

Heads Hearts & Hands Of Heartland Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Bobbie Smith-powell, Executive Director / CEO** (\$24,500) against **every comparable organization** that fit the selection criteria — **179** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **29th** percentile of comparable organizations within the typical range

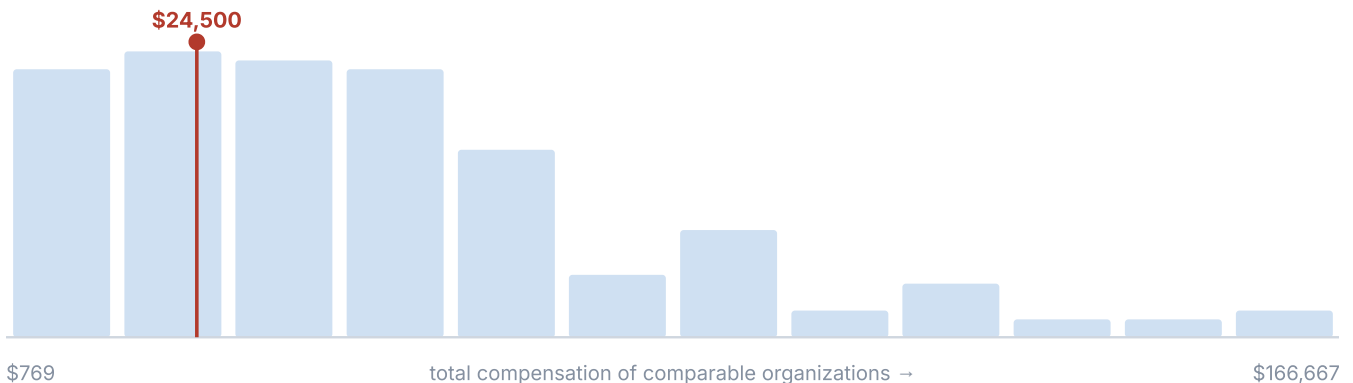
Benchmarked executive: Bobbie Smith-powell — reported title “CEO/Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T30).
BUDGET	Total revenue between \$137,685 and \$308,251 — 0.67x to 1.50x the subject's \$205,501 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T30), nationwide + budget 0.67–1.5x revenue.

179 organizations qualified on sector, size, and geography → **179** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$7,061	\$21,927	\$40,460	\$62,794	\$95,122	\$24,500
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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 FL 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
Foundation For Dubuque Public Schools	IA	\$205,992	Exec. Director As Of Jun 2023	\$32,939	\$36,880	2023
American Charitable Trust Inc	AZ	\$204,431	Director And Chief Financial Officer	\$2,595	\$2,415	2025
Gulf Coast Cares Inc	FL	\$203,803	President/ceo	\$24,866	\$23,887	2023
Tallahassee Action Grants	FL	\$207,411	Executive Director	\$40,000	\$37,322	2024
Sam Foundation Inc	AL	\$203,483	Executive Di	\$40,000	\$42,920	2024
De Marchena-huyke Foundation	CA	\$208,537	President & Ceo	\$24,000	\$20,053	2025
Muscatine Chamber Of Commerce	IA	\$209,493	President/ce	\$3,906	\$4,139	2025
Anthony F Cordeiro Charitable	MA	\$201,258	Director	\$6,000	\$5,514	2023
Friends Of Dangberg Home Ranch	NV	\$210,976	Executive Director	\$57,386	\$57,132	2024
Hillsborough Consortium For Technology And Education Inc	FL	\$199,659	Executive Director	\$24,240	\$22,617	2024
Oklahoma Blood Institute Foundation	OK	\$211,405	President & Ceo	\$85,934	\$93,983	2024
Long Island Community Chest Inc	NY	\$211,429	Executive Director	\$30,000	\$26,925	2024
Main Street Barberton Inc	OH	\$211,497	Executive Di	\$65,834	\$69,256	2024
Good Bourbon For A Good Cause	TX	\$211,739	Director/president	\$24,398	\$24,241	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Lawrence Township Education Foundation	NJ	\$212,194	Executive Director (7/1/23 - 2/29/24)	\$52,500	\$46,556	2024
Great Strides Long Island Inc	NY	\$212,536	Executive Director	\$16,800	\$15,078	2024
Trulight Ministries	OH	\$212,911	President/ex	\$19,248	\$20,248	2024
Jeremiah 2911 Inc	CO	\$213,036	President & Ceo	\$175,000	\$166,667	2024
Million Kids	CA	\$197,798	Director Ceo	\$42,000	\$36,021	2024
The Power Of Play Charitable Fund	NC	\$213,405	Execuive Director	\$50,000	\$51,313	2024
Wounded Heroes Of America	CA	\$214,144	President & Ceo	\$75,000	\$64,324	2024
Gator Bowl Sports Charities Inc	FL	\$196,570	President/ceo	\$6,665	\$6,219	2024
Equality And Inclusion In Hospitality Inc	CA	\$196,022	President/director	\$100,000	\$85,765	2024
Pray For Gray	ND	\$195,654	Executive Director	\$44,239	\$48,220	2024
Asi - Austin Texas Inc	MN	\$215,876	President/tr	\$65,715	\$66,399	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL cost of living and 2022 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 FL 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 **179** organizations. Compensation range \$769–\$166,667; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$205,501); for reference, expenses \$184,920 and assets \$121,829.
ROLE MATCH	Bobbie Smith-powell, reported title " <i>CEO/Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	45 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	29 th
Total compensation (D + F), as reported (no adjustments)	29 th
Reportable pay only (column D), adjusted	45 th
All sources (D + E + F), adjusted	20 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 (Bobbie Smith-powell) 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 179 similarly situated organizations (Same NTEE sector (T30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$24,500 is reasonable (approximately the 29th 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.