

# Pride Wilton Inc

Executive Director / CEO

EIN 450453601

ND · NTEE E90

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Tony Baker, Executive Director / CEO** (\$48,603) against **every comparable organization** that fit the selection criteria — **1124** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **48<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Tony Baker — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E90).
BUDGET	Total revenue between \$185,635 and \$415,602 — 0.67x to 1.50x the subject's \$277,068 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (E), nationwide + budget 0.67–1.5x revenue.

**1,124** organizations qualified on sector, size, and geography → **1,124** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$12,016	\$28,601	\$49,878	\$73,809	\$107,771	\$48,603
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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 ND 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="#">Helen Hayes Hospital Foundation Inc</a>	NY	\$277,074	Executive Director	\$60,671	<b>\$49,958</b>	2024
<a href="#">Wheel To Walk Foundation</a>	OR	\$276,972	Vp	\$59,000	<b>\$49,927</b>	2024
<a href="#">Richmond Community Services</a>	NY	\$276,866	President/ceo	\$63,618	<b>\$52,384</b>	2024
<a href="#">The Aphasia Project</a>	NC	\$276,779	Prior Ed	\$59,665	<b>\$56,178</b>	2024
<a href="#">United States Lactation Consultant</a>	DC	\$277,539	Executive Di	\$26,442	<b>\$21,144</b>	2024
<a href="#">Therapeutic Riding Of Tri-cities</a>	WA	\$276,533	Founder/executive Director	\$56,914	<b>\$47,804</b>	2023
<a href="#">Harbor Emergency Medical Education Foundation</a>	CA	\$277,634	Research Assistant	\$8,980	<b>\$7,066</b>	2024
<a href="#">Adams County Memorial Hospital</a>	IN	\$276,484	Executive Director	\$25,305	<b>\$25,035</b>	2023
<a href="#">Endorphin Power Company</a>	NM	\$276,372	Executive Di	\$61,316	<b>\$60,095</b>	2024
<a href="#">Pregnancy Resource Center Of Flint</a>	MI	\$276,192	Executive Director	\$61,530	<b>\$57,872</b>	2024
<a href="#">Educational Foundation Of The Texas Hotel &amp; Lodging Asso</a>	TX	\$276,183	Executive Director	\$118,444	<b>\$107,964</b>	2024
<a href="#">You Can Be My Angel Foundation</a>	IL	\$275,904	President/chairman	\$30,078	<b>\$26,946</b>	2024
<a href="#">Albany Area Ems Inc</a>	WI	\$278,295	President	\$13,762	<b>\$13,097</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Aransas County Medical Services Inc</a>	TX	\$275,599	Executive Director	\$85,143	<b>\$79,902</b>	2023
<a href="#">Southeast Alabama Emergency Medical</a>	AL	\$278,554	Executive Di	\$65,520	<b>\$64,501</b>	2024
<a href="#">Maternity And Early Childhood Fdn Inc</a>	NY	\$278,579	Executive Director	\$64,320	<b>\$54,527</b>	2023
<a href="#">Medical Staff Of Capital Health</a>	NJ	\$278,666	President	\$50,000	<b>\$40,680</b>	2024
<a href="#">Community Howard Regional</a>	IN	\$279,133	Foundation Director	\$41,880	<b>\$41,433</b>	2023
<a href="#">San Joaquin Family Healthcare</a>	CA	\$279,284	Cfo	\$3,043	<b>\$2,394</b>	2024
<a href="#">Right To Heal</a>	OR	\$274,480	Executive Dir.	\$44,366	<b>\$38,652</b>	2023
<a href="#">Behome Partners</a>	PA	\$279,692	Chairman	\$39,302	<b>\$36,769</b>	2023
<a href="#">Zoecare Inc</a>	SD	\$274,408	Executive Director	\$44,583	<b>\$46,160</b>	2023
<a href="#">Kyle J Taylor Foundation</a>	CA	\$279,884	Director Of Operations	\$27,004	<b>\$21,248</b>	2024
<a href="#">East Hawaii Health Pharmacy</a>	HI	\$279,924	President	\$54,959	<b>\$46,162</b>	2023
<a href="#">Center For Medical Interoperability Inc</a>	TN	\$279,967	President And Chief Executive Officer	\$648,513	<b>\$639,518</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ND 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 ND 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	1124 organizations. Compensation range \$94–\$2,983,246; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$277,068); for reference, expenses \$336,239 and assets \$1,018,141.
ROLE MATCH	Tony Baker, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	229 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	49 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	48 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	42 <sup>nd</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	85 <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 (Tony Baker) 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 1124 similarly situated organizations (Same NTEE major group (E), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$48,603 is reasonable (approximately the 48<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.