

North Carolina For The People

Executive Director / CEO

EIN 921920363
 NC · NTEE R01
 FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Melissa Price Kromm, Executive Director / CEO** (\$104,960) against **every comparable organization** that fit the selection criteria — **58** 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: Melissa Price Kromm — reported title “Executive Director and Board Chair”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (R01).

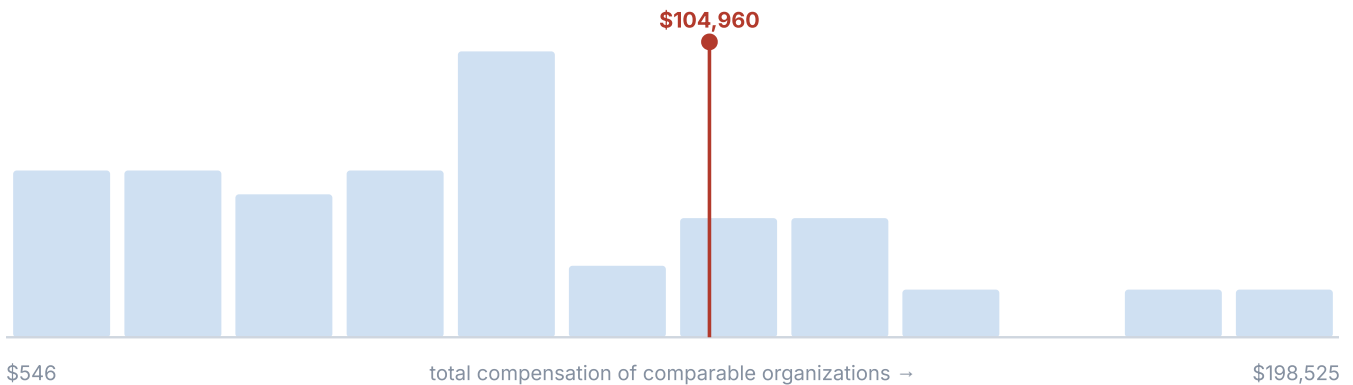
BUDGET Total revenue between \$322,495 and \$722,004 — 0.67x to 1.50x the subject's \$481,336 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (R01), nationwide + budget 0.67–1.5x revenue.

58 organizations qualified on sector, size, and geography

→ **58** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,652	\$36,321	\$72,094	\$103,106	\$133,584	\$104,960
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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
Voices For A Safer Tennessee Coalit	TN	\$480,086	Executive Di	\$35,754	\$36,372	2024
Death Penalty Action	NY	\$478,459	Executive Director	\$87,800	\$76,784	2024
Youth Outright Wnc Inc	NC	\$489,293	Coexecutive	\$58,293	\$58,293	2024
Eternal Vigilance Action Inc	GA	\$472,017	Ceo Director Key Employee	\$121,200	\$121,425	2023
The Philonise And Keeta	TX	\$500,000	Executive Dir.	\$98,000	\$94,874	2024
Clean Slate Now Inc	FL	\$500,000	Director & Ceo	\$33,995	\$30,908	2024
Show Me Integrity Education Fund	MO	\$500,140	Chief Executive Officer	\$92,908	\$98,049	2023
True Texas Project Inc	TX	\$506,308	Ceo	\$37,500	\$36,304	2024
Denver Metro Fair Housing Center	CO	\$507,805	Executive Di	\$76,480	\$70,974	2024
Virginia Learns	VA	\$454,700	President An	\$205,997	\$198,182	2023
Shock The System Foundation	CA	\$444,916	Ceo, Cfo, Secretary	\$18,600	\$15,544	2024
Just Transition Nwi Inc	IN	\$519,227	Executive Director	\$58,391	\$59,594	2024
Miami Dade Transit Alliance Inc	FL	\$522,360	Executive Director	\$90,000	\$81,826	2024
Southwest Washington Equity Coalition	WA	\$522,488	Executive Director	\$88,692	\$76,850	2024
Citizen Action Illinois	IL	\$532,804	Executive Dir.	\$93,538	\$88,998	2024
Farm-to-consumer Legal Defense Fund	VA	\$419,440	Executive Director	\$81,314	\$78,229	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Street Democracy	MI	\$419,050	President	\$32,200	\$32,166	2024
Progressnow New Mexico	NM	\$411,737	Executive Di	\$8,177	\$8,764	2023
Womens Diversity Network Inc	NY	\$411,630	Founder/board Member	\$83,987	\$75,619	2023
Be A Hero Action Fund	NY	\$554,585	Co-executive Director	\$13,687	\$12,323	2023
Race Forward Action Inc	NY	\$408,044	Secretary	\$35,568	\$31,105	2024
Muskogee County Child Advocacy Center Inc	OK	\$554,984	Executive Director	\$73,500	\$80,641	2023
The Online Progressive Engagement	DE	\$563,765	Executive Director	\$145,406	\$137,792	2024
Just Strategy	WA	\$564,258	Executive Director	\$29,068	\$25,931	2023
Eries Black Wall Street	PA	\$390,139	President Director	\$45,374	\$45,085	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 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 58 organizations. Compensation range \$546–\$198,525; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$481,336); for reference, expenses \$272,866 and assets \$290,661. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Melissa Price Kromm, reported title "*Executive Director and Board Chair*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 15 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	78 th
Total compensation (D + F), as reported (no adjustments)	74 th
Reportable pay only (column D), adjusted	81 st
All sources (D + E + F), adjusted	59 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 (Melissa Price Kromm) 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 58 similarly situated organizations (Same NTEE sector (R01), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$104,960 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.