

# Urbandale Community Action Network

Executive Director / CEO

EIN 421521664

IA · NTEE S20

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Laura Holms, Executive Director / CEO** (\$40,357) against **every comparable organization** that fit the selection criteria — **70** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **61<sup>st</sup>** percentile of comparable organizations

within the typical range

**Benchmarked executive:** Laura Holms — 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 (S20).

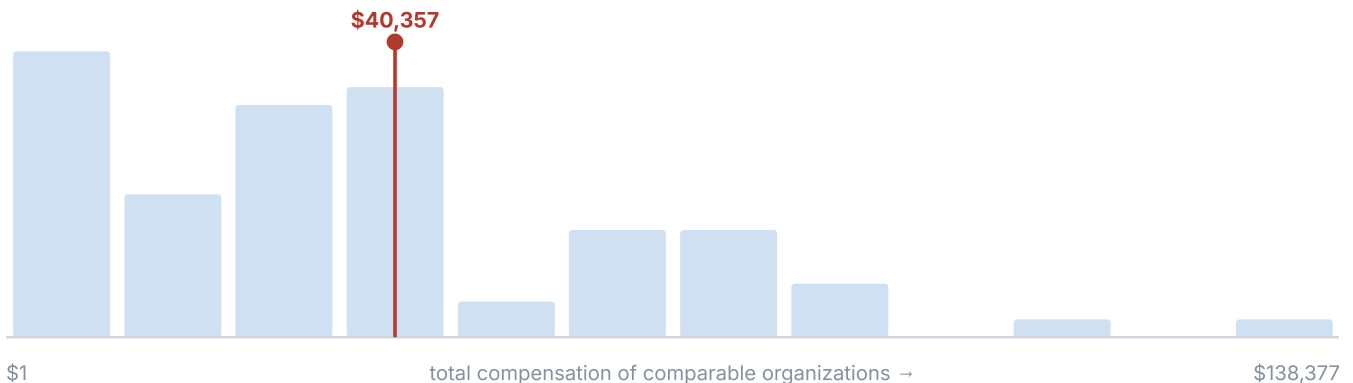
**BUDGET** Total revenue between \$71,158 and \$159,309 — 0.67x to 1.50x the subject's \$106,206 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (S20), nationwide + budget 0.67–1.5x revenue.

**70** organizations qualified on sector, size, and geography

→ **70** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$4,416

\$14,146

\$31,437

\$50,848

\$72,106

**\$40,357**



## ■ 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 IA 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="#">Aberdeen Main Street Inc</a>	MS	\$106,433	Coordinator	\$17,450	<b>\$17,240</b>	2024
<a href="#">Town Square Inc</a>	NY	\$107,852	Executive Director	\$30,000	<b>\$24,048</b>	2024
<a href="#">Loving Library</a>	AZ	\$107,908	Ceo	\$30,000	<b>\$25,594</b>	2024
<a href="#">Decatur County Development Corp</a>	IA	\$108,957	Executive Director	\$45,824	<b>\$44,509</b>	2024
<a href="#">Christmas In April St Marys County</a>	MD	\$109,551	Executive Director	\$54,750	<b>\$44,236</b>	2025
<a href="#">Osgood Beautification And Main Street De</a>	IN	\$102,008	Treasurer	\$475	<b>\$444</b>	2024
<a href="#">Lakewood Seward Park Community</a>	WA	\$111,789	Executive Dire	\$20,017	<b>\$16,367</b>	2023
<a href="#">Mckinley Park Development Council</a>	IL	\$100,234	Managing Dir.	\$5,167	<b>\$4,506</b>	2024
<a href="#">Promote Carmel Inc</a>	IN	\$100,190	Officer	\$48,750	<b>\$45,605</b>	2024
<a href="#">Laurel Redevelopment Corporation</a>	DE	\$100,146	Executive Di	\$75,000	<b>\$65,145</b>	2024
<a href="#">Oakland Renaissance Nmtc Inc</a>	CA	\$99,920	President	\$145,905	<b>\$111,764</b>	2024
<a href="#">The Collective Empowerment Group</a>	MD	\$99,445	President	\$10,000	<b>\$8,538</b>	2023
<a href="#">Omro Area Community Center Inc</a>	WI	\$99,281	Executive Director	\$21,713	<b>\$20,116</b>	2024
<a href="#">Motivated Young Scholars</a>	PA	\$114,532	Youth And Family Services	\$12,000	<b>\$10,616</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Theclevelandobserver</a>	OH	\$115,375	Vice President	\$700	<b>\$677</b>	2023
<a href="#">Shreveport Common Inc</a>	LA	\$96,199	Executive Director	\$60,000	<b>\$60,340</b>	2023
<a href="#">Our Village Community Center</a>	UT	\$95,109	President	\$10,500	<b>\$9,815</b>	2023
<a href="#">Quality Life Blueprint</a>	NC	\$93,278	Executive Director	\$31,154	<b>\$28,556</b>	2024
<a href="#">Tourism-recreation Investment Partnership Of David</a>	NC	\$119,621	Executive Director	\$79,166	<b>\$70,694</b>	2025
<a href="#">Bexley Area Chamber Of Commerce</a>	OH	\$119,719	Executive Di	\$47,539	<b>\$44,666</b>	2024
<a href="#">Hustle Winston-salem</a>	NC	\$120,434	Executive Director	\$33,333	<b>\$31,456</b>	2023
<a href="#">Sakan Community Resources Inc</a>	MN	\$91,376	Managing Director	\$70,475	<b>\$61,775</b>	2024
<a href="#">Yvonne Perkins Legacy Fund Inc</a>	IN	\$91,002	President And Director	\$7,923	<b>\$7,412</b>	2024
<a href="#">Summit Impact</a>	CA	\$124,138	Executive Di	\$175,464	<b>\$138,377</b>	2023
<a href="#">El Dorado Main Street Inc</a>	KS	\$124,748	Executive Director	\$35,000	<b>\$33,543</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IA 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 IA 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 70 organizations. Compensation range \$1–\$138,377; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$106,206); for reference, expenses \$204,551 and assets \$33,247. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Laura Holms, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	7 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	61 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	54 <sup>th</sup>
Reportable pay only (column D), adjusted	67 <sup>th</sup>
All sources (D + E + F), adjusted	54 <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 (Laura Holms) 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 10, 2026, comparing compensation against 70 similarly situated organizations (Same NTEE sector (S20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$40,357 is reasonable (approximately the 61<sup>st</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 10, 2026.