

# One Earth Conservation

Executive Director / CEO

EIN 812059074

NY · NTEE C30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Gail Goldstein Koelln, Executive Director / CEO** (\$22,982) against **every comparable organization** that fit the selection criteria — **96** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 21<sup>st</sup> percentile of comparable organizations**

below the typical range for comparable organizations

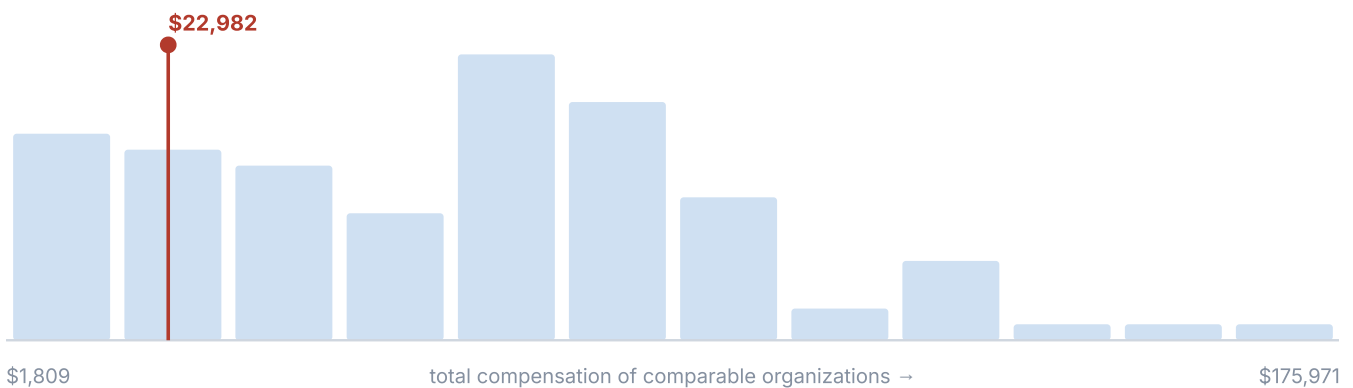
**Benchmarked executive:** Gail Goldstein Koelln — reported title “VICE PRESIDENT & SECRETARY”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C30).
BUDGET	Total revenue between \$135,745 and \$303,907 — 0.67x to 1.50x the subject's \$202,605 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (C30), nationwide + budget 0.67–1.5x revenue.

**96** organizations qualified on sector, size, and geography → **96** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,158	\$26,941	\$64,123	\$83,479	\$101,277	<b>\$22,982</b>
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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 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="#">Overland Expo Foundation Incorporated</a>	IN	\$202,559	Executive Director	\$32,000	<b>\$37,345</b>	2024
<a href="#">Downwinders At Risk Education Fund</a>	TX	\$203,759	Executive Dir.	\$43,750	<b>\$48,431</b>	2024
<a href="#">Restoring The Lake Depths</a>	NV	\$205,234	Executive Dir.	\$69,856	<b>\$77,490</b>	2024
<a href="#">Coastal Shores Inc</a>	VA	\$205,828	President	\$42,769	<b>\$45,700</b>	2024
<a href="#">Wisconsin Bear Hunters Association Inc</a>	WI	\$206,383	President	\$6,000	<b>\$6,934</b>	2024
<a href="#">Blue Mountains Forest Partners</a>	OR	\$206,916	Executive Dir.	\$77,700	<b>\$79,852</b>	2024
<a href="#">The North Skunk River Greenbelt Association</a>	IA	\$207,310	Treasurer Executive Director	\$16,273	<b>\$20,301</b>	2023
<a href="#">Paddle Antrim</a>	MI	\$207,391	Executive Di	\$80,128	<b>\$91,526</b>	2024
<a href="#">Netcorps</a>	OR	\$207,493	Executive Di	\$67,458	<b>\$69,326</b>	2024
<a href="#">Monterey Audubon Society</a>	CA	\$208,868	Executive Director	\$27,221	<b>\$25,341</b>	2025
<a href="#">Ocean Fest Inc</a>	NC	\$195,966	Event Operations Manager	\$22,917	<b>\$26,979</b>	2023
<a href="#">Ocean Agency</a>	RI	\$209,769	President & Ceo	\$105,173	<b>\$111,604</b>	2024
<a href="#">Valley In Motion</a>	PA	\$212,338	President	\$89,675	<b>\$98,964</b>	2024
<a href="#">Philadelphia Community Farm Inc</a>	WI	\$212,883	President	\$4,548	<b>\$5,256</b>	2024
<a href="#">Indiana Land Protection Alliance</a>	IN	\$213,769	Executive Director	\$77,500	<b>\$93,116</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">I-20 Wildlife Preserve &amp; Jenna Welch</a>	TX	\$214,236	Executive Dir.	\$59,249	<b>\$67,526</b>	2023
<a href="#">Preserve Historic Sleeping Bear</a>	MI	\$216,955	Executive Director	\$32,000	<b>\$36,552</b>	2024
<a href="#">Friends Of Lake Elmo's</a>	MN	\$217,060	Board Member	\$2,013	<b>\$2,201</b>	2024
<a href="#">The River Project</a>	CA	\$220,622	President	\$6,384	<b>\$6,281</b>	2023
<a href="#">Lake Heritage Parks Foundation Inc</a>	IN	\$221,458	Executive Director	\$11,495	<b>\$13,415</b>	2024
<a href="#">Riverwood Nature Center Inc</a>	WI	\$223,054	President	\$18,862	<b>\$21,800</b>	2024
<a href="#">Florida Coastal Conservancy</a>	FL	\$180,492	President	\$35,250	<b>\$36,646</b>	2024
<a href="#">Aquatic Ecosystem Restoration</a>	MI	\$180,120	Executive Di	\$20,000	<b>\$22,845</b>	2024
<a href="#">The New Nature Foundation</a>	PA	\$225,354	President	\$59,000	<b>\$65,112</b>	2024
<a href="#">Energy &amp; Conservation Law</a>	CO	\$225,726	Executive Dir.	\$132,385	<b>\$140,480</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	96 organizations. Compensation range \$1,809–\$175,971; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$202,605); for reference, expenses \$251,893 and assets \$120,719.
ROLE MATCH	Gail Goldstein Koelln, reported title <i>"VICE PRESIDENT &amp; SECRETARY"</i> , benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an</b>

**exact title match — the board should confirm this is a comparable role.**

RELATED-ORG PAY	2 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	21 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	22 <sup>nd</sup>
Reportable pay only (column D), adjusted	24 <sup>th</sup>
All sources (D + E + F), adjusted	21 <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 (Gail Goldstein Koelln) 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 96 similarly situated organizations (Same NTEE sector (C30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$22,982 is reasonable (approximately the 21<sup>st</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.