

American Values Action

Executive Director / CEO

This analysis benchmarks the total compensation of **Gary Bauer, Executive Director / CEO** (\$81,000) against **every comparable organization** that fit the selection criteria — **23** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **57th** percentile of comparable organizations within the typical range

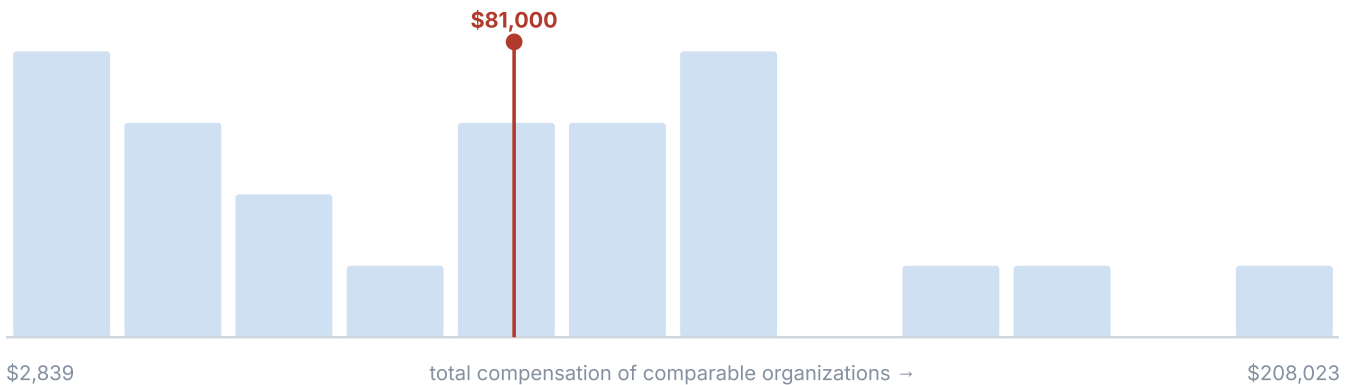
Benchmarked executive: Gary Bauer — reported title “PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (R60).
BUDGET	Total revenue between \$318,855 and \$713,854 — 0.67x to 1.50x the subject's \$475,903 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (R60), nationwide + budget 0.67–1.5x revenue.

23 organizations qualified on sector, size, and geography → **23** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,355	\$33,682	\$78,875	\$114,543	\$144,969	\$81,000
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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 VA 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
American Firearms Coalition	OH	\$468,236	Secretary	\$38,000	\$42,915	2023
National Center For Justice And Liberty	IL	\$466,432	President	\$118,059	\$120,208	2024
Skylight Engagement Inc	NY	\$497,627	Executive Dir.	\$82,225	\$76,952	2024
Maryland Rise Inc	MD	\$448,800	Former Executive Director	\$52,272	\$52,108	2023
Human & Civil Rights Organizations	MA	\$505,816	Executive Di	\$84,750	\$78,875	2024
National Whistleblower Center	DC	\$439,947	Executive Dir.	\$182,358	\$165,735	2024
Advocates For Trans Equality	NY	\$424,852	Executive Director	\$21,038	\$19,689	2024
Calling All Crows Inc	MA	\$529,796	Former Exec Dir	\$130,000	\$120,989	2024
Surveillance Technology Oversight	NY	\$532,329	Executive Director	\$108,741	\$104,774	2023
Florida Impact Inc	FL	\$414,959	President/ce	\$92,240	\$92,396	2023
Epc Action Foundation	NV	\$407,462	Vp/gc Thru 3/24, President From 3/24	\$200,380	\$208,023	2024
Lagniappe Law Lab	LA	\$560,147	Executive Director	\$100,500	\$117,998	2023
National Council On Civil Advocacy Inc	DC	\$389,315	Executive Officer	\$86,194	\$80,651	2023
Constitutional Rights Foundation Of	CA	\$379,628	Executive Director	\$64,266	\$57,474	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Global Americans Inc	NY	\$580,449	Executive Director	\$20,000	\$19,271	2023
Ohioans To Stop Executions	OH	\$583,166	Exec Directo	\$21,023	\$23,061	2024
Michigan Voting Rights Foundation	MI	\$595,000	Treasurer/secretary	\$2,580	\$2,839	2023
Rocky Mountain Innocence Center	UT	\$604,231	Executive Di	\$138,333	\$150,964	2023
Advocates For The Environment Inc	CA	\$609,395	Executive Director	\$127,500	\$111,087	2025
Zachor Legal Institute	MT	\$324,448	President	\$30,000	\$33,492	2024
Ceasefire Pennsylvania	PA	\$322,328	Executive Di	\$11,954	\$12,711	2023
North Brooklyn Coalition Against	NY	\$638,004	Executive Di	\$35,154	\$33,871	2023
Cramer Childrens Center Inc	AL	\$692,578	Executive Director	\$85,943	\$96,161	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA 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 VA 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 23 organizations. Compensation range \$2,839–\$208,023; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$475,903); for reference, expenses \$155,357 and assets \$727,677. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Gary Bauer, reported title "*PRESIDENT*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 2 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	57 th
Total compensation (D + F), as reported (no adjustments)	43 rd
Reportable pay only (column D), adjusted	61 st
All sources (D + E + F), adjusted	48 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 (Gary Bauer) 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 23 similarly situated organizations (Same NTEE sector (R60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$81,000 is reasonable (approximately the 57th 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.