

The Diversity Initiative Inc

Executive Director / CEO

EIN 262345732

FL · NTEE B92

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **John Pribanic, Executive Director / CEO** (\$16,000) against **every comparable organization** that fit the selection criteria — **36** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 3rd percentile of comparable organizations

below the typical range for comparable organizations

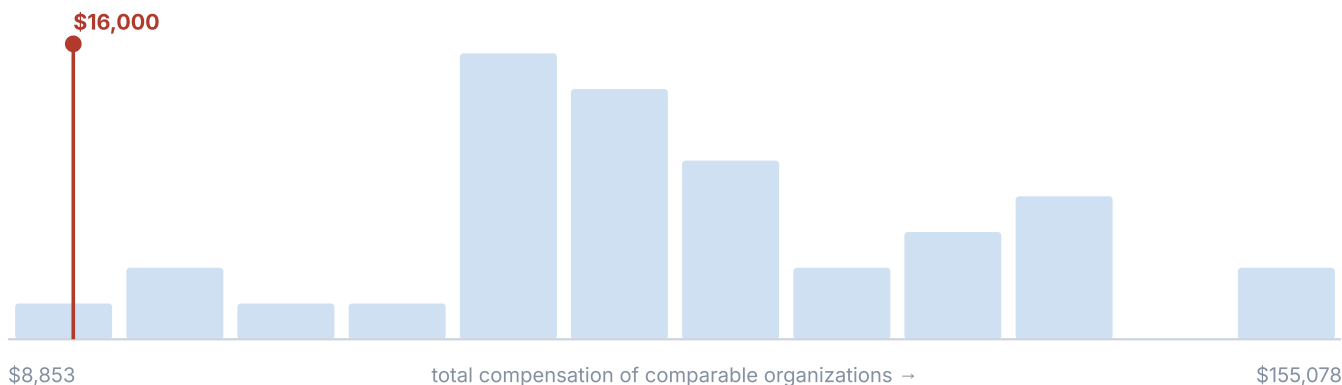
Benchmarked executive: John Pribanic — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B92).
BUDGET	Total revenue between \$305,909 and \$684,871 — 0.67x to 1.50x the subject's \$456,581 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B92), nationwide + budget 0.67–1.5x revenue.

36 organizations qualified on sector, size, and geography → **36** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$44,253	\$65,855	\$78,910	\$101,789	\$127,690	\$16,000
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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 FL 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
826 Msp	MN	\$450,319	Executive Director	\$41,166	\$45,758	2023
Steamboat Reading Inc	CO	\$440,415	Executive Dir.	\$83,213	\$87,184	2024
The Max Warburg Courage Curriculum Inc	MA	\$435,351	Executive Director	\$128,694	\$126,361	2024
Healthy Cities Tutoring Inc	CA	\$431,927	Executive Dir.	\$133,900	\$123,079	2025
Sit Stay Read Inc	IL	\$429,365	Executive Director	\$148,186	\$155,078	2025
Adult Learning Alliance Of Arkansas	AR	\$486,928	Executive Director	\$97,612	\$116,796	2025
Page 15 Inc	FL	\$490,721	Ceo	\$74,308	\$76,274	2024
Danville Church And Community Tutorial Program	VA	\$501,567	Executive Director	\$75,000	\$81,462	2023
We Shall Read	MI	\$407,953	Executive Director	\$97,183	\$109,602	2024
Dyslexia Reading Connection Inc	WI	\$402,730	Executive Dir.	\$56,640	\$64,634	2024
Project Transformation Rio Texas	TX	\$510,949	Ceo	\$65,000	\$71,044	2024
New Hope Community Development Corporation Inc	NJ	\$523,532	Secretary-admin	\$83,957	\$79,794	2025
Smart Family Literacy Inc	TX	\$387,857	Executive Dir.	\$60,625	\$66,262	2024
Altrusa International Foundation Inc	IL	\$528,497	Executive Director	\$121,651	\$130,678	2024
Desiring Advancement Overseas Inc	TN	\$382,749	President	\$58,000	\$68,582	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Marguerite Kiefer Education Center Inc	CA	\$533,613	Executive Dir.	\$95,966	\$90,544	2024
Gaining Ground Inc	OK	\$366,413	Executive Director	\$57,634	\$71,390	2023
Maryland Reads Inc	MD	\$355,083	Executive Director	\$126,300	\$129,019	2024
Lifechange Community Service Inc	CA	\$347,084	Key Employee	\$22,917	\$21,622	2024
Every Child A Reader In Escambia Inc	FL	\$344,366	Executive Director	\$61,059	\$62,675	2024
Leap Year Inc	GA	\$569,914	Executive Di	\$85,000	\$93,384	2024
Media Upper Providence Free Library	PA	\$571,419	Executive Director	\$88,415	\$99,185	2023
Hollywood Education And Literacy Project Miami Inc	FL	\$573,899	Dirpres	\$76,015	\$78,026	2024
Start The Adventure In Reading Inc	LA	\$574,002	Executive Director	\$69,387	\$85,950	2023
Main Street Scholars	CA	\$338,848	Executive Di	\$36,000	\$33,091	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL cost of living and 2025 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 FL 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 **36** organizations. Compensation range \$8,853–\$155,078; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$456,581); for reference, expenses \$440,130 and assets \$92,276.

ROLE MATCH	John Pribanic, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer 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	3 rd
Total compensation (D + F), as reported (no adjustments)	3 rd
Reportable pay only (column D), adjusted	3 rd
All sources (D + E + F), adjusted	3 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 (John Pribanic) 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 36 similarly situated organizations (Same NTEE sector (B92), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$16,000 is reasonable (approximately the 3rd 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.