

Where All Women Are Honored

Executive Director / CEO

June 10, 2026

This analysis benchmarks the total compensation of **Norma Rendon, Executive Director / CEO** (\$55,385) against **every comparable organization** that fit the selection criteria — **56** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **43rd** percentile of comparable organizations within the typical range

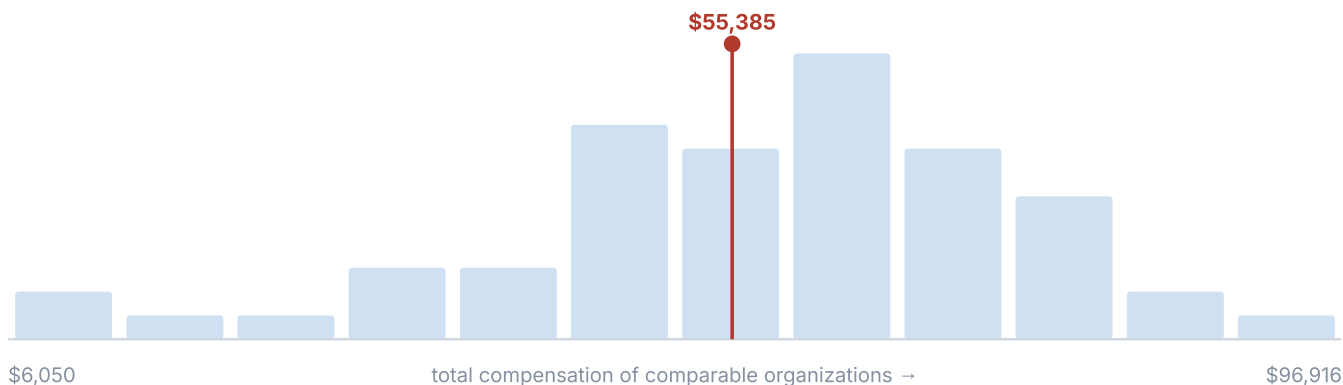
Benchmarked executive: Norma Rendon — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P43).
BUDGET	Total revenue between \$298,577 and \$668,457 — 0.67x to 1.50x the subject's \$445,638 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P43), nationwide + budget 0.67–1.5x revenue.

56 organizations qualified on sector, size, and geography → **56** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$31,518	\$48,813	\$59,099	\$68,908	\$76,770	\$55,385
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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 SD 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
Domestic Violence And Abuse Center	ND	\$449,150	Executive Director	\$52,547	\$49,443	2025
Domestic Abuse Center	CA	\$458,203	Executive Di	\$71,872	\$54,620	2024
Bridges Safehouse Inc	TX	\$459,379	Executive Director	\$51,104	\$44,991	2024
Nuevo Sendero Inc	FL	\$427,112	Ceo	\$39,049	\$33,239	2023
Domestic Violence Intervention Inc	NV	\$465,956	Executive Director	\$63,093	\$55,660	2024
Domestic Abuse Intervention	NM	\$420,735	Executive Di	\$6,560	\$6,050	2025
Haven Of Tioga County	PA	\$418,718	Executive Di	\$62,883	\$55,190	2024
Custer Network Against	MT	\$415,077	Executive Di	\$74,025	\$70,227	2024
Joel 2 Missions Inc	PA	\$412,494	President	\$20,872	\$18,860	2023
Southern Ohio Area Task Force On	OH	\$480,087	Executive Director	\$77,302	\$72,058	2024
Assessment Counseling & Education Services Inc	UT	\$402,450	Admin Director	\$45,787	\$41,243	2024
Safe In Lenoir County Inc	NC	\$490,775	Executive Di	\$66,477	\$60,453	2024
Hillsdale County Task Force On Family Violence	MI	\$491,434	Excecutive Director	\$69,350	\$61,374	2025
Crisalida Inc	CO	\$491,618	Executive Director	\$114,842	\$96,916	2024
Standup-speakout Of North Carolina	NC	\$396,677	Executive Director	\$65,480	\$61,305	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Southeastern Oklahoma Services For	OK	\$396,073	Executive Di	\$43,860	\$41,410	2025
Crisis Prevention & Response Center	WY	\$392,850	Executive Director	\$80,158	\$73,596	2025
Baraga Co Shelter Home	MI	\$392,606	Executive Di	\$65,046	\$59,089	2024
North Central Indiana Rural Crisis	IN	\$392,198	Exec. Direct	\$56,615	\$52,546	2024
Victims Empowerment Support Team Vest	CA	\$387,853	Executive Dir.	\$61,744	\$46,924	2024
Auglaize County Crisis Center	OH	\$385,207	Executive Di	\$79,794	\$76,578	2023
Mission Righteous Roots	TX	\$384,089	—	\$87,187	\$76,758	2024
Bethany House Of Northern Virginia Inc	VA	\$510,506	Executive Director	\$86,456	\$73,469	2024
Family Crisis Center Inc	OK	\$512,925	Executive Di	\$79,228	\$76,781	2024
Crisis Center Of Dodge City Inc	KS	\$377,112	Executive Director	\$48,502	\$44,927	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SD 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 SD 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	56 organizations. Compensation range \$6,050–\$96,916; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$445,638); for reference, expenses \$390,407 and assets \$67,617.
ROLE MATCH	Norma Rendon, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

OUTLIERS 2 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	43 rd
Total compensation (D + F), as reported (no adjustments)	30 th
Reportable pay only (column D), adjusted	46 th
All sources (D + E + F), adjusted	43 rd

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 (Norma Rendon) 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 56 similarly situated organizations (Same NTEE sector (P43), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$55,385 is reasonable (approximately the 43rd 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.