

West Virginia Nonprofit Association Inc

Executive Director / CEO

EIN 822259348
 WV · NTEE W03
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Rosemary Ketchum, Executive Director / CEO** (\$63,197) against **every comparable organization** that fit the selection criteria — **324** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **69th** percentile of comparable organizations within the typical range

Benchmarked executive: Rosemary Ketchum — 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 (W03).
BUDGET	Total revenue between \$154,099 and \$344,998 — 0.67x to 1.50x the subject's \$229,999 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (W), nationwide + budget 0.67–1.5x revenue.

324 organizations qualified on sector, size, and geography → **324** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$6,154	\$17,142	\$39,071	\$73,107	\$101,218	\$63,197
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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 WV 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
Rhode Island Center For Freedom And Prosperity Inc	RI	\$229,988	Executive Director	\$86,500	\$78,867	2023
Storm The Heavens	PA	\$229,827	President	\$15,000	\$14,223	2023
South Dade Womens Veterans Alliance Inc	FL	\$229,790	Ceo/executive Director	\$65,936	\$57,208	2024
Aranya Solutions	MT	\$230,397	President	\$12,000	\$12,299	2023
Coast Guard Employees Credit Union	LA	\$230,702	Ceo	\$68,000	\$69,155	2024
Cbia Economic Growth And Opportunity Foundation Inc	CT	\$228,738	Director And President	\$45,017	\$38,983	2024
Prairie Village Water Trust	WI	\$231,474	Trustee	\$3,200	\$3,087	2024
Leading For Change Inc	AZ	\$231,487	President & Ceo	\$109,740	\$97,474	2024
Kennett Flash Inc	PA	\$231,488	Executive Di	\$57,050	\$52,545	2024
Renew America Together Inc	AR	\$231,584	Executive Director	\$155,441	\$161,371	2024
America First Policy	TX	\$227,857	Executive Director	\$147,500	\$136,271	2024
Lutheran Military Veterans	IN	\$227,755	Executive Di	\$62,385	\$60,761	2024
Northwest Turfgrass Association	WA	\$232,382	Executive Director	\$32,515	\$27,680	2023
Science Literacy Project	OH	\$232,504	Executive Director	\$184,356	\$180,340	2024
Brooklyn Alliance Capital Inc	NY	\$232,572	President & Ceo	\$31,617	\$26,387	2024
Lideramos	CO	\$227,132	Executive Dir.	\$102,451	\$90,731	2024
Rise Up Woman International	IN	\$226,790	President	\$10,500	\$10,529	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
American Legion Post 13	AK	\$226,785	Manager	\$33,600	\$30,544	2023
Hope Anchor & Crew Inc	IN	\$226,571	President	\$38,077	\$38,182	2023
Benefit Big Sky	MT	\$233,491	Executive Dir.	\$9,368	\$9,326	2024
Louisiana Partnership For Children And Families	LA	\$225,511	Executive Director	\$83,250	\$87,165	2023
Lake County Honor Flight	IL	\$234,502	Executive Director	\$28,680	\$26,810	2023
Groom Creek Water Users Association	AZ	\$225,386	Officeoperations Mangr Past	\$37,500	\$33,309	2024
Pennsylvania Association Of Public Employee Retirement Systems (Papers)	PA	\$234,669	Executive Director	\$70,000	\$66,376	2023
Juvenile Justice Advocates International	MN	\$225,208	Executive Dir.	\$69,742	\$63,647	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WV 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 WV 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	324 organizations. Compensation range \$191–\$556,504; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$229,999); for reference, expenses \$270,951 and assets \$261,868.
ROLE MATCH	Rosemary Ketchum, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	27 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 8 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	69 th
Total compensation (D + F), as reported (no adjustments)	65 th
Reportable pay only (column D), adjusted	71 st
All sources (D + E + F), adjusted	62 nd

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 (Rosemary Ketchum) 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 324 similarly situated organizations (Same NTEE major group (W), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,197 is reasonable (approximately the 69th 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.