

Wholly Informed Sex Ed

Executive Director / CEO

This analysis benchmarks the total compensation of **Sherri Cook, Executive Director / CEO** (\$75,018) against **every comparable organization** that fit the selection criteria — **23** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **78th** percentile of comparable organizations within the typical range

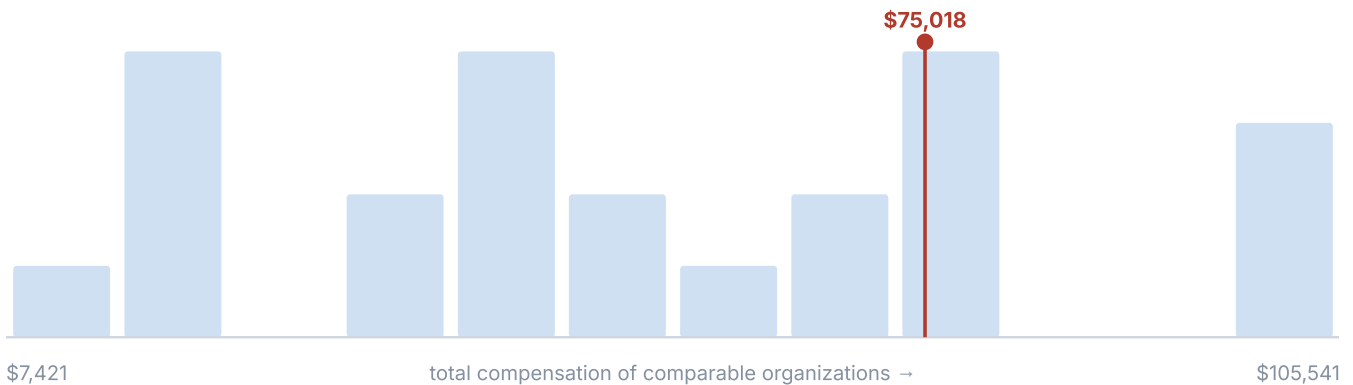
Benchmarked executive: Sherri Cook — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B99).
BUDGET	Total revenue between \$145,699 and \$326,193 — 0.67x to 1.50x the subject's \$217,462 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B99) + TX + budget 0.67–1.5x revenue.

23 organizations qualified on sector, size, and geography → **23** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,519	\$33,924	\$52,768	\$74,975	\$95,838	\$75,018
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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 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
Corsicana Artist And Writer	TX	\$218,446	Executive Di	\$33,800	\$34,798	2023
Millennium Research Inc	TX	\$207,758	President	\$16,474	\$16,474	2024
Annunciation Austin	TX	\$205,036	Director Of Education	\$48,105	\$48,105	2024
Youthlaunch Inc	TX	\$232,340	Executive Director	\$108,333	\$105,541	2025
Texas Youth Foundation	TX	\$236,240	Founder & President	\$52,768	\$52,768	2024
Career Gear Houston	TX	\$240,960	Executive Director	\$20,050	\$20,642	2023
Byrne Institute	TX	\$249,283	Executive Director	\$70,000	\$72,068	2023
Association Of Paroling Authorities	TX	\$251,327	Executive Director	\$19,900	\$20,488	2023
Cedar Hall Classical Academy	TX	\$253,308	President	\$7,617	\$7,421	2025
Literacy Lubbock	TX	\$178,019	Executive Director	\$75,328	\$75,328	2024
Church Leadership Development	TX	\$175,460	President	\$76,920	\$79,192	2023
Swan Impact Network Inc	TX	\$262,320	Executive Director	\$23,000	\$23,000	2024
Winners Inc	TX	\$271,992	President/director	\$100,000	\$100,000	2024
We Defend Truth	TX	\$276,840	Founder & Ceo	\$72,800	\$74,950	2023
All Saints' Episcopal School Of Fort	TX	\$282,677	Head Of School	\$33,050	\$33,050	2024
Private Schools Interscholastic Assn Inc	TX	\$285,532	Executive Director	\$75,000	\$75,000	2024
Mapping Your Future	TX	\$293,043	Director	\$101,280	\$104,272	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Red Salmon Arts	TX	\$293,557	Executive Dir.	\$62,700	\$62,700	2024
Capacity Catalyst	TX	\$298,161	Executive Director	\$40,625	\$41,825	2023
Pegasus Media Project	TX	\$301,363	Co-founder Exec Dir	\$55,978	\$54,535	2025
Explorium Denton Childrens Museum	TX	\$320,020	Executive Dir.	\$40,080	\$41,264	2023
Tarrant Literacy Coalition	TX	\$320,903	Executive Di	\$67,500	\$67,500	2024
Childrens' Disabilities Information	TX	\$325,779	President	\$45,000	\$46,329	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 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	23 organizations. Compensation range \$7,421–\$105,541; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$217,462); for reference, expenses \$202,031 and assets \$88,788.
ROLE MATCH	Sherris Cook, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	78th

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	78 th
Reportable pay only (column D), adjusted	91 st
All sources (D + E + F), adjusted	70 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 (Sherri Cook) 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 23 similarly situated organizations (Same NTEE sector (B99) + TX + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$75,018 is reasonable (approximately the 78th 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.