

# Snapcap Inc

Executive Director / CEO

EIN 471945269

NY · NTEE E60

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kimberlee Hoyt-folaron, Executive Director / CEO** (\$73,254) against **every comparable organization** that fit the selection criteria — **104** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **39<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Kimberlee Hoyt-folaron — 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 (E60).

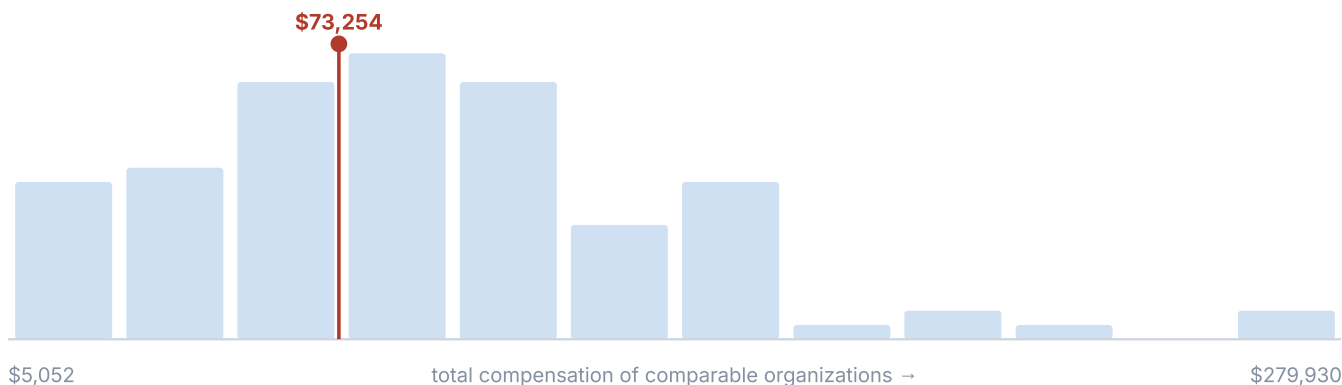
**BUDGET** Total revenue between \$334,747 and \$749,434 — 0.67x to 1.50x the subject's \$499,623 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (E60), nationwide + budget 0.67–1.5x revenue.

**104** organizations qualified on sector, size, and geography

→ **104** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$25,432

\$56,198

\$89,014

\$118,495

\$153,167

**\$73,254**



## ■ 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 NY 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="#">Patrons Of The World's Children</a>	NY	\$500,118	Secretary	\$5,258	<b>\$5,258</b>	2024
<a href="#">Slappy And Monday's Foundation For Laughter</a>	TX	\$494,320	Ceo	\$52,000	<b>\$59,264</b>	2023
<a href="#">Myasthenia Gravis Association</a>	MO	\$490,783	Executive Director	\$76,577	<b>\$89,757</b>	2024
<a href="#">Inadcure Foundation Inc</a>	NJ	\$486,954	President	\$39,999	<b>\$39,522</b>	2024
<a href="#">Owl Advancing Diversity In Leadersh</a>	NC	\$485,601	Executive Di	\$93,180	<b>\$109,695</b>	2023
<a href="#">Hemophilia Foundation Of</a>	MN	\$483,632	Executive Director	\$18,592	<b>\$20,330</b>	2024
<a href="#">Manes For Movement Inc</a>	CA	\$517,636	Treasurer	\$95,135	<b>\$90,911</b>	2024
<a href="#">Pronto International</a>	WA	\$481,162	Executive Director	\$137,221	<b>\$135,957</b>	2024
<a href="#">Helping Hands Health And Wellness</a>	OH	\$476,674	Executive Di	\$50,736	<b>\$59,468</b>	2024
<a href="#">Connecting To Care</a>	CA	\$522,594	Executive Dir.	\$105,611	<b>\$100,921</b>	2024
<a href="#">Allenforce</a>	IL	\$527,798	Ceo	\$56,952	<b>\$60,365</b>	2025
<a href="#">African American Reach &amp; Teach Health Ministry</a>	WA	\$527,922	Executive Director	\$123,552	<b>\$126,030</b>	2023
<a href="#">Allied Community Support Services Inc</a>	NY	\$528,720	Secretary	\$10,600	<b>\$10,600</b>	2024
<a href="#">Lightpath Health</a>	TX	\$463,502	Executive Director	\$147,352	<b>\$163,118</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Baltimore Area Health Education Center</a>	MD	\$536,037	Executive Director	\$133,921	<b>\$138,557</b>	2024
<a href="#">Slamt1d Inc</a>	VT	\$462,702	Chief Executive Officer	\$106,676	<b>\$118,823</b>	2024
<a href="#">Hemato Institute Inc</a>	NY	\$537,151	President	\$106,136	<b>\$109,271</b>	2023
<a href="#">The Greene Foundation</a>	CA	\$458,754	Executive Director	\$69,000	<b>\$65,936</b>	2024
<a href="#">Reach Out Morongo Basin</a>	CA	\$540,861	Executive Dir.	\$64,248	<b>\$63,209</b>	2023
<a href="#">Riverside Medical Clinic Charitable</a>	CA	\$543,240	Executive Director	\$120,333	<b>\$118,386</b>	2023
<a href="#">Totalcare Foundation</a>	TX	\$552,495	President	\$4,564	<b>\$5,052</b>	2024
<a href="#">Plan Of Southwest Ohio Inc</a>	OH	\$557,089	Executive Director	\$73,539	<b>\$88,742</b>	2023
<a href="#">Senior Housing And Resource Management</a>	SC	\$441,998	Executive Director	\$128,077	<b>\$144,055</b>	2025
<a href="#">Milwaukee Community Acupuncture Inc</a>	WI	\$441,890	President	\$56,167	<b>\$66,832</b>	2023
<a href="#">Restoration House Wnc</a>	NC	\$440,895	Executive Director	\$49,333	<b>\$56,411</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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 **104** organizations. Compensation range \$5,052–\$279,930; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$499,623); for reference, expenses \$577,961 and assets \$295,963.
ROLE MATCH	Kimberlee Hoyt-folaron, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	16 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	39 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	42 <sup>nd</sup>
Reportable pay only (column D), adjusted	48 <sup>th</sup>
All sources (D + E + F), adjusted	31 <sup>st</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 (Kimberlee Hoyt-folaron) 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 104 similarly situated organizations (Same NTEE sector (E60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$73,254 is reasonable (approximately the 39<sup>th</sup> 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.