

Coalition For A Safer Web

Executive Director / CEO

EIN 842261574
 DC · NTEE M11
 FY ending 2024-05-31
 June 9, 2026

This analysis benchmarks the total compensation of **Marc Ginsberg, Executive Director / CEO** (\$10,000) against **every comparable organization** that fit the selection criteria — **334** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **38th** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (M11).
BUDGET	Total revenue between \$308,793 and \$691,329 — 0.67x to 1.50x the subject's \$460,886 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (M), nationwide + budget 0.67–1.5x revenue.

334 organizations qualified on sector, size, and geography → **334** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$1,441	\$5,113	\$19,530	\$69,358	\$107,084	\$10,000
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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 DC 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
Bartlett Jackson Emergency Services	NH	\$462,096	Exec Director	\$66,425	\$69,894	2024
Parkton Fire And Rescue Inc	NC	\$462,628	Fire Chief	\$5,760	\$6,782	2024
The North Stonington Volunteer Fire	CT	\$463,049	Chief	\$10,769	\$11,846	2023
Central Alexander Fire Department	NC	\$463,632	Chief/ex Off	\$24,845	\$28,501	2025
Last Call Foundation Inc	MA	\$458,135	Executive Di	\$53,170	\$54,448	2024
Stafford Fire Department Inc	NY	\$464,010	Secretary	\$900	\$927	2024
The Crash Foundation	DC	\$464,567	Executive Director	\$156,847	\$156,847	2024
Kohlsville Volunteer Fire Co	WI	\$465,328	Chief	\$650	\$774	2024
Lamott Fire Company No 1	PA	\$467,417	Trustee	\$2,126	\$2,416	2024
Humboldt Fire Department Inc	SD	\$467,960	Chief	\$120	\$156	2023
Fire District 28 Inc	NC	\$468,115	Chief	\$68,549	\$80,714	2024
Inlet Volunteer Emergency Services	NY	\$468,853	Squad Captai	\$69,360	\$71,423	2024
Mansfield Hose Company	PA	\$469,849	Treasurer	\$900	\$1,053	2023
Solidarity Inc	PA	\$470,062	President	\$33,210	\$37,740	2024
Lodi Volunteer Ambulance Rescue Squad Inc	NJ	\$449,326	Secretary	\$6,200	\$6,494	2023
Wilderness Volunteer Fire Department Inc	WV	\$448,811	Chairman	\$10,932	\$13,887	2023
Goodwill Fire Co No 1 Of York Twp	PA	\$448,641	Co-treasurer	\$3,206	\$3,643	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Wicksburg Volunteer Fire & Rescue	AL	\$473,763	Chief	\$45,001	\$55,401	2024
Exeter Volunteer Fire Department #1 Inc	RI	\$474,368	Chief	\$21,586	\$23,587	2024
West Chester Volunteer Firemans	PA	\$446,136	President	\$5,850	\$6,648	2024
National Ohv Insurance & Services	WI	\$446,105	President	\$66,830	\$81,885	2023
Northern Kentucky Emergency Medical	KY	\$445,809	Director	\$26,432	\$33,317	2023
Kenova Volunteer Fire Dept	WV	\$445,672	Treasurer	\$7,500	\$9,254	2024
Waseca Firefighter's Relief Association	MN	\$476,221	President	\$275	\$310	2024
Grassroots Aid Partnership Inc	NC	\$477,362	Executive Director	\$12,879	\$15,612	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to DC 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 DC 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 334 organizations. Compensation range \$156–\$347,404; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$460,886); for reference, expenses \$167,151 and assets \$386,686. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Marc Ginsberg, reported title "*PRESIDENT*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 17 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 9 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	38 th
Total compensation (D + F), as reported (no adjustments)	40 th
Reportable pay only (column D), adjusted	42 nd
All sources (D + E + F), adjusted	37 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 (Marc Ginsberg) 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 334 similarly situated organizations (Same NTEE major group (M), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$10,000 is reasonable (approximately the 38th 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.