

L Brands Foundation

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Douglas F Kridler, Executive Director / CEO** (\$105,945) against **every comparable organization** that fit the selection criteria — **41** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **88th** percentile of comparable organizations within the typical range

Benchmarked executive: Douglas F Kridler — reported title “SECRETARY/VICE CHAIR/TRUST”, 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 (T11).

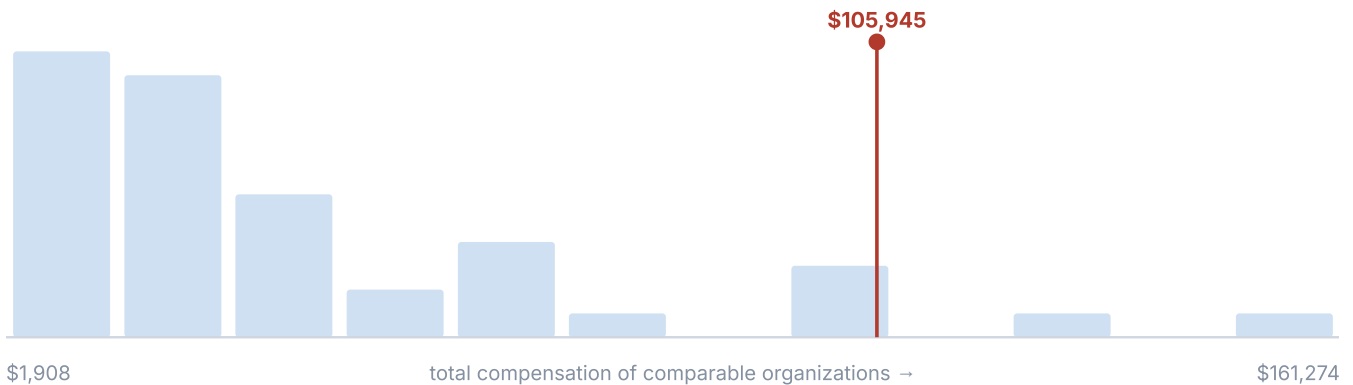
BUDGET Total revenue between \$72,096 and \$161,410 — 0.67x to 1.50x the subject's \$107,607 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (T11), nationwide + budget 0.67–1.5x revenue.

41 organizations qualified on sector, size, and geography

→ **41** within the band from the benchmarked peer set.

Distribution of comparable compensation



\$8,619	\$14,023	\$24,790	\$54,450	\$105,945	\$105,945
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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 OH 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
David & Enid Rosenberg Family Foundation	OH	\$110,804	Treasurer Thru 11/6/2022	\$40,331	\$40,331	2023
Good Samaritan Endowment Inc	TX	\$104,217	Secretary	\$12,727	\$11,675	2024
Moritz Family Foundation	OH	\$104,152	Asst Secretary	\$105,945	\$105,945	2023
Goodwill Of North Georgia Development	GA	\$102,500	President	\$41,950	\$39,824	2023
Memorial Community Hospital Foundation	NE	\$102,001	Board Member	\$8,846	\$8,725	2024
Djr Foundation	LA	\$100,660	Director	\$58,114	\$58,684	2024
Vernon Julianne Declaration Of Trust	FL	\$100,226	Trustee	\$67,471	\$58,127	2024
Ca Patriots Foundation	HI	\$115,396	President	\$8,605	\$7,065	2024
Headington Institute Foundation	CA	\$115,682	Secretary	\$209,046	\$161,274	2025
Community Partners Inc	AZ	\$98,962	President & Ceo	\$10,460	\$9,225	2024
Kidd Family Foundation	OH	\$98,100	Asst Secretary/trustee	\$105,945	\$105,945	2023
United Way Of South Hampton Roads	VA	\$97,280	Chief Executive Officer	\$15,837	\$14,023	2024
The Robert And Yadelle Sklare Foundation	IL	\$118,670	Assistant Treasurer	\$58,661	\$54,450	2023
The Society Of American Archivists	IL	\$96,363	Executive Director	\$24,361	\$22,612	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
The Harry W & Margaret Moore	OH	\$95,873	Trustee	\$2,016	\$1,908	2025
Area Agency On Aging Of Nwa Foundation	AR	\$121,264	Executive Director	\$13,104	\$13,907	2023
Bcec Inc	MI	\$125,337	President/ceo	\$11,410	\$10,801	2024
Arlene & Steven I Victor Support	MI	\$125,728	Treasurer/assistant Secret	\$26,189	\$24,790	2024
The Ddowncity Partnership Inc	RI	\$125,853	Rif President & Ceo	\$44,136	\$38,811	2024
Chouteau House Qalich Inc	MO	\$89,148	Vp Of Finance	\$34,211	\$33,229	2024
The Tyner Family Foundation	OH	\$83,525	Treasurer	\$60,259	\$60,259	2023
Ann B Hearin Foundation	AL	\$132,198	Secretary/treasurer	\$8,700	\$8,619	2024
Veterans Housing Development Corporation	CA	\$132,490	President And Ceo (Thru 8/24)	\$23,122	\$18,310	2024
Wisconsin Builders Foundation Inc	WI	\$79,695	Executive Director	\$33,352	\$31,943	2024
Nexus Jamaica Ny Qalich Inc	NY	\$136,500	President	\$51,290	\$43,759	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OH 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 OH 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	41 organizations. Compensation range \$1,908–\$161,274; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$107,607); for reference, expenses \$10,129,871 and assets \$0. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Douglas F Kridler, reported title " <i>SECRETARY/VICE CHAIR/TRUST</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	36 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	88 th
Total compensation (D + F), as reported (no adjustments)	88 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	85 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 (Douglas F Kridler) 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 41 similarly situated organizations (Same NTEE sector (T11), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$105,945 is reasonable (approximately the 88th 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.