

Heart & Soul

Executive Director / CEO

This analysis benchmarks the total compensation of **Ainsley McLaughlin, Executive Director / CEO** (\$59,886) against **every comparable organization** that fit the selection criteria — **88** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

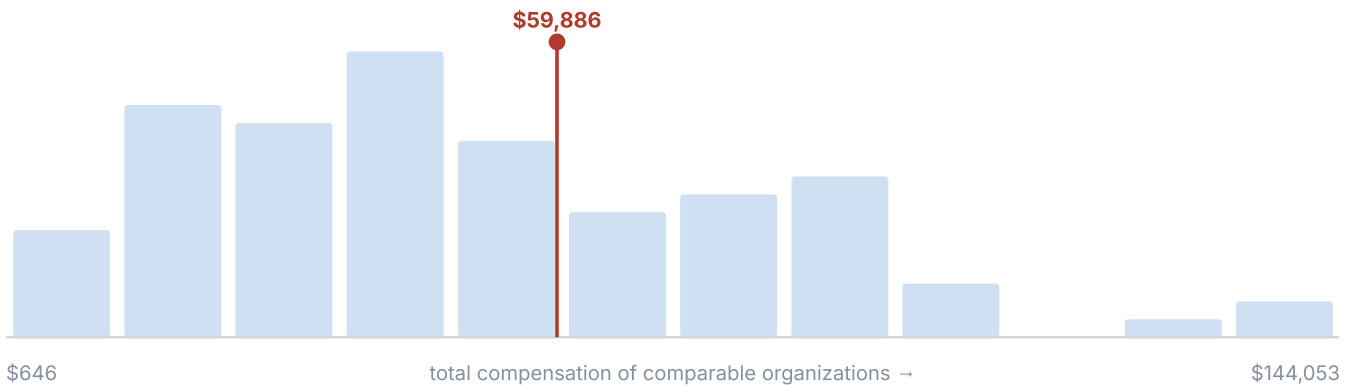
Benchmarked executive: Ainsley McLaughlin — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

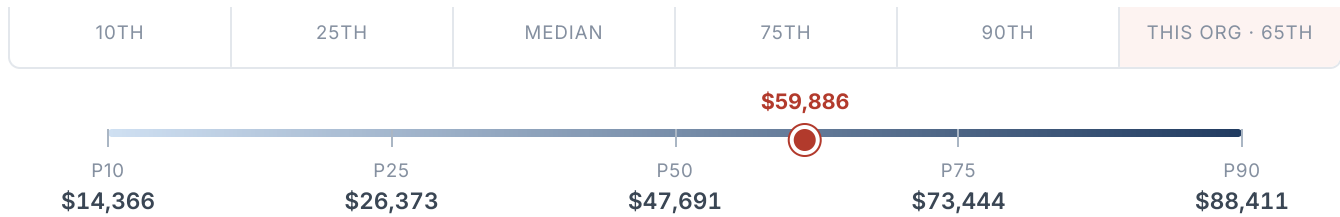
SECTOR	Organizations sharing the subject's NTEE classification (A50).
BUDGET	Total revenue between \$185,386 and \$415,045 — 0.67x to 1.50x the subject's \$276,697 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A50), nationwide + budget 0.67–1.5x revenue.

88 organizations qualified on sector, size, and geography → **88** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,366	\$26,373	\$47,691	\$73,444	\$88,411	\$59,886
----------	----------	----------	----------	----------	----------



■ 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 UT 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
Classic Car Club Of America Museum Inc	MI	\$277,157	Executive Director	\$57,917	\$58,409	2024
Saint Charles County Veterans Museum	MO	\$274,662	Executive Director	\$75,000	\$77,614	2024
The Tyler Rose Museum Inc	TX	\$272,110	Executive Dir.	\$93,890	\$91,765	2024
Western Illinois Museum	IL	\$270,430	Executive Director	\$39,561	\$38,001	2024
Coliseum Museum Of Art Antiques And	IL	\$268,238	Executive Di	\$50,000	\$48,028	2024
Slave Dwelling Project Inc	SC	\$285,486	President	\$58,051	\$59,172	2024
Astrodome Conservancy	TX	\$266,400	Executive Director	\$100,323	\$100,948	2023
Hawaii Science And Technology	HI	\$288,167	Executive Director	\$23,350	\$21,891	2022
Rehoboth Beach Historical Society	DE	\$288,552	Executive Director	\$62,030	\$59,344	2024
Nia Centre	MI	\$264,657	Executive Director	\$70,733	\$73,440	2023
House Of Miles East St Louis	IL	\$289,128	President & Ceo	\$7,500	\$7,204	2024
Montana Beyond The Classroom	MT	\$289,365	Executive Director	\$53,699	\$56,557	2024
Georgia Music Foundation Inc	GA	\$291,935	Foundation M	\$25,000	\$25,286	2023
Casey Tibbs Foundation	SD	\$292,081	Director Of Center	\$85,458	\$92,151	2024
Opera Steamboat	CO	\$261,041	Ceo	\$82,042	\$76,864	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Avery Copp Museum	CT	\$260,953	Executive Dir.	\$67,237	\$61,596	2024
Arkansas Sports Hall Of Fame Inc	AR	\$292,446	Executive Dir.	\$88,000	\$99,502	2023
Edison Memorial Tower Corporation	NJ	\$293,330	Museum Direc	\$15,115	\$13,186	2024
Superior Public Museums	WI	\$293,842	Executive Director	\$26,640	\$27,184	2024
Red Wing Collectors Society Foundation	MN	\$294,173	Museum Director	\$39,851	\$39,610	2023
Ecovivarium	CA	\$294,999	Employee Representative	\$18,515	\$15,621	2024
Maui Historical Society	HI	\$257,562	Executive Di	\$35,400	\$31,882	2023
Dennison Railroad Depot Museum Inc	OH	\$297,390	Executive Director/secretary	\$58,321	\$60,354	2024
Bristol Bay Historical Society Inc	AK	\$251,603	Executive Dir.	\$66,284	\$63,746	2023
Rolls-royce Foundation	PA	\$249,192	Executive Di	\$644	\$646	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to UT 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 UT 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 **88** organizations. Compensation range \$646–\$144,053; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$276,697); for reference, expenses \$286,813 and assets \$242,644.

ROLE MATCH Ainsley McLaughlin, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 4 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 1 peer 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	65 th
Total compensation (D + F), as reported (no adjustments)	65 th
Reportable pay only (column D), adjusted	68 th
All sources (D + E + F), adjusted	60 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 (Ainsley McLaughlin) 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 88 similarly situated organizations (Same NTEE sector (A50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$59,886 is reasonable (approximately the 65th 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.