

Kids World Of New Orleans

Executive Director / CEO

EIN 030411054
 LA · NTEE P33
 FY ending 2024-12-31
 June 10, 2026

This analysis benchmarks the total compensation of **Keshonna Johnson, Executive Director / CEO** (\$32,463) against **every comparable organization** that fit the selection criteria — **257** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **35th** percentile of comparable organizations within the typical range

Benchmarked executive: Keshonna Johnson — reported title "VICE PRESIDENT", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (P33).
BUDGET	Total revenue between \$187,673 and \$420,163 — 0.67x to 1.50x the subject's \$280,109 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P33), nationwide + budget 0.67–1.5x revenue.

257 organizations qualified on sector, size, and geography → **257** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,639	\$26,691	\$40,422	\$54,032	\$65,944	\$32,463
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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 LA 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
Chinese Methodist Center Corporation	NY	\$280,080	Executive Director	\$32,525	\$26,691	2024
Bethel Childrens Day Care Center	TX	\$280,348	Director	\$31,727	\$28,822	2024
First United Methodist Child Care	IA	\$279,143	Director	\$39,520	\$39,297	2024
Church Women United-child Care Cent	TX	\$276,693	President	\$4,800	\$4,360	2024
Wright Stuff Community Foundation	CO	\$276,441	Prime Time D	\$22,909	\$20,539	2023
Falls Village Daycare Center Inc	CT	\$275,766	Executive Director	\$54,210	\$47,523	2023
Immanuel Lutheran Church Child Care	ND	\$286,062	Center Director	\$35,258	\$36,176	2023
Storytime Childcare Center	IA	\$287,184	Executive Director	\$75,500	\$75,075	2024
Bancroft Daycare Inc	IA	\$287,227	Treasurer	\$5,056	\$5,028	2024
Heppner Day Care Inc	OR	\$287,357	Executive Dir.	\$69,800	\$58,867	2024
Blue Ridge Developmental Day	NC	\$272,789	Chair Person	\$34,160	\$32,054	2024
Funny Farm Early Learning Center Inc	OR	\$272,466	President	\$90,025	\$75,924	2024
It Takes A Village Inc	NJ	\$288,918	Trustee	\$38,189	\$31,880	2023
St Paul Gillespie-selden Rural	GA	\$289,177	Executive Di	\$36,690	\$33,503	2024
East Grand Community Services	MO	\$289,731	Executive Di	\$31,498	\$31,192	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Gsuc Child Development And Learning	NY	\$289,841	Center Director	\$18,269	\$15,435	2023
The Learning Ladder Child Care Ministry Inc	IN	\$269,827	President/director	\$64,500	\$61,772	2024
Lander County Kids Club	NV	\$269,701	Daycare Director	\$31,451	\$29,476	2023
Kids Club Child Care Center Inc	MT	\$269,457	Director	\$36,528	\$36,815	2023
Nunakins	AK	\$268,844	Executive Di	\$10,350	\$8,986	2024
Elma Early Childhood Center Inc	IA	\$268,528	Executive Director	\$51,986	\$51,693	2024
Second Home Learning Center	VA	\$293,321	Executive Director	\$52,192	\$45,765	2024
First Baptist Church Denbigh Child	VA	\$293,350	Executive Di	\$32,871	\$28,823	2024
Muir Little Scholars Inc	PA	\$293,399	Exec Director	\$4,350	\$4,055	2023
Gray County Latchkey Inc	TX	\$265,887	Exec Directo	\$30,471	\$28,499	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to LA 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 LA 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 257 organizations. Compensation range \$187–\$347,279; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$280,109); for reference, expenses \$255,288 and assets \$238,363.

ROLE MATCH Keshonna Johnson, reported title "VICE PRESIDENT", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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 3 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	35 th
Total compensation (D + F), as reported (no adjustments)	30 th
Reportable pay only (column D), adjusted	36 th
All sources (D + E + F), adjusted	35 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 (Keshonna Johnson) 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 257 similarly situated organizations (Same NTEE sector (P33), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$32,463 is reasonable (approximately the 35th 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.