

Indiana Council For Animal Welfare Inc

Executive Director / CEO

EIN 270770447
 IN · NTEE S03
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **J Lawler Punk Farmer Media, Executive Director / CEO** (\$75,032) against **every comparable organization** that fit the selection criteria — **1487** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **69th** percentile of comparable organizations within the typical range

Benchmarked executive: J Lawler Punk Farmer Media — reported title “Public Relation”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S03).
BUDGET	Total revenue between \$163,438 and \$365,907 — 0.67x to 1.50x the subject's \$243,938 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

1,487 organizations qualified on sector, size, and geography → **1,487** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,317	\$31,894	\$59,004	\$82,505	\$113,439	\$75,032
----------	----------	----------	----------	-----------	----------



● 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 IN 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
Bpca Nys Inc	NY	\$243,862	Executive Director	\$46,474	\$39,823	2024
Asian Pacific American Chamber	MI	\$243,820	Executive Director	\$100,000	\$97,877	2024
Birch Run Area Convention And	MI	\$244,111	President	\$36,000	\$35,236	2024
Everett Station District Alliance	WA	\$244,137	Executive Director	\$47,997	\$41,953	2023
Hartford Next Inc	CT	\$243,686	Executive Dir.	\$8,865	\$7,882	2024
The Community Renaissance Fund	MI	\$244,196	President/ceo	\$64,477	\$63,108	2024
Aberdeen Downtown Association	SD	\$244,220	Executive Director	\$81,500	\$85,293	2024
Citizens For A Loring Park Community	MN	\$243,591	Executive Director	\$80,582	\$77,735	2023
Milestone Growth Capital Institute	MI	\$244,356	President And C.e.o.	\$36,450	\$35,676	2024
Medquarter Inc	IA	\$243,371	President	\$13,872	\$14,403	2024
Upper Perkiomen Valley Chamber Of	PA	\$243,363	Executive Di	\$44,624	\$42,198	2024
Texas E-health Alliance	TX	\$244,542	Ceo	\$200,000	\$195,315	2023
Asian American Chamber	VA	\$243,269	President	\$75,000	\$68,669	2024
Mt Juliet Help Center	TN	\$243,235	Director	\$44,233	\$44,090	2024
Economic Development Corporation Of	IL	\$243,161	Ceo	\$80,000	\$74,580	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Hispanic Chamber Cincinnati Usa Inc	OH	\$244,726	President	\$48,000	\$49,633	2023
Flaming Gorge Area Chamber Of Commerce	UT	\$243,148	Director	\$46,369	\$46,332	2023
Medical Staff Of Southwest Healthcare	CA	\$244,802	Chief Of Staff	\$39,000	\$32,878	2023
Federal It Security Institute	VA	\$243,057	Executive Director And Ceo	\$30,000	\$27,468	2024
Maine Asphalt Pavement Association	ME	\$244,900	Executive Director	\$39,500	\$37,507	2024
Forever Elmwood Corporation	NY	\$244,931	Executive Director	\$33,000	\$28,277	2024
New Holland Pa State Association Of	PA	\$244,951	President	\$300	\$284	2024
National Hemp Association Inc	DC	\$242,896	Executive Director	\$72,000	\$59,913	2024
Hostel Detroit	MI	\$242,893	Director	\$68,470	\$67,016	2024
Helping Our Music Evolve Inc	TN	\$242,784	Founder	\$13,690	\$13,646	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IN 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 IN 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 **1487** organizations. Compensation range \$1–\$636,945; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$243,938); for reference, expenses \$258,740 and assets \$214,776.
ROLE MATCH	J Lawler Punk Farmer Media, reported title " <i>Public Relation</i> ", benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.
RELATED-ORG PAY	199 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	46 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	69 th
Total compensation (D + F), as reported (no adjustments)	64 th
Reportable pay only (column D), adjusted	71 st
All sources (D + E + F), adjusted	58 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 (J Lawler Punk Farmer Media) 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 1487 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$75,032 is reasonable (approximately the 69th 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.