

Una Vida Esta Vida

Executive Director / CEO

EIN 471884407
 CA · NTEE B99
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Rebecca Reindl, Executive Director / CEO** (\$14,500) against **every comparable organization** that fit the selection criteria — **58** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 9th percentile of comparable organizations

below the typical range for comparable organizations

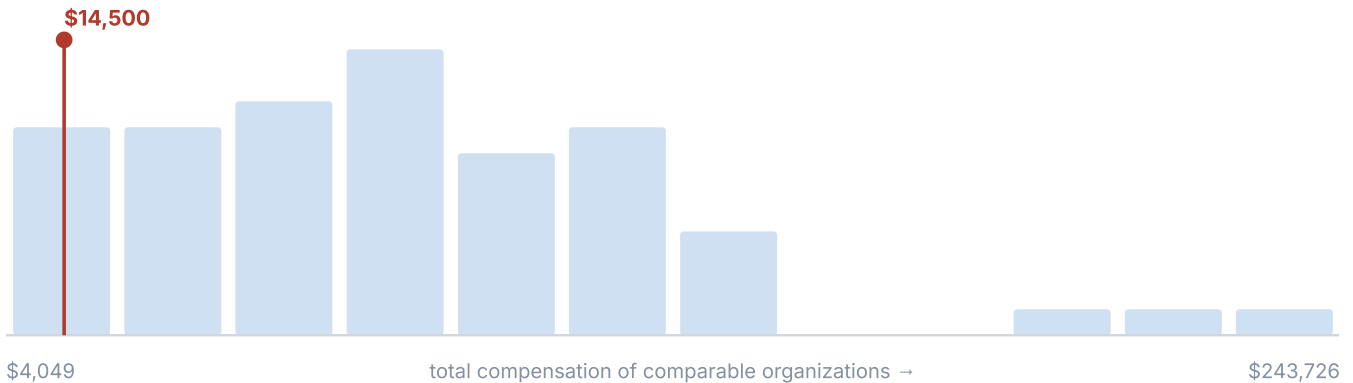
Benchmarked executive: Rebecca Reindl — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B99).
BUDGET	Total revenue between \$310,981 and \$696,228 — 0.67x to 1.50x the subject's \$464,152 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B99) + CA + budget 0.67–1.5x revenue.

58 organizations qualified on sector, size, and geography → **58** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,111	\$38,392	\$77,595	\$105,113	\$129,006	\$14,500
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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
The Conscious Kid	CA	\$465,081	Executive Dir.	\$135,000	\$135,000	2024
Coongie	CA	\$470,846	Treasurer/ed	\$11,111	\$11,439	2023
Botanical Bus	CA	\$455,172	Exec Direc/ Board Pres	\$74,880	\$77,092	2023
Paramedic Resources Inc	CA	\$474,692	Board Member	\$13,000	\$13,000	2024
Biblical Counseling Ministries Worldwide Inc	CA	\$489,062	President	\$57,676	\$57,676	2024
Abundant Education	CA	\$433,979	Ceo	\$98,500	\$98,500	2024
Willie L Brown Jr Institute On	CA	\$429,244	Executive Director	\$115,566	\$115,566	2024
Sati Center For Buddhist Studies	CA	\$425,533	Treasurer	\$36,000	\$35,072	2025
Curriki	CA	\$505,735	Ceo	\$243,726	\$243,726	2024
Cardiovascular Implant Durability Inc	CA	\$507,995	President	\$70,000	\$72,068	2023
Avasant Foundation	CA	\$419,508	Exec Director	\$4,049	\$4,049	2024
Roots Action Education Fund	CA	\$418,199	National Director	\$98,028	\$98,028	2024
Bluedoor Education Center Inc	CA	\$409,390	Treasurer	\$62,508	\$62,508	2024
Santa Ana Education Facilities	CA	\$405,324	Executive Director	\$52,091	\$52,091	2024
Compass For Affordable Housing	CA	\$404,252	Executive Director	\$65,697	\$67,638	2023
City Learners Inc DbA My City School	CA	\$403,881	Executive Dir.	\$100,223	\$100,223	2024
Arts Media And Entertainment Institute Inc	CA	\$399,515	Executive Director	\$82,378	\$82,378	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Go And Love Foundation	CA	\$532,991	Ceo	\$92,578	\$92,578	2024
Oakland Digital Arts And Literacy Center Inc	CA	\$382,357	Executive Director	\$94,800	\$97,600	2023
Building Equity Aspiration Resilience	CA	\$378,984	President Ceo	\$104,000	\$107,072	2023
Stiles Hall	CA	\$549,738	Executive Director	\$128,646	\$132,446	2023
Challenge Sonoma Adventure	CA	\$372,717	Director	\$34,680	\$34,680	2024
If You Heard What I Heard Inc	CA	\$371,217	Director/chair	\$8,332	\$8,332	2024
Farms To Grow Inc	CA	\$366,693	Executive Dir.	\$35,500	\$36,549	2023
San Francisco Public Press	CA	\$562,012	Director & Secretary	\$27,946	\$27,946	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 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 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	58 organizations. Compensation range \$4,049–\$243,726; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$464,152); for reference, expenses \$167,768 and assets \$39,607. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Rebecca Reindl, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 2 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	9 th
Total compensation (D + F), as reported (no adjustments)	9 th
Reportable pay only (column D), adjusted	16 th
All sources (D + E + F), adjusted	9 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 (Rebecca Reindl) 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 58 similarly situated organizations (Same NTEE sector (B99) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$14,500 is reasonable (approximately the 9th 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.