

Keep Rowlett Beautiful Inc

Executive Director / CEO

EIN 752793697
 TX · NTEE C500
 FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Martha Brown, Executive Director / CEO** (\$17,325) against **every comparable organization** that fit the selection criteria — **27** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **48th** percentile of comparable organizations within the typical range

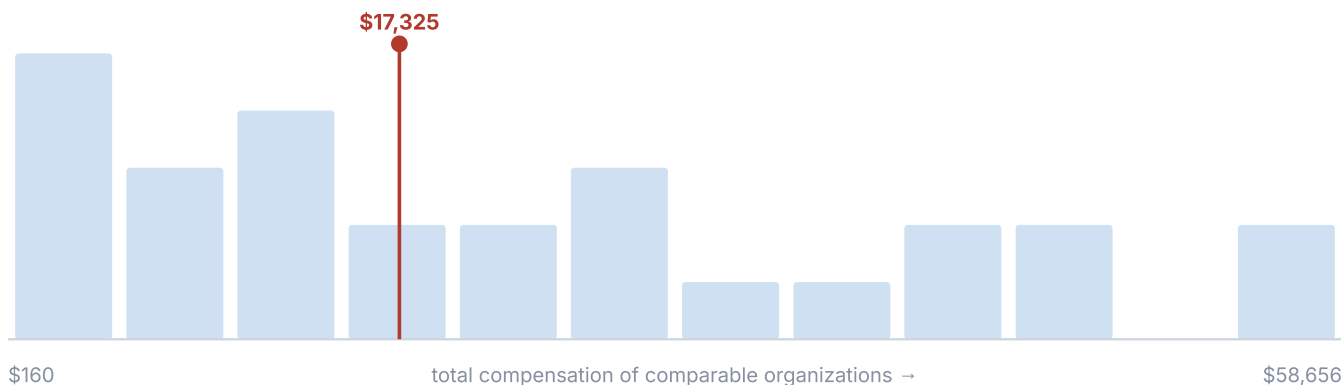
Benchmarked executive: Martha Brown — reported title “Exec. Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C500).
BUDGET	Total revenue between \$26,765 and \$59,923 — 0.67x to 1.50x the subject's \$39,949 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

27 organizations qualified on sector, size, and geography → **27** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$3,103	\$6,400	\$19,575	\$33,259	\$45,898	\$17,325
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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 TX 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
Ccl Farm Conservation Inc	SC	\$36,128	Director	\$9,663	\$10,078	2024
Benison Resource Co	GA	\$35,843	Chairman, Ceo	\$4,500	\$4,657	2023
The Nuclear Decommissioning	MA	\$35,802	President/director	\$61,845	\$55,558	2024
Mead Spl Site Custodial Trust	WA	\$34,466	Trustee	\$27,826	\$25,641	2023
Save Honolua Coalition	HI	\$34,393	Vice Preside	\$4,191	\$3,751	2024
Open Water Foundation	CO	\$45,650	Ceo	\$28,000	\$26,840	2024
Energy Services Coalition Corp	VA	\$34,236	Exec Director	\$42,738	\$41,253	2024
One For Nature Inc	PA	\$34,147	Director	\$15,000	\$15,395	2023
Indian Creek Nature Center Charitable	IA	\$34,071	Executive Director	\$5,723	\$6,264	2024
Save Cape Lookout Foundation Inc	NC	\$32,842	Director	\$12,000	\$12,761	2023
Sportsmens Club Sauk Rapids Inc	MN	\$48,583	President	\$599	\$592	2024
Recycling Rules Inc	MA	\$48,970	Founder And Executive Director	\$22,000	\$20,347	2023
Ftf Foundation	AK	\$29,654	Executive Di	\$10,914	\$10,739	2023
San Joaquin Wildlife Sanctuary	CA	\$28,826	Executive Director, Water	\$50,970	\$45,299	2023
Partnership For Environmental Progress	CA	\$53,220	Executive Dir.	\$66,000	\$58,656	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Warsaw Biblical Gardens Inc	IN	\$54,425	Board Member	\$6,200	\$6,536	2024
The Sunflower Land Trust Inc	KS	\$55,628	Chief Exec. Officer	\$32,500	\$35,100	2024
School Of Living	PA	\$56,215	Assistant Treasurer	\$2,138	\$2,131	2024
Mcgill Rose Garden	SC	\$56,585	Sr Garden Di	\$23,500	\$24,509	2024
Magellan Foundation Inc	NY	\$56,783	President -	\$7,030	\$6,187	2025
Outdoor Intervention Inc	IN	\$57,041	President	\$39,803	\$41,962	2024
Borneo Research Council	ME	\$57,273	Treasurer	\$18,994	\$19,575	2023
Bristol Virginia Public Schools Education Foundation	VA	\$57,923	Executive Director	\$28,554	\$28,375	2023
Worldopt Institute Inc	HI	\$58,166	Secretary	\$13,221	\$11,833	2024
Friends Of Merrymeeting Bay	ME	\$58,443	Database Manager	\$155	\$160	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 27 organizations. Compensation range \$160–\$58,656; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$39,949); for reference, expenses \$64,319 and assets \$167,457. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Martha Brown, reported title "*Exec. Director*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 6 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	48 th
Total compensation (D + F), as reported (no adjustments)	48 th
Reportable pay only (column D), adjusted	59 th
All sources (D + E + F), adjusted	37 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 (Martha Brown) 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 27 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$17,325 is reasonable (approximately the 48th 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.