

# Urban League Of Rochester Economic

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Seanelle Hawkins, Executive Director / CEO** (\$36,309) against **every comparable organization** that fit the selection criteria — **16** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **50<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Seanelle Hawkins — reported title “PRESIDENT/CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (L21).

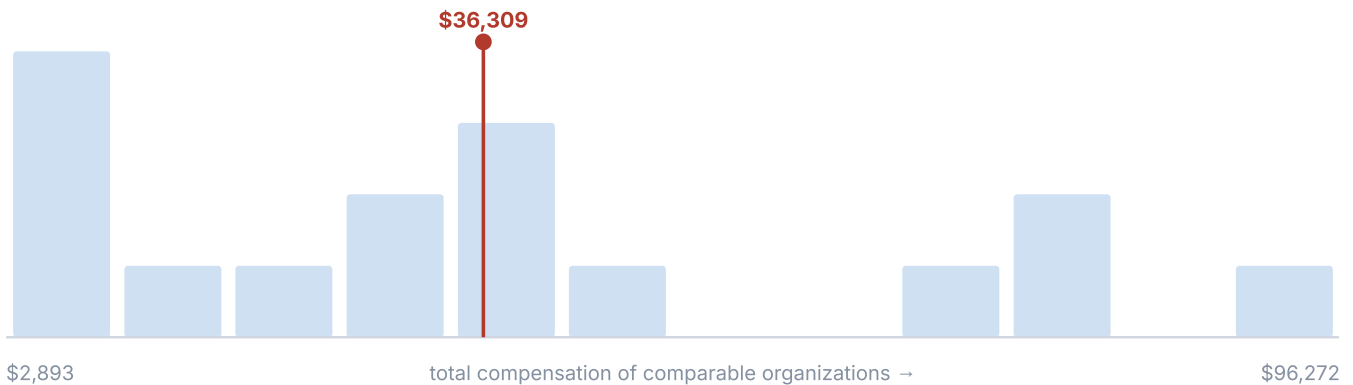
**BUDGET** Total revenue between \$78,721 and \$176,242 — 0.67x to 1.50x the subject's \$117,495 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (L21) + NY + budget 0.67–1.5x revenue.

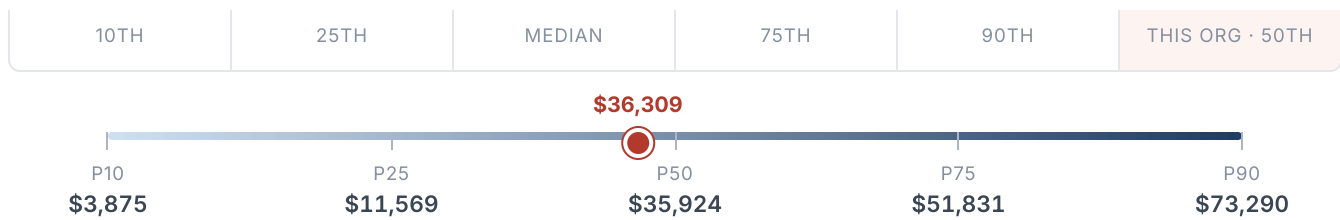
**16** organizations qualified on sector, size, and geography

→ **16** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$3,875	\$11,569	\$35,924	\$51,831	\$73,290	\$36,309
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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="#">Cypress Homes Hdfc</a>	NY	\$120,019	Ceo	\$25,826	<b>\$25,826</b>	2024
<a href="#">Ocl Properties X Inc</a>	NY	\$120,273	Chief Financial Officer	\$73,290	<b>\$73,290</b>	2024
<a href="#">Center Housing Development Fund</a>	NY	\$104,492	Pres/ceo/tre	\$32,879	<b>\$32,879</b>	2024
<a href="#">Ocl Properties Xiv Inc</a>	NY	\$133,621	Chief Financial Officer	\$73,290	<b>\$73,290</b>	2024
<a href="#">Venture Cares Option 1 Inc</a>	NY	\$98,635	Chief Executive Officer	\$38,189	<b>\$39,317</b>	2023
<a href="#">Providence Brown Street Housing</a>	NY	\$137,172	President	\$2,810	<b>\$2,893</b>	2023
<a href="#">Cynthia Gardens Housing Development</a>	NY	\$88,911	Executive Director	\$12,178	<b>\$12,178</b>	2024
<a href="#">East 100 Housing Development Fund</a>	NY	\$146,193	Ceo	\$4,614	<b>\$4,750</b>	2023
<a href="#">Nycha Iii Parent Housing Development</a>	NY	\$147,391	President & Ceo	\$96,272	<b>\$96,272</b>	2024
<a href="#">Chase Housing Corporation</a>	NY	\$152,036	President & Ceo	\$27,698	<b>\$27,698</b>	2024
<a href="#">Happiness House Apartments Housing</a>	NY	\$154,586	President	\$39,934	<b>\$39,934</b>	2024
<a href="#">National Housing Resource Group Inc</a>	NY	\$79,547	President	\$10,000	<b>\$9,742</b>	2025
<a href="#">Freeport Community Development Inc</a>	NY	\$79,000	President/director	\$3,000	<b>\$3,000</b>	2024
<a href="#">Share Xinc</a>	NY	\$169,049	Executive Director	\$70,564	<b>\$72,648</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Bronxview Housing Development</a>	NY	\$174,918	Treasurer/secretary	\$44,892	<b>\$44,892</b>	2024
<a href="#">Harlem Restoration Project Inc</a>	NY	\$175,330	Exe Dir	\$40,000	<b>\$38,969</b>	2025

**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	16 organizations. Compensation range \$2,893–\$96,272; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$117,495); for reference, expenses \$316,103 and assets \$6,996,393. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Seanelle Hawkins, reported title " <i>PRESIDENT/CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	13 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	50 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	50 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	31 <sup>st</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

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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 (Seanelle Hawkins) 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 16 similarly situated organizations (Same NTEE sector (L21) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$36,309 is reasonable (approximately the 50<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](https://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.