

# New York Press Association Scholarship

Executive Director / CEO

EIN 161522188

NY · NTEE B82

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Michelle Krea, Executive Director / CEO** (\$15,600) against **every comparable organization** that fit the selection criteria — **65** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **35<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Michelle Krea — reported title "SECRETARY", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

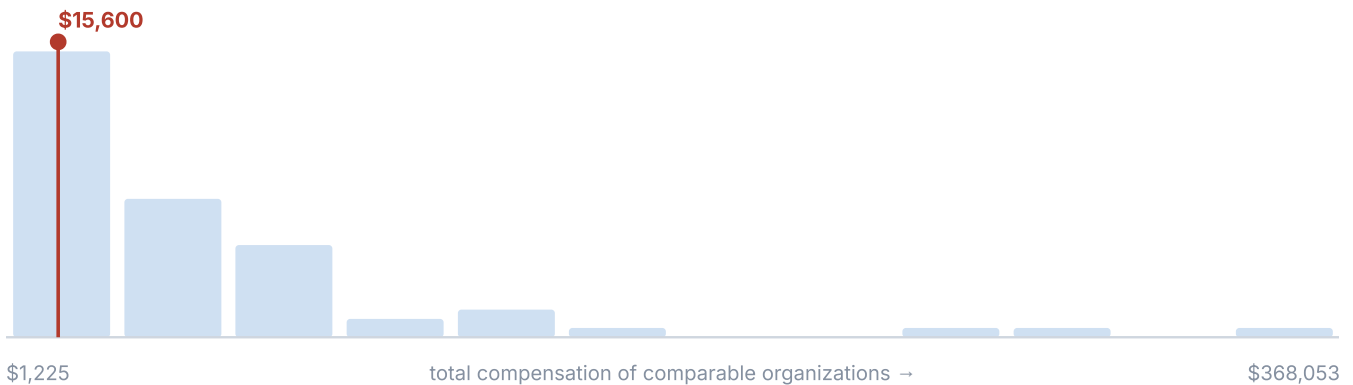
**SECTOR** Organizations sharing the subject's NTEE classification (B82).

**BUDGET** Total revenue between \$46,971 and \$105,159 — 0.67x to 1.50x the subject's \$70,106 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (B82), nationwide + budget 0.67–1.5x revenue.

**65** organizations qualified on sector, size, and geography → **65** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$4,568	\$9,640	\$35,005	\$67,253	\$119,028	<b>\$15,600</b>
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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="#">South Dakota Farmers Union Foundati</a>	SD	\$70,679	President	\$3,995	<b>\$5,023</b>	2023
<a href="#">United Food And Commercial Workers</a>	OH	\$68,518	Trustee	\$34,141	<b>\$40,017</b>	2024
<a href="#">Wpma Scholarship Foundation</a>	UT	\$72,092	Secretary/treasurer	\$31,724	<b>\$35,005</b>	2025
<a href="#">Maine Children's Scholarship Fund</a>	ME	\$72,109	Program Dire	\$19,488	<b>\$21,595</b>	2024
<a href="#">Mz Foundation</a>	TX	\$72,332	Executive Director	\$254,189	<b>\$281,386</b>	2024
<a href="#">Lift Womens Foundation</a>	IL	\$73,534	Executive Director	\$13,085	<b>\$14,236</b>	2024
<a href="#">Denny Family Foundation</a>	VT	\$74,178	President	\$46,571	<b>\$53,407</b>	2023
<a href="#">Onnemi International Ministries</a>	TX	\$74,227	Vice President Missionary	\$30,296	<b>\$32,673</b>	2025
<a href="#">Delores A Sachs Charitable Trust</a>	WI	\$74,789	Trustee	\$12,929	<b>\$14,943</b>	2024
<a href="#">Vada Charitable Foundation Inc</a>	VA	\$75,990	President	\$90,961	<b>\$94,688</b>	2025
<a href="#">Wichita Falls Prca Rodeo Association</a>	TX	\$64,067	President	\$5,000	<b>\$5,535</b>	2024
<a href="#">Golconda Foundation Inc</a>	OK	\$63,611	President	\$9,750	<b>\$11,881</b>	2024
<a href="#">Western Telecommunications Alliance</a>	MT	\$77,444	Executive Vice President	\$51,810	<b>\$61,804</b>	2024
<a href="#">High Plains Mental Health Center</a>	KS	\$62,337	Executive Director	\$48,469	<b>\$57,947</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Oscar &amp; Mildred Larson Scholarship Trust</a>	PA	\$78,461	Provost	\$60,531	<b>\$68,775</b>	2023
<a href="#">National Independent Automobile Dealers</a>	TX	\$78,487	President/ceo	\$15,238	<b>\$17,367</b>	2023
<a href="#">Wsna Scholarship And Research</a>	WA	\$61,216	Secretary	\$2,065	<b>\$2,046</b>	2024
<a href="#">Belafonte Family Foundation Inc</a>	NY	\$79,282	President/exec Director	\$99,000	<b>\$101,924</b>	2023
<a href="#">Cma Education Foundation Inc</a>	CT	\$79,678	Executive Director	\$24,000	<b>\$25,638</b>	2023
<a href="#">Texas Food &amp; Fuel Association Scholarship Foundation</a>	TX	\$80,681	President	\$20,944	<b>\$23,185</b>	2024
<a href="#">Michael Sadler Foundation</a>	MI	\$80,801	President	\$24,000	<b>\$28,224</b>	2023
<a href="#">Schroeder Scholarship Fund</a>	PA	\$81,407	Trustee	\$12,300	<b>\$13,574</b>	2024
<a href="#">Aci-na Educational Foundation</a>	DC	\$58,619	President & Ceo	\$75,017	<b>\$72,850</b>	2024
<a href="#">Bricklayers And Allied Craft Workers</a>	NY	\$58,095	Director/presid	\$144,276	<b>\$144,276</b>	2024
<a href="#">Air Traffic Control Scholarship Fund</a>	VA	\$82,848	President And Ceo (Former)	\$42,750	<b>\$45,679</b>	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 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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT	65 organizations. Compensation range \$1,225–\$368,053; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$70,106); for reference, expenses \$77,637 and assets \$84,626.
ROLE MATCH	Michelle Krea, reported title "SECRETARY", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	33 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	35 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	37 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	57 <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 (Michelle Krea) 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 65 similarly situated organizations (Same NTEE sector (B82), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,600 is reasonable (approximately the 35<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.