

Pink Warrior Advocates

Executive Director / CEO

EIN 832498715
 TX · NTEE E12
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Krystal Haefner, Executive Director / CEO** (\$48,000) against **every comparable organization** that fit the selection criteria — **39** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **33rd** percentile of comparable organizations within the typical range

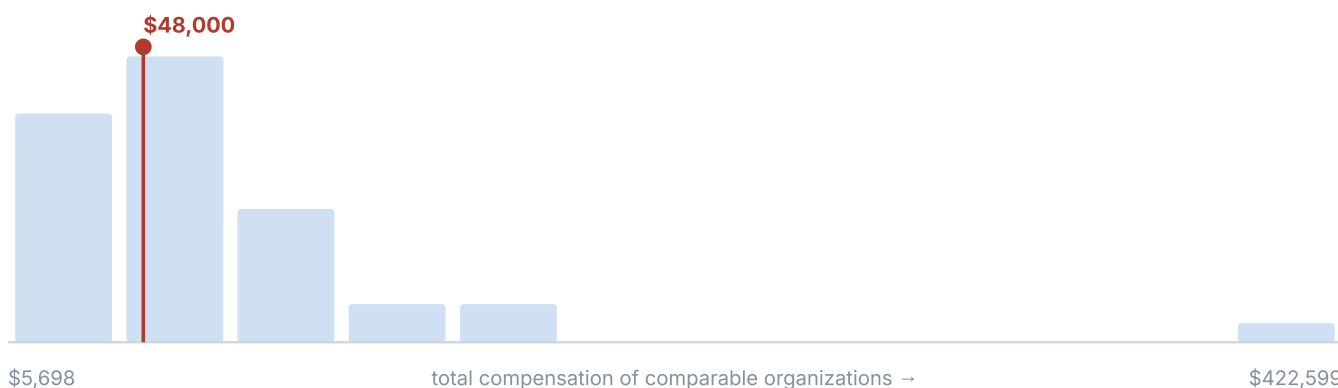
Benchmarked executive: Krystal Haefner — reported title “DIRECTOR OF PROGRAMS”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (E12).
- BUDGET** Total revenue between \$254,035 and \$568,735 — 0.67x to 1.50x the subject's \$379,157 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (E12), nationwide + budget 0.67–1.5x revenue.

39 organizations qualified on sector, size, and geography → **39** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,262	\$31,392	\$59,253	\$83,073	\$132,691	\$48,000
----------	----------	----------	----------	-----------	----------



● 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 TX 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
Augustana Care Foundation	MN	\$376,914	President/ceo	\$108,350	\$107,029	2023
Kansas Dental Charitable Foundation	KS	\$376,412	Executive Director	\$7,099	\$7,667	2023
The Transcend Foundation Inc	MI	\$361,083	Secretary	\$125,875	\$129,884	2023
Elevator Constructors Local 5 Charitable	PA	\$400,476	Trustee	\$96,558	\$96,261	2023
Operation Enduring Support Inc	TX	\$404,507	Executive Director	\$63,500	\$61,678	2024
Erie Cancer And Wellness Foundation	PA	\$352,673	Executive Dir.	\$5,885	\$5,698	2024
Margaux's Miracle Foundation Inc	FL	\$339,435	Executive Director	\$63,312	\$57,753	2024
Montana Consortium For Urban Indian	MT	\$425,000	Executive Director	\$9,600	\$10,345	2023
Beacon Hill Foundation	MI	\$330,185	President & Ceo & Trustee	\$24,270	\$24,325	2024
Women's Cancer Research Foundation	CA	\$431,240	President	\$185,371	\$155,428	2024
Libbys Friends	AL	\$436,148	Executive Dir.	\$30,000	\$31,470	2024
The Chandler Project Inc	AR	\$320,872	President	\$70,500	\$79,221	2023
Saint Alphonus Medical Center-nampa	ID	\$317,603	Development Officer	\$15,885	\$16,893	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Yoakum Community Hospital Foundation	TX	\$441,581	Ex-officio	\$35,104	\$35,104	2023
Imperial Valley Wellness Foundation	CA	\$314,537	Executive Director	\$128,140	\$104,671	2025
Ghf Community Fund	WA	\$451,308	President/ceo	\$49,559	\$52,224	2020
Anderson Hospital Foundation	IL	\$303,645	Director	\$54,685	\$52,203	2024
Center For Healthy Development	VA	\$298,921	Ceo/president/treasurer	\$92,232	\$86,472	2024
The Julie Fund Inc	MA	\$293,973	Executive Di	\$60,000	\$52,354	2024
Westfields Hospital Foundation Inc	MN	\$293,816	Director & President	\$64,799	\$64,009	2023
Giving Is A Family Tradition	MO	\$292,945	Executive Di	\$42,000	\$43,195	2024
Unspoken Treasure Society Inc	FL	\$285,484	President	\$82,214	\$74,994	2024
The Yaya Foundation For 4h Leukodystrophy	MN	\$284,117	Executive Director	\$150,000	\$143,920	2024
Wheel To Walk Foundation	OR	\$276,972	Vp	\$59,000	\$53,202	2024
Richmond Community Services	NY	\$276,866	President/ceo	\$63,618	\$55,820	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	39 organizations. Compensation range \$5,698–\$422,599; filing years 2020–2025.
SIZE BASIS	Matched on total revenue (\$379,157); for reference, expenses \$328,733 and assets \$505,758.
ROLE MATCH	Krystal Haefner, reported title " <i>DIRECTOR OF PROGRAMS</i> ", benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.
RELATED-ORG PAY	13 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	33 rd
Total compensation (D + F), as reported (no adjustments)	33 rd
Reportable pay only (column D), adjusted	49 th
All sources (D + E + F), adjusted	15 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 (Krystal Haefner) 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 39 similarly situated organizations (Same NTEE sector (E12), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$48,000 is reasonable (approximately the 33rd 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.