

# New Kids Production & Design Inc

Executive Director / CEO

EIN 582310701

GA · NTEE P80

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Marcia J Lynch, Executive Director / CEO** (\$30,300) against **every comparable organization** that fit the selection criteria — **284** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **19<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

**Benchmarked executive:** Marcia J Lynch — 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 (P80).
BUDGET	Total revenue between \$240,605 and \$538,668 — 0.67x to 1.50x the subject's \$359,112 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P80), nationwide + budget 0.67–1.5x revenue.

**284** organizations qualified on sector, size, and geography → **284** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$17,165	\$38,067	\$57,515	\$76,239	\$90,844	\$30,300
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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 GA 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="#">Art Spark Texas</a>	TX	\$358,886	Executive Director	\$62,868	<b>\$62,545</b>	2024
<a href="#">Friendship Adventures</a>	WA	\$358,783	Board Chairman, Exec Direc	\$24,500	<b>\$22,460</b>	2023
<a href="#">House Of The Good Shepherd Of</a>	TN	\$359,671	Executive Di	\$90,516	<b>\$97,421</b>	2023
<a href="#">Flywheel Foundation</a>	NC	\$358,465	Executive Di	\$74,301	<b>\$76,354</b>	2024
<a href="#">Forest Ridge Manor Inc</a>	TN	\$359,832	Secretary	\$26,880	<b>\$28,100</b>	2024
<a href="#">Creede Early Learning Center</a>	CO	\$360,015	Executive Di	\$62,807	<b>\$59,896</b>	2024
<a href="#">Target Evolution Incorporated</a>	TX	\$358,079	Executive Director	\$72,420	<b>\$72,047</b>	2024
<a href="#">Senora Woods Retirement Community</a>	MI	\$357,572	President & Ceo	\$31,878	<b>\$33,691</b>	2023
<a href="#">Supporting The Taylor House Inc</a>	CA	\$357,458	Executive Dir.	\$14,808	<b>\$13,092</b>	2023
<a href="#">Po-mar-lin Fire Company</a>	PA	\$356,227	President	\$13,012	<b>\$12,905</b>	2024
<a href="#">Paradox Sports</a>	CO	\$362,677	Executive Director	\$94,500	<b>\$92,781</b>	2023
<a href="#">Rebuilding Together Fargo-moorhead</a>	ND	\$355,535	Executive Di	\$57,750	<b>\$63,030</b>	2024
<a href="#">Waterfall Foundation</a>	AK	\$355,161	Ex. Director/secr.	\$36,000	<b>\$34,230</b>	2024
<a href="#">Planned Lifetime Assistance Network Of Arizona Inc</a>	AZ	\$355,075	Executive Director - President	\$97,977	<b>\$96,481</b>	2023
<a href="#">Soleana Stables</a>	TX	\$354,040	Executive Director	\$85,000	<b>\$84,563</b>	2024
<a href="#">Caroline Baird Crichfield Fund For Women</a>	VT	\$353,749	Vice President	\$22,600	<b>\$23,292</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Spectrum Ringwood Apartments Inc</a>	NJ	\$364,915	President/ceo	\$54,495	<b>\$48,390</b>	2024
<a href="#">Seniors Vs Crime Inc</a>	FL	\$352,975	President	\$37,560	<b>\$34,188</b>	2025
<a href="#">Heal Africa Usa</a>	WI	\$366,234	Executive Director	\$20,000	<b>\$20,773</b>	2024
<a href="#">The Way 2 Serve Inc</a>	AL	\$351,778	President	\$80,500	<b>\$86,493</b>	2024
<a href="#">All Aboard Of America 1</a>	WA	\$366,509	Executive Director	\$52,980	<b>\$47,175</b>	2024
<a href="#">Connecticut Elks Association</a>	CT	\$367,008	Secretary	\$3,000	<b>\$2,880</b>	2023
<a href="#">Carribbean Equality Project Inc</a>	NY	\$351,131	Executive Director	\$54,120	<b>\$50,075</b>	2023
<a href="#">Hoyt Foundation Inc</a>	MA	\$350,597	Director	\$5,000	<b>\$4,469</b>	2024
<a href="#">Hartford Artisans Weaving Center Inc</a>	CT	\$349,093	Executive Director	\$75,000	<b>\$69,937</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to GA 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 GA 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>284</b> organizations. Compensation range \$603–\$376,894; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$359,112); for reference, expenses \$371,293 and assets \$164,277.
ROLE MATCH	Marcia J Lynch, reported title <i>"Executive Director"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	25 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 8 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	19 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	19 <sup>th</sup>
Reportable pay only (column D), adjusted	24 <sup>th</sup>
All sources (D + E + F), adjusted	15 <sup>th</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 (Marcia J Lynch) 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 284 similarly situated organizations (Same NTEE sector (P80), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$30,300 is reasonable (approximately the 19<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 9, 2026.