

# National Historic Trails Center

Executive Director / CEO

EIN 830299201  
 WY · NTEE C30Z  
 FY ending 2024-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Gena Jensen, Executive Director / CEO** (\$40,000) against **every comparable organization** that fit the selection criteria — **65** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65<sup>th</sup>** percentile of comparable organizations within the typical range

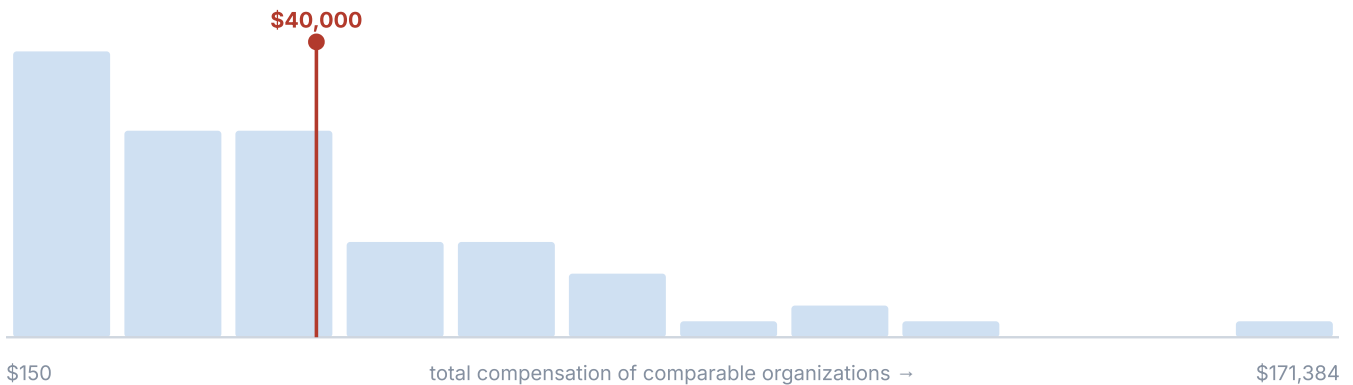
**Benchmarked executive:** Gena Jensen — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C30Z).
BUDGET	Total revenue between \$45,710 and \$102,337 — 0.67x to 1.50x the subject's \$68,225 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

**65** organizations qualified on sector, size, and geography → **65** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$3,674	\$11,215	\$29,464	\$54,794	\$79,413	<b>\$40,000</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 WY 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="#">Community Counts Colorado Inc</a>	CO	\$67,973	Executive Di	\$23,100	<b>\$21,296</b>	2023
<a href="#">Pines And Prairies Land Trust</a>	TX	\$67,739	Executive Director	\$76,210	<b>\$73,295</b>	2023
<a href="#">Lake Erie Waterkeeper Inc</a>	OH	\$67,619	Executive Director	\$6,000	<b>\$5,935</b>	2024
<a href="#">Center For Ecological Living &amp; Learning</a>	MD	\$69,268	President	\$94,952	<b>\$82,900</b>	2024
<a href="#">Foothill Conservancy</a>	CA	\$66,411	Executive Director	\$26,926	<b>\$21,713</b>	2024
<a href="#">Go Alliance</a>	OR	\$70,080	Director, President, Executive Director	\$76,680	<b>\$66,500</b>	2024
<a href="#">Solar Austin</a>	TX	\$66,281	Executive Director	\$26,833	<b>\$25,066</b>	2024
<a href="#">Meeker Memorial Hospital Foundation</a>	MN	\$70,214	Foundation Director	\$12,154	<b>\$11,215</b>	2024
<a href="#">Oakfield Conservation Club</a>	WI	\$65,968	President	\$500	<b>\$502</b>	2023
<a href="#">Little Miami Watershed Network</a>	OH	\$70,815	Executive Di	\$25,000	<b>\$25,458</b>	2023
<a href="#">2c Mississippi Towards Sustainable</a>	MS	\$73,380	President	\$61,091	<b>\$65,417</b>	2023
<a href="#">Around The World In Eighty Fabrics</a>	CA	\$73,510	Director	\$5,652	<b>\$4,558</b>	2024
<a href="#">Our Zero Waste Future Incorporated</a>	MD	\$74,295	Executive Dir	\$11,440	<b>\$9,988</b>	2024
<a href="#">Carmel River Watershed Conservancy</a>	CA	\$74,463	Executive Director/vice President	\$48,000	<b>\$39,850</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">First People's Conservation Council</a>	LA	\$61,737	President	\$3,000	<b>\$3,085</b>	2024
<a href="#">Dahlia Hill Society Of Midland</a>	MI	\$76,529	Executive Di	\$43,141	<b>\$41,584</b>	2024
<a href="#">Ecocity Builders</a>	CA	\$76,917	Executive Director	\$78,460	<b>\$63,270</b>	2024
<a href="#">Islands First Inc</a>	NY	\$58,985	Executive Director	\$50,317	<b>\$43,715</b>	2023
<a href="#">Damascus Citizens For Sustainability Inc</a>	PA	\$77,599	Chairperson	\$22,500	<b>\$20,954</b>	2024
<a href="#">350org Action Fund</a>	MA	\$58,516	Executive Director	\$34,973	<b>\$29,349</b>	2024
<a href="#">Friends Of Merrymeeting Bay</a>	ME	\$58,443	Database Manager	\$155	<b>\$150</b>	2023
<a href="#">Looptfoundation</a>	OR	\$78,031	Executive Di	\$33,000	<b>\$29,464</b>	2023
<a href="#">Worldopt Institute Inc</a>	HI	\$58,166	Secretary	\$13,221	<b>\$11,054</b>	2024
<a href="#">Bristol Virginia Public Schools Education Foundation</a>	VA	\$57,923	Executive Director	\$28,554	<b>\$26,507</b>	2023
<a href="#">Curry Community Cares Inc</a>	OR	\$78,732	Store Manager	\$22,600	<b>\$20,179</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WY 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 WY 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** 65 organizations. Compensation range \$150–\$171,384; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$68,225); for reference, expenses \$135,802 and assets \$6,205,568. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Gena Jensen, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 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 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	63 <sup>rd</sup>
Reportable pay only (column D), adjusted	68 <sup>th</sup>
All sources (D + E + F), adjusted	57 <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 (Gena Jensen) 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 65 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$40,000 is reasonable (approximately the 65<sup>th</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.