

Mormon Discussion Inc

Executive Director / CEO

EIN 471244991

UT · NTEE X21

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **William Reel Jr, Executive Director / CEO** (\$100,000) against **every comparable organization** that fit the selection criteria — **316** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **83rd** percentile of comparable organizations within the typical range

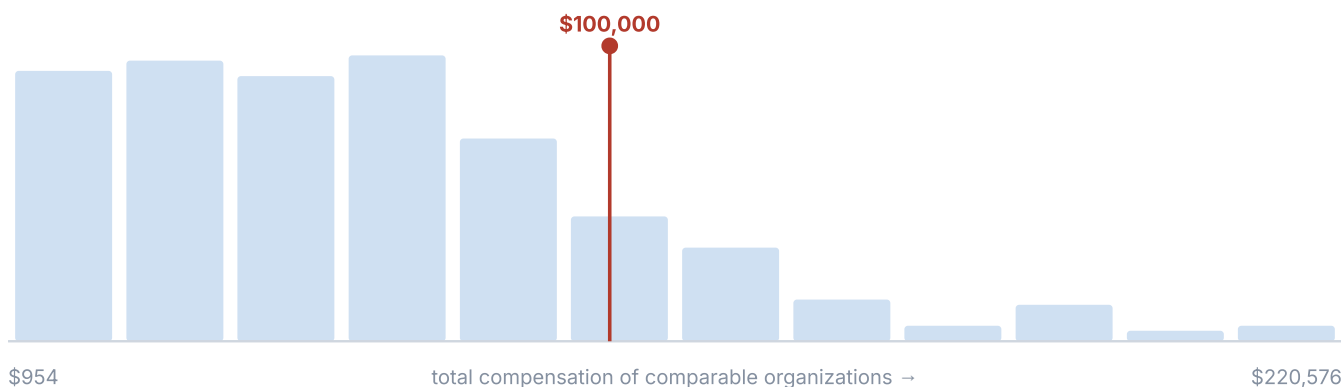
Benchmarked executive: William Reel Jr — reported title “PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X21).
BUDGET	Total revenue between \$233,673 and \$523,149 — 0.67x to 1.50x the subject's \$348,766 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X21), nationwide + budget 0.67–1.5x revenue.

316 organizations qualified on sector, size, and geography → **316** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,869	\$29,342	\$56,201	\$83,456	\$118,235	\$100,000
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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 UT 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
Word Alive Ministries	GA	\$350,553	President	\$81,000	\$77,293	2024
Triumphant Living Ministries Inc	TN	\$350,720	President/chairman	\$169,886	\$174,478	2023
Hope & Passion Ministries Inc	PA	\$351,182	President Chair Acting Vice Chair	\$114,675	\$108,529	2024
Inspirational Gospel Assembly Inc	NY	\$346,179	President	\$31,500	\$27,013	2024
Vision Street Ministries Inc	GA	\$346,018	President	\$95,000	\$93,330	2023
L2I Inc	GA	\$351,567	Metro Co-director	\$81,894	\$80,454	2023
Kingdom Conditioning Ministries	CA	\$352,610	President	\$237,414	\$194,558	2024
Gary & Drenda Keesee Ministries	OH	\$352,916	President	\$157,000	\$157,812	2024
Liberated Living Ministries Inc	OK	\$343,980	President	\$122,400	\$131,687	2023
Twin Oaks Christian Camp And Retreat Center	TX	\$353,881	Executive Director	\$72,038	\$70,408	2023
John Murry Evangelistic Association	MO	\$354,485	President	\$9,300	\$9,624	2023
Mission Support Network	CA	\$354,618	President	\$75,306	\$63,535	2023
The Agape Mission Of Bartlesville Inc	OK	\$355,250	President/executive Direct	\$63,100	\$67,888	2023
Finding Purpose	NC	\$342,136	Executive Di	\$91,721	\$89,942	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
New Harvest Missions International Inc	FL	\$355,577	President	\$84,000	\$74,889	2024
St John #5 Baptist Church Inc	LA	\$355,651	Executive Director	\$12,396	\$13,337	2023
Primera Iglesia Pentecostal Roca De Salvacion Inc	NY	\$355,946	President	\$21,000	\$18,009	2024
Global Mission Nepal Inc	NC	\$340,995	President	\$99,504	\$97,573	2024
10m Foundation	MS	\$356,801	President	\$69,381	\$73,334	2024
Exago Ministries Inc	AR	\$340,559	President	\$170,700	\$182,096	2024
Truthxchange Inc	CA	\$340,510	Executive Di	\$119,947	\$101,199	2023
Women At The Well Ministries	TN	\$357,283	President	\$20,085	\$20,036	2024
Jim Ryun Ministries Inc	FL	\$357,774	Treasurer	\$93,962	\$83,771	2024
On The Go Ministries	TN	\$338,861	President	\$52,885	\$54,314	2023
Baltimore Antioch Leadership Movement	MD	\$359,177	Treasury	\$12,000	\$10,647	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to UT 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 UT 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 **316** organizations. Compensation range \$954–\$220,576; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$348,766); for reference, expenses \$297,746 and assets \$330,735.
ROLE MATCH	William Reel Jr, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	12 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	83 rd
Total compensation (D + F), as reported (no adjustments)	80 th
Reportable pay only (column D), adjusted	88 th
All sources (D + E + F), adjusted	82 nd

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 (William Reel 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 316 similarly situated organizations (Same NTEE sector (X21), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$100,000 is reasonable (approximately the 83rd 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.