

# Habitat For Humanity Of Rockland

Executive Director / CEO

EIN 133717484  
 NY · NTEE L2OZ  
 FY ending 2025-06-30  
 June 9, 2026

This analysis benchmarks the total compensation of **Jenna Maga, Executive Director / CEO** (\$44,958) against **every comparable organization** that fit the selection criteria — **620** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **63<sup>rd</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Jenna Maga — reported title "FORMER EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (L2OZ).
BUDGET	Total revenue between \$78,028 and \$174,690 — 0.67x to 1.50x the subject's \$116,460 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (L), nationwide + budget 0.67–1.5x revenue.

**620** organizations qualified on sector, size, and geography → **620** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,553	\$15,131	\$32,097	\$60,391	\$77,318	\$44,958
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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 NY 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="#">Rose-arc Housing Inc</a>	RI	\$116,367	Chief Executive Officer	\$223,152	<b>\$236,796</b>	2025
<a href="#">West Rountt Housing Inc</a>	CO	\$116,227	Secretary	\$12,000	<b>\$13,071</b>	2024
<a href="#">Preserving Us Inc</a>	KS	\$116,126	Executive Director	\$127,404	<b>\$156,349</b>	2024
<a href="#">Citywide Supportive Housing Development</a>	NY	\$116,100	Executive Director	\$29,726	<b>\$30,513</b>	2024
<a href="#">Grant Manor Homeowners Association</a>	MA	\$115,931	Director	\$76,210	<b>\$77,792</b>	2024
<a href="#">Family Community Housing</a>	GA	\$117,012	Executive Di	\$85,008	<b>\$97,093</b>	2024
<a href="#">Fulfilling Housing Inc</a>	OH	\$115,822	Executive Director	\$15,476	<b>\$18,619</b>	2024
<a href="#">Little Rock Supportive Housing Inc</a>	MN	\$117,216	President/tr	\$68,006	<b>\$74,364</b>	2025
<a href="#">2life Opus Inc</a>	MA	\$117,303	President	\$36,606	<b>\$37,367</b>	2024
<a href="#">Thomaston Meadows Inc</a>	OH	\$117,348	President	\$87,539	<b>\$105,320</b>	2024
<a href="#">Sohum Housing Opportunities</a>	CA	\$117,355	President	\$5,310	<b>\$5,362</b>	2023
<a href="#">Nhs Stevens Housing Corporation</a>	PA	\$115,561	President/ceo	\$55,952	<b>\$65,254</b>	2023
<a href="#">Urban League Of Rochester Economic</a>	NY	\$117,495	President/ceo	\$36,309	<b>\$37,270</b>	2024
<a href="#">Cardinal's Peak Inc</a>	OH	\$117,591	President	\$9,146	<b>\$11,004</b>	2024
<a href="#">Ennio Cerquetti Memorial Development</a>	NY	\$115,325	President & Ceo	\$38,030	<b>\$40,189</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Florence House Housing Corp</a>	ME	\$117,609	Interim President And Ceo	\$47,322	<b>\$53,827</b>	2024
<a href="#">Woodside Apartments Inc</a>	IN	\$115,079	President	\$44,374	<b>\$53,156</b>	2024
<a href="#">Pine Street Inn Housing li Inc</a>	MA	\$117,877	Director	\$31,580	<b>\$32,236</b>	2024
<a href="#">Ltc li Inc</a>	IN	\$117,897	President	\$61,499	<b>\$71,771</b>	2025
<a href="#">Bridge Point Senior Village Inc</a>	OH	\$114,933	Executive Director	\$6,211	<b>\$7,694</b>	2023
<a href="#">Brattleboro Housing Opportunities Inc</a>	VT	\$114,900	Ed Bhp, Ex Officio	\$6,430	<b>\$7,352</b>	2024
<a href="#">Crossroads Villas</a>	TX	\$114,887	Director	\$36,546	<b>\$41,527</b>	2024
<a href="#">Interfaith Family Services</a>	NJ	\$114,881	Executive Di	\$63,946	<b>\$64,854</b>	2024
<a href="#">West Bergen Specialized Housing Inc</a>	NJ	\$118,059	Executive Director, West B	\$9,993	<b>\$10,135</b>	2024
<a href="#">Rapid City Supportive Housing Inc</a>	MN	\$118,091	President/tr	\$65,715	<b>\$75,939</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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	<b>620</b> organizations. Compensation range \$93–\$389,214; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$116,460); for reference, expenses \$99,346 and assets \$994,163.
ROLE MATCH	Jenna Maga, reported title " <i>FORMER EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	470 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	20 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	63 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	70 <sup>th</sup>
Reportable pay only (column D), adjusted	89 <sup>th</sup>
All sources (D + E + F), adjusted	13 <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 (Jenna Maga) 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 620 similarly situated organizations (Same NTEE major group (L), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$44,958 is reasonable (approximately the 63<sup>rd</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.