

# United Way Of The Eastern Upper

Executive Director / CEO

EIN 381678240  
 MI · NTEE T70Z  
 FY ending 2023-06-30  
**June 9, 2026**

This analysis benchmarks the total compensation of **Raulaniesa Aranda, Executive Director / CEO** (\$35,480) against **every comparable organization** that fit the selection criteria — **115** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **35<sup>th</sup>** percentile of comparable organizations within the typical range

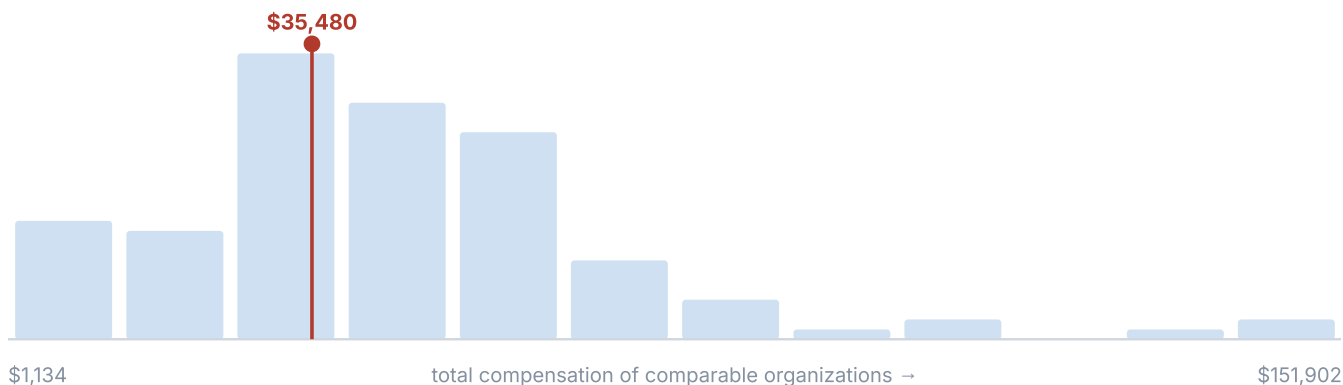
**Benchmarked executive:** Raulaniesa Aranda — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T70Z).
BUDGET	Total revenue between \$151,400 and \$338,956 — 0.67x to 1.50x the subject's \$225,971 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

**115** organizations qualified on sector, size, and geography → **115** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,575	\$29,580	\$40,512	\$55,886	\$69,542	\$35,480
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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 MI 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="#">United Way Of Cattaraugus &amp;</a>	NY	\$225,601	Executive Director	\$37,680	<b>\$32,041</b>	2024
<a href="#">United Way Of Scotland County Inc</a>	NC	\$226,468	Executive Director	\$55,076	<b>\$53,553</b>	2024
<a href="#">United Way Manitowoc County Inc</a>	WI	\$224,229	Executive Director/secretary	\$85,364	<b>\$83,895</b>	2024
<a href="#">Sherburne County Area United Way</a>	MN	\$223,008	Executive Director	\$56,139	<b>\$52,201</b>	2024
<a href="#">Seward County United Fund</a>	KS	\$221,429	Executive Director	\$50,337	<b>\$52,686</b>	2023
<a href="#">Reap International</a>	AK	\$221,223	President	\$29,000	<b>\$26,091</b>	2024
<a href="#">The Dental Foundation Of Oregon</a>	OR	\$230,789	Executive Director	\$149,288	<b>\$130,463</b>	2024
<a href="#">United Way Of Northern Cameron</a>	TX	\$230,798	Executive Director	\$56,600	<b>\$54,853</b>	2023
<a href="#">Texas Guardianship Association</a>	TX	\$221,137	Executive Director	\$36,500	<b>\$34,359</b>	2024
<a href="#">Best Robotics Inc</a>	TX	\$221,076	Executive Director	\$89,052	<b>\$83,827</b>	2024
<a href="#">St Marys Area United Way</a>	PA	\$231,230	Executive Director	\$10,000	<b>\$9,662</b>	2023
<a href="#">Jefferson County United Way Inc</a>	IN	\$220,284	Executive Director	\$55,559	<b>\$55,136</b>	2024
<a href="#">Grateful Giving Foundation</a>	IA	\$233,604	President And Ceo	\$18,182	<b>\$18,734</b>	2024
<a href="#">Batavia United Way</a>	IL	\$217,332	Executive Dir	\$32,500	<b>\$30,068</b>	2024
<a href="#">Warrensburg R-vi School District</a>	MO	\$215,428	Executive Di	\$49,448	<b>\$49,285</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Pgei Of America Charitable</a>	NJ	\$215,223	Administrator	\$14,525	<b>\$12,564</b>	2023
<a href="#">United Way Of Central Kansas Inc</a>	KS	\$212,913	Executive Director	\$49,343	<b>\$50,164</b>	2024
<a href="#">Schostak Family Support Foundation</a>	MI	\$240,909	Secretary	\$26,189	<b>\$25,438</b>	2024
<a href="#">Insaan Group</a>	NY	\$210,885	Chief Executive Officer	\$31,681	<b>\$26,940</b>	2024
<a href="#">Community Parent Center</a>	NY	\$241,240	Director	\$67,500	<b>\$55,919</b>	2025
<a href="#">Dubois Area United Way</a>	PA	\$241,634	Executive Director	\$41,200	<b>\$39,806</b>	2023
<a href="#">The Community Chest Of Englewood</a>	NJ	\$246,442	Executive Director	\$76,300	<b>\$64,107</b>	2024
<a href="#">Angels On The Bay Inc</a>	NY	\$205,028	Vp	\$34,692	<b>\$29,501</b>	2024
<a href="#">United Way Of Southington Inc</a>	CT	\$247,202	Executive Director	\$40,000	<b>\$36,336</b>	2023
<a href="#">United Way Of Whitewater Valley Inc</a>	IN	\$247,353	President	\$73,146	<b>\$72,588</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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** 115 organizations. Compensation range \$1,134–\$151,902; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$225,971); for reference, expenses \$293,468 and assets \$448,291.

<b>ROLE MATCH</b>	Raulaniesa Aranda, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
<b>RELATED-ORG PAY</b>	14 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
<b>OUTLIERS</b>	5 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	35 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	32 <sup>nd</sup>
Reportable pay only (column D), adjusted	38 <sup>th</sup>
All sources (D + E + F), adjusted	27 <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 (Raulaniesa Aranda) 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 115 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,480 is reasonable (approximately the 35<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 9, 2026.