

Hooves Of Hope Equestrian Center Inc

Executive Director / CEO

EIN 562660309
 KY · NTEE E990
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Laura Friday, Executive Director / CEO** (\$48,001) against **every comparable organization** that fit the selection criteria — **48** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

Benchmarked executive: Laura Friday — 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 (E990).

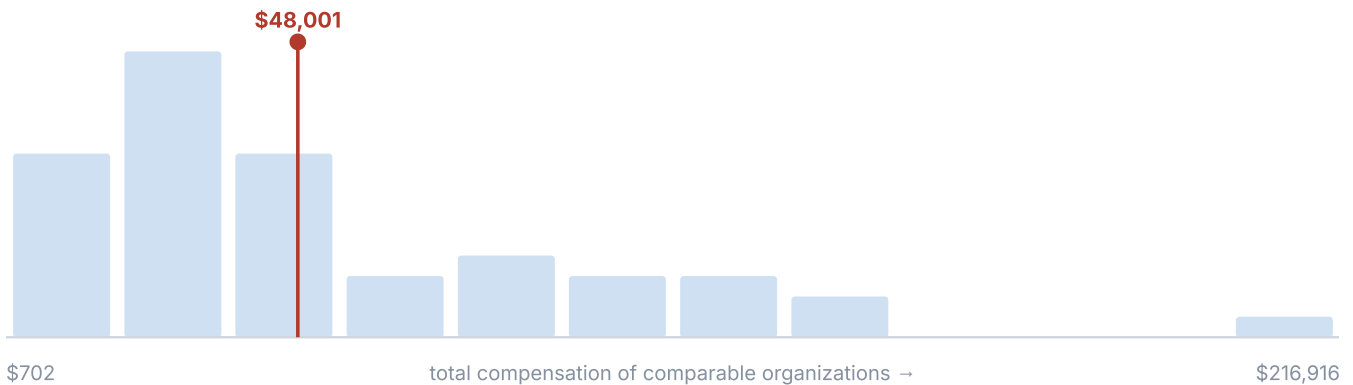
BUDGET Total revenue between \$195,883 and \$438,546 — 0.67x to 1.50x the subject's \$292,364 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (E99), nationwide + budget 0.67–1.5x revenue.

48 organizations qualified on sector, size, and geography

→ **48** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,631	\$27,771	\$39,193	\$75,556	\$112,520	\$48,001
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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 KY 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
Messengers For Health	MT	\$292,200	Executive Director	\$88,626	\$91,547	2023
Region li Emergency Medical Services	NM	\$297,078	Employee	\$36,400	\$37,516	2023
Minnesota Masonic Children's Clinic For	MN	\$299,202	President/ceo - Charities	\$34,208	\$32,391	2023
Mountainside Hospital Medical Staff	NJ	\$300,341	President	\$35,000	\$29,086	2024
Epiphany Project Inc	AZ	\$281,911	Co-president	\$47,333	\$42,370	2024
From Fatherless To Fearless	OH	\$303,056	Ceo	\$118,125	\$119,892	2023
Northwest Medical Center Foundation Inc	MO	\$280,795	President/ceo	\$28,195	\$28,617	2023
What To Expect Project	DC	\$280,090	President & E.d	\$132,652	\$108,348	2024
Harbor Emergency Medical Education Foundation	CA	\$277,634	Research Assistant	\$8,980	\$7,217	2024
Amery Regional Medical Center Foundation	MN	\$307,461	President	\$67,666	\$62,233	2024
Massachusetts Health Council Inc	MA	\$308,333	Ceo	\$147,950	\$123,747	2024
Seashore Gardens Foundation	NJ	\$272,798	Treasurer	\$253,529	\$216,916	2023
West Oakland Health Facilities	CA	\$315,643	Ceo	\$2,481	\$1,994	2024
Climatework Maine	ME	\$268,900	Director	\$117,335	\$109,360	2024
Inteleos Foundation Inc	MD	\$267,449	Ceo/executive Director	\$40,758	\$35,467	2024
The Medical Center Auxiliary	PA	\$265,169	President & Ceo	\$42,768	\$40,870	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Giving Health Inc	GA	\$263,218	Chief Medical Dir	\$750	\$702	2024
Healthy Hearts Institute	CA	\$262,570	Board Chair	\$42,857	\$35,463	2023
C-line Counseling Center	NJ	\$260,477	Executive Director	\$16,500	\$13,712	2024
Gout Support Group Of America	FL	\$325,280	Former President	\$42,000	\$36,725	2024
Upper Midlands Rural Health Network	SC	\$258,850	Executive Dir.	\$94,561	\$94,534	2023
Life Resources Of Georgia Inc	GA	\$255,952	Executive Di	\$44,098	\$41,271	2024
Forbes Medical Staff Fund	PA	\$253,879	President	\$20,000	\$18,564	2024
Wings Home	MI	\$336,554	Executive Director	\$13,592	\$13,443	2023
Pontifex Inc	OH	\$248,028	President	\$52,000	\$52,778	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KY 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 KY 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	48 organizations. Compensation range \$702–\$216,916; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$292,364); for reference, expenses \$266,348 and assets \$103,266.
ROLE MATCH	Laura Friday, 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	65 th
Total compensation (D + F), as reported (no adjustments)	58 th
Reportable pay only (column D), adjusted	67 th
All sources (D + E + F), adjusted	48 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 (Laura Friday) 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 48 similarly situated organizations (Same NTEE sector (E99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$48,001 is reasonable (approximately the 65th 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.