

# Upper Valley Trails Alliance

Executive Director / CEO

EIN 030369847

VT · NTEE B99

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Russell Hirschler, Executive Director / CEO** (\$79,508) against **every comparable organization** that fit the selection criteria — **422** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65<sup>th</sup>** percentile of comparable organizations within the typical range

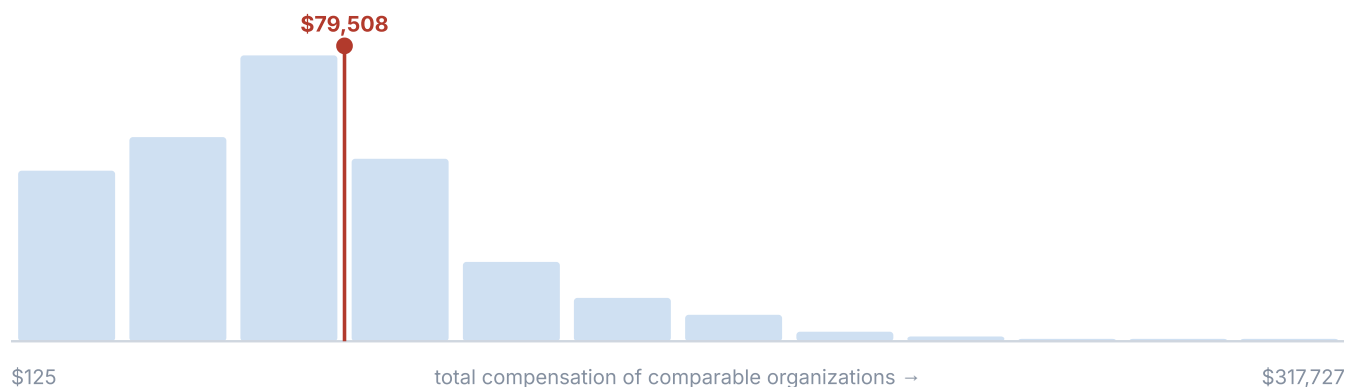
**Benchmarked executive:** Russell Hirschler — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B99).
BUDGET	Total revenue between \$308,413 and \$690,478 — 0.67x to 1.50x the subject's \$460,319 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B99), nationwide + budget 0.67–1.5x revenue.

**422** organizations qualified on sector, size, and geography → **422** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$16,532	\$39,458	\$65,961	\$91,811	\$128,469	\$79,508
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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 VT 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="#">Arbutus Folk School</a>	WA	\$460,522	Executive Di	\$51,093	<b>\$45,447</b>	2024
<a href="#">Heritage Museum Of Asian Art</a>	IL	\$459,798	Treasurer	\$62,500	<b>\$61,047</b>	2024
<a href="#">Elevate Dallas</a>	TX	\$461,045	Executive Di	\$22,300	<b>\$22,162</b>	2024
<a href="#">Communities In Schools</a>	NC	\$459,583	Executive Dir.	\$58,102	<b>\$61,407</b>	2023
<a href="#">Global Education Center</a>	TN	\$458,936	Executive Director	\$44,400	<b>\$45,173</b>	2025
<a href="#">Science And Entrepreneurship Exchange</a>	IL	\$458,706	Secretary	\$73,655	<b>\$74,067</b>	2023
<a href="#">New England Preparatory School</a>	MA	\$462,462	Communicatio	\$22,038	<b>\$20,257</b>	2023
<a href="#">Vermont Energy Education Program Inc</a>	VT	\$457,395	Executive Director	\$74,504	<b>\$74,504</b>	2024
<a href="#">Spirit Of Youth</a>	AK	\$457,289	Executive Dir.	\$88,833	<b>\$84,378</b>	2024
<a href="#">The Teachers Lounge Inc</a>	MA	\$463,525	Executive Director	\$87,502	<b>\$80,429</b>	2023
<a href="#">Una Vida Esta Vida</a>	CA	\$464,152	President	\$14,500	<b>\$12,440</b>	2024
<a href="#">Steamimagine</a>	VA	\$464,600	President	\$20,000	<b>\$19,186</b>	2024
<a href="#">Partners In Change Inc</a>	GA	\$455,719	Ceo, Vice Board Chair	\$5,000	<b>\$5,143</b>	2023
<a href="#">The Conscious Kid</a>	CA	\$465,081	Executive Dir.	\$135,000	<b>\$115,817</b>	2024
<a href="#">Hawkquest</a>	CO	\$465,359	Executive Di	\$110,475	<b>\$105,245</b>	2024
<a href="#">Botanical Bus</a>	CA	\$455,172	Exec Direc/ Board Pres	\$74,880	<b>\$66,138</b>	2023
<a href="#">Georgia Coalition For Higher</a>	GA	\$466,026	Co-exec Dire	\$123,476	<b>\$120,169</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">American Association Of Bovine</a>	OH	\$466,561	Executive Di	\$50,248	<b>\$54,437</b>	2023
<a href="#">Mychild'scancer Inc</a>	NJ	\$454,068	President / Secretary / Executive Director	\$26,000	<b>\$23,745</b>	2023
<a href="#">Empire 8</a>	NY	\$453,359	Commissioner	\$181,158	<b>\$162,638</b>	2024
<a href="#">Business History Conference</a>	DE	\$451,653	Secretary	\$20,000	<b>\$19,456</b>	2024
<a href="#">Derry Preschool Inc</a>	PA	\$450,059	Treasurer	\$55,000	<b>\$53,087</b>	2025
<a href="#">Coongie</a>	CA	\$470,846	Treasurer/ed	\$11,111	<b>\$9,814</b>	2023
<a href="#">Gulf Coast Education Initiative</a>	MS	\$470,864	Executive Director	\$96,552	<b>\$106,838</b>	2024
<a href="#">Edina Education Fund</a>	MN	\$448,216	Executive Director	\$60,008	<b>\$57,392</b>	2025

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

## ● Sample, role match & sensitivity

PEER COUNT	422 organizations. Compensation range \$125–\$317,727; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$460,319); for reference, expenses \$450,359 and assets \$613,719.
ROLE MATCH	Russell Hirschler, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	31 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 13 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	65 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	61 <sup>st</sup>
Reportable pay only (column D), adjusted	65 <sup>th</sup>
All sources (D + E + F), adjusted	59 <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 (Russell Hirschler) 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 422 similarly situated organizations (Same NTEE sector (B99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$79,508 is reasonable (approximately the 65<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 9, 2026.