,478	President	\$13,333	\$13,090	2023
Nd Senior Career Development	ND	\$282,338	Director	\$50,000	\$50,855	2025
Redemption Foundation	MI	\$283,390	Executive Director (Ended 4/24)	\$20,502	\$20,132	2024
South Carolina First Steps To	SC	\$265,605	Executive Di	\$41,509	\$42,414	2023
R4creating	NM	\$265,057	Executive Di	\$74,567	\$78,553	2023
South Carolina First Steps To	SC	\$260,668	Ed-thru 6/30	\$70,246	\$71,778	2023
Pa Families For Education Choice	PA	\$260,174	President/tr	\$33,000	\$31,308	2024
Walnut Grove Coop Inc	DE	\$259,090	Chair	\$35,640	\$32,343	2025
Institute For Black Solidarity With Israel	NC	\$294,916	Chief Executive Officer	\$92,931	\$91,351	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Education Justice Coalition Of Vt	VT	\$254,459	Director	\$46,202	\$45,548	2023
Charter Schools Action Fund	DC	\$254,081	Ceo Of Napcs - Until 12/23	\$30,188	\$25,202	2024
Heart Sense Corporation	LA	\$253,733	President	\$113,968	\$119,389	2024
Grow Allen Inc	IN	\$298,000	Executive Di	\$71,058	\$71,289	2024
Northstar Tutoring	DC	\$251,101	Executive Director	\$119,167	\$99,485	2024
South Carolina First Steps	SC	\$301,081	Executive Di	\$41,646	\$42,554	2023
Washington Ethnic Studies Now	WA	\$249,502	Executive Director	\$150,000	\$127,762	2024
National Assn Of Worksite Health Care	TX	\$301,700	Executive Director	\$52,562	\$50,020	2024
Washington Student Association	WA	\$248,411	Executive Director	\$60,000	\$52,614	2023
South Carolina First Steps	SC	\$247,364	Executive Di	\$44,313	\$45,279	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TN 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 TN 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 68 organizations. Compensation range \$909–\$158,041; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$275,539); for reference, expenses \$240,050 and assets \$160,184.

ROLE MATCH	Kelli Nowers, reported title " <i>Executive Dir.</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	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	63 rd
Total compensation (D + F), as reported (no adjustments)	62 nd
Reportable pay only (column D), adjusted	65 th
All sources (D + E + F), adjusted	60 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 (Kelli Nowers) 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 68 similarly situated organizations (Same NTEE sector (B01), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$73,200 is reasonable (approximately the 63rd 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.