

Midwest Independent Retailers Foundation Inc

Executive Director / CEO

EIN 383457246
 MI · NTEE B82
 FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Bill Wild, Executive Director / CEO** (\$20,414) against **every comparable organization** that fit the selection criteria — **193** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **26th** percentile of comparable organizations within the typical range

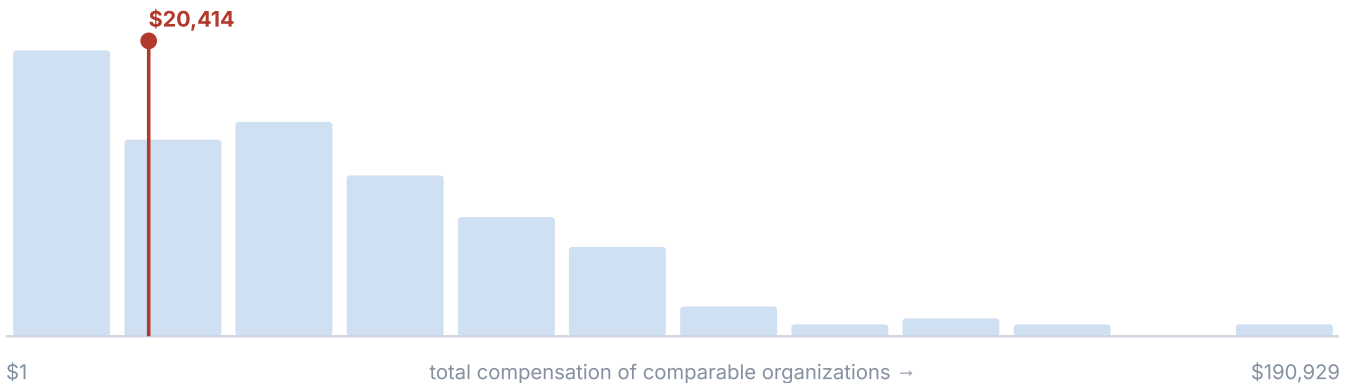
Benchmarked executive: Bill Wild — reported title “CHAIRMAN”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B82).
BUDGET	Total revenue between \$150,916 and \$337,873 — 0.67x to 1.50x the subject's \$225,249 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B82), nationwide + budget 0.67–1.5x revenue.

193 organizations qualified on sector, size, and geography → **193** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$6,182 10TH	\$16,254 25TH	\$38,783 MEDIAN	\$63,710 75TH	\$87,529 90TH	\$20,414 THIS ORG · 26TH
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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 MI 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
Kids' Chance Inc Of Missouri	MO	\$225,014	Executive Di	\$23,102	\$24,406	2023
Nassau County School Facilities Associat	NY	\$225,978	Executive Director	\$13,963	\$12,224	2024
United Nations Association Of	NY	\$226,269	Executive Dir.	\$98,000	\$85,796	2024
Moynihan Scholarship Fund Inc	NY	\$226,407	Chief Executive Officer	\$52,926	\$46,335	2024
Hhh Equine Inc	GA	\$226,556	President An	\$34,875	\$33,973	2024
Isd 883 Education Foundation	MN	\$226,822	Executive Director	\$50,004	\$49,284	2023
The Charitable Childrens Fund Of	NC	\$227,216	Executive Director	\$182,293	\$182,487	2024
Southside Health Education Foundation	VA	\$227,536	Executive Director	\$67,258	\$62,917	2024
Oley Valley Community Education	PA	\$227,610	Executive Director	\$38,403	\$37,103	2024
Accelerate4kids Foundation	MI	\$227,938	Executive Director	\$67,251	\$67,251	2024
National Community Pharmacists	VA	\$228,378	President	\$500	\$482	2023
Taahp Foundation	TX	\$221,410	Executive Di	\$20,607	\$20,561	2023
Theresa A Mike Scholarship Foundation	CA	\$229,347	Executive Director	\$62,468	\$52,260	2024
International Women's Coffee Alliance	IL	\$230,315	Executive Director	\$43,264	\$42,425	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Washington Civil & Disability Advocate	WA	\$231,080	Vice President/litigator	\$49,680	\$43,093	2024
North Central States Regional Council	MN	\$218,911	Secretary	\$138,099	\$132,205	2024
Oklahoma Single Parent Scholarship Program	OK	\$232,566	Executive Director	\$43,846	\$46,776	2024
Mid-atlantic Christian University	NC	\$217,751	President	\$48,984	\$50,485	2023
Scte Foundation Inc	PA	\$233,227	Secretary	\$62,982	\$62,647	2023
Texas Rural Education Association Foundation	TX	\$215,739	Executive Director	\$3,900	\$3,780	2024
Franklin Township Education	IN	\$215,700	Executive Director	\$76,362	\$78,018	2024
Kimberly Coffey Foundation Inc	NY	\$235,166	Executive Director	\$95,000	\$85,626	2023
Private School Tuition Fund 123	AZ	\$214,992	President & Ceo	\$27,500	\$26,380	2023
Zo's Bravehearts Foundation	NV	\$214,817	Founder, President	\$120,000	\$116,536	2024
College Of The Desert Alumni Assn	CA	\$237,049	Executive Director	\$155,154	\$126,455	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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 **193** organizations. Compensation range \$1–\$190,929; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$225,249); for reference, expenses \$128,340 and assets \$622,461. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Bill Wild, reported title " <i>CHAIRMAN</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	62 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	5 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	26 th
Total compensation (D + F), as reported (no adjustments)	26 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	77 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 (Bill Wild) 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 193 similarly situated organizations (Same NTEE sector (B82), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$20,414 is reasonable (approximately the 26th 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.