

Inkstick Media Inc

Executive Director / CEO

EIN 842451690
 MD · NTEE Q40
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Laicie Heeley, Executive Director / CEO** (\$67,000) against **every comparable organization** that fit the selection criteria — **16** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **56th** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

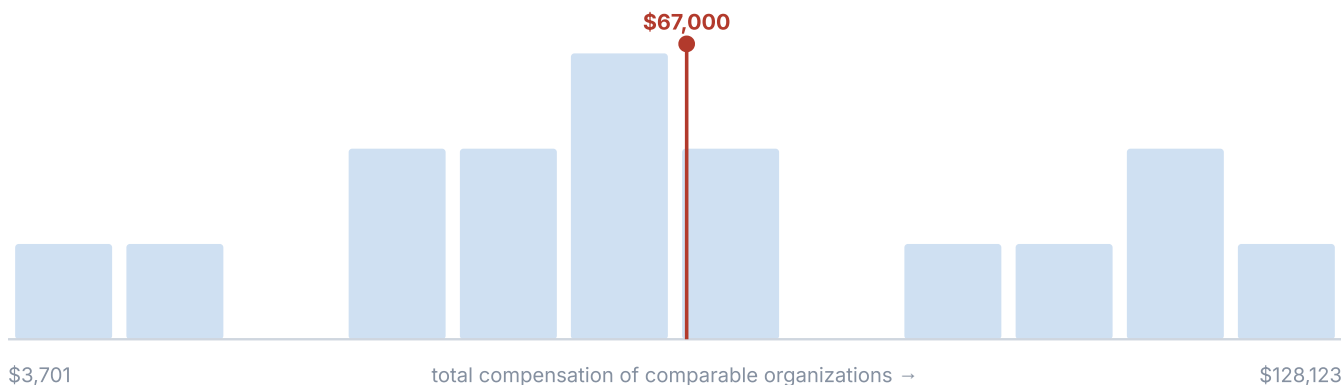
SECTOR Organizations sharing the subject's NTEE classification (Q40).

BUDGET Total revenue between \$278,645 and \$623,833 — 0.67x to 1.50x the subject's \$415,889 (the band tightens as size grows).

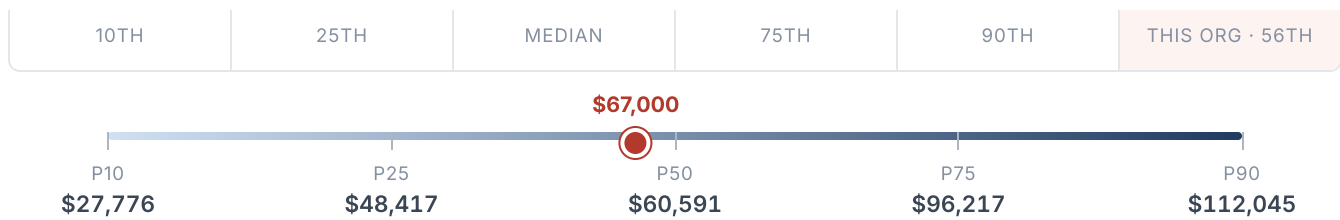
GEOGRAPHY Same NTEE sector (Q40), nationwide + budget 0.67–1.5x revenue.

16 organizations qualified on sector, size, and geography → **16** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$27,776	\$48,417	\$60,591	\$96,217	\$112,045	\$67,000
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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 MD 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
Imagine Center For Conflict Transformation	CA	\$430,674	President	\$60,854	\$54,594	2024
The Graceful Warrior Project	CA	\$441,691	Director	\$42,200	\$37,858	2024
Peace And Justice Center	VT	\$463,211	Secretary	\$3,540	\$3,701	2024
Hong Kong Democracy Council Usa	DC	\$358,064	Executive Director	\$66,900	\$60,993	2024
Witness For Peace	MN	\$357,179	Secretary	\$16,741	\$17,694	2023
Women In International Security	DC	\$476,256	Executive Director	\$136,500	\$128,123	2023
The Albert Einstein Institution Inc	MA	\$348,522	Executive Director/secretary	\$104,285	\$100,237	2023
Kids For Peace	CA	\$488,348	Executive Dir.	\$78,652	\$68,742	2025
Jane Addams Peace Association Inc	NY	\$336,205	Executive Director	\$120,323	\$112,961	2024
Baptist Peace Fellowship Of North	NC	\$335,323	Executive Dir.	\$44,807	\$49,521	2023
Hanns Seidel Foundation Usa Inc	DC	\$523,224	Program Manager	\$77,417	\$72,666	2023
Presbyterian Peace Fellowship	NY	\$301,663	Int. Exec Di	\$59,319	\$57,334	2023
Pilgrims Of Ibillin	NC	\$545,510	Executive Director	\$42,016	\$45,105	2024
Peace Education Program Inc	KY	\$546,461	Executive Director	\$85,000	\$94,877	2024
Quixote Center Incorporated	MD	\$574,103	Executive Director	\$117,439	\$111,129	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
World Beyond War	VA	\$586,603	Executive Director	\$60,000	\$60,189	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD 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 MD 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 16 organizations. Compensation range \$3,701–\$128,123; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$415,889); for reference, expenses \$416,190 and assets \$645,613.

ROLE MATCH Laicie Heeley, reported title "*President*", benchmarked as Executive Director / CEO. The title maps directly to this role.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	56 th
Total compensation (D + F), as reported (no adjustments)	56 th
Reportable pay only (column D), adjusted	56 th
All sources (D + E + F), adjusted	56 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 (Laicie Heeley) 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 16 similarly situated organizations (Same NTEE sector (Q40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$67,000 is reasonable (approximately the 56th 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.