

# La Cruz Habitat Protection Project Inc

Executive Director / CEO

EIN 208448752

MN · NTEE C36

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Megan Fulton, Executive Director / CEO** (\$104,146) against **every comparable organization** that fit the selection criteria — **652** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **89<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Megan Fulton — 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 (C36).
BUDGET	Total revenue between \$186,862 and \$418,348 — 0.67x to 1.50x the subject's \$278,899 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

**652** organizations qualified on sector, size, and geography → **652** within the band from the benchmarked peer set.

## Distribution of comparable compensation



\$12,650	\$34,460	\$59,375	\$81,527	\$108,001	<b>\$104,146</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 MN 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="#">808 Cleanups</a>	HI	\$278,781	Executive Director	\$43,200	<b>\$39,143</b>	2024
<a href="#">Project Regeneration</a>	CA	\$279,043	Executive Director	\$131,250	<b>\$114,698</b>	2024
<a href="#">Lincoln Land Conservation Trust</a>	MA	\$279,228	Executive Director	\$22,520	<b>\$20,480</b>	2024
<a href="#">Ney Environmental Education Foundation</a>	MN	\$278,478	Executive Director	\$66,625	<b>\$68,593</b>	2023
<a href="#">Keep Nebraska Beautiful</a>	NE	\$278,359	President	\$92,600	<b>\$103,772</b>	2023
<a href="#">Regenerative Earth</a>	CO	\$278,331	Exec Director, Board Chair	\$67,562	<b>\$67,500</b>	2023
<a href="#">Keep Toledolucas County</a>	OH	\$279,879	Exec Directo	\$92,648	<b>\$102,243</b>	2023
<a href="#">Local Environmental Action Demanded Agency Inc</a>	OK	\$277,875	Executive Director	\$4,917	<b>\$5,479</b>	2024
<a href="#">Purgatoire Watershed Partnership</a>	CO	\$277,444	Executive Di	\$83,113	<b>\$80,654</b>	2024
<a href="#">Bee The World Corp</a>	TX	\$280,446	President	\$2,593	<b>\$2,625</b>	2024
<a href="#">Climate Jobs Massachusetts Inc</a>	MA	\$280,619	Executive Director	\$112,270	<b>\$102,101</b>	2024
<a href="#">Center For Sustainable Economy</a>	WA	\$277,153	President	\$98,400	<b>\$89,158</b>	2024
<a href="#">Green Cambridge Inc</a>	MA	\$281,267	Executive Director	\$74,500	<b>\$66,006</b>	2025
<a href="#">Outdoor New Mexico</a>	NM	\$276,415	Executive Director	\$70,640	<b>\$76,891</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">One Earth Collective</a>	IL	\$281,886	Executive Dir.	\$79,000	<b>\$78,601</b>	2024
<a href="#">Nebraska Association Of Resources</a>	NE	\$275,886	Executive Director	\$43,069	<b>\$45,672</b>	2025
<a href="#">Coral Springs Nature Center &amp;</a>	FL	\$275,781	Executive Di	\$54,082	<b>\$51,417</b>	2024
<a href="#">Salmon Defense</a>	WA	\$275,565	Executive Director	\$68,690	<b>\$64,077</b>	2023
<a href="#">St Louis Audubon Society</a>	MO	\$275,320	Executive Director	\$68,726	<b>\$71,768</b>	2025
<a href="#">Chicas Verdes Corporation</a>	CA	\$282,581	Executive Director	\$82,895	<b>\$72,441</b>	2024
<a href="#">Energy Programs Consortium</a>	DC	\$283,320	Executive Director	\$51,000	<b>\$46,630</b>	2023
<a href="#">Blue Scholars Initiative</a>	FL	\$284,046	Program Director	\$30,468	<b>\$28,967</b>	2024
<a href="#">Project41</a>	CA	\$273,056	Ceo	\$101,400	<b>\$88,612</b>	2024
<a href="#">Sundance Nature Alliance</a>	UT	\$285,075	Executive Di	\$75,000	<b>\$77,684</b>	2024
<a href="#">Bikeventura</a>	CA	\$272,422	Director	\$43,108	<b>\$37,672</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN 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 MN 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](http://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

**PEER COUNT** 652 organizations. Compensation range \$308–\$417,914; filing years 2020–2025.

**SIZE BASIS** Matched on total revenue (\$278,899); for reference, expenses \$278,367 and assets \$93,606.

ROLE MATCH	Megan Fulton, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	16 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	89 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	89 <sup>th</sup>
Reportable pay only (column D), adjusted	91 <sup>st</sup>
All sources (D + E + F), adjusted	86 <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 (Megan Fulton) 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 652 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$104,146 is reasonable (approximately the 89<sup>th</sup> 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.