

Sketchpad Inc

Executive Director / CEO

EIN 824926236

IL · NTEE X30

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Dana Kresel, Executive Director / CEO** (\$87,237) against **every comparable organization** that fit the selection criteria — **82** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62nd** percentile of comparable organizations within the typical range

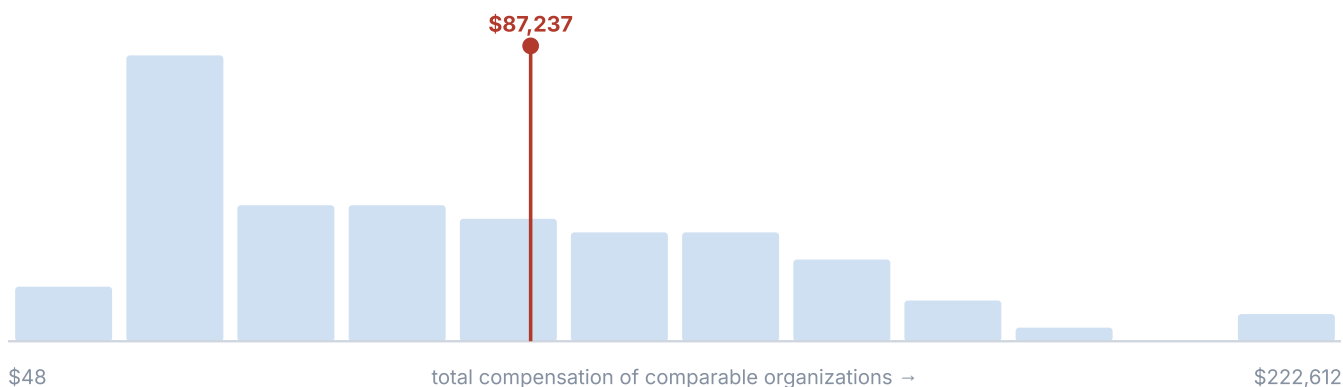
Benchmarked executive: Dana Kresel — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X30).
BUDGET	Total revenue between \$314,995 and \$705,214 — 0.67x to 1.50x the subject's \$470,143 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X30), nationwide + budget 0.67–1.5x revenue.

82 organizations qualified on sector, size, and geography → **82** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,286	\$35,939	\$66,309	\$108,767	\$140,920	\$87,237
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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
The Den Collective Inc	MD	\$470,068	Rabbi, Executive Director	\$157,238	\$141,494	2025
Under The Fig Tree Ministries Inc	MI	\$470,770	Executive Di	\$63,417	\$66,581	2023
Friends Of Hillel At Stony Brook Inc	NY	\$473,282	Executive Director	\$60,557	\$55,661	2023
Yeshivas Reb Chaim Ozer Inc	NJ	\$473,499	Officer	\$73,380	\$64,730	2024
Monmouth Torah Links Inc	NJ	\$475,697	President	\$98,070	\$89,064	2023
Collective Kindness Inc	NY	\$476,598	Ceo	\$36,000	\$32,140	2024
Mobile Mitzvah Center Inc	NY	\$479,466	Ceo	\$32,800	\$30,148	2023
Foundation 70 Inc	NY	\$486,941	President	\$200,000	\$178,555	2024
Devar Emet Messianic Jewish	IL	\$452,270	President	\$65,833	\$63,944	2024
American Friends Of Chabad By The Galler	TX	\$451,973	Director	\$16,442	\$16,249	2024
Adventure Rabbi Synagogue Wo Walls	CO	\$450,830	Secretary	\$127,895	\$121,163	2024
Shefa Jewish Psychedelic Support	CA	\$450,617	Founder & Ceo	\$139,389	\$122,430	2023
Congregation Tof Luh Vin Shaya Inc	NJ	\$450,473	Trustee	\$2,000	\$1,816	2023
Hilchasa Krav Institute	PA	\$491,749	President	\$123,270	\$121,452	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Academic Torah Institute Inc	NY	\$495,377	Trustee / Executive Direct	\$146,590	\$130,872	2024
Society For Humanistic Judaism	MI	\$496,422	Executive Di	\$134,335	\$141,037	2023
Roots Of Reform Judaism Inc	OH	\$438,314	Rabbinic Director	\$110,550	\$115,683	2024
Youth Network Of Florida Inc	FL	\$436,091	Director	\$54,805	\$50,867	2024
Friends Of Jhubla	CA	\$433,384	President/director	\$126,000	\$107,494	2024
The Foundation For Sephardic Camp	WA	\$506,953	Director	\$57,500	\$50,862	2024
Ohr Halacha Inc	NJ	\$515,218	Director	\$42,000	\$37,049	2024
Jewish-christian Discovery Center Inc	GA	\$419,543	President	\$20,800	\$20,663	2024
Final Frontier Ministries Inc	TN	\$416,343	Pres & Exec Dir	\$24,000	\$24,282	2025
Yagdil Torah Inc	NY	\$414,836	Director	\$74,256	\$66,294	2024
Kulanu Yachad International Inc	MO	\$413,209	Treasurer	\$45,000	\$47,090	2024

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.

● Sample, role match & sensitivity

PEER COUNT **82** organizations. Compensation range \$48–\$222,612; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$470,143); for reference, expenses \$389,109 and assets \$570,791.
ROLE MATCH	Dana Kresel, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this 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	62 nd
Total compensation (D + F), as reported (no adjustments)	59 th
Reportable pay only (column D), adjusted	71 st
All sources (D + E + F), adjusted	60 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 (Dana Kresel) 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 82 similarly situated organizations (Same NTEE sector (X30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$87,237 is reasonable (approximately the 62nd 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.