

# Pink Ribbon Riders

Executive Director / CEO

EIN 134360844

MI · NTEE E86

FY ending 2025-06-30

June 10, 2026

This analysis benchmarks the total compensation of **Jody Mckay, Executive Director / CEO** (\$78,520) against **every comparable organization** that fit the selection criteria — **52** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **88<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Jody Mckay — 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 (E86).

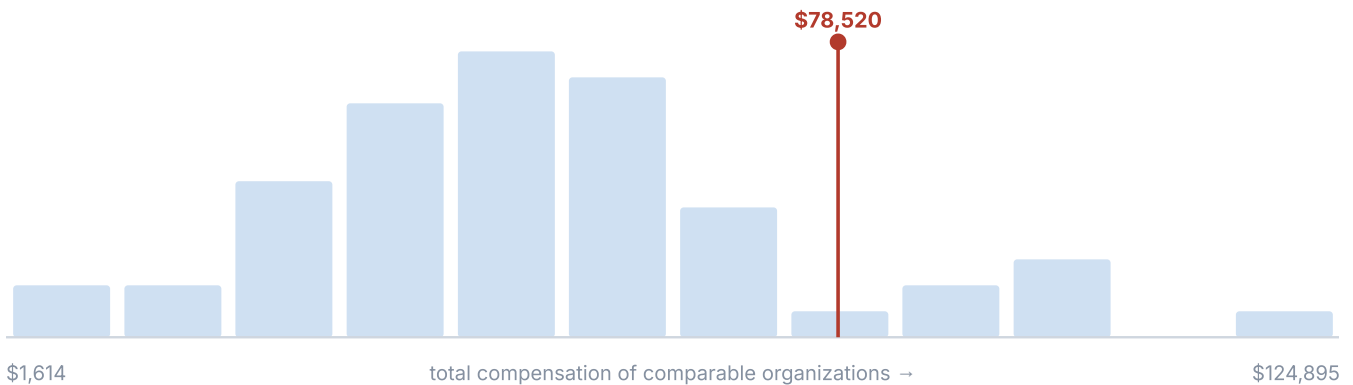
**BUDGET** Total revenue between \$150,817 and \$337,651 — 0.67x to 1.50x the subject's \$225,101 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (E86), nationwide + budget 0.67–1.5x revenue.

**52** organizations qualified on sector, size, and geography

→ **52** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$25,948	\$35,728	\$48,417	\$61,709	\$87,522	\$78,520
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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 MI 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="#">Equinoterapia Puerto Rico Inc</a>	PR	\$227,505	Executive Director	\$37,225	<b>\$38,210</b>	2024
<a href="#">The Superhero Project</a>	OH	\$222,566	Staff Representative	\$50,000	<b>\$54,220</b>	2023
<a href="#">Strong Like Ak</a>	NC	\$229,278	Executive Director	\$46,410	<b>\$47,689</b>	2024
<a href="#">Spreading Sunshine Inc</a>	TN	\$220,901	Executive Di	\$50,400	<b>\$54,241</b>	2023
<a href="#">Healing Heart Project</a>	FL	\$220,794	Executive Director	\$45,000	<b>\$43,282</b>	2023
<a href="#">Unverferth House Inc</a>	OH	\$230,398	Executive Director	\$59,986	<b>\$63,183</b>	2024
<a href="#">Little Smiles (Pa) Inc</a>	PA	\$217,077	Exec. Director & Co-founder	\$45,600	<b>\$45,223</b>	2024
<a href="#">Apache Creek Deaf And Youth Ranch</a>	NM	\$215,514	President	\$28,688	<b>\$31,591</b>	2023
<a href="#">Rusfond Usa Inc</a>	NY	\$215,374	Pres/treas/dir	\$134,996	<b>\$124,895</b>	2023
<a href="#">Jacobs House Inc</a>	CA	\$215,293	Executive Dir.	\$65,000	<b>\$55,817</b>	2024
<a href="#">State Of Texas Kidney Foundation</a>	TX	\$237,183	Ceo	\$61,402	<b>\$65,463</b>	2022
<a href="#">Dan's House Of Hope Inc</a>	TX	\$212,670	President	\$11,000	<b>\$10,943</b>	2024
<a href="#">Yamhill Valley Community Doulas Inc</a>	OR	\$212,123	President	\$40,286	<b>\$38,304</b>	2023
<a href="#">Fountain Of Kindness Inc</a>	NY	\$209,435	President	\$60,000	<b>\$53,918</b>	2024
<a href="#">Camp Millennium</a>	OR	\$207,339	Camp Director	\$61,379	<b>\$56,685</b>	2024
<a href="#">Cocktails &amp; Caregivers Foundation Inc</a>	IN	\$245,064	President/founder	\$1,495	<b>\$1,614</b>	2023
<a href="#">Angel Fund</a>	MN	\$246,041	President	\$17,500	<b>\$17,705</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Caring Community Foundation Inc</a>	NC	\$248,863	Executive Director	\$97,500	<b>\$100,186</b>	2024
<a href="#">The Jared Box Project</a>	PA	\$200,982	Executive Di	\$20,975	<b>\$20,801</b>	2024
<a href="#">Courageous Kidz Inc</a>	SC	\$249,512	Executive Director	\$33,212	<b>\$35,475</b>	2023
<a href="#">Coalition For Usher Syndrome Research</a>	MA	\$250,204	Executive Director	\$72,497	<b>\$66,700</b>	2023
<a href="#">Sweet Dreams Foundation</a>	CA	\$252,708	Founder	\$50,000	<b>\$42,936</b>	2024
<a href="#">Rx Compassion Inc</a>	NY	\$257,553	Executive Director	\$101,562	<b>\$93,962</b>	2023
<a href="#">The Danielle House Inc</a>	NY	\$192,634	Executive Di	\$36,725	<b>\$33,977</b>	2023
<a href="#">Live-evermore Inc</a>	DC	\$257,816	Executive Director	\$60,000	<b>\$52,361</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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	52 organizations. Compensation range \$1,614–\$124,895; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$225,101); for reference, expenses \$300,076 and assets \$789,997.
ROLE MATCH	Jody Mckay, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
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	88 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	85 <sup>th</sup>
Reportable pay only (column D), adjusted	90 <sup>th</sup>
All sources (D + E + F), adjusted	88 <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 (Jody Mckay) 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 10, 2026, comparing compensation against 52 similarly situated organizations (Same NTEE sector (E86), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$78,520 is reasonable (approximately the 88<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 10, 2026.