

# National Turfgrass Evaluation

Executive Director / CEO

EIN 521744502  
 MD · NTEE C400  
 FY ending 2024-06-30  
 June 13, 2026

This analysis benchmarks the total compensation of **Kevin N Morris, Executive Director / CEO** (\$153,721) against **every comparable organization** that fit the selection criteria — **802** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **95<sup>th</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

**Benchmarked executive:** Kevin N Morris — reported title “EXEC DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C400).
BUDGET	Total revenue between \$321,152 and \$718,998 — 0.67x to 1.50x the subject's \$479,332 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

**802** organizations qualified on sector, size, and geography → **802** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$22,454	\$53,515	\$78,925	\$103,048	\$131,402	<b>\$153,721</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 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
<a href="#">Elakha Alliance</a>	OR	\$479,406	Executive Dir.	\$100,833	<b>\$103,117</b>	2023
<a href="#">Friends Of Guana Tolomato Matanzas</a>	FL	\$479,661	Fmr Exec Dir	\$31,953	<b>\$33,056</b>	2023
<a href="#">Nc Foundation For Soil And Water</a>	NC	\$480,077	Executive Director	\$70,000	<b>\$79,650</b>	2023
<a href="#">Central States Air Resource</a>	TX	\$478,460	Executive Di	\$84,243	<b>\$90,137</b>	2024
<a href="#">Armstrong Trails Inc</a>	PA	\$480,308	Executive Director	\$52,083	<b>\$57,196</b>	2023
<a href="#">Recycling Association Of Minnesota</a>	MN	\$477,798	Executive Director	\$50,724	<b>\$53,611</b>	2024
<a href="#">Atchafalaya Basinkeeper Inc</a>	LA	\$477,796	Executive Director	\$71,560	<b>\$84,284</b>	2024
<a href="#">John Bunker Sands Wetland Center Inc</a>	TX	\$481,271	Executive Dir.	\$64,126	<b>\$70,639</b>	2023
<a href="#">Santa Clara River Conservancy</a>	CA	\$481,302	Executive Director	\$128,469	<b>\$118,657</b>	2024
<a href="#">Vermont Farm And Forest</a>	VT	\$476,706	Executive Director	\$66,354	<b>\$71,437</b>	2024
<a href="#">Lake Waramaug Task Force Inc</a>	CT	\$476,333	Executive Director	\$91,115	<b>\$94,077</b>	2023
<a href="#">Social Bridge</a>	CO	\$482,665	Executive Dir.	\$27,100	<b>\$27,795</b>	2024
<a href="#">Building Material Thrift Inc</a>	ID	\$482,808	Executive Manager	\$71,547	<b>\$81,410</b>	2024
<a href="#">Buena Vista Audubon Society</a>	CA	\$482,988	Executive Dir.	\$95,729	<b>\$86,138</b>	2025
<a href="#">Nicoya Peninsula Foundation</a>	FL	\$482,998	Secretary And Treasurer	\$104,125	<b>\$104,628</b>	2024
<a href="#">Environmental Justice Community Action Network</a>	NC	\$475,260	Executive Director	\$95,000	<b>\$104,995</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Clean Miami Beach Inc</a>	FL	\$474,880	Chair	\$95,000	<b>\$95,459</b>	2024
<a href="#">Everglades Law Center Inc</a>	FL	\$483,835	Executive Director	\$91,258	<b>\$91,699</b>	2024
<a href="#">Lake Mcurtry Friends Inc</a>	OK	\$474,819	Executive Director	\$80,000	<b>\$91,796</b>	2025
<a href="#">Freedom's Way Heritage Association Inc</a>	MA	\$483,963	Executive Director	\$124,378	<b>\$119,550</b>	2024
<a href="#">Lifewater Inc</a>	AR	\$474,680	President/ceo	\$65,583	<b>\$78,851</b>	2024
<a href="#">Bay Journal Media Inc</a>	MD	\$474,628	Executive Director	\$50,000	<b>\$50,000</b>	2024
<a href="#">National Energy Resources Organization</a>	DC	\$474,508	Executive Director	\$99,000	<b>\$92,924</b>	2024
<a href="#">Friends Of Bedrock Gardens</a>	NH	\$484,583	Executive Director	\$74,939	<b>\$74,014</b>	2024
<a href="#">Learning Outside Inc</a>	NC	\$484,982	Executive Di	\$70,355	<b>\$77,757</b>	2024

**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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT	<b>802</b> organizations. Compensation range \$326–\$926,969; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$479,332); for reference, expenses \$785,290 and assets \$149,981. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Kevin N Morris, reported title <i>"EXEC DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	42 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 22 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	95 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	96 <sup>th</sup>
Reportable pay only (column D), adjusted	97 <sup>th</sup>
All sources (D + E + F), adjusted	91 <sup>st</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 (Kevin N Morris) 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 13, 2026, comparing compensation against 802 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$153,721 is reasonable (approximately the 95<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 13, 2026.