

Keep Alabama Beautiful

Executive Director / CEO

EIN 631154072

AL · NTEE C500

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Denise Taylor, Executive Director / CEO** (\$41,000) against **every comparable organization** that fit the selection criteria — **41** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **34th** percentile of comparable organizations within the typical range

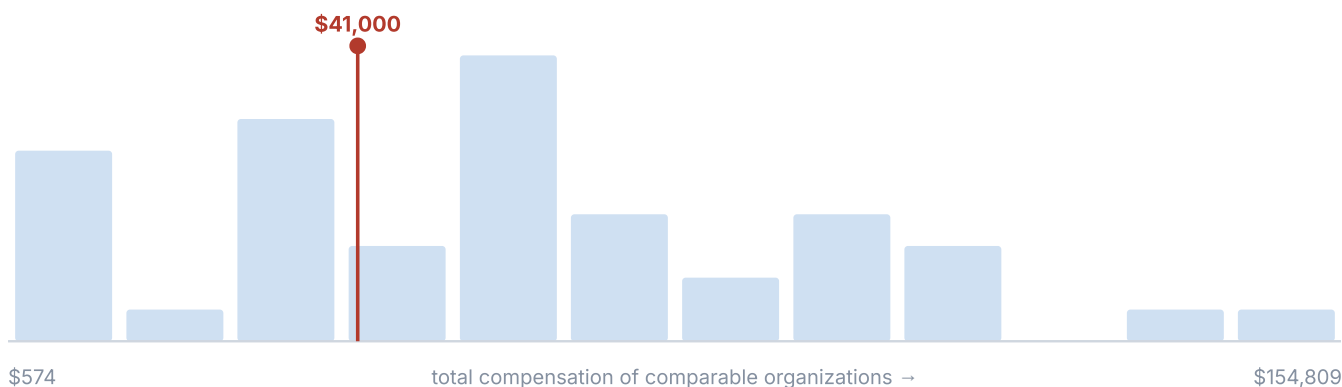
Benchmarked executive: Denise Taylor — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C500).
BUDGET	Total revenue between \$171,633 and \$384,255 — 0.67x to 1.50x the subject's \$256,170 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (C50), nationwide + budget 0.67–1.5x revenue.

41 organizations qualified on sector, size, and geography → **41** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,937	\$31,457	\$56,437	\$85,585	\$104,961	\$41,000
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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 AL 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
Keep Virginia Beautiful	VA	\$245,919	Executive Director	\$80,000	\$71,500	2024
Citizens Caring For Clearlake	CA	\$268,914	President & Ceo	\$4,050	\$3,237	2024
Keep Evansville Beautiful Inc	IN	\$242,493	Past Executive Director	\$62,047	\$60,566	2024
Wyoming Pathways	WY	\$241,814	Executive Director	\$90,000	\$91,842	2023
Scenic Pittsburgh	PA	\$240,966	Executive Director	\$71,500	\$67,950	2023
Keep Jackson Beautiful	MS	\$238,983	Executive Dir	\$3,200	\$3,397	2023
Chandler Park Conservancy	MI	\$235,449	Ceo	\$118,533	\$113,248	2024
Keep Nebraska Beautiful	NE	\$278,359	President	\$92,600	\$94,913	2023
Keep The Midlands Beautiful	SC	\$233,516	Executive Di	\$55,867	\$53,949	2024
Keep Toledolucas County	OH	\$279,879	Exec Directo	\$92,648	\$93,515	2023
Keep Etowah Beautiful Inc	AL	\$227,535	Executive Di	\$44,500	\$43,353	2025
Carlsbad Mainstreet Project	NM	\$288,535	Executive Director	\$57,750	\$59,193	2023
Keep Lee County Beautiful Inc	FL	\$294,141	Executive Director	\$60,160	\$53,858	2023
The Treeline Conservancy	MI	\$217,730	Executive Di	\$115,131	\$113,247	2023
Rail-trail Council Of Northeastern	PA	\$212,660	Executive Director	\$26,088	\$24,081	2024
Bucks Beautiful Inc	PA	\$212,217	Executive Di	\$40,083	\$37,000	2024
Vermont Green-up Inc	VT	\$302,409	Executive Di	\$104,230	\$99,977	2023
Dixie Fire Canopy Project	CA	\$209,783	Executive Dir.	\$12,750	\$10,191	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Keep Prince William Beautiful Inc	VA	\$305,840	Executive Dir.	\$61,365	\$56,465	2023
San Francisco Beautiful	CA	\$306,005	Executive Dir.	\$48,449	\$38,725	2024
Greater Eastover Neighborhood Foundation	MS	\$308,187	Executive Director	\$63,700	\$67,610	2023
Keep Rockland Beautiful Inc	NY	\$202,946	Executive Director	\$61,506	\$51,446	2024
Warrick Parks & Trails Foundation Inc	IN	\$200,387	Executive Director	\$49,292	\$49,537	2023
3d Nature Technologies Inc	TX	\$200,000	Vice President And Secretary	\$91,000	\$86,748	2023
Uptown Lexington Inc	NC	\$195,095	President	\$600	\$574	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AL 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 AL 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	41 organizations. Compensation range \$574–\$154,809; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$256,170); for reference, expenses \$259,314 and assets \$0.
ROLE MATCH	Denise Taylor, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	34 th
Total compensation (D + F), as reported (no adjustments)	32 nd
Reportable pay only (column D), adjusted	34 th
All sources (D + E + F), adjusted	29 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 (Denise Taylor) 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 41 similarly situated organizations (Same NTEE sector (C50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$41,000 is reasonable (approximately the 34th 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.