

New Jersey Utility Shareholders

Executive Director / CEO

EIN 320447101
 NJ · NTEE W01
 FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Kathleen Lally, Executive Director / CEO** (\$28,000) against **every comparable organization** that fit the selection criteria — **38** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **68th** percentile of comparable organizations within the typical range

Benchmarked executive: Kathleen Lally — reported title "PRESIDENT", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

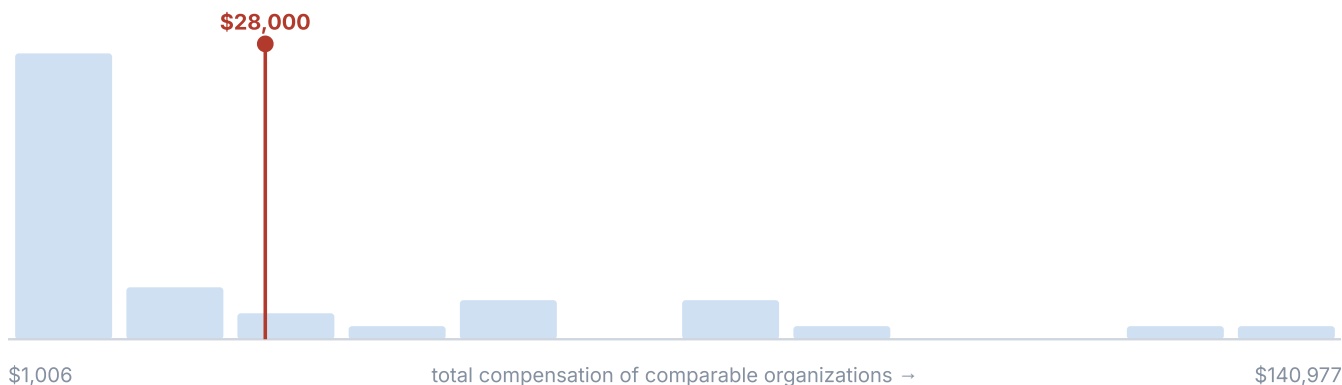
SECTOR Organizations sharing the subject's NTEE classification (W01).

BUDGET Total revenue between \$34,357 and \$76,920 — 0.67x to 1.50x the subject's \$51,280 (the band tightens as size grows).

GEOGRAPHY Same NTEE major group (W), nationwide + budget 0.67–1.5x revenue.

38 organizations qualified on sector, size, and geography → **38** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$1,288	\$4,376	\$11,087	\$38,330	\$76,348	\$28,000
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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 NJ 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
Michigan Forest Association	MI	\$51,107	Executive Director	\$10,500	\$12,139	2024
Brave New Films Action Fund 501(c)4	CA	\$51,523	Cfo	\$4,390	\$4,246	2024
Valley Water Company	CO	\$52,473	Director	\$7,800	\$8,161	2025
Kck 501 Minnesota All Inc	KS	\$49,987	Vice President	\$61,208	\$74,062	2024
Innsure Corporation	MA	\$49,677	President	\$49,492	\$57,661	2021
National Association Of Consumer	DC	\$49,419	Executive Dir.	\$5,990	\$6,061	2023
Genius 100 Foundation Us	NY	\$53,600	Ceo Secretary And Director	\$48,600	\$49,187	2024
Miriam Foundation	SC	\$48,535	Executive Di	\$65,000	\$75,950	2024
Partners Making A Difference	MI	\$54,116	President	\$104,094	\$120,338	2024
Institute For International	MA	\$55,760	President	\$1,000	\$1,006	2024
Beyond Housingnhs Community Lending	MO	\$55,886	President	\$8,454	\$10,029	2024
Distribution And Assistance Inc	MO	\$46,255	President	\$12,000	\$14,235	2024
Stamford Veterans Park Partnership Inc	CT	\$57,293	Executive Director	\$82,500	\$84,403	2025
National Executive Forum Inc	MD	\$57,500	President	\$28,000	\$29,319	2024
Nebraska Association Of Former State Legislators	NE	\$58,432	Executive Director	\$1,000	\$1,205	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Veterans Of Foreign Wars Department Of	CA	\$58,540	Quarter Master	\$12,000	\$11,606	2024
Verified Votingorg Inc	PA	\$58,775	Managing Director	\$7,678	\$8,829	2023
Eden Streets Inc	UT	\$59,562	Executive Director	\$1,000	\$1,117	2025
Groww Education Inc	WI	\$42,628	Executive Director	\$15,364	\$18,502	2023
Janet Johnston Housenick And	PA	\$61,111	Vp & Treas	\$4,500	\$5,175	2023
The Howard K Finch Memorial Fund	NY	\$40,452	Trustee	\$1,493	\$1,556	2023
Caribou Acres Water	ID	\$62,182	Secretary/treasurer	\$4,000	\$4,766	2024
State Services Organization Inc	DC	\$40,315	Interim Executive Director	\$143,437	\$140,977	2024
Council On Aviation Accreditation	AL	\$62,412	President	\$13,750	\$16,638	2024
Governor's Mansion Foundation	MS	\$62,500	Vice President	\$2,825	\$3,433	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ 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 NJ 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 38 organizations. Compensation range \$1,006–\$140,977; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$51,280); for reference, expenses \$58,594 and assets \$28,328.

ROLE MATCH	Kathleen Lally, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	7 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	68 th
Total compensation (D + F), as reported (no adjustments)	71 st
Reportable pay only (column D), adjusted	76 th
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 (Kathleen Lally) 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 38 similarly situated organizations (Same NTEE major group (W), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$28,000 is reasonable (approximately the 68th 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.