

# Trust Uw Of William C Goertz

Executive Director / CEO

EIN 832429257

NJ · NTEE T99

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jane Coughran, Executive Director / CEO** (\$4,800) against **every comparable organization** that fit the selection criteria — **153** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **10<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

**Benchmarked executive:** Jane Coughran — reported title "TRUSTEE", 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 (T99).
BUDGET	Total revenue between \$35,692 and \$79,909 — 0.67x to 1.50x the subject's \$53,273 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (T), nationwide + budget 0.67–1.5x revenue.

**153** organizations qualified on sector, size, and geography → **153** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$5,373	\$11,089	\$25,735	\$40,770	\$82,788	\$4,800
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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 NJ 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="#">Maine Better Transportation</a>	ME	\$53,343	Secretary/tr	\$11,610	<b>\$13,021</b>	2024
<a href="#">Hilliard Family Foundation Inc</a>	WI	\$53,060	Board Secretary	\$4,819	<b>\$5,637</b>	2024
<a href="#">Hospice Foundation Of Oklahoma</a>	OK	\$53,633	Secretary	\$25,864	<b>\$32,840</b>	2023
<a href="#">United Way Of Rusk County Inc</a>	TX	\$53,642	Cmp Chr/exe Dir	\$4,810	<b>\$5,548</b>	2023
<a href="#">The Joseph B Vandervelden Foundation</a>	OR	\$52,502	President	\$3,000	<b>\$3,213</b>	2023
<a href="#">The Howard V Moore Foundation</a>	AZ	\$52,403	Director	\$10,000	<b>\$11,089</b>	2023
<a href="#">Kids Against Hunger - Your Quad Cities</a>	IA	\$54,173	President / Secetary	\$18,000	<b>\$22,074</b>	2024
<a href="#">Nathalie &amp; Theodore Jones Charitable</a>	MA	\$52,285	Trustee	\$10,643	<b>\$10,712</b>	2024
<a href="#">Kay Trust Co Twin Lakes Baptist Church</a>	CA	\$54,511	President	\$116,052	<b>\$112,239</b>	2024
<a href="#">Sts Philip And James Grade School</a>	OH	\$54,606	Trustee, Principal	\$11,166	<b>\$13,246</b>	2024
<a href="#">Marshall Hospital Foundation</a>	TX	\$54,922	President/ceo	\$269,993	<b>\$311,427</b>	2023
<a href="#">Nathalie &amp; Theodore Jones Charitable</a>	MA	\$55,065	Trustee	\$10,969	<b>\$11,040</b>	2024
<a href="#">Taylor Strickland Legacy Foundation</a>	GA	\$51,150	Officer	\$15,000	<b>\$16,892</b>	2024
<a href="#">Rose Hill Foundation Inc</a>	NY	\$51,043	Chief Executive Officer	\$47,523	<b>\$48,097</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Ptha Charities</a>	PA	\$55,537	Executive Director/secretary	\$30,031	<b>\$33,542</b>	2024
<a href="#">Woodland Public Charity</a>	MO	\$50,822	Program Manager	\$12,500	<b>\$14,828</b>	2024
<a href="#">Martha O'bryan Foundation Inc</a>	TN	\$50,818	Ceo	\$20,575	<b>\$24,939</b>	2023
<a href="#">George T Swain &amp; Olga C Swain</a>	WV	\$50,444	Director	\$500	<b>\$591</b>	2025
<a href="#">Robert J Levenson Family Supporting</a>	MI	\$50,398	Treasurer	\$26,189	<b>\$30,276</b>	2024
<a href="#">Lawrence C Sherman Family Foundation</a>	OH	\$50,287	Treasurer Thru 6/29/23	\$40,331	<b>\$49,256</b>	2023
<a href="#">The Miss America Foundation Inc</a>	NJ	\$50,215	Ceo	\$174,352	<b>\$179,502</b>	2023
<a href="#">Bay Harbor Foundation</a>	MI	\$56,553	Executive Director	\$8,000	<b>\$9,521</b>	2023
<a href="#">The Emily Program Foundation</a>	MN	\$49,487	Secretary	\$17,084	<b>\$19,466</b>	2023
<a href="#">Zimmerman Fund For Children</a>	MD	\$57,128	Public Director	\$36,499	<b>\$38,219</b>	2024
<a href="#">Downtown South Bend Inc Foundation</a>	IN	\$49,393	Exec Director	\$13,631	<b>\$16,100</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ 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 NJ 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	153 organizations. Compensation range \$305–\$311,427; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$53,273); for reference, expenses \$8,938 and assets \$1,422,456. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Jane Coughran, reported title "TRUSTEE", 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	90 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	15 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	10 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	10 <sup>th</sup>
Reportable pay only (column D), adjusted	67 <sup>th</sup>
All sources (D + E + F), adjusted	7 <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 (Jane Coughran) 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 153 similarly situated organizations (Same NTEE major group (T), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$4,800 is reasonable (approximately the 10<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.