



Martha's Kitchen CEO Compensation

It is the practice of Martha's Kitchen to review the CEO's compensation on an annual basis. The Executive Committee comprising of the President, Vice-President, Secretary and Treasurer meets annually to review salary surveys such as the attached from the 2014 Charity Navigator CEO Compensation Study. At the Executive Committee's sole discretion, the CEO salary may be changed based on his/her performance and in parity with equivalent sized nonprofit organizations in the Bay Area and comparable demographics.

The CEO has the right to appeal by providing an explanation of the basis for appeal in writing addressed to the President of the Board of Directors. The Executive Committee has 5 business days to respond to aforementioned appeal.

Geography

Just like the for-profit sector, salaries at nonprofits differ based on the part of the country in which the entity is located. Here's how the median pay for the various regions⁴ compare to the overall median compensation (\$120,396) for 2012:

- ↑ **Higher CEO Compensation:** Northeast (\$148,250), Mid-Atlantic (\$141,907) and Pacific West (\$125,000)
- ↓ **Lower CEO Compensation:** Mountain West (\$101,589), Midwest (\$108,687), South (\$109,508) and Southwest (\$113,888).

In comparison to 2011 compensation data (only for those 2,582 charities that had the same CEO in place for the full two years), each region experienced an increase in median compensation. The Southwest (3.2%) reported the greatest increase in median compensation and the Mountain West (2.0%) and the South (2.0%) reported the smallest increase.

Region	2012 Median Compensation	2012 Maximum Compensation	# of Charities/Region	Median Raise	# of Charities included in year-over-year comparison
Mid-Atlantic	\$141,907	\$1,162,696	573	2.9%	390
Midwest	\$108,687	\$3,394,434	729	2.7%	468
Mountain West	\$101,589	\$729,337	215	2.0%	137
Northeast	\$148,250	\$3,733,930	681	2.9%	457
Pacific West	\$125,000	\$1,088,883	593	2.6%	391
South	\$109,508	\$1,220,305	814	2.0%	513
Southwest	\$113,898	\$841,397	341	3.2%	226
<i>Grand Total</i>	<i>\$120,396</i>	<i>\$3,733,930</i>	<i>3,946</i>	<i>2.6%</i>	<i>2,582</i>

Footnote

⁴The Appendix at the end of this study includes a description of the states included in each region.