

Brandworkers International Inc

Executive Director / CEO

EIN 260798625

NY · NTEE R99

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Gabriel Morales, Executive Director / CEO** (\$74,972) against **every comparable organization** that fit the selection criteria — **39** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **51st** percentile of comparable organizations

within the typical range

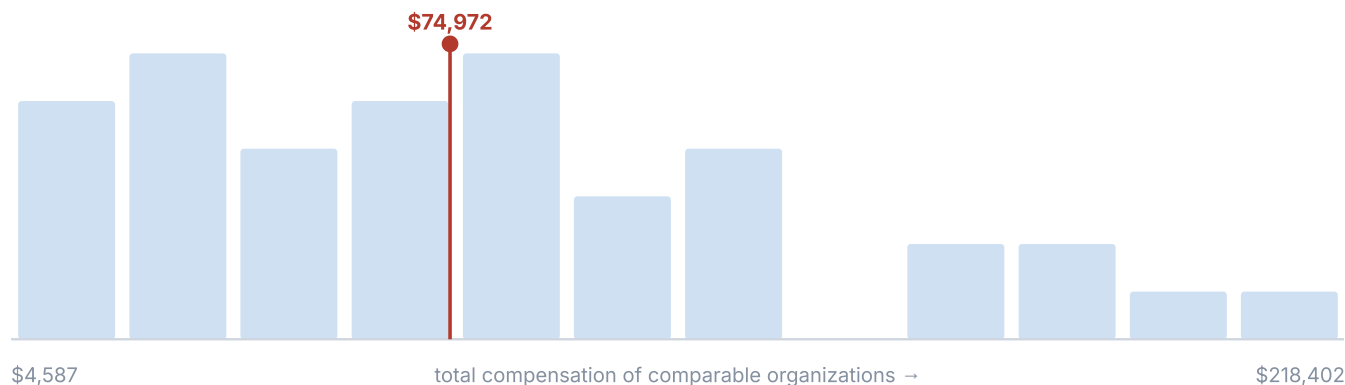
Benchmarked executive: Gabriel Morales — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (R99).
BUDGET	Total revenue between \$237,860 and \$532,522 — 0.67x to 1.50x the subject's \$355,015 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (R99), nationwide + budget 0.67–1.5x revenue.

39 organizations qualified on sector, size, and geography → **39** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,339	\$37,942	\$73,412	\$106,274	\$164,755	\$74,972
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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
Christian Family Life Services Inc	ND	\$355,938	Director	\$60,449	\$73,412	2023
New York Center For Law & Justice Inc	NY	\$357,362	Executive Director	\$113,124	\$113,124	2023
Oregon Donor Alliance	OR	\$365,500	Executive Director	\$116,089	\$115,881	2024
Filipino Migrant Center	CA	\$371,775	Exec Director	\$101,185	\$93,918	2024
Organize Tennessee	TN	\$334,041	Executive Di	\$54,450	\$65,935	2022
Lead Filipino	CA	\$377,114	Executive Dir.	\$50,452	\$46,829	2024
Election Reformers Network Inc	MD	\$383,901	Executive Director	\$160,775	\$166,340	2023
Bayard Rustin Center For Social Justice	NJ	\$325,629	Chief Activist	\$130,000	\$124,763	2024
Opportunities For All Floridians Inc	FL	\$385,701	Officer	\$80,850	\$84,053	2023
Alaskans Take A Stand	AK	\$323,150	President	\$15,000	\$15,415	2024
Survivor Justice Action Inc	TX	\$317,100	Ceo/secretary	\$46,354	\$49,841	2024
Take Back The Court Action Fund	CA	\$315,887	President	\$22,945	\$21,297	2024
The Echo Foundation	NC	\$401,989	President	\$191,000	\$218,402	2023
The Norml Foundation	DC	\$301,217	Vice President	\$17,500	\$16,507	2024
California Forward Action Fund	CA	\$410,000	President & Ceo (Term 6/14/23)	\$30,482	\$29,128	2023
Vivante Espero	NC	\$295,530	President	\$23,086	\$26,398	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Bring Our Troops Home Inc	ID	\$419,583	Director	\$42,616	\$50,169	2023
Cross-movement Legacy Initiative	CA	\$290,000	President	\$205,000	\$190,277	2024
Oklahoma Donor Alliance Inc	OK	\$283,764	Executive Director	\$84,000	\$99,423	2024
Bipartisan Climate Action	DC	\$283,645	President	\$5,654	\$5,333	2024
1 Million Madly Motivated Moms	NV	\$276,045	President	\$59,583	\$64,198	2024
Organization For Polyamory And	CA	\$275,610	Executive Dir.	\$69,173	\$66,101	2023
Dont Shoot Portland	OR	\$273,365	Program Direct	\$160,000	\$164,432	2023
Christian Legal Aid Of The District Of	DC	\$441,791	Executive Director	\$84,930	\$80,111	2024
World Without Hate Inc	WA	\$266,442	Founder & President	\$38,000	\$37,650	2023

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	39 organizations. Compensation range \$4,587–\$218,402; filing years 2022–2024.
SIZE BASIS	Matched on total revenue (\$355,015); for reference, expenses \$624,693 and assets \$231,919. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Gabriel Morales, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	5 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	51 st
Total compensation (D + F), as reported (no adjustments)	56 th
Reportable pay only (column D), adjusted	41 st
All sources (D + E + F), adjusted	41 st

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 (Gabriel Morales) 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 10, 2026, comparing compensation against 39 similarly situated organizations (Same NTEE sector (R99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$74,972 is reasonable (approximately the 51st 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 10, 2026.