

California Breastfeeding Coalition

Executive Director / CEO

EIN 452688965

CA · NTEE E01

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Jasmine Marquez, Executive Director / CEO** (\$110,373) against **every comparable organization** that fit the selection criteria — **22** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **64th** percentile of comparable organizations within the typical range

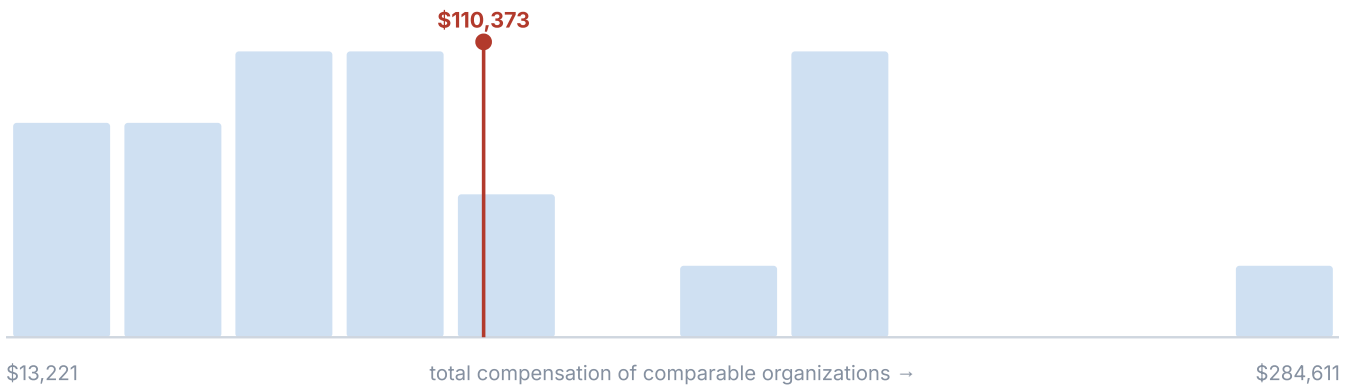
Benchmarked executive: Jasmine Marquez — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E01).
BUDGET	Total revenue between \$315,879 and \$707,193 — 0.67x to 1.50x the subject's \$471,462 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E01), nationwide + budget 0.67–1.5x revenue.

22 organizations qualified on sector, size, and geography → **22** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$29,709	\$50,508	\$91,014	\$150,166	\$185,536	\$110,373
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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
World Patients Alliance	DC	\$471,990	Executive Di	\$84,600	\$90,855	2023
Utah Pacific Islander Health Coalition	UT	\$479,235	Executive Dir.	\$19,348	\$24,235	2023
Washington School-based Health Alliance	WA	\$480,407	Executive Director From April 2024	\$87,578	\$93,206	2024
Birth Control Advocates Of New York	NY	\$446,704	Co-executive Director	\$166,421	\$178,762	2024
Epilepsy Alliance America Inc	LA	\$420,508	Coo	\$138,237	\$186,289	2023
Nami Of Southern Arizona	AZ	\$545,298	Executive Director	\$70,472	\$80,565	2024
Echcc Inc	FL	\$397,438	Executive Director	\$73,995	\$80,501	2025
Share Health Southeast Georgia Inc	GA	\$396,803	Executive Director	\$35,580	\$43,782	2023
Headache Alliance Inc	NJ	\$386,225	Executive Dir.	\$100,155	\$103,558	2025
Higgy Bears Inc	MI	\$376,835	President	\$60,000	\$73,618	2024
Family Voices Of North Dakota Inc	ND	\$368,018	Executive Director	\$55,620	\$70,686	2025
Texans For Vaccine Choice	TX	\$339,693	President	\$10,800	\$13,221	2023
Social Medicine International	UT	\$324,751	Executive Director	\$23,744	\$28,887	2024
Committee To Protect Health Care	IL	\$625,474	Executive Director	\$31,750	\$37,104	2024
The Fibroid Foundation	MD	\$643,643	Founder & Ceo	\$248,750	\$284,611	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
The Midwest Alliance For Patient Safety	IL	\$646,957	President	\$35,013	\$40,917	2024
Planned Parenthood Pennsylvania	PA	\$652,406	Executive Director	\$129,800	\$158,414	2023
Federation Of State Physician Health	MA	\$665,050	Ceo	\$180,655	\$192,976	2024
Advance Autism	WA	\$667,095	President & Ed	\$165,000	\$175,604	2024
Sick Cells	IL	\$667,849	Excutive Director	\$78,015	\$91,172	2024
Wake County Medical Society Community	NC	\$694,306	Executive Director	\$102,114	\$125,423	2024
Generation Patient Inc	IN	\$703,112	Executive Dir.	\$88,150	\$110,502	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 2025 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.

■ Sample, role match & sensitivity

PEER COUNT	22 organizations. Compensation range \$13,221–\$284,611; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$471,462); for reference, expenses \$382,796 and assets \$294,084.
ROLE MATCH	Jasmine Marquez, reported title " <i>Executive Dir.</i> ", 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.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	64 th
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	64 th
All sources (D + E + F), adjusted	59 th

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 (Jasmine Marquez) 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 22 similarly situated organizations (Same NTEE sector (E01), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$110,373 is reasonable (approximately the 64th 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.