

# Putnam Land Conservancy Inc

Executive Director / CEO

EIN 010861643

FL · NTEE C30

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Willy The Losen, Executive Director / CEO** (\$64,167) against **every comparable organization** that fit the selection criteria — **147** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **37<sup>th</sup>** percentile of comparable organizations within the typical range

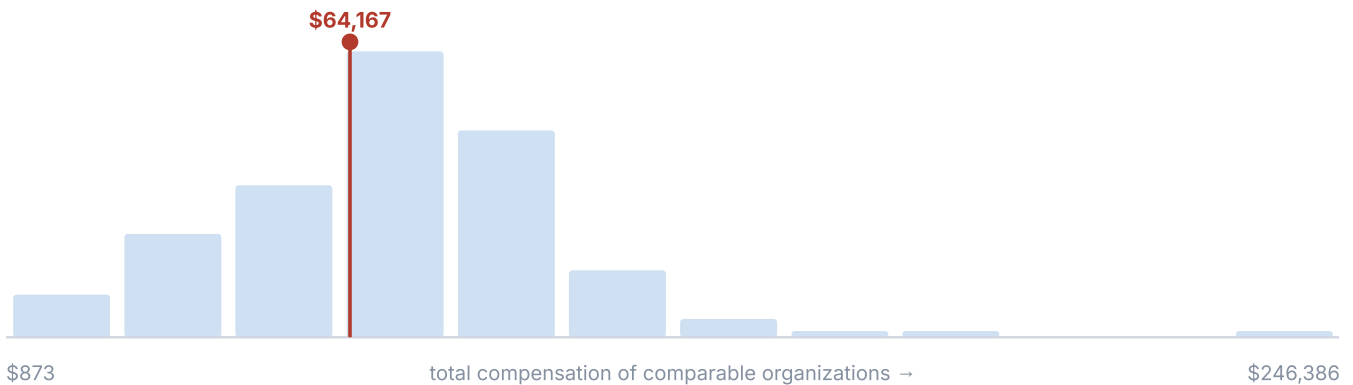
**Benchmarked executive:** Willy The Losen — reported title “CEO & CONSERVATION DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C30).
BUDGET	Total revenue between \$264,040 and \$591,135 — 0.67x to 1.50x the subject's \$394,090 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (C30), nationwide + budget 0.67–1.5x revenue.

**147** organizations qualified on sector, size, and geography → **147** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$28,918	\$53,372	\$73,256	\$91,435	\$113,001	\$64,167
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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 FL 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
<a href="#">Maui Ocean Center Marine Institute</a>	HI	\$393,546	Executive Di	\$67,676	<b>\$64,498</b>	2024
<a href="#">Southern Maryland Rc&amp;d Board Inc</a>	MD	\$395,050	Executive Di	\$44,034	<b>\$45,117</b>	2023
<a href="#">Friends Of Baxter State Park</a>	ME	\$396,313	Executive Director	\$92,805	<b>\$98,922</b>	2024
<a href="#">Community Cloud Forest Conservation</a>	MN	\$390,975	Co-chair	\$36,241	<b>\$38,119</b>	2024
<a href="#">Mt Mountain Mamas</a>	MT	\$389,821	Executive Dir.	\$80,000	<b>\$91,796</b>	2024
<a href="#">Change Is Simple Inc</a>	MA	\$399,789	Executive Director	\$75,368	<b>\$74,223</b>	2023
<a href="#">Science &amp; Environmental Council Of</a>	FL	\$387,494	Executive Director	\$24,000	<b>\$24,709</b>	2023
<a href="#">Ocean Futures Society Inc</a>	CA	\$384,635	President	\$81,210	<b>\$76,852</b>	2023
<a href="#">Otsego County Conservation</a>	NY	\$383,328	Executive Dir.	\$69,904	<b>\$67,240</b>	2024
<a href="#">Friends Of Illinois Nature Preserves</a>	IL	\$405,851	Executive Director	\$70,000	<b>\$73,256</b>	2024
<a href="#">Fungi Foundation Inc</a>	NY	\$407,817	Chief Executive Director	\$58,336	<b>\$56,113</b>	2024
<a href="#">Cahaba Riverkeeper Inc</a>	AL	\$378,985	Employee	\$75,833	<b>\$87,208</b>	2024
<a href="#">Yellow Dog Community And Conservation</a>	MT	\$409,274	Executive Dir	\$80,315	<b>\$92,157</b>	2024
<a href="#">Resilience Alliance Inc</a>	MA	\$377,838	Clerk, Treasurer And Ed	\$11,468	<b>\$10,970</b>	2024
<a href="#">For A Better Bayou</a>	LA	\$377,663	Executive Director	\$84,000	<b>\$98,460</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Fox Haven Center Inc</a>	MD	\$410,766	Director Of Operations And	\$67,332	<b>\$67,008</b>	2024
<a href="#">Chattanooga Audubon Society</a>	TN	\$411,485	Executive Director	\$53,385	<b>\$59,733</b>	2024
<a href="#">North Dakota Private Grazing Lands</a>	ND	\$414,512	Past Chairma	\$22,112	<b>\$26,593</b>	2023
<a href="#">Upper Peninsula Rc &amp; D</a>	MI	\$416,725	Executive Di	\$8,293	<b>\$9,112</b>	2024
<a href="#">Clean River Project Inc</a>	MA	\$418,111	President	\$57,300	<b>\$56,430</b>	2023
<a href="#">Whiteswan Environmental We</a>	WA	\$418,324	Executive Director	\$92,322	<b>\$87,986</b>	2024
<a href="#">Grand Canyon River Guides Inc</a>	AZ	\$418,618	Executive Director	\$63,954	<b>\$63,784</b>	2025
<a href="#">Partnership For The National Trails</a>	DC	\$418,939	Executive Director	\$105,380	<b>\$98,437</b>	2024
<a href="#">Eel River Recovery Project Inc</a>	CA	\$368,368	Board Chair	\$78,325	<b>\$74,122</b>	2023
<a href="#">Wachiska Audubon Society Inc</a>	NE	\$421,211	Executive Di	\$70,404	<b>\$80,606</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **147** organizations. Compensation range \$873–\$246,386; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$394,090); for reference, expenses \$247,547 and assets \$4,588,897.

<b>ROLE MATCH</b>	Willy The Losen, reported title " <i>CEO &amp; CONSERVATION DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
<b>RELATED-ORG PAY</b>	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
<b>OUTLIERS</b>	3 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	37 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	36 <sup>th</sup>
Reportable pay only (column D), adjusted	39 <sup>th</sup>
All sources (D + E + F), adjusted	34 <sup>th</sup>

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 (Willy The Losen) 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 147 similarly situated organizations (Same NTEE sector (C30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$64,167 is reasonable (approximately the 37<sup>th</sup> 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.