

# Dan And Ellen Zelman Family Foundation

Executive Director / CEO

EIN 383876650  
OH · NTEE T12  
FY ending 2023-06-30  
June 9, 2026

This analysis benchmarks the total compensation of **Barry Reis, Executive Director / CEO** (\$40,331) against **every comparable organization** that fit the selection criteria — **52** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **35<sup>th</sup>** percentile of comparable organizations within the typical range

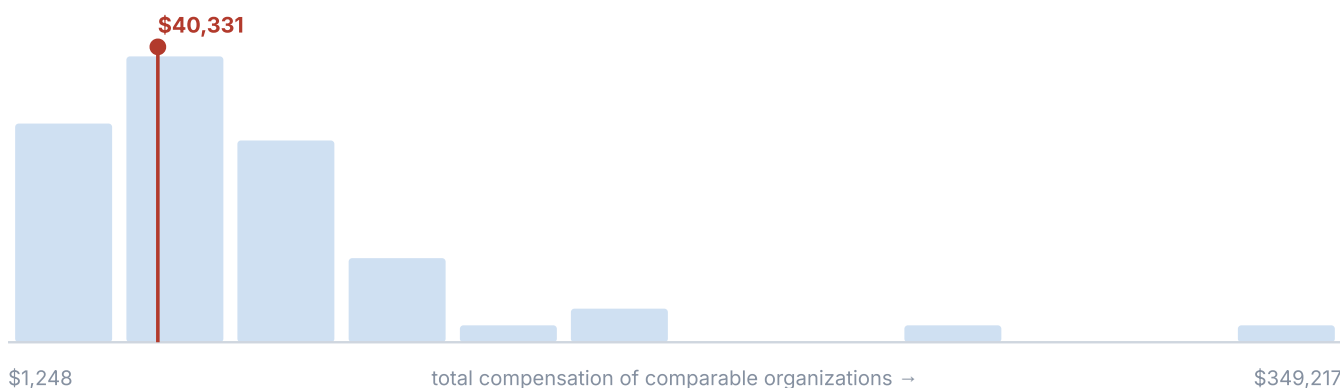
**Benchmarked executive:** Barry Reis — reported title "TREASURER THRU 11/18/2022", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (T12).
- BUDGET** Total revenue between \$329,554 and \$737,809 — 0.67x to 1.50x the subject's \$491,873 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (T12), nationwide + budget 0.67–1.5x revenue.

**52** organizations qualified on sector, size, and geography → **52** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$9,668	\$28,934	\$55,623	\$81,596	\$107,404	\$40,331
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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
<a href="#">Sam's Fans</a>	OH	\$489,907	Executive Di	\$32,917	<b>\$31,973</b>	2024
<a href="#">Believe In Dreams</a>	OH	\$489,896	Executive Director	\$53,623	<b>\$52,085</b>	2024
<a href="#">Simama International</a>	CA	\$498,098	Director	\$48,500	<b>\$39,541</b>	2023
<a href="#">The Vecna Cares Charitable Trust</a>	MA	\$480,181	Executive Director	\$127,167	<b>\$107,892</b>	2023
<a href="#">Dan Pastorini Charity</a>	TX	\$463,541	Executive Director	\$80,875	<b>\$74,191</b>	2024
<a href="#">Walking For Kids Foundation</a>	MS	\$461,650	President	\$30,000	<b>\$30,641</b>	2024
<a href="#">The Reece Foundation Corp</a>	NY	\$461,599	Executive Director	\$49,020	<b>\$41,822</b>	2023
<a href="#">Goodwill Industries Foundation Of</a>	OH	\$459,918	President/ceo	\$22,151	<b>\$22,151</b>	2023
<a href="#">Central Washington Catholic Foundation</a>	WA	\$457,811	Executive Director	\$87,846	<b>\$72,126</b>	2024
<a href="#">Warwick Education Foundation</a>	PA	\$527,086	Executive Director	\$35,000	<b>\$32,954</b>	2023
<a href="#">Los Charros Foundation Inc</a>	AZ	\$456,609	Executive Director	\$27,000	<b>\$23,813</b>	2024
<a href="#">Action For Autism</a>	MO	\$530,494	Executive Di	\$58,000	<b>\$58,000</b>	2023
<a href="#">The Link Of Northern Kandiyohi County</a>	MN	\$449,690	Executive Dir.	\$60,000	<b>\$54,370</b>	2024
<a href="#">Curegrin Foundation</a>	CO	\$538,540	Ceo	\$80,000	<b>\$70,348</b>	2024
<a href="#">Little Warrior Foundation Inc</a>	WI	\$436,622	Secretary	\$9,000	<b>\$8,620</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Vibrant Places Inc</a>	FL	\$428,506	Dir., Secretary	\$143,473	<b>\$123,604</b>	2024
<a href="#">The Jordan Porco Foundation</a>	CT	\$427,562	Executive Director (Until 8/2024)	\$104,149	<b>\$89,552</b>	2024
<a href="#">Russian Leadership Ministries</a>	IL	\$425,671	President	\$51,100	<b>\$47,432</b>	2023
<a href="#">Avenues For Autism</a>	OH	\$422,752	Executive Di	\$100,000	<b>\$97,131</b>	2024
<a href="#">Hopkins Education Foundation</a>	MN	\$421,739	Executive Director	\$59,000	<b>\$52,085</b>	2025
<a href="#">Nehemiah Charitable Fund</a>	CA	\$419,513	Ceo	\$103,320	<b>\$81,818</b>	2024
<a href="#">Sobel Family Supporting Foundation Inc</a>	NJ	\$418,402	Treasurer/assistant Secretary	\$49,655	<b>\$41,858</b>	2023
<a href="#">Urban Family Sports Inc</a>	FL	\$568,493	Executive Director	\$100,000	<b>\$86,151</b>	2024
<a href="#">Down Syndrome Alliance Of The Midlands</a>	NE	\$569,042	Executive Director	\$80,279	<b>\$81,522</b>	2023
<a href="#">Medical Marijuana Industry Group</a>	CO	\$572,274	Executive Director	\$171,896	<b>\$155,622</b>	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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

**PEER COUNT** 52 organizations. Compensation range \$1,248–\$349,217; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$491,873); for reference, expenses \$741,312 and assets \$6,850,370. **Revenue and expenses diverge this year — revenue may misrepresent**

**operating size; weigh the expense-based view.**

ROLE MATCH	Barry Reis, reported title "TREASURER THRU 11/18/2022", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	11 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	35 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	31 <sup>st</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	94 <sup>th</sup>

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 (Barry Reis) 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 52 similarly situated organizations (Same NTEE sector (T12), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$40,331 is reasonable (approximately the 35<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.