

# United Way Of Franklin County

Executive Director / CEO

EIN 621812118

TN · NTEE T70

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Jeannie Amacher, Executive Director / CEO** (\$35,375) against **every comparable organization** that fit the selection criteria — **97** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **42<sup>nd</sup>** percentile of comparable organizations within the typical range

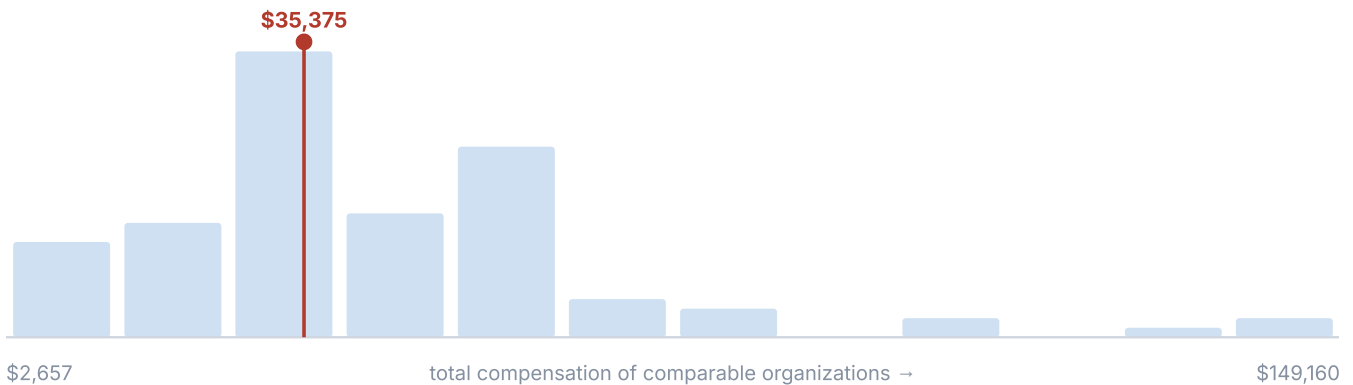
**Benchmarked executive:** Jeannie Amacher — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T70).
BUDGET	Total revenue between \$130,652 and \$292,506 — 0.67x to 1.50x the subject's \$195,004 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

**97** organizations qualified on sector, size, and geography → **97** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$15,301	\$28,171	\$38,672	\$54,686	\$68,258	<b>\$35,375</b>
----------	----------	----------	----------	----------	-----------------



## ■ 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
<a href="#">United Way Of Coles County Inc</a>	IL	\$194,923	Executive Director	\$41,600	<b>\$37,792</b>	2024
<a href="#">Calumet Area Community Health Foundation Inc</a>	WI	\$195,451	President	\$20,700	<b>\$19,976</b>	2024
<a href="#">Matagorda County United Way</a>	TX	\$194,072	Executive Director	\$58,110	<b>\$53,714</b>	2024
<a href="#">United Way Of Northeast Michigan</a>	MI	\$196,067	Executive Di	\$36,000	<b>\$35,350</b>	2023
<a href="#">United Way Of The Coalfield Inc</a>	KY	\$193,734	Executive Di	\$49,423	<b>\$50,515</b>	2023
<a href="#">United Way Of Fulton County</a>	OH	\$193,032	Administrato	\$63,000	<b>\$63,480</b>	2023
<a href="#">Rhea County United Way</a>	TN	\$197,461	Executive Director	\$40,000	<b>\$38,852</b>	2024
<a href="#">Callaway County United Way</a>	MO	\$198,210	Executive Director	\$39,991	<b>\$39,140</b>	2024
<a href="#">Mennen Environmental Foundation</a>	CA	\$191,557	Executive Dir.	\$40,000	<b>\$32,860</b>	2023
<a href="#">The Luxury Education Foundation</a>	NY	\$191,252	Employee	\$130,000	<b>\$111,757</b>	2023
<a href="#">Vernacular Video Mission International Inc</a>	MN	\$190,832	Executive Director	\$62,640	<b>\$57,195</b>	2024
<a href="#">United Way Of Rockbridge Inc</a>	VA	\$190,380	Executive Director	\$38,000	<b>\$34,906</b>	2023
<a href="#">Equality Illinois</a>	IL	\$190,104	Secretary/ Ceo	\$147,094	<b>\$137,575</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Breast Cancer Eradication Initiative Inc</a>	TN	\$200,539	Executive Director	\$12,000	<b>\$11,656</b>	2024
<a href="#">Atchison United Way Board</a>	KS	\$200,949	Executive Director	\$8,620	<b>\$8,384</b>	2025
<a href="#">United Way Of Whitman County</a>	WA	\$188,519	Executive Director	\$51,624	<b>\$42,709</b>	2024
<a href="#">United Way Of Dodge County Inc</a>	WI	\$201,720	Executive Director	\$18,375	<b>\$17,276</b>	2025
<a href="#">Pennsylvania Hunt Cup Committee</a>	PA	\$187,672	Race Directo	\$31,000	<b>\$27,830</b>	2025
<a href="#">Jamestown United Way</a>	ND	\$187,625	Executive Director	\$23,850	<b>\$24,186</b>	2024
<a href="#">United Way Of Dodge City Inc</a>	KS	\$187,579	Executive Director	\$52,530	<b>\$52,440</b>	2024
<a href="#">Stearns Electric Association Trust</a>	MN	\$202,713	Ceo - Stearns Electric Association	\$116,317	<b>\$106,206</b>	2024
<a href="#">United Way Of Western Crawford County</a>	PA	\$186,732	Executive Director	\$66,950	<b>\$61,694</b>	2024
<a href="#">Gleaners Of South Lake County Inc</a>	IN	\$185,696	Dir/treas.	\$17,865	<b>\$17,923</b>	2023
<a href="#">Angels On The Bay Inc</a>	NY	\$205,028	Vp	\$34,692	<b>\$28,968</b>	2024
<a href="#">Insaan Group</a>	NY	\$210,885	Chief Executive Officer	\$31,681	<b>\$26,454</b>	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 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 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](https://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT	97 organizations. Compensation range \$2,657–\$149,160; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$195,004); for reference, expenses \$217,160 and assets \$443,246.
ROLE MATCH	Jeannie Amacher, reported title "EXECUTIVE DIRECTOR", 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	42 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	34 <sup>th</sup>
Reportable pay only (column D), adjusted	44 <sup>th</sup>
All sources (D + E + F), adjusted	35 <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 (Jeannie Amacher) 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 97 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,375 is reasonable (approximately the 42<sup>nd</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 10, 2026.