

# Vermont Fresh Network Corporation

Executive Director / CEO

EIN 030356841  
 VT · NTEE S032  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Tara Pereira, Executive Director / CEO** (\$62,542) against **every comparable organization** that fit the selection criteria — **1289** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **57<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Tara Pereira — reported title “Executive Direc”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S032).
BUDGET	Total revenue between \$141,217 and \$316,159 — 0.67x to 1.50x the subject's \$210,773 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

**1,289** organizations qualified on sector, size, and geography → **1,289** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,476	\$29,575	\$56,236	\$79,142	\$108,164	\$62,542
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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 VT 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
<a href="#">Masonic Temple Corporation Of Norfolk</a>	VA	\$210,721	—	\$19,623	<b>\$18,284</b>	2024
<a href="#">Elwood Community Development Corporation</a>	IN	\$210,909	Executive Director	\$7,097	<b>\$7,222</b>	2024
<a href="#">Arkansas Women's Hall Of Fame</a>	AR	\$210,630	Secretary	\$9,017	<b>\$9,781</b>	2024
<a href="#">Professional Bail Agents Assn Of Ms</a>	MS	\$210,582	Executive Di	\$48,675	<b>\$52,316</b>	2024
<a href="#">Smw 71 Inc</a>	NY	\$210,569	Bus. Mgr/fin-sec-treas To -11/2023	\$81,152	<b>\$72,856</b>	2023
<a href="#">Black Business Association Of La</a>	CA	\$210,410	President	\$49,500	<b>\$42,466</b>	2023
<a href="#">Reflective Insulation Manufacturers Assn</a>	VA	\$210,409	Executive Direc	\$84,000	<b>\$80,580</b>	2023
<a href="#">Responsible Offshore Development Alliance</a>	DC	\$211,229	Executive Director - Former	\$166,028	<b>\$140,597</b>	2024
<a href="#">Relationship Unleashed</a>	TN	\$210,313	Chief Executive Officer	\$11,767	<b>\$12,289</b>	2023
<a href="#">Woods Hole Fhc Llc</a>	MA	\$211,252	President	\$11,821	<b>\$10,554</b>	2023
<a href="#">Bath-brunswick Regional Chamber</a>	ME	\$210,199	Executive Di	\$88,500	<b>\$85,518</b>	2024
<a href="#">Florida Design And Construction Professionals Inc</a>	FL	\$211,348	Co-chair	\$67,359	<b>\$61,064</b>	2024
<a href="#">Michigan Association Of Airport</a>	MI	\$211,414	Executive Di	\$40,500	<b>\$40,340</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Palace Renaissance Inc</a>	NY	\$211,453	Vice President	\$61,207	<b>\$54,950</b>	2023
<a href="#">Rose Garden Community Development Corporation</a>	GA	\$210,003	Ceo	\$20,000	<b>\$19,979</b>	2023
<a href="#">Dickinson Area Economic Development</a>	MI	\$209,927	Executive Director	\$107,194	<b>\$106,772</b>	2024
<a href="#">Downtown Las Vegas Alliance</a>	NV	\$209,890	Executive Di	\$110,000	<b>\$106,403</b>	2024
<a href="#">Uphams Corner Main Street Incorporated</a>	MA	\$211,661	Executive Director	\$102,217	<b>\$88,640</b>	2024
<a href="#">Association Of Iowa Fairs Inc</a>	IA	\$209,873	Executive Dir.	\$13,500	<b>\$13,897</b>	2025
<a href="#">Unitedc3 Inc</a>	TX	\$209,835	Co-executive Director	\$63,450	<b>\$63,058</b>	2023
<a href="#">Action Network Fund</a>	DC	\$211,711	Board Member	\$52,007	<b>\$44,041</b>	2024
<a href="#">Ibew Building Corporation</a>	VA	\$211,790	President	\$2,310	<b>\$2,153</b>	2024
<a href="#">Community Synergy Inc</a>	NY	\$211,800	President	\$40,878	<b>\$36,699</b>	2023
<a href="#">Start Up Kids Club</a>	TX	\$209,565	Executive Di	\$62,370	<b>\$60,207</b>	2024
<a href="#">Faith And Work Enterprises Inc</a>	MD	\$209,546	Exec Director	\$72,735	<b>\$65,621</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VT 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 VT 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](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **1289** organizations. Compensation range \$1–\$648,196; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$210,773); for reference, expenses \$228,835 and assets \$59,392.
ROLE MATCH	Tara Pereira, reported title " <i>Executive Direc</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	168 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	33 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	57 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	56 <sup>th</sup>
Reportable pay only (column D), adjusted	60 <sup>th</sup>
All sources (D + E + F), adjusted	48 <sup>th</sup>

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 (Tara Pereira) 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 1289 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$62,542 is reasonable (approximately the 57<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.