

Coalition Of Wisconsin Aging Groups

Executive Director / CEO

EIN 391333172

WI · NTEE V36Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Rob Gundermann, Executive Director / CEO** (\$103,149) against **every comparable organization** that fit the selection criteria — **58** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **74th** percentile of comparable organizations within the typical range

Benchmarked executive: Rob Gundermann — 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 (V36Z).

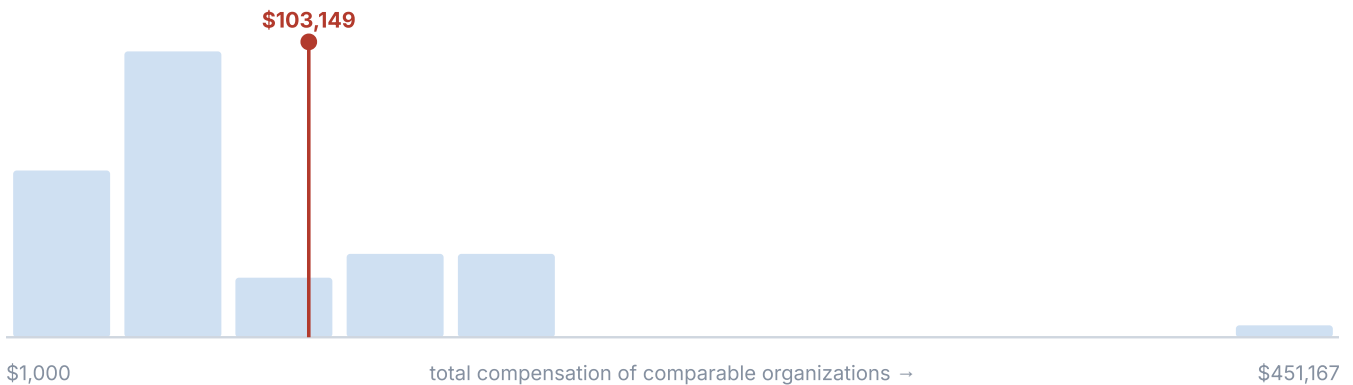
BUDGET Total revenue between \$191,932 and \$429,699 — 0.67x to 1.50x the subject's \$286,466 (the band tightens as size grows).

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

58 organizations qualified on sector, size, and geography

→ **58** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$16,702	\$39,278	\$54,751	\$117,395	\$153,980	\$103,149
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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 WI 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
The Institute For Cultural Evolution	CO	\$287,835	President	\$150,431	\$142,197	2023
United States Geospatial	VA	\$290,487	Chief Exec.	\$2,472	\$2,353	2023
Data For Black Lives Inc	FL	\$281,963	Cofounderceo	\$190,042	\$170,946	2024
Secular Coalition For America Education Fund	DC	\$293,267	Executive Director	\$64,016	\$55,379	2023
Public Broadcasting Network Inc	MO	\$294,178	Ceo	\$117,000	\$122,162	2023
Missouri Appleseed	MO	\$276,837	Executive Director	\$90,000	\$91,275	2024
Center For Cuban Studiesinc	NY	\$296,120	Exec. Dir/secre	\$16,640	\$14,398	2024
Alabama Council On Economic Education	AL	\$297,007	Executive Program Director	\$43,937	\$45,450	2024
Liam's Chancebehavioralservicesinc	VA	\$298,149	Executive Di	\$95,500	\$90,901	2023
Santa Barbara Institute For	CA	\$273,664	President	\$50,004	\$41,344	2024
Employment Research & Development Instit	IL	\$270,853	President	\$174,389	\$169,011	2023
Wisconsin Council On Economic	WI	\$267,199	Executive Di	\$123,096	\$126,732	2023
Center For Partnership Systems	CA	\$305,972	President And Co-founder	\$50,000	\$41,341	2024
Bounce Beyond Inc	MA	\$265,611	Co-chair	\$114,167	\$98,234	2024
Telosa Community Foundation	CA	\$308,210	Ceo, Secretary, Treasurer	\$200,000	\$165,364	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Eastern Sociological Society	NJ	\$312,665	Exec. Officer	\$69,259	\$59,210	2024
Institute For The Study Of Man Inc	VA	\$259,303	Director, President, Secretary/treasurer	\$39,646	\$42,429	2021
The Gen Next Foundation Inc	CA	\$258,246	Ceo	\$40,000	\$33,073	2024
Society For Social Studies Of Science	GA	\$252,486	Managing Director	\$107,080	\$103,094	2024
The Rhine Research Center Inc	NC	\$322,718	Executive Director	\$73,129	\$74,489	2023
Celsius Inc	DC	\$248,805	Executive Director/chair	\$182,716	\$153,528	2024
Center For The Study Of Organized Hate Inc	DC	\$248,569	Secretarytreasurer	\$4,050	\$3,403	2024
Institute For Political Economyinc	FL	\$330,573	Chairman	\$207,600	\$186,740	2024
The Cloud Institute For Sustainability Education	NY	\$331,130	President	\$176,969	\$153,121	2024
American Governance Foundation Inc	CA	\$334,255	Secretary	\$31,500	\$26,045	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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 **58** organizations. Compensation range \$1,000–\$451,167; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$286,466); for reference, expenses \$294,695 and assets \$105,192.
ROLE MATCH	Rob Gundermann, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	74 th
Total compensation (D + F), as reported (no adjustments)	71 st
Reportable pay only (column D), adjusted	71 st
All sources (D + E + F), adjusted	72 nd

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 (Rob Gundermann) 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 58 similarly situated organizations (Same NTEE major group (V), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$103,149 is reasonable (approximately the 74th 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.