

Pay It Forward Outreach Corp

Executive Director / CEO

EIN 464558350

FL · NTEE P58

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Bonnie Vitale, Executive Director / CEO** (\$10,920) against **every comparable organization** that fit the selection criteria — **25** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **12th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Bonnie Vitale — reported title "President", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

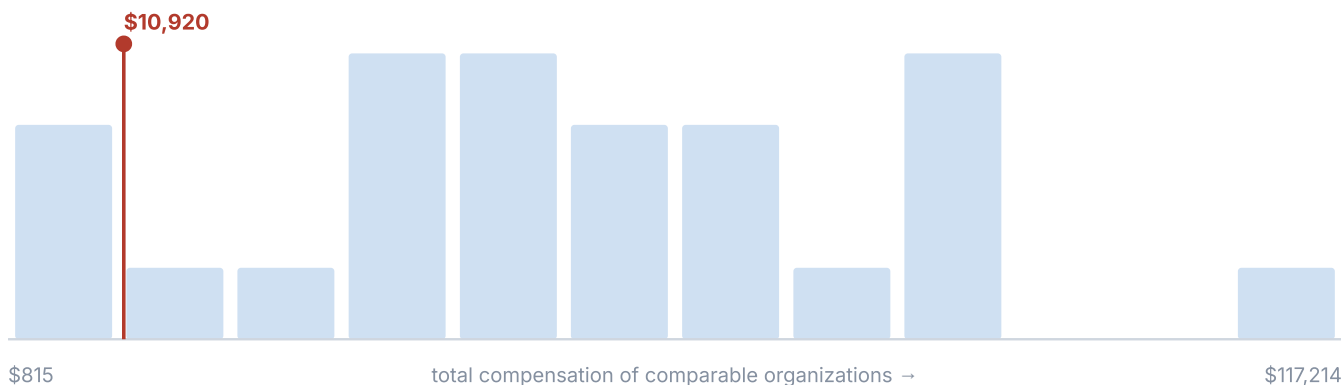
SECTOR Organizations sharing the subject's NTEE classification (P58).

BUDGET Total revenue between \$158,067 and \$353,883 — 0.67x to 1.50x the subject's \$235,922 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P58), nationwide + budget 0.67–1.5x revenue.

25 organizations qualified on sector, size, and geography → **25** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,064	\$35,555	\$48,617	\$66,783	\$84,588	\$10,920
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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 FL 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
Pastor In Residence Ministries Inc	MI	\$230,485	Executive Di	\$43,655	\$49,381	2023
Toy Shop Of Duncan Inc	OK	\$226,006	Executive Director	\$52,500	\$61,537	2024
The Christmas Cheer All Year Program	CA	\$247,503	Vice President	\$54,000	\$49,636	2024
Childrens Christmas Party Of	FL	\$254,667	Executive Di	\$37,500	\$37,500	2024
Love Society	AZ	\$212,063	Director	\$32,132	\$32,895	2024
Birthday Blessings	MO	\$205,229	President	\$31,860	\$35,921	2024
My Joyful Heart	IL	\$266,757	Executive Director	\$33,000	\$35,555	2023
Waukesha County Christmas Clearing	WI	\$268,507	Executive Di	\$44,825	\$48,548	2025
Wright-hennepin Electric Trust	MN	\$268,605	Chair	\$775	\$815	2024
Christmas For Kids Inc	TN	\$196,190	President	\$36,000	\$40,281	2024
Kenosha Christmas Charities Inc	WI	\$278,814	Administrato	\$9,141	\$9,900	2025
The Christmas Cheer Agency Of Alamance	NC	\$280,428	Executive Director	\$50,000	\$56,619	2023
Angelwish Inc	NJ	\$188,965	Ceo	\$119,792	\$117,214	2023
New Mexico Childrens Foundation	NM	\$286,038	Executive Dir.	\$58,330	\$66,783	2024
Cardinal Kung Foundation Inc	CT	\$308,899	President	\$50,000	\$48,617	2025
Childrens Literacy Network	MI	\$310,189	Executive Director	\$71,237	\$78,270	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Food For Thought Toledo Inc	OH	\$159,657	Executive Director	\$73,687	\$85,533	2023
Christmas Commandos	CO	\$158,334	Trustee	\$15,000	\$15,311	2024
Boost A Foster Family Inc	AZ	\$314,055	Secretary	\$24,000	\$25,296	2023
Hope's Front Door	IL	\$314,179	Executive Director	\$78,000	\$84,039	2023
Dignity For Divas	WA	\$316,884	Executive Director	\$45,142	\$43,022	2024
Christmas Project Inc	NY	\$323,236	Treasurer	\$7,000	\$6,560	2025
Restore Humanity Inc	AR	\$331,449	Chairman	\$71,000	\$84,954	2024
Teachers Supply Closet	SC	\$338,844	Executive Dir.	\$72,347	\$80,342	2024
The Christian Laymans Corps	PA	\$351,388	President & Ceo	\$58,152	\$63,554	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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	25 organizations. Compensation range \$815–\$117,214; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$235,922); for reference, expenses \$240,879 and assets \$241,905.
ROLE MATCH	Bonnie Vitale, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	1 peer 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	12 th
Total compensation (D + F), as reported (no adjustments)	12 th
Reportable pay only (column D), adjusted	12 th
All sources (D + E + F), adjusted	12 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 (Bonnie Vitale) 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 25 similarly situated organizations (Same NTEE sector (P58), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$10,920 is reasonable (approximately the 12th 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.