

Arts & Crafts Association Of Meriden

Executive Director / CEO

EIN 066038423

CT · NTEE A20

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Sandra Goodyear, Executive Director / CEO** (\$34,546) against **every comparable organization** that fit the selection criteria — **202** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **38th** percentile of comparable organizations within the typical range

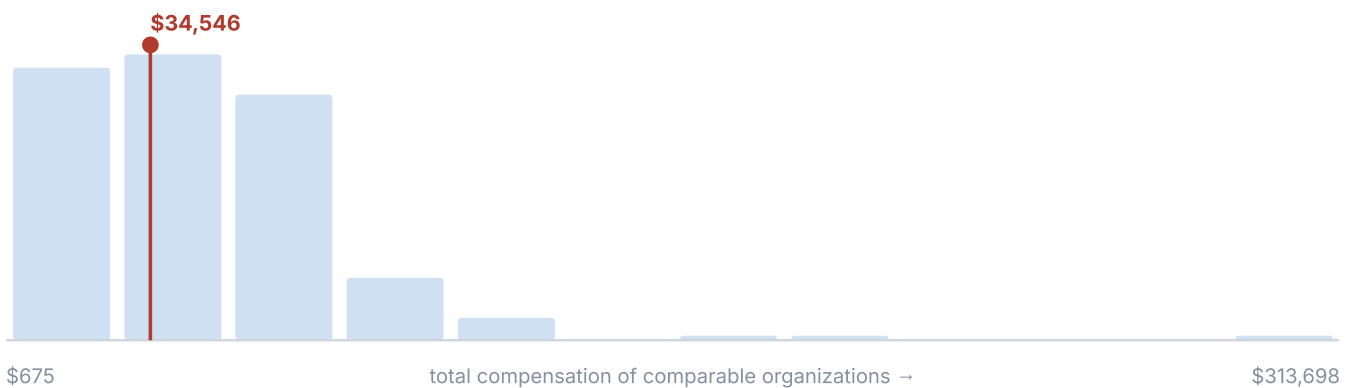
Benchmarked executive: Sandra Goodyear — reported title “TREASURER”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A20).
BUDGET	Total revenue between \$126,151 and \$282,429 — 0.67x to 1.50x the subject's \$188,286 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A20), nationwide + budget 0.67–1.5x revenue.

202 organizations qualified on sector, size, and geography → **202** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,276	\$23,616	\$44,930	\$63,379	\$82,733	\$34,546
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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 CT 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
Bird & Beckett	CA	\$188,725	Treasurer	\$27,759	\$27,016	2023
Capitol View Arts	TX	\$187,062	President	\$66,000	\$72,276	2024
Leadership Hendricks County	IN	\$186,890	Executive Director	\$55,860	\$64,490	2024
Western Justice	OR	\$186,494	Director/sec/treas	\$30,000	\$30,500	2024
Prizm Projects Inc	FL	\$190,595	President	\$2,500	\$2,755	2022
Port Warwick Foundation	VA	\$191,200	Executive Director	\$32,020	\$34,846	2023
North Bend Downtown Foundation	WA	\$191,687	Executive Director	\$75,164	\$73,672	2024
Eleventh Hour Prayer Network Inc	AZ	\$184,686	President	\$297,950	\$313,698	2024
Folk School Of Fayetteville Inc	AR	\$184,466	Officer	\$11,400	\$14,442	2023
Second's New Vision And Outreach Ministries	MI	\$184,006	Board Member	\$9,450	\$10,678	2024
Orlando Community Arts Inc	FL	\$183,943	President	\$13,500	\$14,294	2023
Arts Center In Orange Inc	VA	\$192,812	Executive Director	\$52,500	\$55,494	2024
Tualatin Valley Creates	OR	\$183,224	Executive Director	\$47,578	\$48,371	2024
Philadelphia Folklore Project	PA	\$193,855	Executive Di	\$13,000	\$14,193	2024
Main Street Arts	VT	\$180,787	Executive Dir.	\$30,300	\$32,527	2025
Carl Cherry Foundation	CA	\$180,011	Executive Director	\$46,501	\$43,958	2024
Volunteer Odyssey	TN	\$196,873	Executive Director	\$67,379	\$77,536	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Charles Houston Cultural Project Inc	MA	\$197,585	President	\$16,798	\$16,525	2024
Empact Inc	NY	\$198,656	President	\$5,000	\$4,946	2024
Baltimore Festival Of The Arts Inc	MD	\$199,910	Ceo (Through 1/2023)	\$8,692	\$9,160	2023
Creative Downtown Appleton Inc	WI	\$175,874	Executive Director	\$3,167	\$3,621	2024
Triangle Arts Association Limited	NY	\$201,266	Executive Director	\$76,004	\$75,187	2024
Kunqu Society Inc	NY	\$201,314	President/board Director	\$13,110	\$12,635	2025
Soon Is Now Inc	NY	\$201,440	Secretary	\$1,500	\$1,484	2024
Arc Athens Inc	NY	\$201,717	Executive Director	\$46,065	\$45,570	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CT cost of living and 2025 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 CT 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	202 organizations. Compensation range \$675–\$313,698; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$188,286); for reference, expenses \$97,014 and assets \$383,626. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Sandra Goodyear, reported title <i>"TREASURER"</i> , benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.

RELATED-ORG PAY	8 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	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	38 th
Total compensation (D + F), as reported (no adjustments)	41 st
Reportable pay only (column D), adjusted	39 th
All sources (D + E + F), adjusted	36 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 (Sandra Goodyear) 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 202 similarly situated organizations (Same NTEE sector (A20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$34,546 is reasonable (approximately the 38th 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.