

Deep Roots Research

Executive Director / CEO

EIN 920890870

SC · NTEE S50

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Casey Childers, Executive Director / CEO** (\$86,270) against **every comparable organization** that fit the selection criteria — **1214** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 81st percentile of comparable organizations

within the typical range

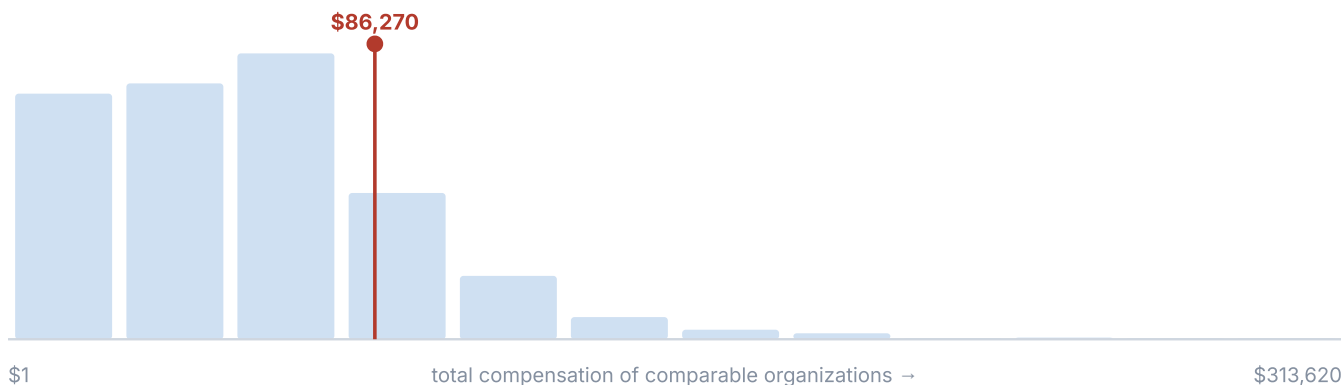
Benchmarked executive: Casey Childers — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S50).
BUDGET	Total revenue between \$134,519 and \$301,164 — 0.67x to 1.50x the subject's \$200,776 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

1,214 organizations qualified on sector, size, and geography → **1,214** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,431	\$28,282	\$53,918	\$77,278	\$105,397	\$86,270
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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 SC 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
West End Economic Development Corporation	CO	\$200,738	Executive Director	\$71,536	\$67,693	2023
Association Of Health Care	MO	\$200,730	Executive Director	\$5,416	\$5,661	2023
Loiter	OH	\$200,696	Cofounder	\$26,884	\$29,252	2022
Smart Growth Greater Madison Inc	WI	\$200,943	Executive Director	\$91,126	\$91,224	2024
Chemical Alliance Zone Inc	WV	\$200,945	Executive Director	\$178,250	\$184,999	2024
New Consensus	DC	\$200,567	Executive Director	\$179,707	\$155,626	2023
Citizens4community	OR	\$200,555	Executive Director	\$78,056	\$69,483	2024
Florida Benchmarking Consortium Inc	FL	\$201,048	Executive Di	\$100,102	\$90,140	2024
Three Squares Main Street Jp Inc	MA	\$200,480	Executive Director	\$75,445	\$66,905	2023
International Public Safety Institute	NH	\$201,077	Secretary/treasurer	\$54,000	\$47,795	2024
Redwood Area Chamber And Tourism	MN	\$201,272	Executive Di	\$47,500	\$44,990	2024
Chattanooga Technology Council Inc	TN	\$201,277	Executive Director	\$70,020	\$70,550	2024
Perris Community Economic Development Co	CA	\$200,227	Chief Executive Director	\$27,674	\$23,582	2023
Wisconsin Badger Chapter Club Management	WI	\$201,353	Managing Director	\$58,940	\$59,003	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Missouri Valley Crisis Center Inc	SD	\$200,185	Executive Dir.	\$61,301	\$66,765	2023
Southeast Fairfax Development Corp	VA	\$201,486	Executive Dir.	\$116,143	\$107,493	2024
Healthy Neighborhood Enterprises	VA	\$200,019	Executive Director	\$65,337	\$62,257	2023
The Mindful Group Inc	WI	\$200,000	Director	\$20,000	\$20,021	2024
Tennessee Infrastructure Alliance	TN	\$200,000	Executive Director	\$90,000	\$90,681	2024
Utd Building Corporation	FL	\$200,000	President	\$42,450	\$39,355	2023
Digital Energy Council	DC	\$200,000	Board Member,exec Dir,president	\$25,000	\$21,650	2023
Massachusetts Association Of	MA	\$201,599	Executive Di	\$137,500	\$118,438	2024
Downtown Gadsden Inc	AL	\$201,684	Executive Director	\$82,885	\$88,367	2023
Hammonton Revitalization Corporation	NJ	\$201,722	Director	\$46,687	\$41,136	2023
North Coast Fishermens Cable Committee	CA	\$201,795	President	\$4,319	\$3,575	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SC 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 SC 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 1214 organizations. Compensation range \$1-\$313,620; filing years 2021-2025.

SIZE BASIS	Matched on total revenue (\$200,776); for reference, expenses \$177,209 and assets \$33,907.
ROLE MATCH	Casey Childers, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	161 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	29 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	81 st
Total compensation (D + F), as reported (no adjustments)	79 th
Reportable pay only (column D), adjusted	77 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 (Casey Childers) 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 1214 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$86,270 is reasonable (approximately the 81st 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.