

Naturally New York Inc

Executive Director / CEO

EIN 853022945

NY · NTEE S41

FY ending 2024-12-31

June 13, 2026

This analysis benchmarks the total compensation of **Adrienne Delisio, Executive Director / CEO** (\$142,187) against **every comparable organization** that fit the selection criteria — **19** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **79th** percentile of comparable organizations within the typical range

Benchmarked executive: Adrienne Delisio — 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 (S41).

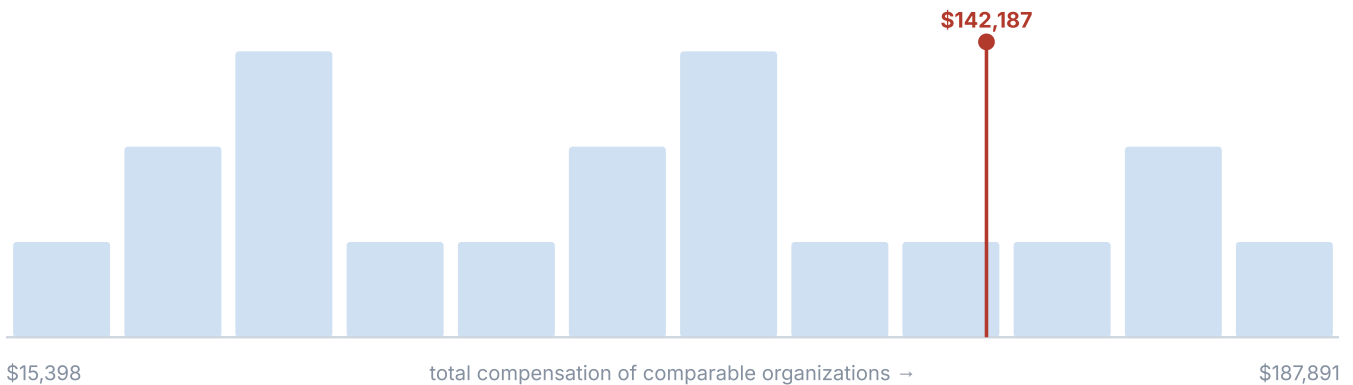
BUDGET Total revenue between \$244,732 and \$547,909 — 0.67x to 1.50x the subject's \$365,273 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (S41) + NY + budget 0.67–1.5x revenue.

19 organizations qualified on sector, size, and geography

→ **19** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$35,830	\$55,618	\$100,000	\$130,799	\$165,112	\$142,187
----------	----------	-----------	-----------	-----------	-----------



■ 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 NY 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
Dutchess County Association	NY	\$364,602	Executive Of	\$121,616	\$125,208	2023
Association Of Insurance & Reins	NY	\$357,133	Executive Di	\$182,500	\$187,891	2023
American Alliance Conference Ltd	NY	\$376,205	Director	\$37,066	\$37,066	2024
The European-american Chamber Of	NY	\$339,296	Executive Director	\$165,000	\$169,874	2023
Medical Staff Of Good Samaritan Hospital	NY	\$327,109	President	\$30,000	\$30,886	2023
Buffalo Niagara Manufacturing Alliance	NY	\$320,173	Executive Director	\$105,000	\$108,101	2023
The Association Of Art Museum Curators	NY	\$438,591	Executive Director	\$14,956	\$15,398	2023
Wosa Export Marketing Ltd	NY	\$282,317	Manager	\$136,390	\$136,390	2024
Society Of Publication Designers Inc	NY	\$272,523	Executive Director	\$100,000	\$100,000	2024
American Concrete Pavement	NY	\$458,268	Executive Di	\$95,582	\$95,582	2024
New York Independent Contractors	NY	\$266,427	Executive Dir	\$52,000	\$53,536	2023
The Alliance Of Tbi & Nhtd Waiver Providers Inc	NY	\$260,770	Executive Director	\$55,000	\$53,582	2025
New York Organization For Nursing	NY	\$473,608	Executive Dir.	\$75,000	\$75,000	2024
Precastprestressed Con Ins Ne	NY	\$476,290	Key Employee	\$168,258	\$163,921	2025
Agencies For Children's Therapy Services	NY	\$253,650	Executive Director	\$56,000	\$57,654	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Artist Management Association Inc	NY	\$245,325	Secretary	\$112,196	\$112,196	2024
The Concrete Industry Board Inc	NY	\$488,205	Executive Director	\$66,615	\$68,583	2023
Upstate Capital Association Of Ny Inc	NY	\$542,018	President/ceo	\$158,052	\$158,052	2024
Diamond Council Of America	NY	\$546,976	President & Ceo	\$100,906	\$103,886	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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	19 organizations. Compensation range \$15,398–\$187,891; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$365,273); for reference, expenses \$379,434 and assets \$201,624.
ROLE MATCH	Adrienne Delisio, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	79th
Total compensation (D + F), as reported (no adjustments)	79th

Reportable pay only (column D), adjusted

79th

All sources (D + E + F), adjusted

74th

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 (Adrienne Delisio) 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 13, 2026, comparing compensation against 19 similarly situated organizations (Same NTEE sector (S41) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$142,187 is reasonable (approximately the 79th 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 13, 2026.