

# The Green Urban Lunch Box

Executive Director / CEO

EIN 454320152  
 UT · NTEE C42  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Adele Pincock, Executive Director / CEO** (\$46,875) against **every comparable organization** that fit the selection criteria — **602** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **41<sup>st</sup>** percentile of comparable organizations

within the typical range

**Benchmarked executive:** Adele Pincock — reported title “Executive Director March 2023 - December 2023”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C42).
BUDGET	Total revenue between \$174,792 and \$391,326 — 0.67x to 1.50x the subject's \$260,884 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (C), nationwide + budget 0.67–1.5x revenue.

**602** organizations qualified on sector, size, and geography → **602** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$11,513	\$31,152	\$54,943	\$74,346	\$100,665	\$46,875
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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 UT 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="#">Live Green Connecticut Inc</a>	CT	\$260,833	President	\$137,500	<b>\$125,964</b>	2023
<a href="#">The Nature Of Wildworks</a>	CA	\$260,945	Executive Di	\$66,092	<b>\$54,162</b>	2024
<a href="#">People &amp; Plants International Inc</a>	VT	\$261,027	Co-director	\$93,000	<b>\$88,836</b>	2024
<a href="#">Forest And Woodland Association Of Missouri</a>	MO	\$260,581	Executive Director	\$48,505	<b>\$47,499</b>	2025
<a href="#">Bella Vista Recycling Foundation</a>	AR	\$261,197	Director	\$43,400	<b>\$47,665</b>	2023
<a href="#">Friends Of Huddart &amp; Wunderlich Parks</a>	CA	\$260,144	Program Director	\$75,000	<b>\$59,877</b>	2025
<a href="#">Blue Ridge Prism Inc</a>	VA	\$261,741	Former Executive Director	\$66,694	<b>\$61,114</b>	2024
<a href="#">Land Conservation Foundation</a>	IL	\$262,318	Executive Director	\$36,511	<b>\$34,066</b>	2024
<a href="#">Bear Lake Watch</a>	UT	\$259,252	Past Exec. Dir.	\$37,912	<b>\$37,912</b>	2023
<a href="#">Virginias United Land Trusts</a>	VA	\$259,231	Executive Dir.	\$98,537	<b>\$87,965</b>	2025
<a href="#">Southeast Michigan Land Conservancy</a>	MI	\$262,599	Executive Director	\$88,281	<b>\$89,031</b>	2023
<a href="#">Cwmu Association</a>	UT	\$259,051	Secretary	\$5,000	<b>\$5,000</b>	2023
<a href="#">Wareham Land Trust Inc</a>	MA	\$262,864	Executive Dir.	\$47,878	<b>\$42,037</b>	2023
<a href="#">Coast Ridge Community Forest</a>	CA	\$258,775	Executive Dir.	\$16,465	<b>\$13,891</b>	2023
<a href="#">Land Trust Of The Treasure Valley</a>	ID	\$263,019	Executive Director (1 Month)	\$84,000	<b>\$87,309</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Sustainable Contra Costa</a>	CA	\$258,679	Ceo	\$34,425	<b>\$29,044</b>	2023
<a href="#">Greater Oregon City Watershed Council</a>	OR	\$263,413	Executive Dir.	\$78,680	<b>\$69,343</b>	2024
<a href="#">Resource Protection Group Inc</a>	VA	\$258,063	Secretary/tr	\$7,500	<b>\$6,873</b>	2024
<a href="#">Beyond Our Shores Inc</a>	RI	\$263,786	President	\$73,150	<b>\$68,533</b>	2023
<a href="#">Kanu Hawaii</a>	HI	\$257,751	Executive Director	\$64,996	<b>\$55,225</b>	2024
<a href="#">The Greenwich Tree Conservancy Inc</a>	CT	\$264,196	Executive Director	\$54,590	<b>\$50,010</b>	2023
<a href="#">Amos A Mid-iowa Organizing Strategy</a>	IA	\$257,465	Lead Organizer	\$111,772	<b>\$113,152</b>	2025
<a href="#">Kahaluu Kuahewa</a>	HI	\$264,425	Executive Di	\$57,793	<b>\$49,105</b>	2024
<a href="#">Jones River Watershed Associnc</a>	MA	\$264,493	Exec. Dir.	\$60,000	<b>\$51,169</b>	2024
<a href="#">Community Climate Solutions</a>	CA	\$257,065	President And Program Manager	\$89,625	<b>\$71,554</b>	2025

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to UT 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 UT 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT **602** organizations. Compensation range \$490–\$391,898; filing years 2020–2025.

SIZE BASIS Matched on total revenue (\$260,884); for reference, expenses \$332,020 and assets \$57,050.

ROLE MATCH	Adele Pincock, reported title <i>"Executive Director March 2023 - December 2023"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	23 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	13 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	41 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	38 <sup>th</sup>
Reportable pay only (column D), adjusted	43 <sup>rd</sup>
All sources (D + E + F), adjusted	39 <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 (Adele Pincock) 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 602 similarly situated organizations (Same NTEE major group (C), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$46,875 is reasonable (approximately the 41<sup>st</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.