

Hilton Head Heroes Inc

Executive Director / CEO

EIN 571076391

SC · NTEE T70

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Lindy Russell, Executive Director / CEO** (\$72,000) against **every comparable organization** that fit the selection criteria — **34** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **94th** percentile of comparable organizations above the 90th percentile — board review recommended

Benchmarked executive: Lindy Russell — reported title “Director”, 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 (T70).

BUDGET Total revenue between \$68,802 and \$154,036 — 0.67x to 1.50x the subject's \$102,691 (the band tightens as size grows).

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

34 organizations qualified on sector, size, and geography

→ **34** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,172	\$14,819	\$29,687	\$39,666	\$61,202	\$72,000
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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 SC 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 Health Advancement Inc	NJ	\$103,660	President & Ceo	\$23,016	\$19,190	2025
Steuben County United Way Inc	IN	\$101,399	Executive Director	\$33,164	\$33,524	2024
Bryan County United Way	OK	\$108,589	Executive Director	\$31,820	\$33,586	2024
Jackson County United Givers Fund	AL	\$96,140	Executive Secretary	\$2,500	\$2,589	2024
Sunrise Residential Inc	IL	\$109,508	Residential Man	\$16,500	\$16,008	2023
United Way Of Sullivan County Inc	NY	\$110,127	Chief Professional Officer	\$36,587	\$32,627	2023
Jennings County United Wayinc	IN	\$112,967	Executive Director	\$52,627	\$53,198	2024
Graham Area United Way	TX	\$92,315	Executive Direc	\$34,711	\$33,283	2024
Charitable Foundation Usa	FL	\$115,291	Ceo, Director	\$15,000	\$13,507	2024
Northwoods United Way	WI	\$115,323	Executive Di	\$18,355	\$18,375	2024
Jewish Federation Of Cape Cod Inc	MA	\$87,568	Director	\$3,258	\$2,806	2024
United Way Of Mon Valley	PA	\$121,791	Executive Di	\$85,414	\$81,647	2024
Mercy Foundation Inc	IL	\$122,424	Director; President & Ceo Thr 7/22	\$1,077,862	\$1,045,743	2023
United Black Fund Inc	DC	\$122,817	President	\$29,490	\$24,806	2024
American Football Coaches Foundation	TX	\$81,069	Executive Director	\$15,439	\$14,422	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Kewanee Area United Way	IL	\$124,676	Executive Director	\$14,560	\$14,126	2023
Hector Volunteer Fire Department	MN	\$126,161	Ceo/trustee	\$2,000	\$1,950	2023
Clearfield Area United Way	PA	\$128,599	Executive Dir.	\$28,390	\$27,138	2024
United Way Of South Central Ky Inc	KY	\$76,185	Exec Director	\$37,463	\$38,581	2024
John & Rose Herman Support Foundation	MI	\$75,395	Treasurer	\$26,189	\$25,911	2024
West Bergen Mental Healthcare	NJ	\$74,650	Chief Executive Officer	\$9,993	\$8,552	2024
Lutheran Charities	NY	\$134,779	Chief Executive Officer	\$81,828	\$70,877	2024
The Seltzer Family Foundation	NY	\$135,608	Trustee	\$69,484	\$61,962	2023
United Way Of Obion County	TN	\$69,304	Secretary/exec Dir	\$18,000	\$17,669	2025
United Way Of Scott County Indiana Inc	IN	\$137,748	Executive Director	\$32,734	\$32,236	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SC 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 SC 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 **34** organizations. Compensation range \$1,950–\$1,045,743; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$102,691); for reference, expenses \$428,577 and assets \$1,141,300. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Lindy Russell, reported title " <i>Director</i> ", 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	9 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	94 th
Total compensation (D + F), as reported (no adjustments)	91 st
Reportable pay only (column D), adjusted	97 th
All sources (D + E + F), adjusted	71 st

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 (Lindy Russell) 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 34 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$72,000 is reasonable (approximately the 94th 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.