

Deep South Little Britches Rodeo Associa

Executive Director / CEO

EIN 474772074

LA · NTEE O50

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kelly Drury, Executive Director / CEO** (\$5,452) against **every comparable organization** that fit the selection criteria — **470** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 2nd percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Kelly Drury — reported title “Treasurer”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (O50).

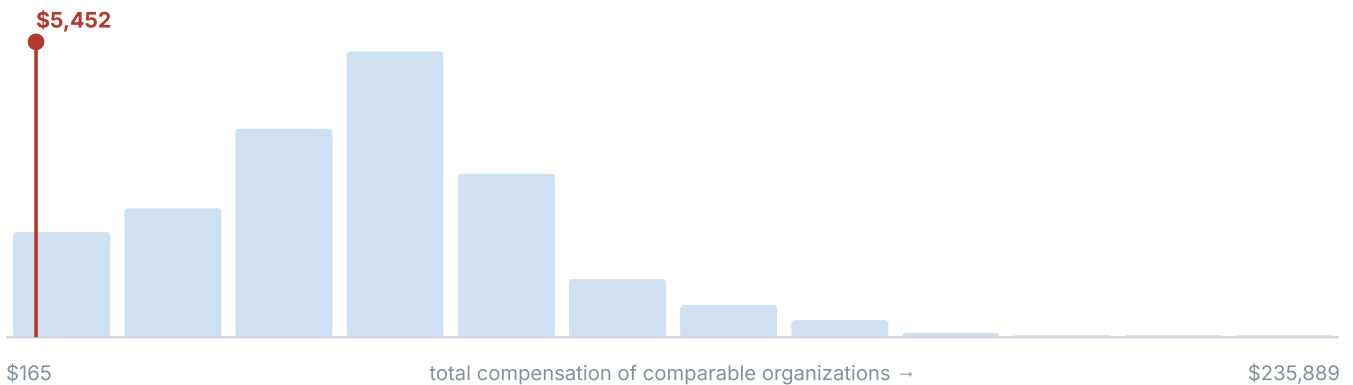
BUDGET Total revenue between \$319,949 and \$716,305 — 0.67x to 1.50x the subject's \$477,537 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (O50), nationwide + budget 0.67–1.5x revenue.

470 organizations qualified on sector, size, and geography

→ **470** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,999

\$42,440

\$63,673

\$80,911

\$102,212

\$5,452



■ 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 LA 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
Foundation For The Child Victims Of The Family Court Llc	SC	\$479,508	President	\$56,000	\$54,623	2023
Education Francaise Greater Houston	TX	\$475,249	Executive Director	\$65,500	\$57,969	2025
Lightning Boy Foundation Inc	NM	\$480,724	Administrator Bookkeeper	\$31,500	\$30,768	2024
Opportunity Scholars	VA	\$480,827	Director	\$37,477	\$33,833	2023
Americas Youth Outreach Program	CA	\$481,433	President	\$96,000	\$75,282	2024
Second Life Bikes Inc	NJ	\$473,493	Vice Preside	\$60,000	\$50,087	2023
Fatherhood Revisited	OH	\$482,080	Ceo Vice President Of Board	\$81,800	\$78,681	2024
Camp Beausite Northwest	WA	\$482,722	Executive Dir.	\$86,844	\$70,611	2024
House With A Heart - Pet Sanctuary Inc	MD	\$483,753	President	\$82,250	\$69,833	2024
The Orange Duffel Bag Initiative Inc	GA	\$470,780	President	\$68,251	\$64,163	2023
Cherry Creek Youth Sports	CO	\$470,553	President	\$28,750	\$25,775	2023
Camp Hertko Hollow Inc	IA	\$484,687	Executive Dir.	\$95,923	\$95,383	2024
Teen Lifeline Inc	TX	\$470,297	Officer	\$108,087	\$101,091	2023
Youth Village Inc	FL	\$485,023	Executive Director	\$56,833	\$48,487	2024
Play Like A Champion Today	IN	\$485,099	Secretary	\$80,000	\$78,879	2023
Artpreneurs Inc	MD	\$469,928	Executive Director	\$72,800	\$61,810	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Keaukaha One Youth Development	HI	\$469,757	President/ed	\$100,008	\$83,716	2023
Nyccsalt Inc	NY	\$469,111	Founder & Chief Executive Officer	\$162,758	\$137,509	2023
First Priority Of Tampa Bay Inc	FL	\$469,071	President	\$86,250	\$73,583	2024
Suenos Basketball	MA	\$486,439	Mentor	\$21,600	\$17,627	2024
Fba Academy	CA	\$486,556	Ceo	\$108,000	\$82,510	2025
Transformations Youth Group	MO	\$487,925	Executive Director	\$56,442	\$55,894	2023
Joe's Place Ministries	OR	\$464,999	Executive Di	\$60,262	\$50,823	2024
Club Esteem Inc	FL	\$463,856	Executive Director	\$88,490	\$75,494	2024
Mill Town Foundation	SC	\$463,666	Director	\$8,730	\$8,271	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to LA 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 LA 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 470 organizations. Compensation range \$165–\$235,889; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$477,537); for reference, expenses \$438,516 and assets \$145,601.

ROLE MATCH Kelly Drury, reported title "*Treasurer*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.**

RELATED-ORG PAY 5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 13 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	2 nd
Total compensation (D + F), as reported (no adjustments)	2 nd
Reportable pay only (column D), adjusted	3 rd
All sources (D + E + F), adjusted	2 nd

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 (Kelly Drury) 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 470 similarly situated organizations (Same NTEE sector (O50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$5,452 is reasonable (approximately the 2nd 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.