

Sport Innovators

Executive Director / CEO

EIN 464426755

CA · NTEE T50

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Robert Rief, Executive Director / CEO** (\$125,000) against **every comparable organization** that fit the selection criteria — **85** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **82nd** percentile of comparable organizations within the typical range

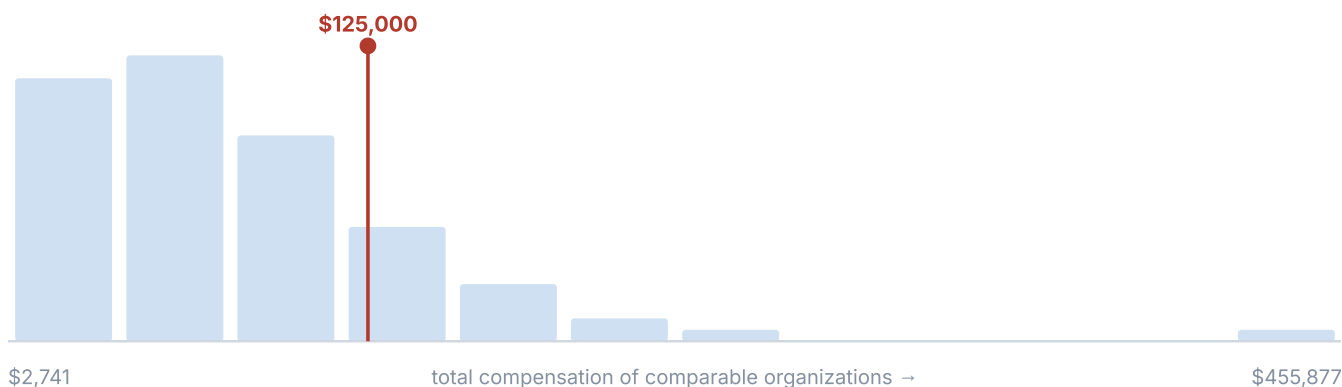
Benchmarked executive: Robert Rief — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

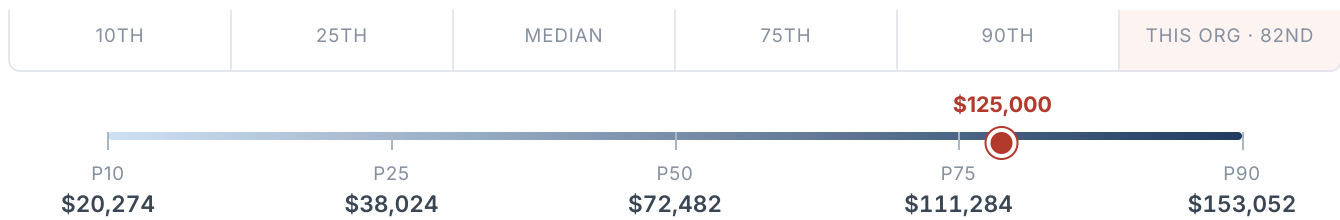
SECTOR	Organizations sharing the subject's NTEE classification (T50).
BUDGET	Total revenue between \$264,890 and \$593,038 — 0.67x to 1.50x the subject's \$395,359 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T50), nationwide + budget 0.67–1.5x revenue.

85 organizations qualified on sector, size, and geography → **85** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,274	\$38,024	\$72,482	\$111,284	\$153,052	\$125,000
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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 CA 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 Moment Of Magic Inc	PA	\$394,891	Employee	\$100,800	\$116,411	2024
International Friendship Ministries Inc	GA	\$393,364	President	\$24,185	\$28,993	2023
Philanthropy Miami Inc	FL	\$390,196	Executive Director	\$63,510	\$69,094	2024
Foundation For Christian Schools	MT	\$404,628	Director	\$48,000	\$61,690	2023
Downtown Boulder Community Initiatives	CO	\$404,871	Ceo	\$166,294	\$184,662	2024
American Jewish Medical Association	VA	\$405,355	Ceo	\$112,500	\$125,794	2024
Charities Review Council	MN	\$406,358	Executive Director	\$118,241	\$139,301	2023
Sauls Light Foundation	LA	\$382,838	Executive Direc	\$38,462	\$50,495	2023
Philanthropy Missouri	MO	\$409,262	Ceo	\$117,594	\$148,498	2023
Thanksgiving Heroes Foundation	UT	\$410,440	—	\$78,000	\$95,181	2023
Forward Giving Inc	TN	\$379,656	President	\$6,674	\$8,124	2024
St Philips On The Park Housing	NY	\$411,256	Maintenance	\$110,342	\$115,469	2024
Wisconsin Masonic Center Foundation Inc	WI	\$378,424	Executive Director	\$61,538	\$76,626	2023
Life Santa	UT	\$416,897	Executive Director	\$22,000	\$26,076	2024
100 Humanitarians International	UT	\$418,726	Programs Director	\$10,533	\$12,484	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Gay Mens Chorus Of Charlotte	NC	\$370,855	Managing Artistic Director	\$60,000	\$71,796	2024
Ministry Office	MN	\$367,575	Coo	\$2,400	\$2,746	2024
Kyiv Mohyla Foundation Of America	IL	\$424,013	President	\$60,000	\$68,311	2024
Manhattan Community Health Foundation	KS	\$424,828	Executive Director	\$14,568	\$18,226	2024
Jewish Charity Review Inc	NJ	\$424,877	Treasurer	\$22,320	\$23,760	2023
Magnify Mentoring	DC	\$361,566	Mrs.	\$86,107	\$87,506	2024
Ohio Coalition On Black Civic Participation	OH	\$429,183	President And Treasurer - Board Member	\$31,000	\$38,024	2024
Adaptiv Inc	MA	\$361,160	Managing Director	\$99,000	\$106,069	2023
Norfolk Family Coalition Inc	NE	\$360,519	Co-executive Director	\$60,793	\$75,722	2024
Eugene And Jeanne Savage Scholarship Fund	MD	\$431,246	Trustee	\$14,412	\$15,604	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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 85 organizations. Compensation range \$2,741–\$455,877; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$395,359); for reference, expenses \$435,456 and assets \$196,565.

ROLE MATCH	Robert Rief, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	6 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	82 nd
Total compensation (D + F), as reported (no adjustments)	87 th
Reportable pay only (column D), adjusted	86 th
All sources (D + E + F), adjusted	78 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 (Robert Rief) 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 85 similarly situated organizations (Same NTEE sector (T50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$125,000 is reasonable (approximately the 82nd 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.