

# Veritas International University

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Joe Holden, Executive Director / CEO** (\$34,800) against **every comparable organization** that fit the selection criteria — **80** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **33<sup>rd</sup>** percentile of comparable organizations within the typical range

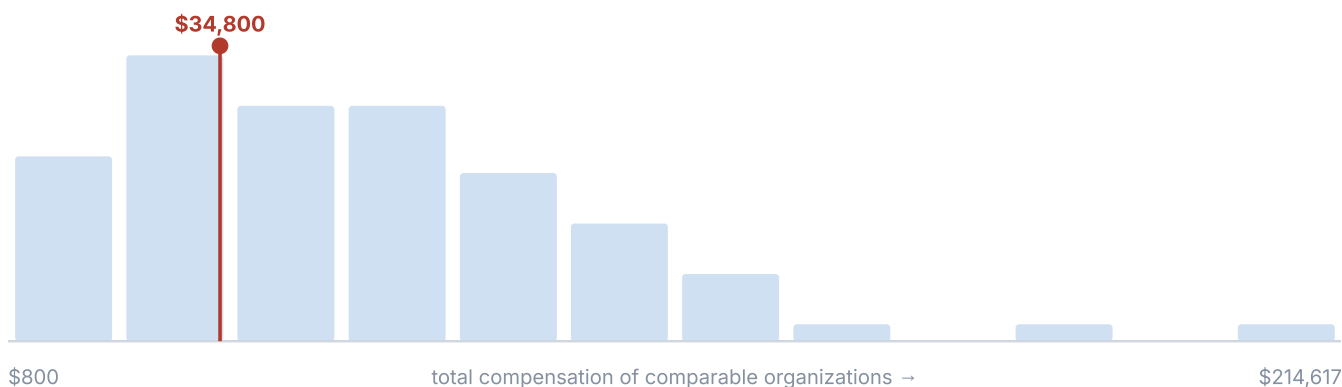
**Benchmarked executive:** Joe Holden — reported title "President", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X20).
BUDGET	Total revenue between \$306,947 and \$687,196 — 0.67x to 1.50x the subject's \$458,131 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X20) + CA + budget 0.67–1.5x revenue.

**80** organizations qualified on sector, size, and geography → **80** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$16,981	\$30,243	\$53,000	\$82,445	\$98,939	\$34,800
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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 CA 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="#">Church Assistance Ministry</a>	CA	\$458,321	Vice President	\$18,000	<b>\$18,000</b>	2024
<a href="#">Christian Missions Overseas Inc</a>	CA	\$457,018	Secretary	\$54,000	<b>\$54,000</b>	2024
<a href="#">Joyful Land Preschool</a>	CA	\$459,932	Officer	\$84,000	<b>\$84,000</b>	2024
<a href="#">Gather Ministries Inc</a>	CA	\$460,357	Co-executive Director	\$160,257	<b>\$164,991</b>	2023
<a href="#">Lord's Gym Of El Dorado County Inc</a>	CA	\$449,700	President	\$60,000	<b>\$61,772</b>	2023
<a href="#">Eternal Christendom</a>	CA	\$448,486	President	\$52,000	<b>\$52,000</b>	2024
<a href="#">Common Ground Surf</a>	CA	\$442,703	Executive Di	\$69,437	<b>\$71,488</b>	2023
<a href="#">Life Sports Ministries International</a>	CA	\$474,834	President	\$34,000	<b>\$34,000</b>	2024
<a href="#">Transform Iran Inc</a>	CA	\$476,874	Chief Executive Officer	\$64,800	<b>\$64,800</b>	2024
<a href="#">Joy Partners International Inc</a>	CA	\$476,985	Secretary	\$27,000	<b>\$26,304</b>	2025
<a href="#">Latin America Assistance Incorporated</a>	CA	\$484,926	Executive Director	\$97,001	<b>\$99,866</b>	2023
<a href="#">The Fathers House Elk Grove</a>	CA	\$431,014	President	\$72,000	<b>\$74,127</b>	2023
<a href="#">Tommy Walker Ministries</a>	CA	\$428,327	Executive Dir.	\$71,300	<b>\$71,300</b>	2024
<a href="#">Experience Christian Ministries</a>	CA	\$489,739	Crawford	\$16,928	<b>\$16,928</b>	2024
<a href="#">Logos Missionary Services</a>	CA	\$418,935	President	\$36,416	<b>\$36,416</b>	2024
<a href="#">Harvest Ministries International</a>	CA	\$416,813	President	\$67,500	<b>\$69,494</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Encouragement International Inc</a>	CA	\$414,281	President	\$96,000	<b>\$96,000</b>	2024
<a href="#">Bay Area School Of Ministry Inc</a>	CA	\$414,196	Director	\$104,500	<b>\$111,997</b>	2022
<a href="#">United Family Associates Foundation</a>	CA	\$412,558	President	\$12,097	<b>\$12,454</b>	2023
<a href="#">Catholic Campus Ministry Association</a>	CA	\$409,519	Director	\$119,654	<b>\$119,654</b>	2024
<a href="#">Gamebreakers Inc</a>	CA	\$506,866	President	\$132,289	<b>\$136,196</b>	2023
<a href="#">International Golden Eagle Ministries</a>	CA	\$508,195	Ceo	\$56,000	<b>\$56,000</b>	2024
<a href="#">Legacy Collaborative</a>	CA	\$407,891	Ceo	\$15,391	<b>\$15,391</b>	2024
<a href="#">Right To Life Of Central California</a>	CA	\$514,989	Executive Di	\$86,039	<b>\$88,580</b>	2023
<a href="#">New Creation Life Ministries Inc</a>	CA	\$397,820	Ceo	\$49,920	<b>\$49,920</b>	2024

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

## ● Sample, role match & sensitivity

PEER COUNT	<b>80</b> organizations. Compensation range \$800–\$214,617; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$458,131); for reference, expenses \$516,661 and assets \$422,270.
ROLE MATCH	Joe Holden, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	33 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	33 <sup>rd</sup>
Reportable pay only (column D), adjusted	34 <sup>th</sup>
All sources (D + E + F), adjusted	31 <sup>st</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 (Joe Holden) 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 80 similarly situated organizations (Same NTEE sector (X20) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$34,800 is reasonable (approximately the 33<sup>rd</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 9, 2026.