

The Word A Storytelling Sanctuary Inc

Executive Director / CEO

EIN 831668794

CO · NTEE A99

FY ending 2025-08-31

June 10, 2026

This analysis benchmarks the total compensation of **Viniyanka Prasad, Executive Director / CEO** (\$85,000) against **every comparable organization** that fit the selection criteria — **101** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **72nd** percentile of comparable organizations within the typical range

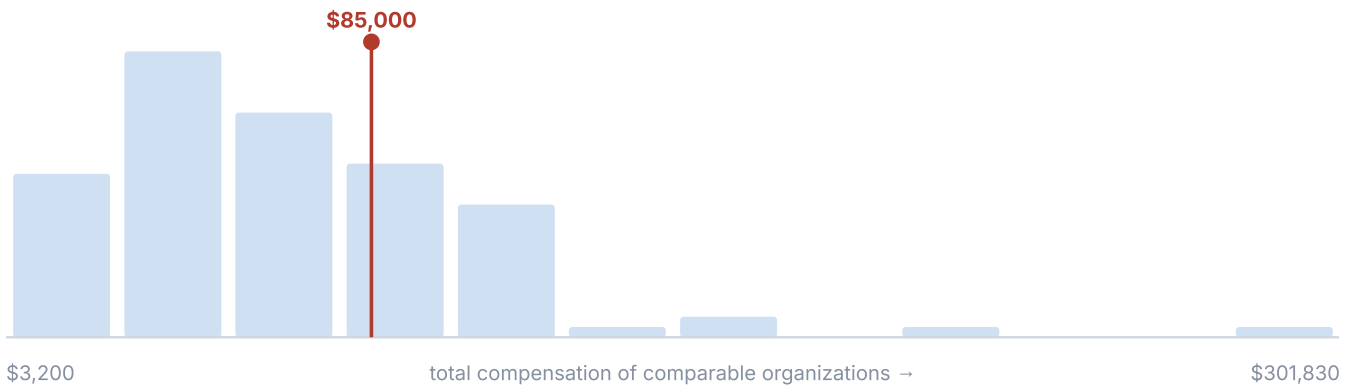
Benchmarked executive: Viniyanka Prasad — reported title “Exec Dir”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A99).
BUDGET	Total revenue between \$315,104 and \$705,457 — 0.67x to 1.50x the subject's \$470,305 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A99), nationwide + budget 0.67–1.5x revenue.

101 organizations qualified on sector, size, and geography → **101** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,341	\$40,272	\$65,825	\$87,479	\$118,325	\$85,000
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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 CO 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
Leadership Charlotte	NC	\$472,128	Executive Director	\$111,405	\$120,047	2025
Mosaic Multicultural Foundation	WA	\$467,330	Vice President	\$119,319	\$114,356	2024
Drumming For Your Life Institute	CA	\$473,746	President	\$51,200	\$48,725	2023
American Women Artists	TN	\$464,067	Executive Director Until 11/08/2024	\$34,975	\$38,340	2025
Side Street Projects	CA	\$463,757	Executive Director	\$76,076	\$70,322	2024
The Story Collider Inc	NY	\$461,809	Executive Dir.	\$97,565	\$94,376	2024
Women Wonder Writers	CA	\$460,237	Lead Instructor	\$42,317	\$40,272	2023
Chicago City Theatre Company	IL	\$483,107	Managing Director	\$60,150	\$63,302	2024
Arizona Band & Orchestra Directors Association	AZ	\$483,424	Executive Director	\$66,867	\$67,065	2025
O Positive Festival Inc	NY	\$483,742	Director Of Operations	\$73,496	\$71,094	2024
Line 4 Line	LA	\$485,739	Executive Di	\$60,063	\$70,799	2024
Art Jewelry Forum	VA	\$490,096	Executive Director	\$45,497	\$47,026	2024
San Angelo Broadway Academy Youth	TX	\$450,310	President	\$53,235	\$57,005	2024
San Francisco Classical Voice	CA	\$494,641	Exec Director	\$121,000	\$111,847	2024
Sutter County Parent Network	CA	\$444,405	Co-executive Director	\$56,264	\$52,008	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Youth Outreach And Learning Institute	CA	\$497,001	Castro	\$35,160	\$32,500	2024
Lehi Arts Council	UT	\$443,321	President	\$12,000	\$13,148	2024
Sculpture Tucson org Inc	AZ	\$442,026	Executive Director	\$10,000	\$10,295	2024
Outlinc Inc	NE	\$439,338	Executive Director	\$69,216	\$82,047	2023
Better Business Bureau Serving The	CA	\$501,477	Secretary/coo	\$48,259	\$44,609	2024
Arts Connect International Inc	MA	\$438,544	Co-director	\$72,808	\$72,106	2023
Minnesota Fringe Festival	MN	\$502,542	Executive Director	\$72,461	\$76,646	2024
D3 Arts	CO	\$437,977	Executive Dir.	\$75,000	\$76,984	2024
Ramsey County Library Friends	MN	\$504,753	Ex Dir - Jul	\$30,729	\$32,504	2024
The Jar	MA	\$432,651	Executive Director & Founder	\$110,000	\$108,939	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO cost of living and 2025 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 CO 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 101 organizations. Compensation range \$3,200–\$301,830; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$470,305); for reference, expenses \$495,957 and assets \$46,015.

ROLE MATCH	Viniyanka Prasad, reported title "Exec Dir", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	7 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	72 nd
Total compensation (D + F), as reported (no adjustments)	77 th
Reportable pay only (column D), adjusted	73 rd
All sources (D + E + F), adjusted	67 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 (Viniyanka Prasad) 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 101 similarly situated organizations (Same NTEE sector (A99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$85,000 is reasonable (approximately the 72nd 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.