

Heartland Initiative Inc

Executive Director / CEO

EIN 471138215

IN · NTEE Q01

FY ending 2024-12-31

June 13, 2026

This analysis benchmarks the total compensation of **Samuel Jones, Executive Director / CEO** (\$89,850) against **every comparable organization** that fit the selection criteria — **685** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **79th** percentile of comparable organizations within the typical range

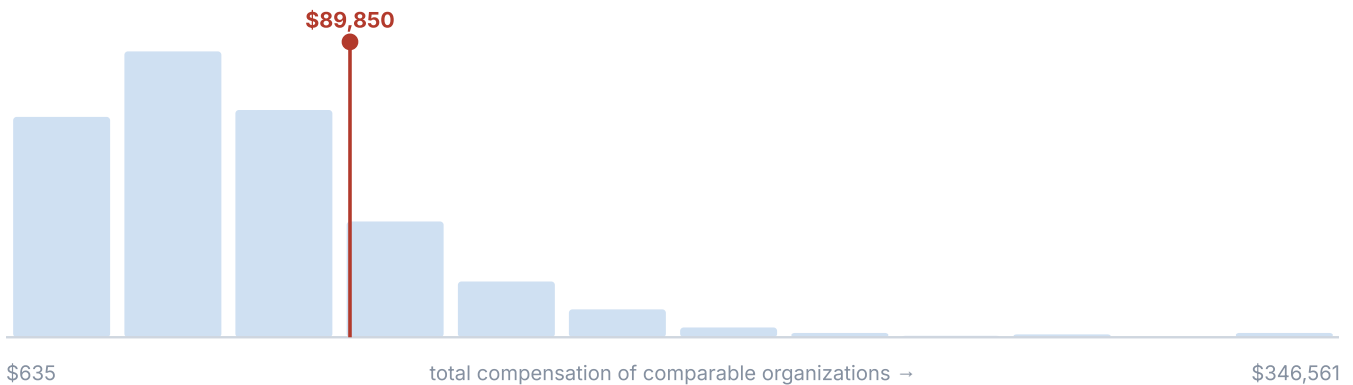
Benchmarked executive: Samuel Jones — reported title "President", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (Q01).
BUDGET	Total revenue between \$316,918 and \$709,519 — 0.67x to 1.50x the subject's \$473,013 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (Q), nationwide + budget 0.67–1.5x revenue.

685 organizations qualified on sector, size, and geography → **685** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,219	\$31,029	\$55,607	\$85,370	\$118,255	\$89,850
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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 IN 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
Cispes Education Fund	DC	\$472,949	President	\$44,616	\$38,223	2023
Every Nation Education Inc	NC	\$473,249	Ceo	\$12,360	\$12,110	2024
People Of Peru Project	WA	\$472,758	Chairman	\$67,143	\$57,004	2024
Global Interdependence Center	PA	\$472,061	Executive Di	\$120,000	\$113,477	2024
Lanna Foundation	CA	\$471,922	Director	\$31,534	\$25,155	2025
The G-24 Liaison Office	DC	\$474,405	Director	\$231,941	\$193,005	2024
Daybreak Development Corporation	GA	\$474,885	President	\$21,900	\$21,498	2023
Walk In The Light International	WA	\$475,048	Executive Director	\$36,000	\$30,564	2024
Hosean International Ministries Inc	AR	\$475,134	President	\$48,000	\$52,674	2023
Doyukai Fund For Harvard Inc	MA	\$470,726	Treasurer, Director & Clerk	\$64,275	\$56,389	2023
Cair Michigan Inc	MI	\$470,606	Executive Officer	\$89,539	\$87,638	2024
The Chain Collaborative Inc	PA	\$475,641	Executive Dir.	\$36,400	\$35,438	2023
Women In International Security	DC	\$476,256	Executive Director	\$136,500	\$116,941	2023
Hands Of Freedom	MN	\$476,698	President	\$30,000	\$28,110	2024
Alliance Care Now	VA	\$476,844	Founder Ceo	\$138,462	\$126,775	2024
Nazdeek Inc	NY	\$468,934	Sec./co-founder	\$10,000	\$8,569	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Utah Friends Of Amar International	UT	\$468,483	Executive Director And Treasurer	\$30,000	\$29,116	2024
The Association Of Professional Schools	DC	\$477,720	Executive Dir.	\$76,000	\$61,612	2025
Honduras Compassion Partners Inc	MD	\$477,734	Secretary	\$32,077	\$28,437	2024
Partners For Andean Community Health Inc	CT	\$477,950	Executive Director	\$14,400	\$13,181	2023
El Enjambre Colectivo Inc	PR	\$478,264	Founder	\$28,250	\$28,250	2024
Gap Missions Ministries Inc	GA	\$478,813	Director Missionary	\$57,638	\$56,579	2023
Ministry Builders Inc	TX	\$478,932	President/director	\$44,778	\$42,475	2024
Raising A Voice	TN	\$466,714	Director Of Staff Discipleship	\$43,790	\$43,648	2024
Freedom Research Foundation	DC	\$479,460	Ceo/president	\$115,000	\$98,522	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IN 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 IN 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 685 organizations. Compensation range \$635–\$346,561; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$473,013); for reference, expenses \$368,746 and assets \$532,208.

ROLE MATCH	Samuel Jones, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	23 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	20 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	79 th
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	81 st
All sources (D + E + F), adjusted	77 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 (Samuel Jones) 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 13, 2026, comparing compensation against 685 similarly situated organizations (Same NTEE major group (Q), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$89,850 is reasonable (approximately the 79th 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 13, 2026.