

Braided River

Executive Director / CEO

EIN 743237319
 WA · NTEE C123
 FY ending 2024-09-30
 June 13, 2026

This analysis benchmarks the total compensation of **Helen Cherullo, Executive Director / CEO** (\$11,431) against **every comparable organization** that fit the selection criteria — **792** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 4th percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Helen Cherullo — 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 (C123).
BUDGET	Total revenue between \$306,364 and \$685,890 — 0.67x to 1.50x the subject's \$457,260 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

792 organizations qualified on sector, size, and geography → **792** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,492	\$56,047	\$81,683	\$106,792	\$136,233	\$11,431
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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 WA 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
Womens Environmental Institute At Amador Hill	MN	\$457,413	Director Of Operations	\$6,900	\$7,615	2024
Graylag Nature Preserve Inc	NH	\$456,956	Executive Director	\$84,165	\$86,803	2024
Friends Of The Kaw Inc	KS	\$457,690	Executive Di	\$78,700	\$94,965	2024
Guardians Of Flushing Bay Inc	NY	\$457,704	Executive Dir.	\$86,205	\$87,006	2024
Keep Northern Illinois Beautiful	IL	\$456,498	Executive Di	\$65,343	\$71,752	2024
Smart Energy Consumer Collaborative	GA	\$458,027	Deputy Director	\$105,313	\$118,273	2024
Charge Across Town	CA	\$456,411	Executive Dir.	\$95,833	\$92,429	2024
La Plata Open Space Conservancy	CO	\$458,132	Executive Director	\$104,589	\$115,324	2023
Louisville Nature Center Inc	KY	\$458,209	Executive Director	\$78,440	\$94,128	2024
Native American Environmental	CA	\$458,322	Executive Dir.	\$69,450	\$66,983	2024
Blue Heron Nature Preserve Inc	GA	\$455,759	Executive Dir.	\$21,745	\$24,421	2024
Defiende Venezuela Inc	FL	\$458,837	President	\$24,750	\$25,970	2024
Luckiamute Watershed Council	OR	\$458,859	Exec Directo	\$28,333	\$29,388	2024
Tacoma Tree Foundation	WA	\$459,145	Executive Director	\$80,639	\$83,021	2023
Southeastern Cave Conservancy Inc	TN	\$459,153	Executive Director	\$63,560	\$74,623	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
St Bartholomew's Conservancy Inc	NY	\$454,826	Executive Director	\$127,870	\$132,870	2023
Middle Colorado Watershed Council	CO	\$454,149	Executive Director	\$93,526	\$103,126	2023
Woodland Arboretum Foundation	OH	\$453,725	Pres/ceo Woodland Cemetery	\$17,906	\$21,183	2024
Colorado Watershed Assembly	CO	\$453,242	Executive Director	\$72,000	\$79,390	2023
Savannah Riverkeeper Inc	GA	\$461,387	Executive Di	\$53,880	\$60,511	2024
Keep The Tennessee River Beautiful	TN	\$453,131	Custodian Of	\$69,282	\$81,341	2024
New River Land Trust	VA	\$453,108	Executive Di	\$84,038	\$90,631	2024
Institute For Earth Education	WV	\$452,778	International Chair	\$7,200	\$8,965	2023
Stamford Land Conservation Trust Inc	CT	\$452,719	Director	\$1,130	\$1,218	2023
Blue Ridge Discovery Center Inc	VA	\$461,990	Executive Di	\$65,423	\$70,555	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WA 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 WA 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 792 organizations. Compensation range \$340–\$967,969; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$457,260); for reference, expenses \$483,748 and assets \$522,153.

ROLE MATCH	Helen Cherullo, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	38 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	23 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	4 th
Total compensation (D + F), as reported (no adjustments)	5 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	86 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 (Helen Cherullo) 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 13, 2026, comparing compensation against 792 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$11,431 is reasonable (approximately the 4th 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 13, 2026.