

Where To Turn Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Dennis Mckeon, Executive Director / CEO** (\$99,000) against **every comparable organization** that fit the selection criteria — **30** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **83rd** percentile of comparable organizations within the typical range

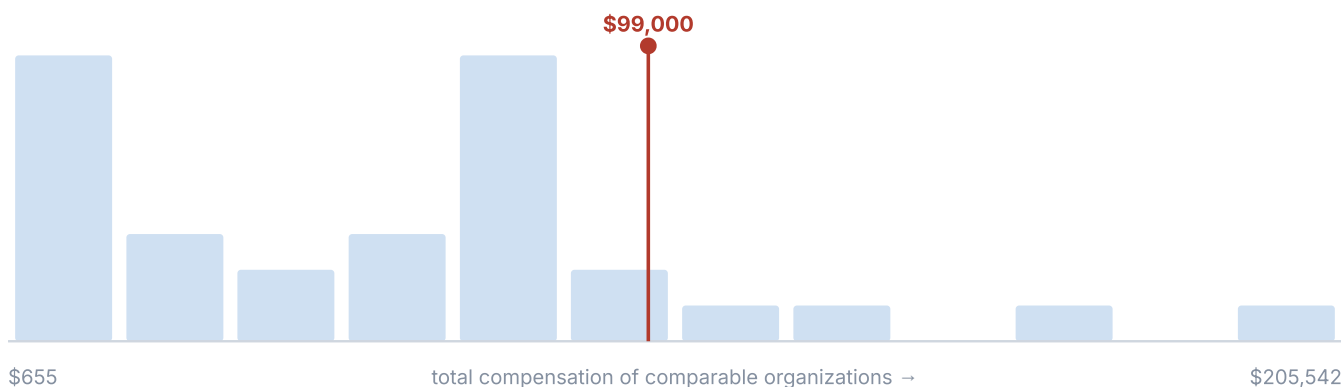
Benchmarked executive: Dennis Mckeon — reported title "EXEC. DIRECT", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (M20).
BUDGET	Total revenue between \$175,949 and \$393,916 — 0.67x to 1.50x the subject's \$262,611 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (M20), nationwide + budget 0.67–1.5x revenue.

30 organizations qualified on sector, size, and geography → **30** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,397	\$18,728	\$67,612	\$80,332	\$109,243	\$99,000
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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
Jefferson County Long Term Recovery	TX	\$261,535	Disaster Recovery Director	\$72,000	\$77,417	2024
Israel Rescue Coalition Inc	NY	\$260,000	Vice President	\$13,743	\$13,349	2024
Compound Of Compassion	CO	\$256,405	President	\$15,050	\$15,970	2023
Us Hart Cares A Nj Nonprofit Corporation	NJ	\$250,220	Ceo	\$35,500	\$34,070	2024
911 Environmental Action Inc	NY	\$249,408	President	\$73,000	\$73,000	2023
Bac Disaster Relief Fund Inc	DC	\$248,957	President	\$163,181	\$158,468	2023
Red Lightning	AZ	\$277,286	President And Ceo	\$80,000	\$82,701	2024
Arlington Fire Relief Association	MN	\$279,106	Treasurer	\$900	\$956	2024
4b Disaster Response Network	TX	\$280,109	Executive Director	\$60,000	\$66,420	2023
California Gun Rights Foundation	NV	\$280,169	Executive Director	\$16,000	\$17,239	2024
Ideal Firefighter Relief Assn	MN	\$280,771	President	\$599	\$655	2023
New Jersey Association For Floodplain Management	NJ	\$234,675	Exec Director	\$12,466	\$11,963	2024
Community Organizations Active	FL	\$233,766	Ceo	\$108,455	\$106,693	2025
Hope Desoto Long Term Recovery	FL	\$230,888	Executive Di	\$68,409	\$69,078	2024
Rebuild Paradise Foundation	CA	\$230,879	Executive Director	\$75,500	\$70,078	2024
Cb Avalanche Center Inc	CO	\$227,426	Executive Director	\$29,812	\$30,728	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
District 2 Hospital Preparedness	IN	\$298,080	Readiness And Response Coordinator	\$82,091	\$93,054	2024
New York State United Teachers Disaster Relief & Scholarship Fund	NY	\$225,980	Secretary	\$136,101	\$132,196	2024
Communities United Inc	FL	\$224,071	Executive Director	\$48,000	\$49,901	2023
Robbinsdale Fire Relief Association	MN	\$222,352	President	\$1,900	\$2,017	2024
Collaborating Agencies	CA	\$308,270	Executive Dir.	\$72,000	\$68,803	2023
Family Assistance Education & Research F	WA	\$214,674	Executive Director	\$84,000	\$80,839	2024
Coastal Bend Disaster Recovery Group	TX	\$214,648	Ex Director	\$71,194	\$78,811	2023
Helene Rebuild Collaborative	NC	\$210,920	Executive Director	\$5,198	\$5,773	2024
Houtzdale Ramey Emergency Medical	PA	\$319,216	Vice President	\$56,464	\$60,525	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 30 organizations. Compensation range \$655–\$205,542; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$262,611); for reference, expenses \$251,324 and assets \$12,385.

ROLE MATCH	Dennis Mckeon, reported title "EXEC. DIRECT", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	4 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	83 rd
Total compensation (D + F), as reported (no adjustments)	87 th
Reportable pay only (column D), adjusted	90 th
All sources (D + E + F), adjusted	77 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 (Dennis Mckeon) 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 30 similarly situated organizations (Same NTEE sector (M20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$99,000 is reasonable (approximately the 83rd 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.