

# Team Bright Side Inc

Executive Director / CEO

EIN 814599905

IL · NTEE H12

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Nic Ruley, Executive Director / CEO** (\$27,000) against **every comparable organization** that fit the selection criteria — **27** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **15<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

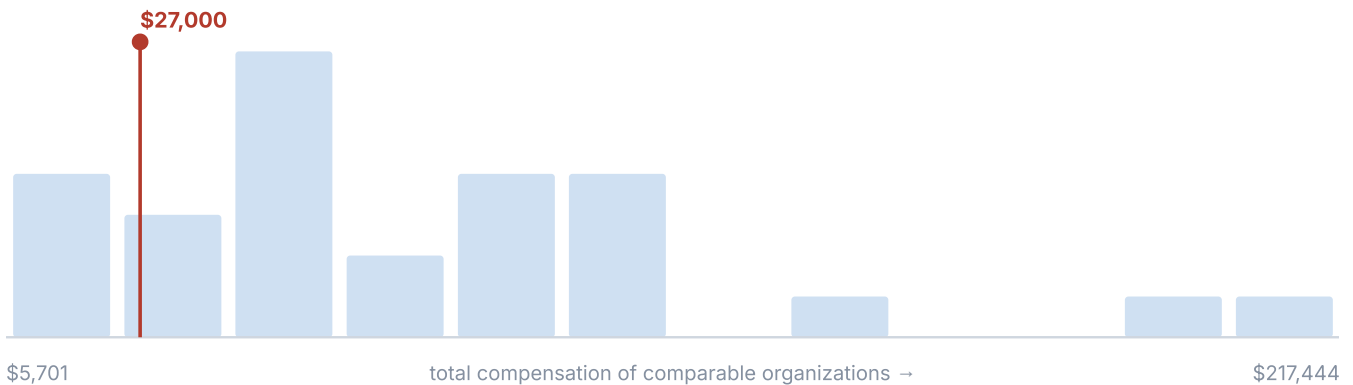
**Benchmarked executive:** Nic Ruley — reported title “VICE PRESIDENT”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

- SECTOR Organizations sharing the subject's NTEE classification (H12).
- BUDGET Total revenue between \$247,106 and \$553,222 — 0.67x to 1.50x the subject's \$368,815 (the band tightens as size grows).
- GEOGRAPHY Same NTEE sector (H12), nationwide + budget 0.67–1.5x revenue.

**27** organizations qualified on sector, size, and geography → **27** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$15,702</b>	<b>\$39,190</b>	<b>\$55,149</b>	<b>\$95,011</b>	<b>\$120,791</b>	<b>\$27,000</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 IL 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="#">Emily Whitehead Foundation</a>	PA	\$369,089	President	\$12,000	<b>\$12,172</b>	2023
<a href="#">Rock County Cancer Coalition Inc</a>	WI	\$388,662	Executive Di	\$73,148	<b>\$75,475</b>	2024
<a href="#">Foundation For Physical Medicine</a>	IL	\$398,965	Executive Director	\$27,886	<b>\$27,086</b>	2024
<a href="#">Solving Kids' Cancer Inc</a>	NY	\$333,401	Former Exec	\$157,018	<b>\$140,182</b>	2024
<a href="#">All Sports Foundation Inc</a>	AZ	\$405,009	Ceo	\$88,962	<b>\$84,530</b>	2024
<a href="#">Asbestos Disease Awareness Organization Inc</a>	CA	\$332,179	President	\$120,000	<b>\$102,376</b>	2024
<a href="#">The Ryan Anthony Foundation</a>	TX	\$331,591	Exec. Dir./p	\$48,000	<b>\$48,840</b>	2023
<a href="#">Childrens Skin Disease Foundation</a>	CA	\$331,103	Executive Dir.	\$54,966	<b>\$46,893</b>	2024
<a href="#">New England Parkinsons Ride</a>	NH	\$330,154	Executive Director	\$108,500	<b>\$98,982</b>	2024
<a href="#">Jb's Keys To Dmd Inc</a>	MA	\$415,859	President	\$48,000	<b>\$42,616</b>	2024
<a href="#">The Bee Foundation</a>	PA	\$420,206	Executive Dir.	\$48,333	<b>\$47,620</b>	2024
<a href="#">Larry Burkett Foundation Inc</a>	GA	\$309,567	Ceo	\$36,000	<b>\$35,763</b>	2024
<a href="#">The Broach Foundation For Brain Cancer Research</a>	TX	\$428,451	Executive Director	\$52,000	<b>\$51,391</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Sugar Ray Leonard Foundation</a>	CA	\$302,891	Executive Director	\$96,000	<b>\$81,901</b>	2024
<a href="#">Gootter-jensen Foundation</a>	AZ	\$439,555	Vice President	\$6,000	<b>\$5,701</b>	2024
<a href="#">Caroline Symmes Inc</a>	IN	\$290,676	President	\$8,333	<b>\$8,682</b>	2024
<a href="#">Dubai Harvard Foundation For</a>	MA	\$447,941	Executive Director	\$69,603	<b>\$63,620</b>	2023
<a href="#">Albie Aware Inc</a>	CA	\$288,875	Executive Director	\$111,546	<b>\$97,974</b>	2023
<a href="#">The Norma Livingston Ovarian Cancer</a>	AL	\$284,799	Executive Director	\$79,417	<b>\$87,270</b>	2023
<a href="#">Asxl Rare Research Endowment Foundation</a>	ME	\$283,786	Executive Director	\$105,900	<b>\$107,863</b>	2023
<a href="#">St Louis Life Sciences Project</a>	MO	\$479,877	President/secretary/treasu	\$201,834	<b>\$217,444</b>	2023
<a href="#">A Glimmer Of Hope Inc</a>	PA	\$256,560	Executive Director	\$17,800	<b>\$18,056</b>	2023
<a href="#">Knox Martin Foundation</a>	GA	\$488,266	President/ce	\$90,000	<b>\$92,048</b>	2023
<a href="#">Dragonheart Vermont Inc</a>	VT	\$516,116	Former Exec Dir	\$30,973	<b>\$30,800</b>	2024
<a href="#">Light Of Day Foundation Inc</a>	NJ	\$538,469	Executive Director	\$51,000	<b>\$46,317</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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](http://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT	27 organizations. Compensation range \$5,701–\$217,444; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$368,815); for reference, expenses \$452,714 and assets \$401,314.
ROLE MATCH	Nic Ruley, reported title "VICE PRESIDENT", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	15 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	15 <sup>th</sup>
Reportable pay only (column D), adjusted	22 <sup>nd</sup>
All sources (D + E + F), adjusted	15 <sup>th</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 (Nic Ruley) 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 27 similarly situated organizations (Same NTEE sector (H12), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$27,000 is reasonable (approximately the 15<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date] , by a vote of [\_\_ for / \_\_ against] .

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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.