

Laundrycares Foundation

Executive Director / CEO

EIN 204504242

IL · NTEE P99

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Dan Naumann, Executive Director / CEO** (\$131,078) against **every comparable organization** that fit the selection criteria — **199** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96th** percentile of comparable organizations above the 90th percentile — board review recommended

Benchmarked executive: Dan Naumann — reported title “EXECUTIVE VICE PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P99).
BUDGET	Total revenue between \$287,025 and \$642,594 — 0.67x to 1.50x the subject's \$428,396 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P99), nationwide + budget 0.67–1.5x revenue.

199 organizations qualified on sector, size, and geography → **199** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,076	\$37,774	\$63,712	\$83,643	\$111,107	\$131,078
----------	----------	----------	----------	-----------	------------------



● 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 IL 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
Nevada Paralyzed Veterans Of	NV	\$427,476	Executive Di	\$96,096	\$97,978	2023
Carolyns Place Inc	CT	\$426,403	Executive Director	\$72,056	\$66,749	2024
Adalyn Rose Foundation	PA	\$430,398	Executive Di	\$20,700	\$20,395	2024
Stronger Together Now	CA	\$430,751	Chief Executive Office	\$66,954	\$57,120	2024
Help Peru Inc	NY	\$431,845	Executive Dir.	\$95,000	\$87,319	2023
Amazon Salt And Light	IL	\$432,051	Directorin-country Ex Dir Sch O	\$131,491	\$127,719	2024
Legacy Ministries Inc	WY	\$433,344	President/executive Direct	\$106,596	\$112,774	2024
Omaha Forus Inc	NE	\$423,026	Executive Director	\$80,851	\$85,915	2024
Shadida Solutions Corporation	MA	\$421,987	Director/cle	\$134,231	\$116,101	2025
Society Of St Vincent De Paul	WI	\$421,409	Outreach Supervisor	\$62,005	\$63,978	2024
Life Plan Of Kentucky Inc	KY	\$421,318	Executive Di	\$118,750	\$126,049	2024
Noahs House Inc	PA	\$435,598	Executive Director/recovery Liaison	\$132,859	\$130,900	2024
New Hope Global Ministries Inc	NC	\$436,429	President	\$58,000	\$59,210	2024
Compassionate Care Management Inc	OH	\$436,756	President	\$56,400	\$59,019	2024
Philly Truce Foundation	PA	\$419,325	Secretary	\$2,000	\$1,971	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Victims' Impact Panel Of Ok Inc	OK	\$418,622	Executive Di	\$72,813	\$79,214	2024
Three Rivers Commons Inc	PA	\$438,483	President & Ceo	\$5,667	\$5,583	2024
Project Outreach Incorporated	NC	\$416,955	Executive Director	\$104,556	\$109,889	2023
Random Acts Of Flowers Indianapolis Inc	IN	\$440,376	Executive Director	\$75,420	\$76,554	2025
Taunton Community Access & Media Inc	MA	\$440,530	President	\$9,000	\$7,991	2024
Zeldin Cares Inc	NY	\$415,446	Executive Director	\$82,500	\$75,829	2023
Noble Path Foundation Inc	CA	\$415,387	Treasurer	\$7,115	\$6,070	2024
Redeemed Foundation Inc	GA	\$414,067	Director	\$83,413	\$82,863	2024
Women And Youth Center Inc	FL	\$413,600	Executive Di	\$44,146	\$40,973	2024
Loudoun Cares	VA	\$443,401	Executive Di	\$72,333	\$71,040	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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 **199** organizations. Compensation range \$747–\$546,090; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$428,396); for reference, expenses \$540,850 and assets \$196,398.
ROLE MATCH	Dan Naumann, reported title "EXECUTIVE VICE PRESIDENT", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	11 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	96 th
Total compensation (D + F), as reported (no adjustments)	93 rd
Reportable pay only (column D), adjusted	97 th
All sources (D + E + F), adjusted	93 rd

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 (Dan Naumann) 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 199 similarly situated organizations (Same NTEE sector (P99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$131,078 is reasonable (approximately the 96th 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.