

Rochester Folk Art Guild Inc

Executive Director / CEO

EIN 166069240
 NY · NTEE A200
 FY ending 2023-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Paul Schliffer, Executive Director / CEO** (\$15,000) against **every comparable organization** that fit the selection criteria — **44** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **11th** percentile of comparable organizations below the typical range for comparable organizations

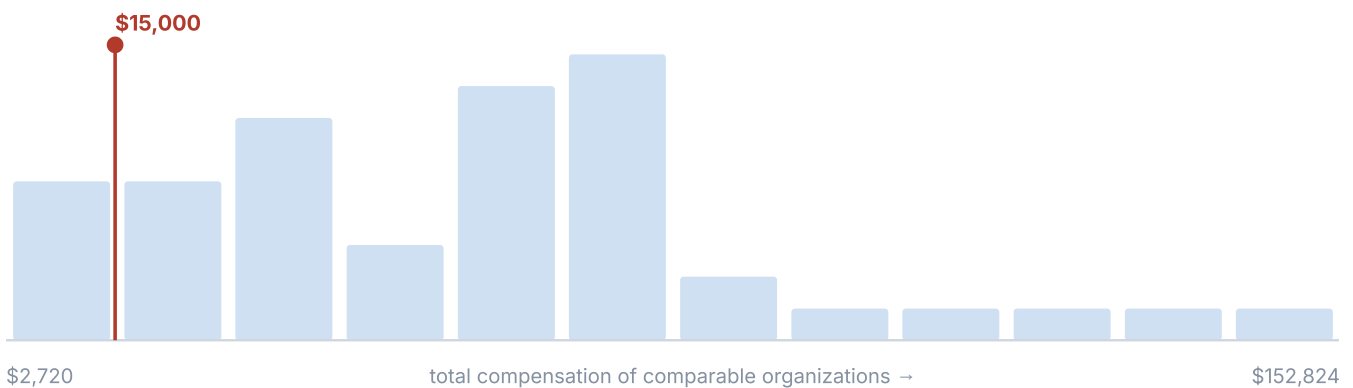
Benchmarked executive: Paul Schliffer — reported title "Treasurer", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

- SECTOR Organizations sharing the subject's NTEE classification (A200).
- BUDGET Total revenue between \$286,155 and \$640,647 — 0.67x to 1.50x the subject's \$427,098 (the band tightens as size grows).
- GEOGRAPHY Same NTEE sector (A20) + NY + budget 0.67–1.5x revenue.

44 organizations qualified on sector, size, and geography → **44** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,665	\$30,049	\$55,419	\$70,105	\$97,236	\$15,000
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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
Main Street Arts Inc	NY	\$424,719	Executive Director & Curat	\$81,818	\$81,818	2023
Center For Latter-day Saint Arts Inc	NY	\$438,859	Executive Director	\$144,410	\$140,267	2024
Pesvebi Inc	NY	\$412,518	President	\$2,800	\$2,720	2024
Catskill Art Society Inc	NY	\$411,785	Executive Director	\$70,000	\$70,000	2023
Scool Sounds Inc	NY	\$447,788	Executive Dir.	\$70,702	\$68,674	2024
Monica Bill Barnes & Company Inc	NY	\$449,169	Founder/artistic Director	\$105,761	\$102,727	2024
Coming Together Festival Of Dance &	NY	\$399,596	Executive Director	\$25,064	\$25,064	2023
Parent Child Relationship Association Inc	NY	\$459,625	Executive Director	\$57,487	\$55,838	2024
Artistic Freedom Initiative Inc	NY	\$393,958	Co-executive Director & Secretary	\$157,338	\$152,824	2024
World Around Inc	NY	\$461,660	Executive Director	\$120,000	\$120,000	2023
Northern Manhattan Arts Alliance Inc	NY	\$468,488	Executive Director	\$84,423	\$84,423	2023
Ugly Duckling Presse Ltd	NY	\$381,176	Press Manager	\$58,125	\$56,457	2024
Unity Earth Inc	NY	\$473,855	Treasurer & C.f.o.	\$33,750	\$33,750	2023
Statement Arts Inc	NY	\$379,950	Secretary	\$60,818	\$59,073	2024
Montez Press Arts Inc	NY	\$479,513	Ex-officio Board Mem	\$75,532	\$73,365	2024
Hudson River Music Hall Productions Inc	NY	\$483,329	Managing Director	\$60,000	\$58,279	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Media Art Xploration Inc	NY	\$484,096	Director	\$52,000	\$52,000	2023
Space On The Farminc	NY	\$359,689	Executive Director (Left 2024)	\$70,750	\$68,720	2024
The Brooklyn Steppers Inc	NY	\$359,620	Executive Director	\$41,500	\$39,270	2025
Nars Foundation Inc	NY	\$355,287	Founding Director	\$43,002	\$43,002	2023
Inwood Art Works Inc	NY	\$353,982	Chairman	\$55,000	\$55,000	2023
Bailey's Cafe Inc	NY	\$353,023	Executive Di	\$18,750	\$18,750	2023
Pharos The International Photo Archives Association	NY	\$343,867	Executive Director	\$33,405	\$33,405	2023
Traditional Arts In Upstate New York In	NY	\$514,530	Executive Director	\$35,038	\$35,038	2023
The Association For Cultural Equity Inc	NY	\$337,589	Executive Director	\$68,436	\$66,473	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 44 organizations. Compensation range \$2,720–\$152,824; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$427,098); for reference, expenses \$269,379 and assets \$1,430,444.

ROLE MATCH Paul Schliffer, reported title "*Treasurer*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.**

OUTLIERS 2 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	11 th
Total compensation (D + F), as reported (no adjustments)	11 th
Reportable pay only (column D), adjusted	11 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 (Paul Schliffer) 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 44 similarly situated organizations (Same NTEE sector (A20) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,000 is reasonable (approximately the 11th 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.