

Now Serving Inc

Executive Director / CEO

EIN 883368787

NC · NTEE K30

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Greg Lowenhagen, Executive Director / CEO** (\$80,859) against **every comparable organization** that fit the selection criteria — **94** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **94th** percentile of comparable organizations above the 90th percentile — board review recommended

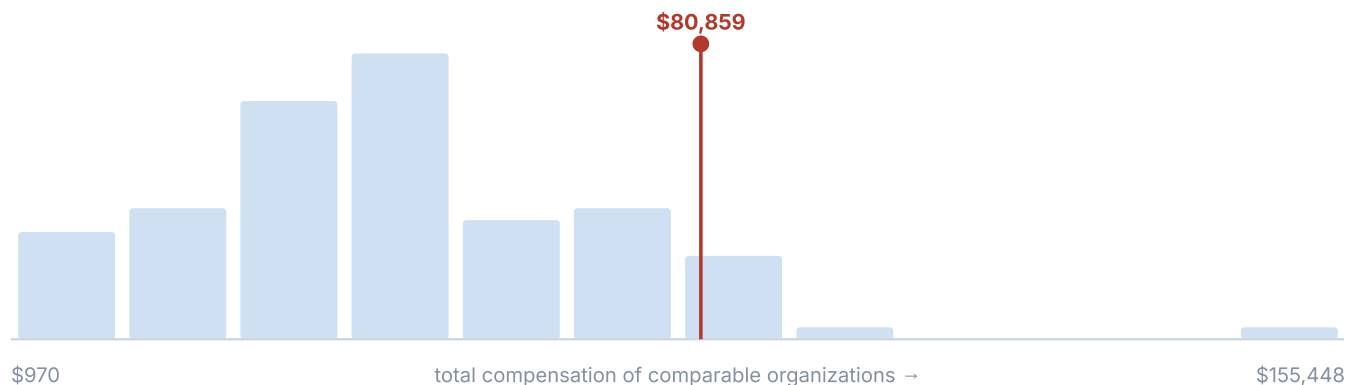
Benchmarked executive: Greg Lowenhagen — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (K30).
BUDGET	Total revenue between \$172,121 and \$385,347 — 0.67x to 1.50x the subject's \$256,898 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (K30), nationwide + budget 0.67–1.5x revenue.

94 organizations qualified on sector, size, and geography → **94** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,637	\$28,749	\$42,767	\$58,909	\$76,259	\$80,859
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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 NC 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
Positive Community Kitchen	OR	\$257,263	Executive Director	\$34,463	\$30,974	2023
Love The Hungry Inc	KY	\$257,284	Executive Director	\$54,096	\$56,248	2023
Provo Farmers Market	UT	\$256,114	Executive Dir.	\$33,500	\$32,231	2024
Storehouse Daily Bread Ministry	NC	\$257,875	Executive Di	\$24,432	\$23,731	2024
Outreach Program Of Brainerd Lakes	MN	\$258,610	Executive Di	\$70,000	\$66,941	2023
Soil2service Inc	MI	\$254,394	Executive Director	\$1,000	\$970	2024
Healthy Foods For Healthy Kids Inc	DE	\$260,933	Executive Director	\$79,650	\$75,479	2023
Forever Fed Inc	GA	\$262,261	Director	\$3,005	\$2,841	2024
Colorado Farm To Table Inc	CO	\$248,995	Executive Dir.	\$39,350	\$35,469	2024
Petare-latam Foundation Inc	FL	\$245,674	Treasurer	\$32,350	\$28,568	2024
Hungry World Farm	IL	\$241,844	Executive Director	\$18,995	\$18,073	2023
The Preservery Foundation	CO	\$241,628	Executive Director	\$110,000	\$99,152	2024
Katie's Krops	SC	\$241,388	President	\$48,000	\$50,451	2022
Travelers Rest Farmers Market	SC	\$239,400	Executive Di	\$46,686	\$45,785	2024
Table Of Plenty Hmb	CA	\$238,096	Executive Director	\$49,154	\$41,078	2023
Shelbyville Community Soup Kitchen	TN	\$237,980	Employee	\$41,100	\$40,612	2024
Dig In Yancey Community Garden	NC	\$236,988	Executive Director	\$44,972	\$43,682	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Musically Fed	AZ	\$236,845	Executive Director - Founder	\$84,500	\$76,393	2024
5loaves2fishnmi	MI	\$235,864	Secretary	\$15,000	\$14,555	2024
Fundacion Yo Puedo Inc	PR	\$235,670	President	\$2,395	\$2,326	2024
Passion And Compassion Inc	MD	\$279,365	Executive Dir.	\$57,000	\$51,574	2023
Hartford Food System Inc	CT	\$279,495	Executive Dir.	\$87,539	\$79,435	2023
Northwest Mutual Aid Collective Inc	PA	\$233,724	Executive Director	\$70,901	\$68,429	2023
Seven Loaves Soup Kitchen Inc	PA	\$233,043	Mission Coordinator	\$12,000	\$11,250	2024
Sfmv Inc	FL	\$232,360	Market Manager	\$44,136	\$45,117	2021

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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	94 organizations. Compensation range \$970–\$155,448; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$256,898); for reference, expenses \$260,993 and assets \$92,553.
ROLE MATCH	Greg Lowenhagen, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
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	94 th
Total compensation (D + F), as reported (no adjustments)	87 th
Reportable pay only (column D), adjusted	94 th
All sources (D + E + F), adjusted	94 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 (Greg Lowenhagen) 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 94 similarly situated organizations (Same NTEE sector (K30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$80,859 is reasonable (approximately the 94th 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.