

Science And Environmental Policy Project

Executive Director / CEO

EIN 541645372

VA · NTEE C99Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kenneth A Haapala, Executive Director / CEO** (\$120,000) against **every comparable organization** that fit the selection criteria — **110** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **97th** percentile of comparable organizations above the 90th percentile — board review recommended

Benchmarked executive: Kenneth A Haapala — 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 (C99Z).

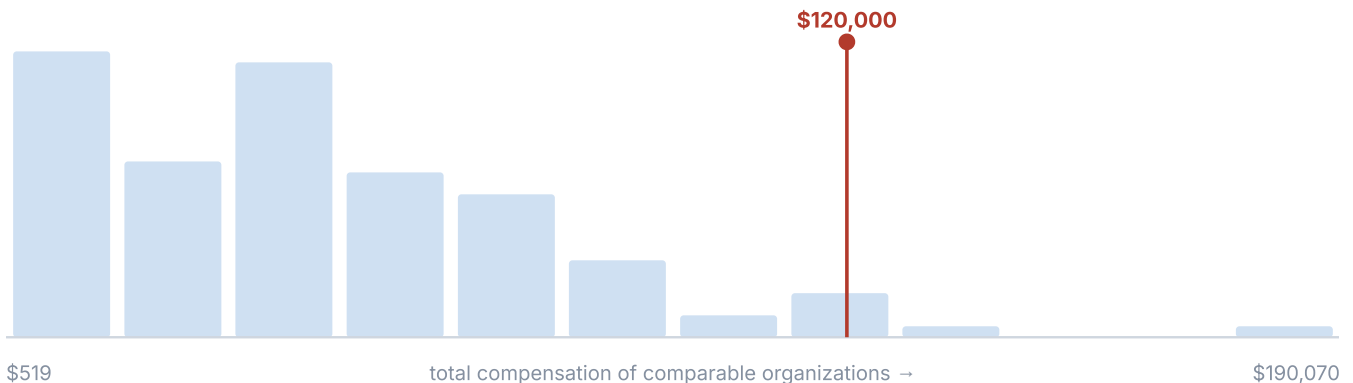
BUDGET Total revenue between \$63,628 and \$142,452 — 0.67x to 1.50x the subject's \$94,968 (the band tightens as size grows).

GEOGRAPHY Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

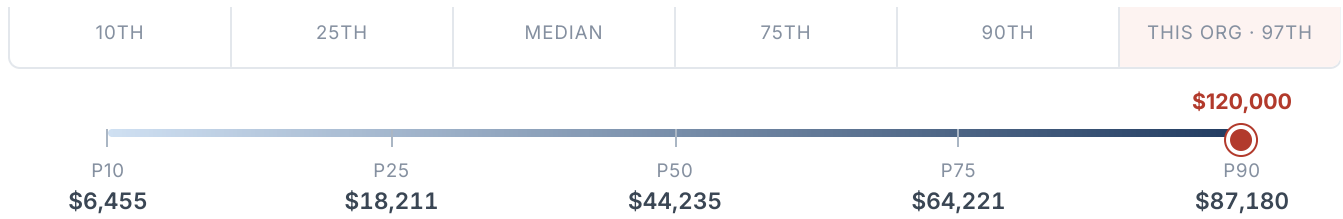
110 organizations qualified on sector, size, and geography

→ **110** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$6,455	\$18,211	\$44,235	\$64,221	\$87,180	\$120,000
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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 VA 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
Pine Hollow Arboretum	NY	\$94,881	Executive Director	\$63,132	\$59,084	2024
Bank Climate Advocates	CA	\$95,372	Executive Dir.	\$73,483	\$67,658	2023
Hoosic River Watershed Association	MA	\$95,496	Executive Director	\$38,946	\$36,246	2024
Sarasota Bay Watch Inc	FL	\$95,871	Executive Director	\$40,000	\$37,915	2025
Logansport Water System	IA	\$93,456	President	\$4,548	\$5,309	2023
Kettle Moraine Land Trust Inc	WI	\$97,080	Managing Director	\$37,500	\$40,561	2024
Kingfisher Trails Inc	OK	\$97,082	President & Ceo	\$30,000	\$35,223	2023
Forestplanet Inc	DC	\$97,102	Executive Di	\$13,000	\$12,164	2023
Whetstone Wood Trust Fund	MA	\$97,108	Trustee	\$52,178	\$48,561	2024
Marsh Haven Nature Center Inc	WI	\$91,639	Director	\$21,600	\$23,363	2024
Buckeye Environmental Network	OH	\$98,606	2025 Direcor	\$75,000	\$82,271	2024
Wild Tree Foundation	CA	\$98,682	Executive Dir.	\$100,000	\$92,073	2023
Walking Humbly Outdoor Adventures Inc	KY	\$99,435	Secretary	\$2,475	\$2,835	2023
Hiy Inc	PA	\$90,485	President - Ceo	\$132,000	\$132,819	2025
Institute For Compatible Development Inc	MS	\$90,433	Advisory Member	\$34,563	\$39,868	2024
Pelican Coast Conservancy Inc	AL	\$90,337	Ceo (Non-vot	\$165,000	\$190,070	2023
Mid-michigan Land Conservancy	MI	\$89,883	Executive Di	\$61,204	\$65,427	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Muskingum Watershed Conservancy	OH	\$100,994	Executive Director	\$51,704	\$56,717	2024
Lake Erie Islands Historical Society	OH	\$101,154	Board Member	\$12,578	\$13,797	2024
The Wildwood Conservation Foundation	CA	\$101,327	Executive Dir.	\$12,000	\$10,732	2024
Keep Athens Limestone Beautiful Inc	AL	\$101,656	Executive Director	\$39,733	\$44,457	2024
Recycling Research Foundation Inc	DC	\$102,115	Executive Director	\$109,074	\$102,060	2023
Tuscarora Wildlife Education Projec	PA	\$102,741	Exec. Direct	\$14,400	\$14,873	2024
Luesther T Mertz Legacy Trust For The	DE	\$102,868	Trustees	\$45,606	\$47,615	2023
Center For Renewables Integration	VA	\$103,045	President	\$73,720	\$75,897	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA 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 VA 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 110 organizations. Compensation range \$519–\$190,070; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$94,968); for reference, expenses \$140,992 and assets \$3,842,929. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Kenneth A Haapala, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	9 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	97 th
Total compensation (D + F), as reported (no adjustments)	97 th
Reportable pay only (column D), adjusted	97 th
All sources (D + E + F), adjusted	92 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 (Kenneth A Haapala) 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 110 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$120,000 is reasonable (approximately the 97th 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.