

United Way Of Southern Maryland

Executive Director / CEO

EIN 521181917

MD · NTEE T70Z

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Stephanie Rolle, Executive Director / CEO** (\$105,551) against **every comparable organization** that fit the selection criteria — **118** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

Benchmarked executive: Stephanie Rolle — 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 (T70Z).

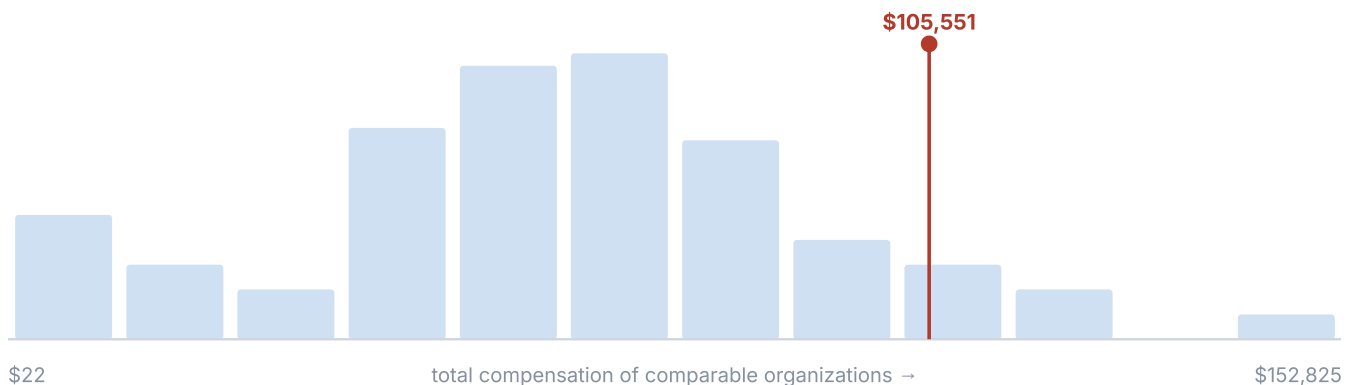
BUDGET Total revenue between \$269,915 and \$604,288 — 0.67x to 1.50x the subject's \$402,859 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

118 organizations qualified on sector, size, and geography

→ **118** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,663

\$44,399

\$63,701

\$82,903

\$100,352

\$105,551



● 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 MD 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
United Way Of Lewis County	WA	\$402,487	Executive Director	\$89,600	\$88,340	2023
Granville County United Way Inc	NC	\$400,255	Executive Di	\$114,306	\$126,332	2024
Small Difference Foundation	TX	\$397,258	Executive Director	\$15,624	\$17,210	2023
United Way Of Yavapai County Inc	AZ	\$396,236	Executive Director	\$40,861	\$43,275	2023
United Way Of Southwest Minnesota	MN	\$409,767	Ceo	\$64,614	\$66,530	2025
Partners For Community Inc	IL	\$393,739	Executive Director	\$83,964	\$88,294	2024
Jewish Federation Of Dutchess Count	NY	\$414,575	Executive Di	\$87,525	\$84,597	2024
United Community Services For Working Families	PA	\$390,913	Executive Director	\$65,832	\$70,221	2024
United Way Of Lawrence County	PA	\$389,138	Executive Director	\$82,598	\$88,105	2024
United Way Of Lincoln County	NC	\$388,180	Executive Director	\$65,015	\$71,855	2024
American Federation Of Government	NC	\$420,001	President	\$2,060	\$2,277	2024
Uwgr Holding Company Inc	NY	\$384,924	President & Ceo	\$55,237	\$52,013	2025
United Way Of Milford Inc	CT	\$424,424	President	\$112,000	\$115,642	2023
Rice County Area United Way	MN	\$426,248	Executive Di	\$71,400	\$75,463	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
United Way Of The Flint Hills Inc	KS	\$379,032	Executive Di	\$68,959	\$82,040	2023
United Way Of Maury County Inc	TN	\$378,346	Exec Director	\$49,468	\$55,618	2024
Corona Norco United Way	CA	\$377,249	Chief Executive Officer	\$105,960	\$97,867	2024
United Way Of Hernando County Inc	FL	\$428,747	Executive Director	\$69,800	\$72,209	2023
United Way Of West Ellis County Inc	TX	\$428,771	Executive Dir.	\$84,500	\$90,412	2024
United Way Of Calhoun County	TX	\$429,708	Executive Di	\$51,491	\$55,093	2024
Association For Benevolent Care Inc	OH	\$373,732	Executive Director	\$18	\$22	2023
United Way Of Walton County	GA	\$433,311	Executive Dir.	\$23,750	\$26,298	2023
United Way Of Yuma County Inc	AZ	\$370,731	President And Ceo	\$75,589	\$77,757	2024
United Way Of Wilkes County Inc	NC	\$367,727	Secretary	\$55,900	\$61,781	2024
United Way Of Corinth And Alcorn	MS	\$366,629	Executive Di	\$72,000	\$88,307	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD 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 MD 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 **118** organizations. Compensation range \$22–\$152,825; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$402,859); for reference, expenses \$406,929 and assets \$375,550.
ROLE MATCH	Stephanie Rolle, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	14 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	91 st
Total compensation (D + F), as reported (no adjustments)	93 rd
Reportable pay only (column D), adjusted	91 st
All sources (D + E + F), adjusted	82 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 (Stephanie Rolle) 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 118 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$105,551 is reasonable (approximately the 91st 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.