

Media Cares Foundation Inc

Executive Director / CEO

EIN 134095364

NY · NTEE T20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Louis Gary, Executive Director / CEO** (\$20,312) against **every comparable organization** that fit the selection criteria — **62** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 21st percentile of comparable organizations

below the typical range for comparable organizations

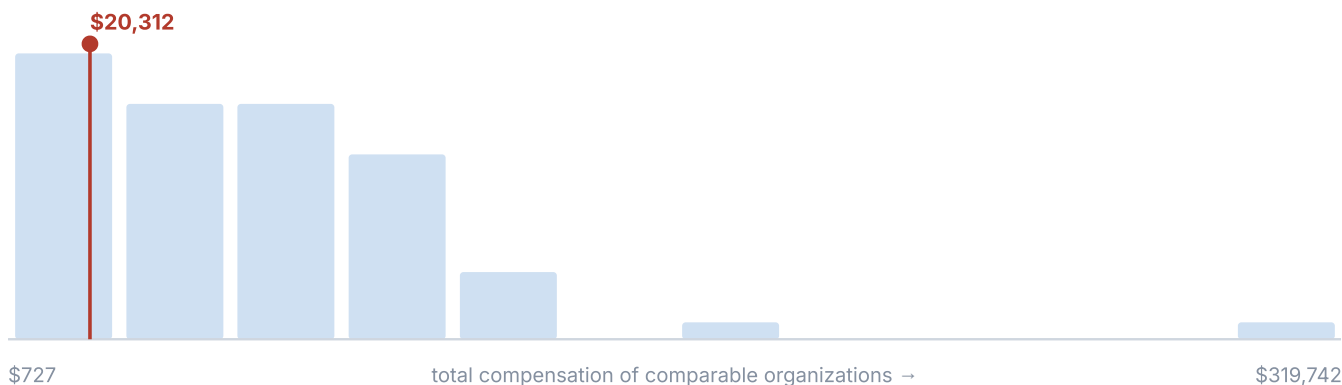
Benchmarked executive: Louis Gary — reported title "CEO & DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T20).
BUDGET	Total revenue between \$190,970 and \$427,546 — 0.67x to 1.50x the subject's \$285,031 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T20), nationwide + budget 0.67–1.5x revenue.

62 organizations qualified on sector, size, and geography → **62** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,926	\$23,865	\$53,093	\$82,780	\$105,736	\$20,312
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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
Salisbury Urban Ministries Inc	MD	\$287,228	Executive Director	\$69,500	\$71,906	2024
Louisiana Real Estate Foundation	LA	\$288,093	Ceo	\$23,935	\$30,028	2023
Surfaid International Usa	CA	\$281,645	Executive Director	\$115,968	\$110,818	2024
Archangels Michale & Gabriel Relief Organization	PA	\$299,435	President	\$6,000	\$6,817	2023
Howard & Ethel B Ross Tua 2	FL	\$268,871	Co-trustee	\$58,773	\$61,101	2024
Western Governors Foundation	CO	\$301,700	President	\$80,000	\$84,892	2024
Unitarian Universalist Friends Retreat Foundation	TX	\$267,927	Trustee	\$16,099	\$18,348	2023
Myelin Repair Foundation Inc	CA	\$267,774	Ceo	\$120,000	\$111,716	2025
Dress For Success Tampa Bay Inc	FL	\$263,147	Executive Dir.	\$20,768	\$21,591	2024
Oakleaf Endowment Trust For	MN	\$312,757	Trustee (Resigned 12/31/23)	\$26,962	\$30,353	2023
Vaughan Woods And Historic Homestead	ME	\$315,706	Executive Director	\$61,748	\$70,446	2023
Social Venture Partners Minnesota	MN	\$249,716	Executive Direc	\$61,000	\$66,703	2024
Friends Of Gisaid Inc	CA	\$320,370	In-house Counsel	\$325,000	\$319,742	2023
City County Athletic Complex Inc	IN	\$321,405	Executive Di	\$52,500	\$63,079	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Amistad Cristiana Christian Church	TX	\$248,089	Officer	\$64,308	\$71,189	2024
Xavier Foundation Inc	AZ	\$322,787	Treasurer/secretary	\$125,221	\$133,272	2024
Equity In The Arts Fund	OH	\$322,812	President	\$42,714	\$50,066	2024
The Travelers Foundation	CA	\$324,293	President Director	\$18,000	\$17,709	2023
Holt Brothers Foundation Inc	NC	\$327,562	Executive Director	\$80,250	\$91,763	2024
Dwi Resource Center Inc	NM	\$238,946	Executive Di	\$66,560	\$79,224	2024
Bee Mighty	NC	\$238,219	Executive Dir.	\$35,000	\$40,021	2024
The Community Y Foundation	PA	\$237,938	President	\$48,882	\$53,946	2024
Connectedconectando Educacion	CA	\$237,933	Ceo	\$74,475	\$71,168	2024
Buffalo Prescott Foundation	MI	\$234,422	Managing Director	\$37,500	\$42,834	2024
Triveni School Of Dance Inc	MA	\$234,173	President	\$79,846	\$81,748	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 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 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	62 organizations. Compensation range \$727–\$319,742; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$285,031); for reference, expenses \$305,613 and assets \$571,815.
ROLE MATCH	Louis Gary, reported title "CEO & DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 20 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	21 st
Total compensation (D + F), as reported (no adjustments)	23 rd
Reportable pay only (column D), adjusted	39 th
All sources (D + E + F), adjusted	11 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 (Louis Gary) 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 62 similarly situated organizations (Same NTEE sector (T20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$20,312 is reasonable (approximately the 21st 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.