

This analysis benchmarks the total compensation of **Holly Robles, Executive Director / CEO** (\$63,840) against **every comparable organization** that fit the selection criteria — **28** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **36<sup>th</sup>** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

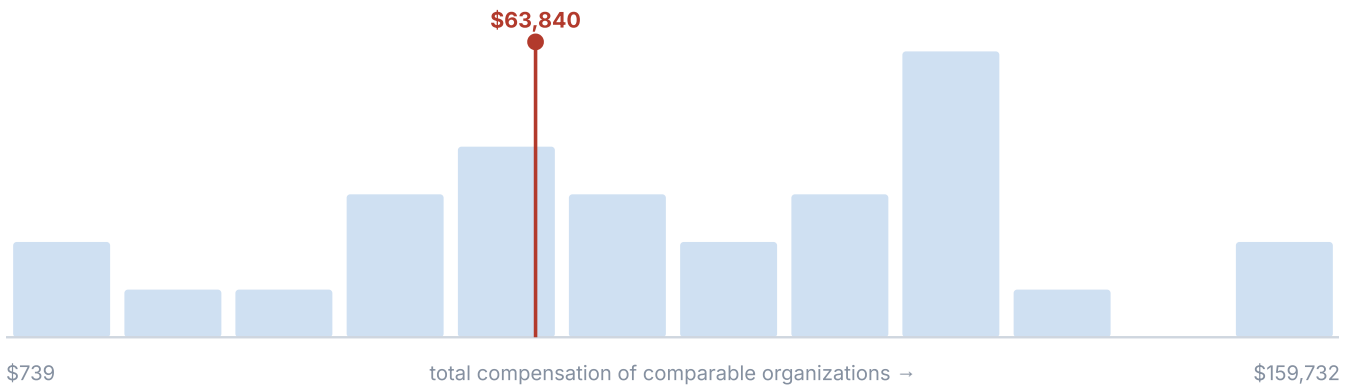
SECTOR Organizations sharing the subject's NTEE classification (P33).

BUDGET Total revenue between \$328,480 and \$735,403 — 0.67x to 1.50x the subject's \$490,269 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P33) + CA + budget 0.67–1.5x revenue.

**28** organizations qualified on sector, size, and geography → **28** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$29,401	\$55,134	\$78,974	\$111,634	\$121,859	\$63,840
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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
<a href="#">Children Country &amp; Lives Ccl</a>	CA	\$482,987	Member	\$15,600	<b>\$15,600</b>	2025
<a href="#">Gan Israel Preschool</a>	CA	\$531,752	President Director	\$123,500	<b>\$130,512</b>	2023
<a href="#">Saving All Children</a>	CA	\$444,706	Executive Dir.	\$47,400	<b>\$48,654</b>	2024
<a href="#">Garden Grove 1st Preschool Inc</a>	CA	\$433,887	President	\$38,400	<b>\$40,580</b>	2023
<a href="#">Paul Vision Ministries</a>	CA	\$547,288	Secretary	\$6,900	<b>\$7,292</b>	2023
<a href="#">Santa Cruz Toddler Care Center</a>	CA	\$550,684	Co-exec Dir	\$79,883	<b>\$81,997</b>	2024
<a href="#">Norma Gist Peoples' Free Child Development Program Inc</a>	CA	\$424,900	Executive Director	\$34,405	<b>\$35,315</b>	2024
<a href="#">Infant Development Center</a>	CA	\$559,517	Executive Dir.	\$116,700	<b>\$116,700</b>	2025
<a href="#">Faith Hope &amp; Love School</a>	CA	\$414,917	Director	\$45,000	<b>\$45,000</b>	2025
<a href="#">Venice Parents Daycare And Preschool</a>	CA	\$565,978	Director	\$73,473	<b>\$77,645</b>	2023
<a href="#">Butte Valley Montessori</a>	CA	\$410,323	Controller	\$66,387	<b>\$66,387</b>	2025
<a href="#">Morning Star Education Center</a>	CA	\$397,907	President	\$720	<b>\$739</b>	2024
<a href="#">1st Place 2 Start</a>	CA	\$594,453	President Executive Director	\$92,451	<b>\$94,897</b>	2024
<a href="#">Come And See Preschool &amp; After School</a>	CA	\$385,895	President	\$99,000	<b>\$99,000</b>	2025
<a href="#">Bright Futures Growth And Development</a>	CA	\$379,961	President & Ceo	\$59,615	<b>\$61,192</b>	2024
<a href="#">God's Hands Academy</a>	CA	\$378,715	President	\$110,651	<b>\$113,579</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Friends Of Potrero Hill Nursery</a>	CA	\$367,416	Director	\$106,558	<b>\$109,377</b>	2024
<a href="#">Barrio Station</a>	CA	\$358,745	Executive Di	\$97,920	<b>\$100,511</b>	2024
<a href="#">Calvary Childcare Center</a>	CA	\$358,065	Executive Director	\$68,188	<b>\$72,060</b>	2023
<a href="#">Neighborhood Childcare Center</a>	CA	\$628,302	Executive Direc	\$58,686	<b>\$60,239</b>	2024
<a href="#">Indian Valley Kids Only Club</a>	CA	\$644,916	Director	\$111,803	<b>\$118,151</b>	2023
<a href="#">Ulloa Childrens Center</a>	CA	\$331,025	President-5/25	\$80,302	<b>\$80,302</b>	2025
<a href="#">Placerville Pre-schoolers Inc</a>	CA	\$653,494	Director	\$57,294	<b>\$57,294</b>	2025
<a href="#">The Little School-tiburon</a>	CA	\$657,960	Director	\$157,981	<b>\$157,981</b>	2025
<a href="#">Parent Voices Oakland</a>	CA	\$676,614	Executive Director	\$155,615	<b>\$159,732</b>	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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT	28 organizations. Compensation range \$739–\$159,732; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$490,269); for reference, expenses \$485,893 and assets \$190,961.
ROLE MATCH	Holly Robles, reported title "CEO", 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	36 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	36 <sup>th</sup>
Reportable pay only (column D), adjusted	39 <sup>th</sup>
All sources (D + E + F), adjusted	36 <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 (Holly Robles) 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 28 similarly situated organizations (Same NTEE sector (P33) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,840 is reasonable (approximately the 36<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.