

New Hope Child Care

Executive Director / CEO

EIN 301207451

MN · NTEE B21

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Heidi Matteson, Executive Director / CEO** (\$51,198) against **every comparable organization** that fit the selection criteria — **316** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **53rd** percentile of comparable organizations within the typical range

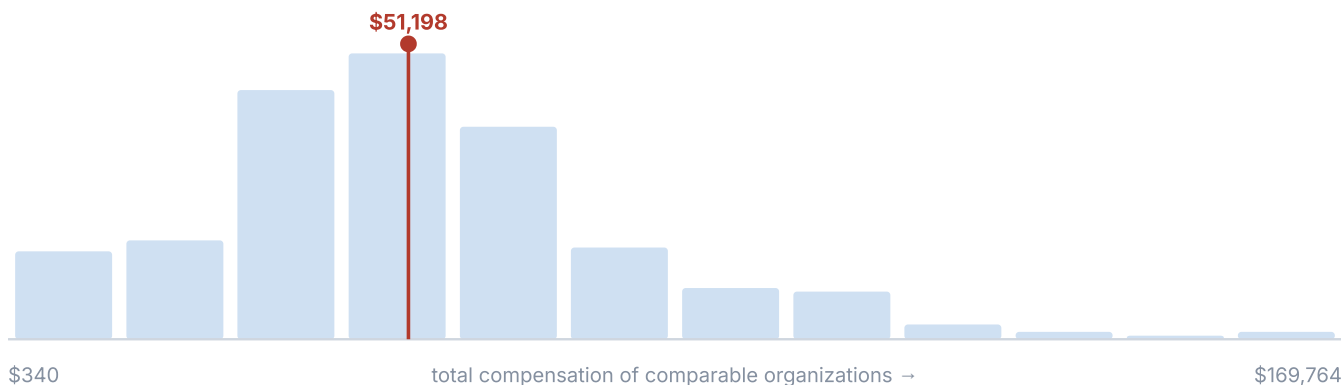
Benchmarked executive: Heidi Matteson — reported title “PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B21).
BUDGET	Total revenue between \$268,223 and \$600,501 — 0.67x to 1.50x the subject's \$400,334 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B21), nationwide + budget 0.67–1.5x revenue.

316 organizations qualified on sector, size, and geography → **316** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,561	\$37,746	\$49,022	\$65,767	\$89,905	\$51,198
----------	----------	----------	----------	----------	----------



● 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 MN 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
Kids Place A Place For Kids To Be	NY	\$401,138	Executive Di	\$42,534	\$38,897	2023
Montessori Education Center Of The Rockies Inc	CO	\$396,702	Executive Director	\$90,000	\$82,645	2025
Akwd Inc	PA	\$396,411	President	\$50,311	\$49,319	2024
Tenney Nursery And Parent Center Inc	WI	\$404,305	Executive Director	\$42,925	\$44,067	2024
Venice Nokomis Community Preschool Inc	FL	\$406,792	Officer	\$62,647	\$57,852	2024
Montessori System School Of Black Hawk County	IA	\$393,106	Executive Director	\$37,230	\$41,255	2023
Kiddie Kare Ministry & Preschool Co	IN	\$392,309	President	\$66,250	\$68,676	2024
Santa Ynez Valley Outreach Center	CA	\$391,350	Director	\$14,080	\$12,304	2023
Tot Time Preschool	NC	\$409,356	Board Member	\$37,750	\$38,343	2024
South Walpole Community Preschool Inc	MA	\$409,703	Executive Dir.	\$47,350	\$43,061	2023
Cornerstone Academy	TX	\$388,382	Academy Director	\$150,000	\$147,496	2024
The Lab School	MO	\$413,054	Executive Director	\$70,955	\$73,874	2024
Happy Hearts Kindergarten Inc	FL	\$413,167	Director	\$56,463	\$52,141	2024
Discovery Montessori	CA	\$413,675	Executive Di	\$70,920	\$58,647	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Childrens Weekday Program	VA	\$414,108	Executive Director	\$42,000	\$41,041	2023
The Kids Co-op Inc	CA	\$414,819	Executive Dir.	\$79,875	\$67,799	2024
Kids Under Construction Preschool Inc	VA	\$415,107	Director & Treasurer	\$64,130	\$59,299	2025
Parents Of Rockhill Inc	MA	\$384,487	Vice Princip	\$46,939	\$42,688	2023
Ark Adventure Preschool Inc	TX	\$384,336	Director	\$59,915	\$57,396	2025
Canguros Inc	FL	\$382,902	President	\$45,604	\$42,113	2024
Fieldstone Early Learning	MA	\$382,370	President	\$70,012	\$60,250	2025
Gingerbread House Academy Inc	TX	\$418,719	Director	\$48,768	\$49,370	2023
Cornerstone Preschool Group	GA	\$419,214	Preschool Di	\$47,977	\$47,420	2024
Valley Parent Preschool	CA	\$381,198	Director	\$64,700	\$53,503	2025
Wilbraham Community Preschool	MA	\$380,140	President	\$65,958	\$58,263	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN 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 MN 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 316 organizations. Compensation range \$340–\$169,764; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$400,334); for reference, expenses \$315,655 and assets \$115,258.

ROLE MATCH Heidi Matteson, reported title "*PRESIDENT*", 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	14 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	53 rd
Total compensation (D + F), as reported (no adjustments)	50 th
Reportable pay only (column D), adjusted	54 th
All sources (D + E + F), adjusted	53 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 (Heidi Matteson) 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 316 similarly situated organizations (Same NTEE sector (B21), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$51,198 is reasonable (approximately the 53rd 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.