

United Way Of The Coalfield Inc

Executive Director / CEO

EIN 610732633
 KY · NTEE T70Z
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Ashley Alexander, Executive Director / CEO** (\$49,423) against **every comparable organization** that fit the selection criteria — **95** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

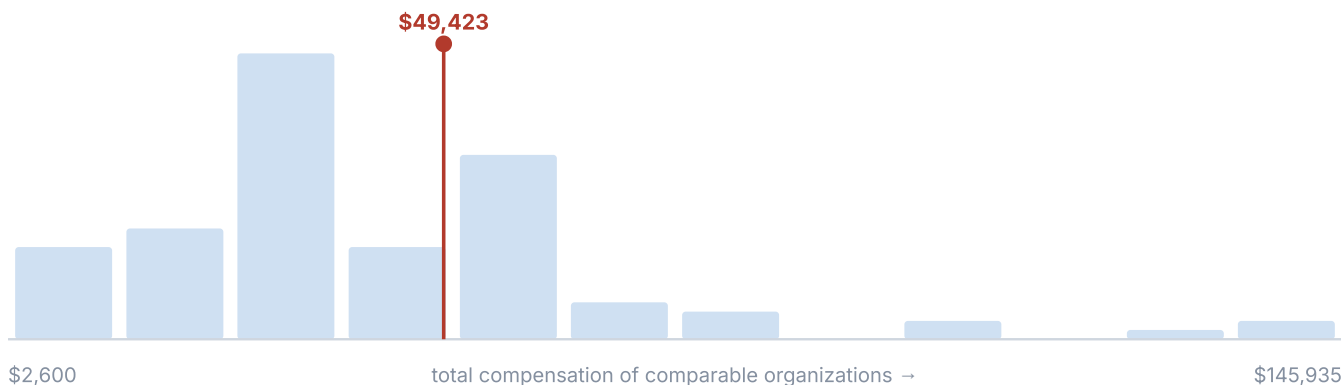
Benchmarked executive: Ashley Alexander — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T70Z).
BUDGET	Total revenue between \$129,801 and \$290,601 — 0.67x to 1.50x the subject's \$193,734 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

95 organizations qualified on sector, size, and geography → **95** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,003	\$27,395	\$36,975	\$53,613	\$66,805	\$49,423
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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 KY 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
Matagorda County United Way	TX	\$194,072	Executive Director	\$58,110	\$52,552	2024
United Way Of Fulton County	OH	\$193,032	Administrato	\$63,000	\$62,108	2023
United Way Of Coles County Inc	IL	\$194,923	Executive Director	\$41,600	\$36,975	2024
United Way Of Franklin County	TN	\$195,004	Executive Director	\$35,375	\$34,610	2023
Calumet Area Community Health Foundation Inc	WI	\$195,451	President	\$20,700	\$19,545	2024
Mennen Environmental Foundation	CA	\$191,557	Executive Dir.	\$40,000	\$32,149	2023
United Way Of Northeast Michigan	MI	\$196,067	Executive Di	\$36,000	\$34,586	2023
The Luxury Education Foundation	NY	\$191,252	Employee	\$130,000	\$109,340	2023
Vernacular Video Mission International Inc	MN	\$190,832	Executive Director	\$62,640	\$55,958	2024
United Way Of Rockbridge Inc	VA	\$190,380	Executive Director	\$38,000	\$34,151	2023
Equality Illinois	IL	\$190,104	Secretary/ Ceo	\$147,094	\$134,601	2023
Rhea County United Way	TN	\$197,461	Executive Director	\$40,000	\$38,012	2024
Callaway County United Way	MO	\$198,210	Executive Director	\$39,991	\$38,294	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
United Way Of Whitman County	WA	\$188,519	Executive Director	\$51,624	\$41,786	2024
Pennsylvania Hunt Cup Committee	PA	\$187,672	Race Directo	\$31,000	\$27,228	2025
Jamestown United Way	ND	\$187,625	Executive Director	\$23,850	\$23,663	2024
United Way Of Dodge City Inc	KS	\$187,579	Executive Director	\$52,530	\$51,306	2024
Breast Cancer Eradication Initiative Inc	TN	\$200,539	Executive Director	\$12,000	\$11,404	2024
United Way Of Western Crawford County	PA	\$186,732	Executive Director	\$66,950	\$60,360	2024
Atchison United Way Board	KS	\$200,949	Executive Director	\$8,620	\$8,202	2025
United Way Of Dodge County Inc	WI	\$201,720	Executive Director	\$18,375	\$16,902	2025
Gleaners Of South Lake County Inc	IN	\$185,696	Dir/treas.	\$17,865	\$17,536	2023
Stearns Electric Association Trust	MN	\$202,713	Ceo - Stearns Electric Association	\$116,317	\$103,909	2024
Angels On The Bay Inc	NY	\$205,028	Vp	\$34,692	\$28,342	2024
Grant Hamill Foundation Inc	IN	\$178,070	Executive Director	\$36,996	\$35,272	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KY cost of living and 2023 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 KY 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	95 organizations. Compensation range \$2,600–\$145,935; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$193,734); for reference, expenses \$215,215 and assets \$243,401.
ROLE MATCH	Ashley Alexander, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	10 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	5 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	65 th
Total compensation (D + F), as reported (no adjustments)	60 th
Reportable pay only (column D), adjusted	68 th
All sources (D + E + F), adjusted	58 th

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 (Ashley Alexander) 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 95 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$49,423 is reasonable (approximately the 65th 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.