

Reconnect Rochester Inc

Executive Director / CEO

EIN 161445025
 NY · NTEE W40L
 FY ending 2023-12-31
June 10, 2026

This analysis benchmarks the total compensation of **Mary Staropoli, Executive Director / CEO** (\$49,727) against **every comparable organization** that fit the selection criteria — **282** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **60th** percentile of comparable organizations within the typical range

Benchmarked executive: Mary Staropoli — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

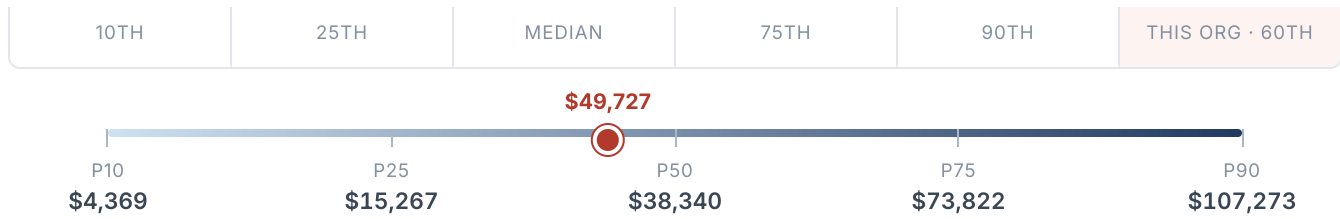
SECTOR	Organizations sharing the subject's NTEE classification (W40L).
BUDGET	Total revenue between \$132,091 and \$295,728 — 0.67x to 1.50x the subject's \$197,152 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (W), nationwide + budget 0.67–1.5x revenue.

282 organizations qualified on sector, size, and geography → **282** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,369	\$15,267	\$38,340	\$73,822	\$107,273	\$49,727
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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
American Legion Post 204 Harold N Keith	MA	\$196,764	Finance Officer	\$7,200	\$6,954	2024
Southern Finance Association	AL	\$196,728	Executive Director	\$33,816	\$40,429	2023
Lyon County Historical Society	MN	\$197,720	Executive Di	\$41,709	\$45,609	2023
North Shore Veterans Counseling	MA	\$197,898	Executive Di	\$53,000	\$51,194	2024
American Leadership Forum Tacoma	WA	\$198,320	President	\$24,700	\$23,158	2025
Vietnam Veterans Of America #317	MO	\$195,555	President	\$34,182	\$37,913	2025
Aha Arthouse Dallas	TX	\$198,934	Executive Director	\$90,000	\$99,630	2023
Wildlife Center Friends Inc	NJ	\$195,080	Treasurer	\$3,480	\$3,438	2023
Jefferson Democratic Club	PA	\$199,248	Chairman	\$15,080	\$16,164	2024
Veterans Of Foreign Wars Of The United	CA	\$199,976	Treasurer	\$42,000	\$38,983	2024
Main Line Cycle Center	MN	\$194,224	Executive Director	\$35,984	\$39,348	2023
Common Sense Policy Institute	VA	\$200,100	President	\$52,860	\$54,861	2024
Civic Momentum	MN	\$200,628	Director, Ceo, And Coo	\$70,000	\$76,545	2023
Lafayette War Veterans	CA	\$201,261	Center Director	\$96,658	\$92,366	2023
Alabama Alliance Network	AL	\$201,541	Executive Director	\$113,681	\$135,912	2023
American Veterans Service Dog	IL	\$201,691	Treasurer -	\$28,800	\$31,333	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Allied Communities Of Tulsa Inspiring	OK	\$201,803	Senior Organizer	\$71,500	\$87,128	2023
Great Bend Center For Music	WA	\$202,114	Director	\$56,250	\$55,732	2023
Pymatuning Veterans Home Assn	PA	\$202,671	President	\$10,400	\$11,148	2024
Walter Jones Post 2876 Veterans Of	IL	\$191,118	Jr Vice Comm	\$10,830	\$11,444	2024
21st Century Alliance	CA	\$191,034	Executive Director	\$252,054	\$240,862	2023
Hevin	WA	\$203,834	Vice-presden	\$25,750	\$24,781	2024
Hawaii Leeward Planning Conference	HI	\$203,962	President	\$122,695	\$118,078	2024
Technical College Directors Association	GA	\$204,001	Executive Dir.	\$120,000	\$129,695	2024
The Utah National Guard Charitable Trust	UT	\$189,694	Executive Dir.	\$24,000	\$26,403	2024

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 282 organizations. Compensation range \$56–\$647,682; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$197,152); for reference, expenses \$310,607 and assets \$593,964. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Mary Staropoli, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	22 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	9 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	60 th
Total compensation (D + F), as reported (no adjustments)	61 st
Reportable pay only (column D), adjusted	62 nd
All sources (D + E + F), adjusted	54 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 (Mary Staropoli) 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 282 similarly situated organizations (Same NTEE major group (W), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$49,727 is reasonable (approximately the 60th 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.