

Grandmother Collective Inc

Executive Director / CEO

EIN 872720136
 MA · NTEE W99
 FY ending 2024-06-30
 June 10, 2026

This analysis benchmarks the total compensation of **Lynsey Farrell, Executive Director / CEO** (\$80,557) against **every comparable organization** that fit the selection criteria — **42** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **76th** percentile of comparable organizations within the typical range

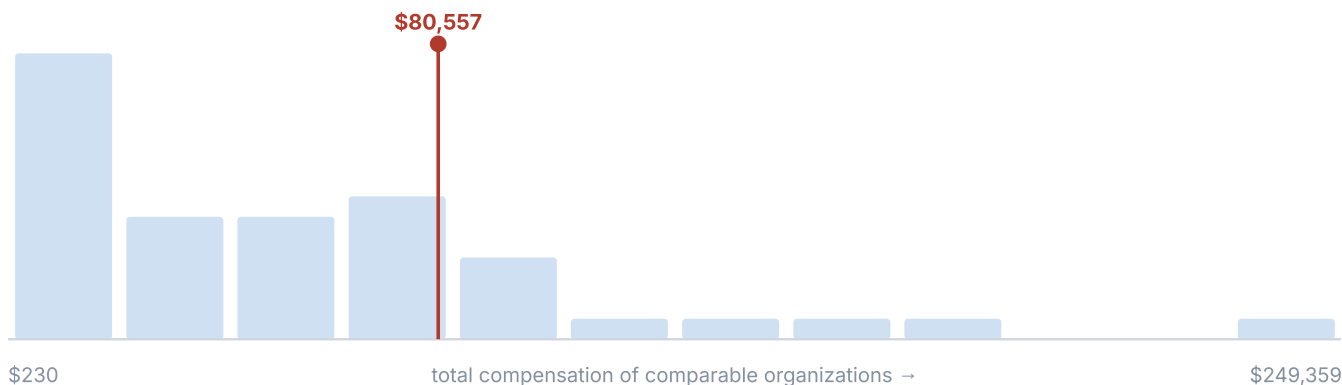
Benchmarked executive: Lynsey Farrell — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (W99).
BUDGET	Total revenue between \$121,703 and \$272,470 — 0.67x to 1.50x the subject's \$181,647 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (W99), nationwide + budget 0.67–1.5x revenue.

42 organizations qualified on sector, size, and geography → **42** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,061	\$16,582	\$48,051	\$79,590	\$117,514	\$80,557
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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 MA 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
Through The Trees	NC	\$183,310	Executive Di	\$27,388	\$31,492	2024
Barrios Unidos	NM	\$179,237	President And Executive Director	\$39,670	\$48,884	2023
21st Century Alliance	CA	\$191,034	Executive Director	\$252,054	\$249,359	2023
Main Line Cycle Center	MN	\$194,224	Executive Director	\$35,984	\$40,737	2023
Wyoming Family Alliance	WY	\$165,943	Ceo/executive Director	\$34,489	\$41,098	2024
Lyon County Historical Society	MN	\$197,720	Executive Di	\$41,709	\$47,218	2023
Civic Momentum	MN	\$200,628	Director, Ceo, And Coo	\$70,000	\$79,246	2023
Victims Of Milwaukee Violence Burial Fund Inc	WI	\$161,810	Executive Director	\$11,400	\$13,249	2024
Allied Communities Of Tulsa Inspiring	OK	\$201,803	Senior Organizer	\$71,500	\$90,202	2023
Fraternal Order Of Eagles	WA	\$161,403	Lead Maintenance	\$20,806	\$20,729	2024
Great Bend Center For Music	WA	\$202,114	Director	\$56,250	\$57,698	2023
Pasos For Oak Cliff	TX	\$204,656	Executive Director	\$1,044	\$1,197	2023
Mashup Nashville	TN	\$205,448	Chief Executive Officer	\$18,960	\$22,833	2023
The Steel Horse Rally Inc	AR	\$205,571	President	\$145,333	\$181,792	2024
Relink (Db a Relinkorg)	OH	\$156,040	Director Of Finance & Hr	\$14,208	\$17,241	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
New Americans Initiative	KY	\$207,754	Director Of Operations	\$99,680	\$119,175	2024
The South County News	MI	\$207,769	President	\$14,245	\$16,362	2024
Values To Action	OR	\$208,951	Trustee	\$15,593	\$16,114	2024
Arise & Go	CA	\$211,406	President	\$79,793	\$76,675	2024
Reil	PA	\$151,011	Executive Director	\$49,253	\$54,658	2024
Sandy Springs Arts Foundation Inc	GA	\$212,856	Foundation Mgr.	\$85,000	\$95,109	2024
People Matter	IL	\$216,495	Co-president	\$58,880	\$62,756	2025
Celebrate Me Week	MN	\$217,117	Camp Administrator	\$10,897	\$12,336	2023
Blessing The Children International	MI	\$145,936	President	\$48,000	\$55,134	2024
Lions Foundation Of Victoria	MN	\$145,476	Gambling Manager	\$16,000	\$17,593	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MA 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 MA 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 42 organizations. Compensation range \$230–\$249,359; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$181,647); for reference, expenses \$167,725 and assets \$283,460.

ROLE MATCH Lynsey Farrell, 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.
OUTLIERS	2 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	76 th
Total compensation (D + F), as reported (no adjustments)	83 rd
Reportable pay only (column D), adjusted	76 th
All sources (D + E + F), adjusted	71 st

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 (Lynsey Farrell) 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 42 similarly situated organizations (Same NTEE sector (W99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$80,557 is reasonable (approximately the 76th 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.