

Free Mom Hugs Inc

Executive Director / CEO

EIN 831530294

OK · NTEE A01

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Karrie Fletcher-rollins, Executive Director / CEO** (\$91,335) against **every comparable organization** that fit the selection criteria — **22** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **82nd** percentile of comparable organizations within the typical range

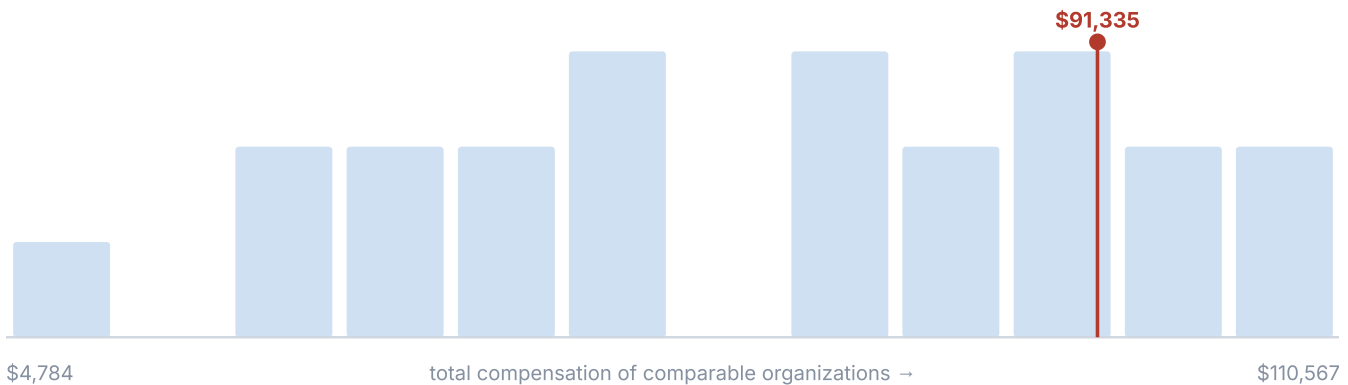
Benchmarked executive: Karrie Fletcher-rollins — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A01).
BUDGET	Total revenue between \$325,492 and \$728,715 — 0.67x to 1.50x the subject's \$485,810 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A01), nationwide + budget 0.67–1.5x revenue.

22 organizations qualified on sector, size, and geography → **22** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$30,945	\$44,999	\$70,305	\$86,097	\$97,739	\$91,335
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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 OK 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
The Mahogany Project	TX	\$491,200	Director	\$92,518	\$86,529	2023
Utah Cultural Alliance Foundation	UT	\$493,367	Executive Dir.	\$59,063	\$54,898	2024
Second Chance Dv Sa Shelter	AR	\$495,781	Executive Di	\$52,618	\$53,713	2024
North Atlantic Arts Alliance	ME	\$496,692	Executive Director	\$50,000	\$46,812	2023
The Intentional Man Project	CA	\$464,458	Executive Director	\$111,000	\$84,802	2025
Ohio Alliance For Arts Education	OH	\$519,143	Executive Di	\$87,200	\$83,875	2024
Black Lives Matter Paterson	NJ	\$522,264	Ceo	\$40,000	\$32,433	2024
St Louis Arts Chamber Of Commerce	MO	\$525,000	Treasurer	\$32,000	\$30,780	2024
Walls Turned Sideways Nfp	IL	\$439,914	Director/co-ed	\$40,137	\$34,911	2025
Young Latino Network	OH	\$535,465	Executive Dir.	\$71,596	\$70,901	2023
West Virginia Alliance Of Recovery	WV	\$541,067	Executive Director	\$73,757	\$72,525	2024
Treasure House Of Hope	CO	\$429,501	Executive Director	\$101,000	\$87,952	2024
Arc Of The Central Mountains	CO	\$415,334	Executive Director	\$112,653	\$98,099	2024
Joseph's House Holding Corporation	NJ	\$403,006	Executive Dir.	\$136,362	\$110,567	2024
South Jersey Cultural Alliance	NJ	\$388,800	Executive Dir.	\$85,971	\$69,708	2024
Hands Healing Hearts Inc	KY	\$596,422	Executive Director	\$45,500	\$44,394	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Arabia Mountain Heritage Area Alliance	GA	\$603,041	Executive Dir.	\$117,600	\$107,384	2024
The Ella Project	LA	\$368,492	Co Founder	\$94,500	\$94,500	2024
Dynamic Young Minorities Of Nashville	TN	\$605,931	Ceo	\$82,250	\$78,515	2024
Art Of The Cowgirl Foundation	MT	\$361,093	Executive Dir.	\$30,000	\$29,368	2024
Hope Alive Incorporated	CA	\$623,484	Executive Director Emeritus	\$6,100	\$4,784	2024
Our Community Ltd	WI	\$694,455	Executive Director	\$55,691	\$54,380	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OK 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 OK 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 22 organizations. Compensation range \$4,784–\$110,567; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$485,810); for reference, expenses \$437,212 and assets \$514,859.

ROLE MATCH Karrie Fletcher-rollins, reported title "*EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	82nd

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	68 th
Reportable pay only (column D), adjusted	73 rd
All sources (D + E + F), adjusted	82 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 (Karrie Fletcher-rollins) 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 22 similarly situated organizations (Same NTEE sector (A01), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$91,335 is reasonable (approximately the 82nd 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.