

Breast Cancer Eradication Initiative Inc

Executive Director / CEO

EIN 621609633
 TN · NTEE T70
 FY ending 2024-12-31
 June 10, 2026

This analysis benchmarks the total compensation of **Joan Matthews, Executive Director / CEO** (\$12,000) against **every comparable organization** that fit the selection criteria — **106** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 9th percentile of comparable organizations

below the typical range for comparable organizations

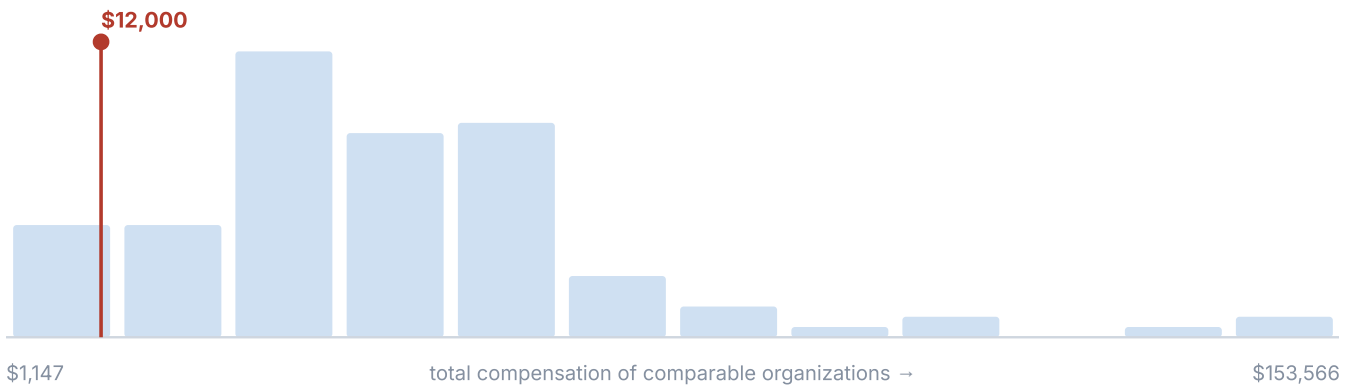
Benchmarked executive: Joan Matthews — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

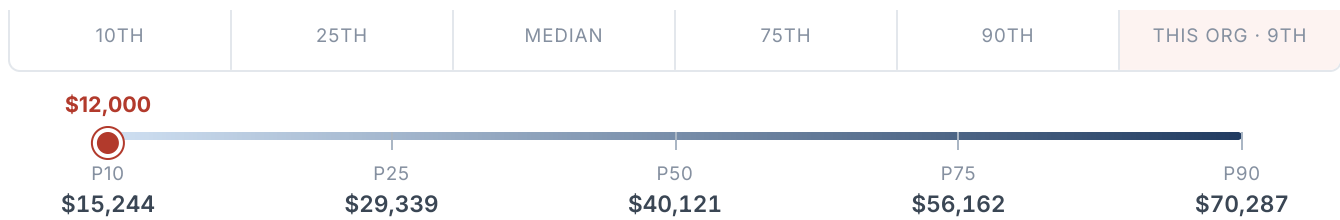
SECTOR	Organizations sharing the subject's NTEE classification (T70).
BUDGET	Total revenue between \$134,361 and \$300,808 — 0.67x to 1.50x the subject's \$200,539 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

106 organizations qualified on sector, size, and geography → **106** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,244	\$29,339	\$40,121	\$56,162	\$70,287	\$12,000
----------	----------	----------	----------	----------	----------



■ 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 TN 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
Atchison United Way Board	KS	\$200,949	Executive Director	\$8,620	\$8,631	2025
United Way Of Dodge County Inc	WI	\$201,720	Executive Director	\$18,375	\$17,786	2025
Stearns Electric Association Trust	MN	\$202,713	Ceo - Stearns Electric Association	\$116,317	\$109,343	2024
Callaway County United Way	MO	\$198,210	Executive Director	\$39,991	\$40,296	2024
Rhea County United Way	TN	\$197,461	Executive Director	\$40,000	\$40,000	2024
United Way Of Northeast Michigan	MI	\$196,067	Executive Di	\$36,000	\$36,394	2023
Angels On The Bay Inc	NY	\$205,028	Vp	\$34,692	\$29,824	2024
Calumet Area Community Health Foundation Inc	WI	\$195,451	President	\$20,700	\$20,567	2024
United Way Of Franklin County	TN	\$195,004	Executive Director	\$35,375	\$36,420	2023
United Way Of Coles County Inc	IL	\$194,923	Executive Director	\$41,600	\$38,908	2024
Matagorda County United Way	TX	\$194,072	Executive Director	\$58,110	\$55,300	2024
United Way Of The Coalfield Inc	KY	\$193,734	Executive Di	\$49,423	\$52,007	2023
United Way Of Fulton County	OH	\$193,032	Administrato	\$63,000	\$65,356	2023
Mennen Environmental Foundation	CA	\$191,557	Executive Dir.	\$40,000	\$33,830	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
The Luxury Education Foundation	NY	\$191,252	Employee	\$130,000	\$115,058	2023
Vernacular Video Mission International Inc	MN	\$190,832	Executive Director	\$62,640	\$58,884	2024
United Way Of Rockbridge Inc	VA	\$190,380	Executive Director	\$38,000	\$35,936	2023
Insaan Group	NY	\$210,885	Chief Executive Officer	\$31,681	\$27,235	2024
Equality Illinois	IL	\$190,104	Secretary/ Ceo	\$147,094	\$141,639	2023
United Way Of Whitman County	WA	\$188,519	Executive Director	\$51,624	\$43,971	2024
United Way Of Central Kansas Inc	KS	\$212,913	Executive Director	\$49,343	\$50,714	2024
Pennsylvania Hunt Cup Committee	PA	\$187,672	Race Directo	\$31,000	\$28,652	2025
Jamestown United Way	ND	\$187,625	Executive Director	\$23,850	\$24,900	2024
United Way Of Dodge City Inc	KS	\$187,579	Executive Director	\$52,530	\$53,989	2024
United Way Of Western Crawford County	PA	\$186,732	Executive Director	\$66,950	\$63,517	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TN 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 TN 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	106 organizations. Compensation range \$1,147–\$153,566; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$200,539); for reference, expenses \$196,851 and assets \$19,736.
ROLE MATCH	Joan Matthews, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	15 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	9 th
Total compensation (D + F), as reported (no adjustments)	9 th
Reportable pay only (column D), adjusted	20 th
All sources (D + E + F), adjusted	6 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 (Joan Matthews) 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 10, 2026, comparing compensation against 106 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$12,000 is reasonable (approximately the 9th 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 10, 2026.