

Falls Village Daycare Center Inc

Executive Director / CEO

EIN 061450256
 CT · NTEE P33
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Ashley Ally, Executive Director / CEO** (\$54,210) against **every comparable organization** that fit the selection criteria — **248** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **64th** percentile of comparable organizations within the typical range

Benchmarked executive: Ashley Ally — 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 (P33). |
| BUDGET | Total revenue between \$184,763 and \$413,649 — 0.67x to 1.50x the subject's \$275,766 (the band tightens as size grows). |
| GEOGRAPHY | Same NTEE sector (P33), nationwide + budget 0.67–1.5x revenue. |

248 organizations qualified on sector, size, and geography → **248** within the band form the benchmarked peer set.

Distribution of comparable compensation



| | | | | | |
|----------|----------|----------|----------|----------|----------|
| \$12,146 | \$30,379 | \$46,078 | \$60,693 | \$74,396 | \$54,210 |
|----------|----------|----------|----------|----------|----------|



■ 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 CT 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 |
|---|-------|-----------|--------------------|-----------------|-----------------|------|
| Wright Stuff Community Foundation | CO | \$276,441 | Prime Time D | \$22,909 | \$23,429 | 2023 |
| Church Women United-child Care Cent | TX | \$276,693 | President | \$4,800 | \$4,974 | 2024 |
| Blue Ridge Developmental Day | NC | \$272,789 | Chair Person | \$34,160 | \$36,565 | 2024 |
| Funny Farm Early Learning Center Inc | OR | \$272,466 | President | \$90,025 | \$86,607 | 2024 |
| First United Methodist Child Care | IA | \$279,143 | Director | \$39,520 | \$44,827 | 2024 |
| Chinese Methodist Center Corporation | NY | \$280,080 | Executive Director | \$32,525 | \$30,447 | 2024 |
| Kids World Of New Orleans | LA | \$280,109 | Vice President | \$32,463 | \$37,031 | 2024 |
| Bethel Childrens Day Care Center | TX | \$280,348 | Director | \$31,727 | \$32,878 | 2024 |
| The Learning Ladder Child Care Ministry Inc | IN | \$269,827 | President/director | \$64,500 | \$70,464 | 2024 |
| Lander County Kids Club | NV | \$269,701 | Daycare Director | \$31,451 | \$33,623 | 2023 |
| Kids Club Child Care Center Inc | MT | \$269,457 | Director | \$36,528 | \$41,995 | 2023 |
| Nunakins | AK | \$268,844 | Executive Di | \$10,350 | \$10,251 | 2024 |
| Elma Early Childhood Center Inc | IA | \$268,528 | Executive Director | \$51,986 | \$58,968 | 2024 |
| Gray County Latchkey Inc | TX | \$265,887 | Exec Directo | \$30,471 | \$32,509 | 2023 |
| Mba Mi Mundo Daycare | TX | \$265,715 | Director | \$12,169 | \$12,610 | 2024 |

| ORGANIZATION | STATE | REVENUE | MATCHED TITLE | COMP (REPORTED) | COMP (ADJUSTED) | FY |
|--|-------|-----------|--------------------|-----------------|-----------------|------|
| Immanuel Lutheran Church Child Care | ND | \$286,062 | Center Director | \$35,258 | \$41,267 | 2023 |
| Debs Daycare Nfp | IL | \$264,793 | Owner | \$48,000 | \$48,886 | 2024 |
| Storytime Childcare Center | IA | \$287,184 | Executive Director | \$75,500 | \$85,639 | 2024 |
| Bancroft Daycare Inc | IA | \$287,227 | Treasurer | \$5,056 | \$5,735 | 2024 |
| Heppner Day Care Inc | OR | \$287,357 | Executive Dir. | \$69,800 | \$67,149 | 2024 |
| It Takes A Village Inc | NJ | \$288,918 | Trustee | \$38,189 | \$36,365 | 2023 |
| Dallas Center-grimes Before & After Scho | IA | \$262,473 | President | \$46,816 | \$54,671 | 2023 |
| St Paul Gillespie-selden Rural | GA | \$289,177 | Executive Di | \$36,690 | \$38,217 | 2024 |
| East Grand Community Services | MO | \$289,731 | Executive Di | \$31,498 | \$35,581 | 2023 |
| Gsuc Child Development And Learning | NY | \$289,841 | Center Director | \$18,269 | \$17,607 | 2023 |

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CT 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 CT 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 248 organizations. Compensation range \$214–\$396,146; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$275,766); for reference, expenses \$302,844 and assets \$234,069.

ROLE MATCH Ashley Ally, reported title "*Executive Director*", 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 | 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 | 64 th |
| Total compensation (D + F), as reported (no adjustments) | 68 th |
| Reportable pay only (column D), adjusted | 65 th |
| All sources (D + E + F), adjusted | 63 rd |

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 (Ashley Ally) 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 248 similarly situated organizations (Same NTEE sector (P33), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$54,210 is reasonable (approximately the 64th 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.