

Wisconsin Public Interest Research Group Inc

EIN 392011795

WI · NTEE W059

FY ending 2023-06-30

June 9, 2026

Executive Director / CEO

This analysis benchmarks the total compensation of **Danny Katz, Executive Director / CEO** (\$13,534) against **every comparable organization** that fit the selection criteria — **310** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **24th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Danny Katz — reported title “Director”, 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 (W059).
BUDGET	Total revenue between \$140,863 and \$315,366 — 0.67x to 1.50x the subject's \$210,244 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (W), nationwide + budget 0.67–1.5x revenue.

310 organizations qualified on sector, size, and geography → **310** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,642 10TH	\$14,345 25TH	\$35,789 MEDIAN	\$66,785 75TH	\$98,302 90TH	\$13,534 THIS ORG · 24TH
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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
Transit Forward	TX	\$210,750	Director	\$163,288	\$156,400	2023
The Cibolo Conservancy	TX	\$209,504	Director Of Operations	\$24,000	\$22,988	2023
Democracy 21 Education Fund	DC	\$211,001	President & Ceo	\$61,849	\$50,478	2024
Arise & Go	CA	\$211,406	President	\$79,793	\$64,082	2024
Values To Action	OR	\$208,951	Trustee	\$15,593	\$13,468	2024
Hawaii Solar Energy Association Inc	HI	\$211,932	Executive Director	\$120,000	\$99,921	2024
Catawba Valley Leadership Foundation Inc	NC	\$212,187	Foundation Director	\$42,375	\$40,722	2024
Marsha Water Supply Corporation	TX	\$212,265	President	\$32,435	\$30,175	2024
Shannon Leadership Institute	MN	\$208,093	Executive Director (Through July 2024)	\$12,500	\$11,487	2024
Western States Strategies	OR	\$208,010	Executive Director	\$15,176	\$13,108	2024
The South County News	MI	\$207,769	President	\$14,245	\$13,674	2024
New Americans Initiative	KY	\$207,754	Director Of Operations	\$99,680	\$99,602	2024
Sandy Springs Arts Foundation Inc	GA	\$212,856	Foundation Mgr.	\$85,000	\$79,487	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Peoples Foundation For Connecting Community Military & Veterans	CA	\$207,511	Secretary	\$1,500	\$1,240	2023
The Niwot Ditch Company	CO	\$207,506	Secretary	\$2,500	\$2,389	2022
Nm Voters First	NM	\$213,100	Executive Director	\$24,000	\$24,007	2024
Dtom 220 Foundation	SD	\$207,188	Ceo, Chairman Of The Board	\$36,040	\$38,085	2023
American Legion Morris Snuggerud Post Membership	WI	\$207,094	3rd Vice Commandergm	\$51,688	\$50,205	2024
Westacres Credit Union	MI	\$213,738	Manager	\$22,086	\$21,201	2024
American Water Works Association	AL	\$213,869	Section Executive Director	\$71,000	\$71,338	2024
Bold Leadership Network	SC	\$206,208	Secretary	\$18,540	\$18,520	2023
American Salvage Association Inc	VA	\$205,849	Interim Executive Director	\$42,000	\$38,830	2023
Georgia Athletic Directors Association	GA	\$214,748	Executive Director	\$6,000	\$5,611	2024
The Steel Horse Rally Inc	AR	\$205,571	President	\$145,333	\$151,934	2024
Mashup Nashville	TN	\$205,448	Chief Executive Officer	\$18,960	\$19,083	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 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	310 organizations. Compensation range \$48–\$560,402; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$210,244); for reference, expenses \$70,890 and assets \$2,352,809. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Danny Katz, reported title " <i>Director</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	24 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	10 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	24 th
Total compensation (D + F), as reported (no adjustments)	21 st
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	76 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 (Danny Katz) 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 310 similarly situated organizations (Same NTEE major group (W), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$13,534 is reasonable (approximately the 24th 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.