

Its Going To Be Ok Inc

Executive Director / CEO

EIN 465139883

TX · NTEE K40

FY ending 2023-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Dr Tonya Stafford, Executive Director / CEO** (\$14,700) against **every comparable organization** that fit the selection criteria — **26** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 8th percentile of comparable organizations

below the typical range for comparable organizations

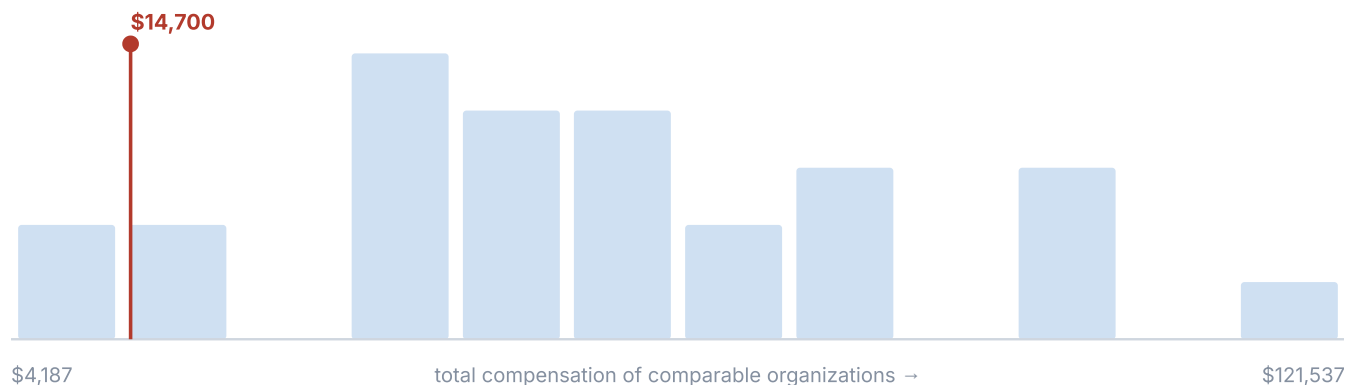
Benchmarked executive: Dr Tonya Stafford — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (K40).
BUDGET	Total revenue between \$306,017 and \$685,113 — 0.67x to 1.50x the subject's \$456,742 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (K40), nationwide + budget 0.67–1.5x revenue.

26 organizations qualified on sector, size, and geography → **26** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$22,929	\$37,391	\$54,028	\$75,267	\$98,423	\$14,700
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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 TX 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
Berkeley Student Food Collective	CA	\$460,899	Secretary	\$58,101	\$50,155	2023
Gods Gym Inc	OK	\$450,710	President	\$20,800	\$22,239	2024
Better Health Better Life Inc	MD	\$465,583	Executive Director	\$67,472	\$61,251	2024
Child Development Nutrition Program Inc	TX	\$423,022	President	\$35,800	\$35,800	2023
The Peanut Institute Foundation Inc	GA	\$496,841	President	\$44,286	\$43,237	2024
From Farm To Table Inc	NY	\$416,406	Executive Director	\$108,372	\$97,897	2023
Ifma Educational Foundation	IL	\$498,756	President & Ceo	\$103,653	\$98,948	2024
Metro Lifestyle Ministries Inc	AL	\$413,219	Secretary-treasurer	\$9,100	\$9,546	2024
International Society Of Behavioral	NE	\$509,374	Executive Director	\$46,983	\$49,068	2024
Slow Food Co-denver	CO	\$402,916	Executive Director	\$70,781	\$67,849	2023
Harvest House Outreach Inc	OK	\$401,962	Executive Director	\$41,213	\$44,066	2024
Downtown Napa Farmers Market	CA	\$515,092	Executive Di	\$94,990	\$79,646	2024
The Terrace Foundation	CA	\$520,040	Former Executive Director	\$42,797	\$36,944	2023
Fresh Rx Inc	FL	\$391,890	Secretary	\$4,590	\$4,187	2024
Farm To Table Buy Local	PA	\$382,446	Executive Director	\$40,000	\$38,732	2024
Suprseed Inc	CA	\$550,576	Pres./exec. Dir	\$92,004	\$77,142	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Delaware Restaurant Association	DE	\$551,734	President & Ceo	\$103,807	\$101,612	2023
Project Grows Inc	VA	\$559,898	Executive Di	\$48,461	\$46,777	2023
Community Food Connections Inc	AZ	\$350,794	Executive Director	\$65,000	\$60,700	2024
Partnership For Food Safety Education Inc	OH	\$344,522	Executive Director	\$118,175	\$121,537	2024
Cuisine For Healing	TX	\$582,827	Chief Executive Officer	\$24,316	\$23,618	2024
Thrive	MI	\$584,921	Executive Director	\$80,003	\$80,183	2024
Brownsville Wellness Coalition	TX	\$611,333	Executive Dir.	\$60,260	\$58,531	2024
North Coast Food Web	OR	\$616,239	Executive Director	\$62,369	\$57,901	2023
Cooking With Gabby	CA	\$629,458	Exec Dir/secty	\$42,762	\$34,931	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 26 organizations. Compensation range \$4,187–\$121,537; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$456,742); for reference, expenses \$445,649 and assets \$26,673.

ROLE MATCH Dr Tonya Stafford, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 4 peers 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	8 th
Total compensation (D + F), as reported (no adjustments)	8 th
Reportable pay only (column D), adjusted	19 th
All sources (D + E + F), adjusted	8 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 (Dr Tonya Stafford) 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 26 similarly situated organizations (Same NTEE sector (K40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$14,700 is reasonable (approximately the 8th 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 10, 2026.