

# Public School Funding Alliance

Executive Director / CEO

EIN 223886292

WA · NTEE B122

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Laurie Ulmer, Executive Director / CEO** (\$7,698) against **every comparable organization** that fit the selection criteria — **90** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 7<sup>th</sup> percentile of comparable organizations**

below the typical range for comparable organizations

**Benchmarked executive:** Laurie Ulmer — 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 (B122).
BUDGET	Total revenue between \$199,481 and \$446,601 — 0.67x to 1.50x the subject's \$297,734 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B12), nationwide + budget 0.67–1.5x revenue.

**90** organizations qualified on sector, size, and geography → **90** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$11,165	\$25,455	\$52,669	\$80,508	\$112,990	<b>\$7,698</b>
----------	----------	----------	----------	-----------	----------------



## ■ 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 WA 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="#">Cg Jung Foundation For Analytical</a>	NY	\$297,880	Executive Di	\$101,331	<b>\$99,636</b>	2025
<a href="#">Activate School Fundraising Inc</a>	GA	\$294,899	President	\$34,075	<b>\$39,398</b>	2023
<a href="#">Inclusive Education Project</a>	CA	\$302,917	Executive Dir.	\$86,584	<b>\$83,508</b>	2024
<a href="#">Goddard Education Foundation</a>	KS	\$292,521	Executive Di	\$64,841	<b>\$80,552</b>	2023
<a href="#">Eudora Schools Foundation Inc</a>	KS	\$305,600	Executive Dir.	\$41,359	<b>\$48,620</b>	2025
<a href="#">The Parents' Campaign</a>	MS	\$307,104	Sec/treas/exec Director	\$117,673	<b>\$150,708</b>	2023
<a href="#">South Carolina Virtual Education</a>	SC	\$286,962	Executive Di	\$30,800	<b>\$36,950</b>	2023
<a href="#">Advanced Home School Education Inc</a>	CA	\$309,375	Treasurer	\$96,750	<b>\$93,313</b>	2024
<a href="#">Solar Toledo Neighborhood Foundation</a>	OH	\$282,862	Secretary/treasurer	\$60,259	<b>\$73,393</b>	2023
<a href="#">Shriners International Education</a>	FL	\$282,452	Assistant Secretary	\$47,371	<b>\$49,705</b>	2024
<a href="#">Party In The Pines Foundation</a>	TX	\$279,964	Secretary	\$10,000	<b>\$11,173</b>	2024
<a href="#">Friends Of The Scarsdale Library</a>	NY	\$279,836	Treasurer	\$4,830	<b>\$4,750</b>	2025
<a href="#">Cong Yeshivas Bais Yitzchok Inc</a>	NJ	\$278,574	President	\$14,400	<b>\$14,360</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Elements Montessori School Inc</a>	MA	\$277,304	President, Treasurer & Clerk	\$54,000	<b>\$54,200</b>	2024
<a href="#">Sempere Quaere Verum Inc</a>	MN	\$276,254	President	\$5,300	<b>\$6,023</b>	2023
<a href="#">Germantown Education Foundation</a>	TN	\$274,516	Executive Director	\$70,000	<b>\$82,184</b>	2024
<a href="#">Daring Girls</a>	CO	\$273,741	Executive Di	\$108,460	<b>\$119,593</b>	2023
<a href="#">African Conservation Centre Us</a>	CO	\$325,707	Scrty/execut	\$39,600	<b>\$42,412</b>	2024
<a href="#">Native Nations Education Foundation</a>	HI	\$268,809	Executive/project Director	\$72,100	<b>\$72,100</b>	2024
<a href="#">Boston Renaissance Charter Public School</a>	MA	\$267,607	President	\$32,238	<b>\$33,313</b>	2023
<a href="#">San Joaquin County Office Of Education</a>	CA	\$328,568	President	\$76,113	<b>\$71,517</b>	2025
<a href="#">Delaware County By5 Early Childhood</a>	IN	\$330,791	Executive Di	\$95,568	<b>\$112,567</b>	2024
<a href="#">Learning In Color Corporation</a>	GA	\$262,411	Executive Dir.	\$77,280	<b>\$86,790</b>	2024
<a href="#">Friends Of Guadalupe</a>	UT	\$261,050	President	\$34,977	<b>\$41,165</b>	2023
<a href="#">Associated Builders And Contractors</a>	LA	\$334,677	Executive Director	\$33,959	<b>\$43,000</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WA 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 WA 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	90 organizations. Compensation range \$1,137–\$491,421; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$297,734); for reference, expenses \$256,226 and assets \$308,674.
ROLE MATCH	Laurie Ulmer, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	19 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	7 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	7 <sup>th</sup>
Reportable pay only (column D), adjusted	28 <sup>th</sup>
All sources (D + E + F), adjusted	7 <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 (Laurie Ulmer) 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 90 similarly situated organizations (Same NTEE sector (B12), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$7,698 is reasonable (approximately the 7<sup>th</sup> 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.