

Mississippi Coats 4 Kidz

Executive Director / CEO

EIN 810945629

MS · NTEE P60

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Linda Keys, Executive Director / CEO** (\$15,700) against **every comparable organization** that fit the selection criteria — **122** 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: Linda Keys — 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 (P60).

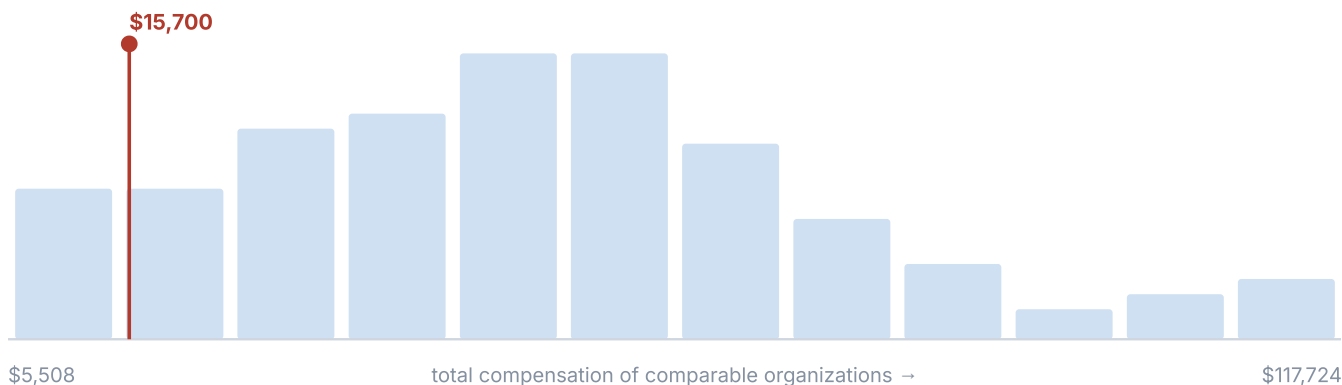
BUDGET Total revenue between \$301,802 and \$675,678 — 0.67x to 1.50x the subject's \$450,452 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P60), nationwide + budget 0.67–1.5x revenue.

122 organizations qualified on sector, size, and geography

→ **122** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,036

\$28,570

\$49,102

\$66,852

\$81,524

\$15,700



■ 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 MS 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
Common Garments Ministry Inc	KY	\$450,451	President	\$6,000	\$5,788	2024
Everyone Matters Ministries	CA	\$451,890	Executive Director	\$60,000	\$47,893	2023
Common Ground Free Store	OH	\$453,131	Executive Dir.	\$65,860	\$62,632	2024
Coopersville Cares	MI	\$453,398	Director	\$12,022	\$11,141	2024
Poverty Reduction Services	UT	\$446,091	Executive Director	\$111,038	\$102,038	2024
Asa Cox Foundation	OH	\$445,932	Director	\$24,653	\$24,137	2023
Help Of Beaufort	SC	\$445,702	Executive Director	\$61,758	\$59,557	2023
Peace House Community	MN	\$443,507	Dirctor Non Voting	\$92,009	\$81,630	2024
Literacy Volunteers Of Somerset County	NJ	\$458,723	Executive Director	\$88,250	\$68,922	2025
Foothills Food Pantry	NC	\$441,634	Coordinator	\$26,880	\$24,938	2024
Good Neighbor Emergency Assistance Inc	IA	\$462,999	Executive Director	\$41,023	\$40,330	2024
Pdx Diaper Bank	OR	\$464,235	Executive Director	\$44,280	\$36,921	2024
Welcoming Home	CA	\$465,368	Treasurer	\$22,501	\$17,445	2024
Level Ground	MN	\$431,499	President	\$19,164	\$17,002	2024
Fenton Center Of Hope	MI	\$470,277	Co-director	\$75,400	\$69,877	2024
Coldwater Ministries Inc	AL	\$425,750	Dir/vp/sec	\$46,500	\$46,437	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
The Michael E Thornton Foundation	TX	\$475,602	Vice President	\$77,000	\$69,157	2024
Family Promise Of Fulton	GA	\$475,665	Executive Director	\$87,736	\$79,207	2024
Burrito Brigade	OR	\$424,867	Executive Di	\$55,800	\$46,527	2024
Agape Pamoja Inc	MO	\$424,630	Board Member	\$20,000	\$19,020	2024
Powder River Energy Corporationfoundation Inc	WY	\$476,784	Executive Director	\$47,617	\$45,782	2024
Kaitlyns Kloset Mn	MN	\$478,302	Executive Director	\$7,394	\$6,753	2023
Families For Families	NJ	\$480,510	Exeexecutive Director	\$50,000	\$41,267	2023
Seeds Of Faith Inc	NH	\$482,919	Executive Director	\$56,000	\$46,427	2024
Big Lake Community Food Shelf Inc	MN	\$416,847	Executive Director	\$43,371	\$38,479	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MS 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 MS 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	122 organizations. Compensation range \$5,508–\$117,724; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$450,452); for reference, expenses \$497,758 and assets \$13,361.
ROLE MATCH	Linda Keys, reported title <i>"Executive Director"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 3 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	9 th
Total compensation (D + F), as reported (no adjustments)	7 th
Reportable pay only (column D), adjusted	12 th
All sources (D + E + F), adjusted	8 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 (Linda Keys) 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 122 similarly situated organizations (Same NTEE sector (P60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,700 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 9, 2026.