

1848 Project Inc

Executive Director / CEO

EIN 844343732

WI · NTEE R19

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Rebecca Kleefisch, Executive Director / CEO** (\$157,000) against **every comparable organization** that fit the selection criteria — **403** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96th** percentile of comparable organizations above the 90th percentile — board review recommended

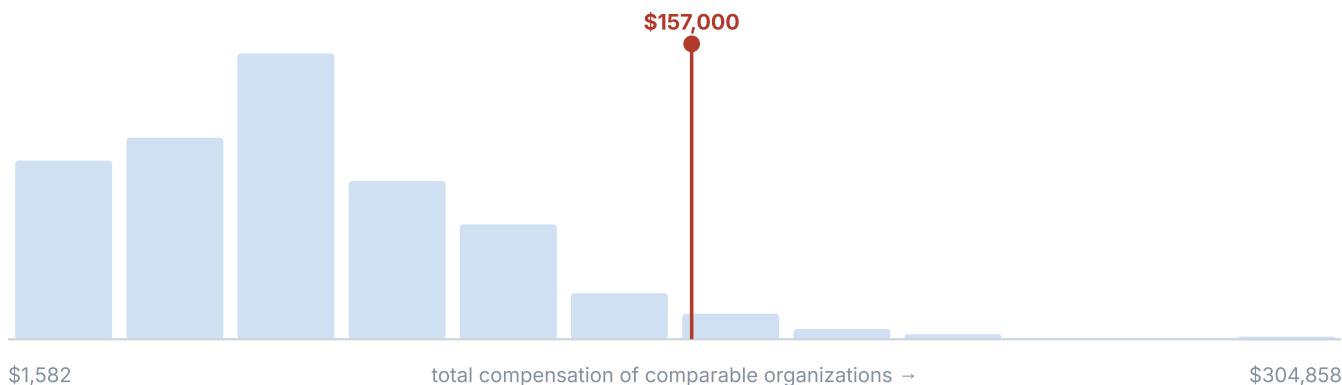
Benchmarked executive: Rebecca Kleefisch — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (R19).
BUDGET	Total revenue between \$253,791 and \$568,191 — 0.67x to 1.50x the subject's \$378,794 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (R), nationwide + budget 0.67–1.5x revenue.

403 organizations qualified on sector, size, and geography → **403** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,226	\$37,849	\$66,747	\$93,255	\$121,521	\$157,000
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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 WI 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
Abortion Survivors Network Inc	MO	\$379,252	Ceo Non-voting Board Member	\$77,000	\$78,090	2024
Constitutional Rights Foundation Of	CA	\$379,628	Executive Director	\$64,266	\$53,136	2024
Chelan- Douglas County Casagal	WA	\$380,005	Executive Dir.	\$75,450	\$64,681	2024
Lead Filipino	CA	\$377,114	Executive Dir.	\$50,452	\$41,715	2024
Progress Mo	MO	\$380,637	Executive Di	\$55,254	\$56,036	2024
Este Poder	TX	\$380,909	Executive Dir.	\$70,929	\$67,937	2024
New York Jewish Agenda Inc	NY	\$375,561	Executive Director	\$137,680	\$119,126	2024
The Equality Alliance	TX	\$375,216	Executive Director	\$65,414	\$64,505	2023
Election Reformers Network Inc	MD	\$383,901	Executive Director	\$160,775	\$148,176	2023
Utah Ranked Choice Voting	UT	\$373,563	Executive Dir.	\$102,810	\$103,730	2023
Montana Two Spirit Society	MT	\$373,292	Executive Director	\$24,820	\$25,618	2024
New Jersey Advocates For Aging Well Inc	NJ	\$373,265	Executive Director	\$95,785	\$81,888	2024
Everything Policy Inc	NJ	\$384,838	Secretary	\$34,655	\$30,502	2023
Modern Military Association Of America	DC	\$372,502	Executive Dir.	\$168,747	\$141,790	2024
Cincinnati Right To Life Educational	OH	\$372,490	Exec. Director	\$61,254	\$62,121	2024
The Signals Network Inc	CA	\$372,361	Executive Director	\$100,266	\$82,902	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Black Queer Town Hall	CA	\$372,204	Chair	\$5,000	\$4,256	2023
Opportunities For All Floridians Inc	FL	\$385,701	Officer	\$80,850	\$74,874	2023
Filipino Migrant Center	CA	\$371,775	Exec Director	\$101,185	\$83,662	2024
Safety & Health Council Of Greater Weste	MO	\$386,625	Secretary	\$84,011	\$85,201	2024
Naya Action Fund	OR	\$386,896	Executive Director	\$18,903	\$17,305	2023
Inclusion Nextwork Inc	DC	\$387,840	Executive Director	\$92,808	\$77,982	2024
Change Illinois	IL	\$369,571	Executive Director	\$127,880	\$117,278	2025
National Council On Civil Advocacy Inc	DC	\$389,315	Executive Officer	\$86,194	\$74,564	2023
Cleveland Right To Life	OH	\$389,849	Executive Di	\$75,459	\$76,528	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	403 organizations. Compensation range \$1,582–\$304,858; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$378,794); for reference, expenses \$320,014 and assets \$463,212.
ROLE MATCH	Rebecca Kleefisch, reported title <i>"President"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	49 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	96 th
Total compensation (D + F), as reported (no adjustments)	94 th
Reportable pay only (column D), adjusted	97 th
All sources (D + E + F), adjusted	92 nd

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 (Rebecca Kleefisch) 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 10, 2026, comparing compensation against 403 similarly situated organizations (Same NTEE major group (R), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$157,000 is reasonable (approximately the 96th 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 10, 2026.