

# The Thrive Network

Executive Director / CEO

This analysis benchmarks the total compensation of **Heather McBroom, Executive Director / CEO** (\$77,584) against **every comparable organization** that fit the selection criteria — **410** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **72<sup>nd</sup>** percentile of comparable organizations within the typical range

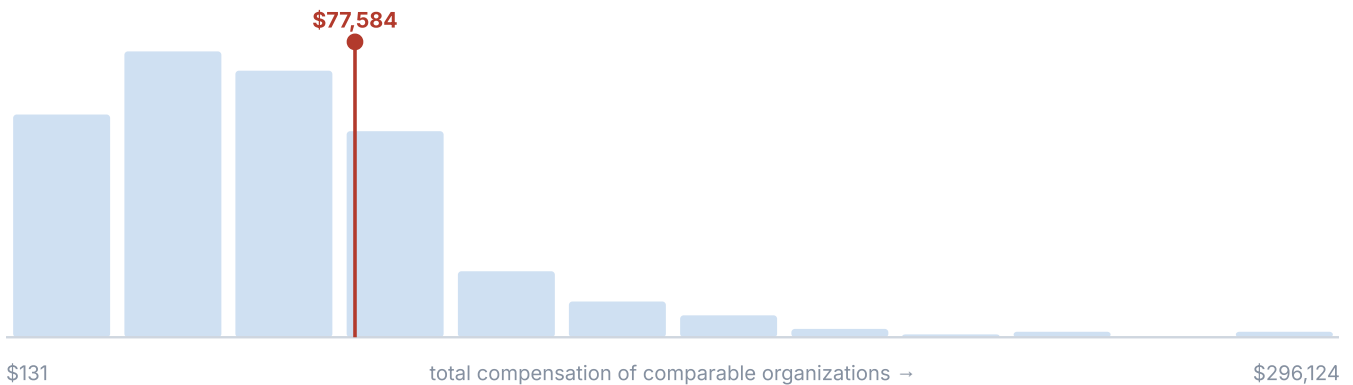
**Benchmarked executive:** Heather McBroom — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B99).
BUDGET	Total revenue between \$188,050 and \$421,009 — 0.67x to 1.50x the subject's \$280,673 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B99), nationwide + budget 0.67–1.5x revenue.

**410** organizations qualified on sector, size, and geography → **410** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$14,306	\$32,293	\$53,991	\$78,499	\$107,869	<b>\$77,584</b>
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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 CO 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="#">Veritas Christian School Inc</a>	OK	\$280,605	President	\$25,000	<b>\$29,556</b>	2023
<a href="#">The Channel Inc</a>	VA	\$280,042	Chief Executive Officer	\$46,420	<b>\$48,123</b>	2023
<a href="#">Management &amp; Organizational Behavior</a>	FL	\$281,337	Executive Dir.	\$77,355	<b>\$78,024</b>	2023
<a href="#">Bentonville Public School Foundation</a>	AR	\$281,857	Executive Director	\$75,000	<b>\$90,516</b>	2023
<a href="#">Hua Xia South Chinese School Inc</a>	NJ	\$279,100	Vice Principal	\$2,000	<b>\$1,814</b>	2025
<a href="#">All Saints' Episcopal School Of Fort</a>	TX	\$282,677	Head Of School	\$33,050	<b>\$34,478</b>	2024
<a href="#">Crsa</a>	CO	\$282,709	Executive Director	\$162,356	<b>\$167,152</b>	2023
<a href="#">Ibttta Foundation</a>	DC	\$278,451	Staff Liaison	\$72,925	<b>\$66,738</b>	2024
<a href="#">Washington Career And Technical Sports Medicine Association</a>	WA	\$282,916	Executive Director	\$34,450	<b>\$31,337</b>	2025
<a href="#">Teacher Education Division Of The</a>	VA	\$278,269	Executive Director	\$67,200	<b>\$69,666</b>	2023
<a href="#">Hudson River Park Mothers Group Org</a>	NY	\$278,260	Director	\$130,000	<b>\$119,351</b>	2025
<a href="#">California Academy</a>	CA	\$278,224	Executive Director	\$18,780	<b>\$16,912</b>	2024
<a href="#">Catalytic Communities Inc</a>	MD	\$283,144	Executive Director	\$38,400	<b>\$43,339</b>	2021
<a href="#">Harvardwood</a>	CA	\$283,355	Executive Director	\$49,032	<b>\$44,155</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Douglass Leadership Institute Inc</a>	MD	\$283,603	President	\$5,000	<b>\$5,019</b>	2023
<a href="#">Eastern Communication Association</a>	PA	\$277,734	Executive Di	\$15,000	<b>\$15,600</b>	2024
<a href="#">Rainy River Community College Foundation</a>	MN	\$283,918	Foundation Executive Director	\$18,053	<b>\$18,603</b>	2024
<a href="#">Ace Mentor Program Of Northeast Florida</a>	FL	\$276,952	Director	\$81,963	<b>\$78,230</b>	2025
<a href="#">We Defend Truth</a>	TX	\$276,840	Founder & Ceo	\$72,800	<b>\$78,189</b>	2023
<a href="#">Women Of Color Foundation</a>	OH	\$284,642	Chairwoman & Founder	\$52,034	<b>\$59,173</b>	2023
<a href="#">Superseeds</a>	OH	\$276,311	Executive Director	\$50,000	<b>\$55,229</b>	2024
<a href="#">Private Schools Interscholastic Assn Inc</a>	TX	\$285,532	Executive Director	\$75,000	<b>\$78,241</b>	2024
<a href="#">Garden City Ballet Company</a>	MT	\$275,676	Exec Director	\$66,025	<b>\$72,310</b>	2025
<a href="#">Montessori Schools Of Washington</a>	WA	\$285,921	Teacher	\$84,291	<b>\$76,674</b>	2025
<a href="#">Louisiana Pediatric Cardiology</a>	LA	\$285,991	Director Of Operations	\$63,600	<b>\$75,193</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO 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 CO 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 **410** organizations. Compensation range \$131–\$296,124; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$280,673); for reference, expenses \$270,583 and assets \$295,111.
ROLE MATCH	Heather Mcbroom, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	29 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	16 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	72 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	75 <sup>th</sup>
Reportable pay only (column D), adjusted	75 <sup>th</sup>
All sources (D + E + F), adjusted	67 <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 (Heather Mcbroom) 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 410 similarly situated organizations (Same NTEE sector (B99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$77,584 is reasonable (approximately the 72<sup>nd</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.