

Outdoor Association For True Heroes Inc

Executive Director / CEO

EIN 464625678

TX · NTEE W30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Gary J Bartels Jr, Executive Director / CEO** (\$96,000) against **every comparable organization** that fit the selection criteria — **81** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

Benchmarked executive: Gary J Bartels Jr — reported title "FOUNDER, EXECUTIVE DIRECTO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (W30).
BUDGET	Total revenue between \$262,423 and \$587,515 — 0.67x to 1.50x the subject's \$391,677 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (W30), nationwide + budget 0.67–1.5x revenue.

81 organizations qualified on sector, size, and geography → **81** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,019	\$19,895	\$48,600	\$73,233	\$88,290	\$96,000
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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 TX 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
Honoring Our Fallen	CA	\$390,886	Ceo\founder	\$78,667	\$67,908	2024
Lake Belton Vfw 10377	TX	\$384,655	Quartermaster	\$14,400	\$14,029	2025
Independence For Veterans Inc	NJ	\$383,925	President	\$73,517	\$67,556	2023
Hesperus	AZ	\$381,890	Executive Director	\$86,154	\$82,831	2024
Newby-ginnings Of North Idaho Inc	ID	\$401,878	Executive Director	\$52,000	\$56,933	2023
Department Of Sc Vfw Of United States	SC	\$404,075	Service Officer	\$56,000	\$56,899	2025
American Freedom Foundation	FL	\$378,457	President	\$132,509	\$128,119	2023
Advocate	DC	\$377,801	Officer	\$441,381	\$387,204	2024
Veterans Ride For Free	CT	\$376,888	Secretary	\$18,200	\$17,059	2024
Vetgroup Inc	NJ	\$376,568	Executive Dir.	\$51,491	\$47,316	2023
Veteran Community Initiatives Inc	PA	\$375,086	President	\$66,575	\$66,370	2024
Heroes Linked	CA	\$373,514	Ceo	\$154,418	\$133,299	2024
It's About The Warriors Foundation	PA	\$415,009	Executive Director/president/secretary	\$85,980	\$85,715	2024
Special Ops Xcursions	TN	\$366,586	President	\$55,000	\$57,795	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Friends Of Fisher House - Illinois Inc	IL	\$419,182	President	\$45,000	\$44,226	2024
Sinking Spring Veterans Home Association	PA	\$362,972	Treasurer	\$24,850	\$25,505	2023
Mckinney-montgomery Post 141	OK	\$358,425	Finance Officer	\$24,788	\$27,286	2024
The Mandatum Foundation	VA	\$355,534	Lead Coach	\$14,500	\$13,996	2024
Leroy O Buck Post No 7863 Vfw Inc	PA	\$354,076	Employee	\$46,717	\$45,373	2025
American Legion Walter Graham Post 332	IL	\$432,360	Manager	\$43,428	\$42,682	2024
Working Dogs For Vets	TN	\$349,383	President	\$32,513	\$33,284	2025
Returning Veterans Project	OR	\$435,384	Executive Dir.	\$109,882	\$102,011	2024
Idaho Veterans Network Corporation	ID	\$347,789	Director	\$14,400	\$14,919	2025
National Memorial Of Military	IL	\$436,890	Secretary	\$10,800	\$10,614	2024
Hunting With Heroes Inc	WY	\$344,305	Sec-tres-director	\$18,000	\$19,269	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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	81 organizations. Compensation range \$867–\$602,363; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$391,677); for reference, expenses \$380,507 and assets \$94,426.
ROLE MATCH	Gary J Bartels Jr, reported title " <i>FOUNDER, EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	4 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	91 st
Total compensation (D + F), as reported (no adjustments)	90 th
Reportable pay only (column D), adjusted	93 rd
All sources (D + E + F), adjusted	89 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 (Gary J Bartels Jr) 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 81 similarly situated organizations (Same NTEE sector (W30), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$96,000 is reasonable (approximately the 91st 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.