

Marylandonline Inc

Executive Director / CEO

EIN 522214770
 MD · NTEE B40
 FY ending 2023-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Wendy Gilbert, Executive Director / CEO** (\$94,542) against **every comparable organization** that fit the selection criteria — **1197** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **92nd** percentile of comparable organizations above the 90th percentile — board review recommended

Benchmarked executive: Wendy Gilbert — 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 (B40).
BUDGET	Total revenue between \$102,223 and \$228,859 — 0.67x to 1.50x the subject's \$152,573 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (B), nationwide + budget 0.67–1.5x revenue.

1,197 organizations qualified on sector, size, and geography → **1,197** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$7,251	\$19,482	\$39,040	\$62,496	\$89,905	\$94,542
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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 MD 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
Valor Christian High School In	ID	\$152,564	Secretary	\$10,782	\$11,917	2024
Early Leader Child Care Ministries Inc	IN	\$152,455	President	\$15,800	\$17,822	2023
Pinkney Innovation Complex For Science &	MD	\$152,797	Executive Director	\$41,024	\$41,024	2023
The Remnant Academy Inc	TX	\$152,255	President	\$6,032	\$6,269	2024
Maryland Chamber Foundation	MD	\$151,972	President/ceo	\$37,770	\$36,686	2024
Readaloudorg	OH	\$153,201	Executive Dir.	\$110,000	\$121,043	2024
Wonder Institute	WY	\$153,430	Director Of Wonder Lab	\$91,875	\$105,231	2023
Balanced Rock Foundation	CA	\$153,486	Executive Director	\$81,638	\$75,403	2023
Bridge Of Grace Support Corporation	IN	\$151,624	Board Chair	\$2,862	\$3,136	2024
Committee For Excellence In	VA	\$153,577	Executive Di	\$24,000	\$24,075	2024
Huaxia Chinese School At Montgomery Inc	NJ	\$153,698	Board Member	\$1,280	\$1,187	2024
Akademia Jana Pawla li - Polish	NJ	\$151,444	Director	\$5,600	\$5,194	2024
Wyoming Family Home Ownership	WY	\$151,400	Prior Exec D	\$81,474	\$90,641	2024
The Derby Johnson Banks Foundation Inc	GA	\$151,265	Secretary	\$48,890	\$51,072	2024
Mustang Mockingbird Properties	TX	\$151,250	President	\$85,562	\$88,921	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Pure & Simple Truth For Youth Inc	KS	\$153,905	Executive Di	\$24,475	\$27,471	2024
The Ana Grace Project Inc	CT	\$153,958	Executive Director	\$65,000	\$65,188	2023
Iaapa Foundation	FL	\$151,115	President And Ceo	\$41,231	\$41,430	2023
Massachusetts Assoc Of Regional	MA	\$154,204	Executive Di	\$24,000	\$21,829	2025
Florida Home Builders Foundation Inc	FL	\$154,228	Ceo Of Fhba	\$49,839	\$48,643	2024
The Gardens Edge Inc	NM	\$154,271	Executive Dir.	\$14,400	\$16,566	2023
Women Empowering Nations Inc	OK	\$150,850	Executive Director	\$66,995	\$76,643	2024
Hawaii Restaurant Association Educational Foundation	HI	\$150,849	Executive Director	\$25,885	\$24,077	2024
Youth Of The Diaspora	MD	\$154,314	Co Founder	\$21,380	\$20,767	2024
Waverly Free Library	NY	\$150,719	Director	\$44,495	\$41,772	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD 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 MD 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 **1197** organizations. Compensation range \$1–\$458,455; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$152,573); for reference, expenses \$391,328 and assets \$769,929. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Wendy Gilbert, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	206 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	44 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	92 nd
Total compensation (D + F), as reported (no adjustments)	92 nd
Reportable pay only (column D), adjusted	93 rd
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 (Wendy Gilbert) 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 1197 similarly situated organizations (Same NTEE major group (B), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$94,542 is reasonable (approximately the 92nd 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.