

Project Lead Inc

Executive Director / CEO

EIN 133761446
 NY · NTEE P20Z
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Avrohom Hecht, Executive Director / CEO** (\$70,350) against **every comparable organization** that fit the selection criteria — **46** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **63rd** percentile of comparable organizations within the typical range

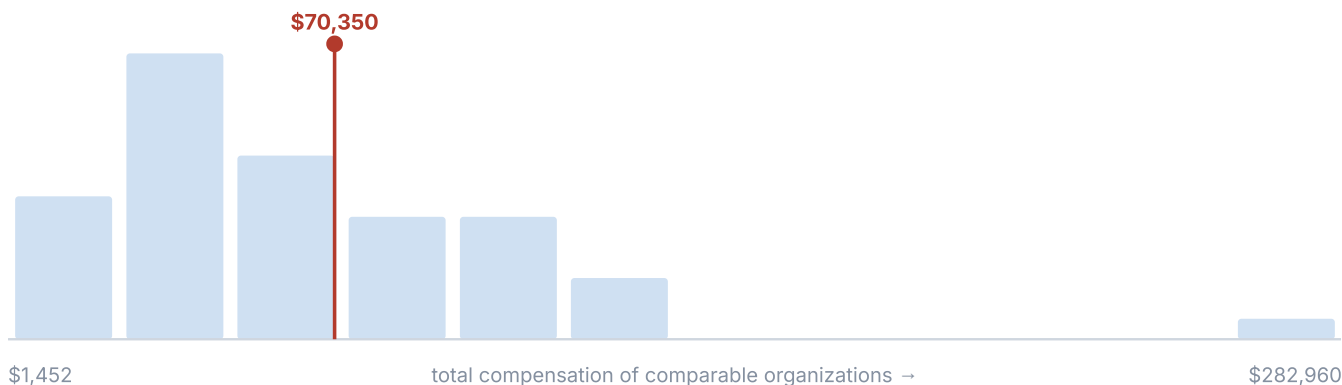
Benchmarked executive: Avrohom Hecht — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P20Z).
BUDGET	Total revenue between \$317,961 and \$711,853 — 0.67x to 1.50x the subject's \$474,569 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P20) + NY + budget 0.67–1.5x revenue.

46 organizations qualified on sector, size, and geography → **46** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,462	\$31,980	\$51,058	\$88,744	\$115,128	\$70,350
----------	----------	----------	----------	-----------	----------



● 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
Chinuch Guidance And Support Inc	NY	\$475,884	Director	\$31,200	\$31,200	2023
The Teachers Desk Inc	NY	\$475,973	Presidentexecutive Director	\$37,830	\$37,830	2023
Rph-west Inc	NY	\$472,359	Executive Director (Through 2/23)	\$1,950	\$1,950	2023
Cope Foundation Inc	NY	\$481,290	Executive Director	\$95,051	\$92,324	2024
Ruth's Refuge Inc	NY	\$456,741	Executive Director	\$45,411	\$45,411	2023
People Against Trafficking Humans	NY	\$453,207	Executive Di	\$84,996	\$80,429	2025
Polonians Organized To Minister To Our Community Inc	NY	\$450,831	Board President	\$30,907	\$30,020	2024
Not On My Watch Inc	NY	\$500,455	Executive Director	\$68,167	\$68,167	2023
Inspiring Futures Inc	NY	\$504,192	Executive Di	\$70,000	\$66,239	2025
Womenone Ltd	NY	\$507,647	Ceo Member	\$100,000	\$97,131	2024
Nasi Project Inc	NY	\$522,091	Officer	\$282,960	\$282,960	2023
Educate The Children Inc	NY	\$417,870	Executive Director	\$33,990	\$32,164	2025
Baking Memories 4 Kids Inc	NY	\$532,825	President	\$50,000	\$50,000	2023
East Harlem Multi Service Center	NY	\$534,612	President	\$70,634	\$70,634	2023
Justice For Families Ltd	NY	\$538,896	Executive Director	\$117,149	\$113,788	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Broadway Advocacy Coalition Inc	NY	\$548,570	Executive Director (To 5/31/24)	\$111,848	\$108,639	2024
Friends Of Little Portion Friary	NY	\$550,581	Executive Director (To 10/24)	\$54,600	\$53,034	2024
Harlem One Stop Inc	NY	\$395,487	President &	\$24,250	\$23,554	2024
Songcatchers Inc	NY	\$393,221	Board Member	\$1,495	\$1,452	2024
Starfish Greathearts Foundation Usa	NY	\$391,990	Executive Director	\$103,125	\$100,166	2024
Griot Circle Inc	NY	\$558,890	Executive Director	\$100,046	\$97,176	2024
Mitzvah Man Foundation Corp	NY	\$382,126	Chief Operating Officer	\$141,750	\$137,683	2024
The Community Initiative Of Nc	NY	\$567,494	Executive Di	\$16,315	\$15,847	2024
Carlos Legacy Inc	NY	\$571,921	Chairman/exec.	\$37,187	\$36,120	2024
Minority Millennials	NY	\$374,942	President	\$31,918	\$31,918	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 2023 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.

● Sample, role match & sensitivity

PEER COUNT 46 organizations. Compensation range \$1,452–\$282,960; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$474,569); for reference, expenses \$408,190 and assets \$310,340.

ROLE MATCH	Avrohom Hecht, reported title " <i>EXECUTIVE DI</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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 rd
Total compensation (D + F), as reported (no adjustments)	63 rd
Reportable pay only (column D), adjusted	67 th
All sources (D + E + F), adjusted	61 st

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 (Avrohom Hecht) 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 46 similarly situated organizations (Same NTEE sector (P20) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$70,350 is reasonable (approximately the 63rd 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.