PeerBasis

COMPENSATION COMPARABILITY DETERMINATION

Sensory Beans Inc

Executive Director / CEO

EIN **473886249**
NY · NTEE N30
FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Rachel Roslow, Executive Director / CEO** ($51,800) against **every comparable organization** that fit the selection criteria — **38** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 47th percentile of comparable organizations

within the typical range

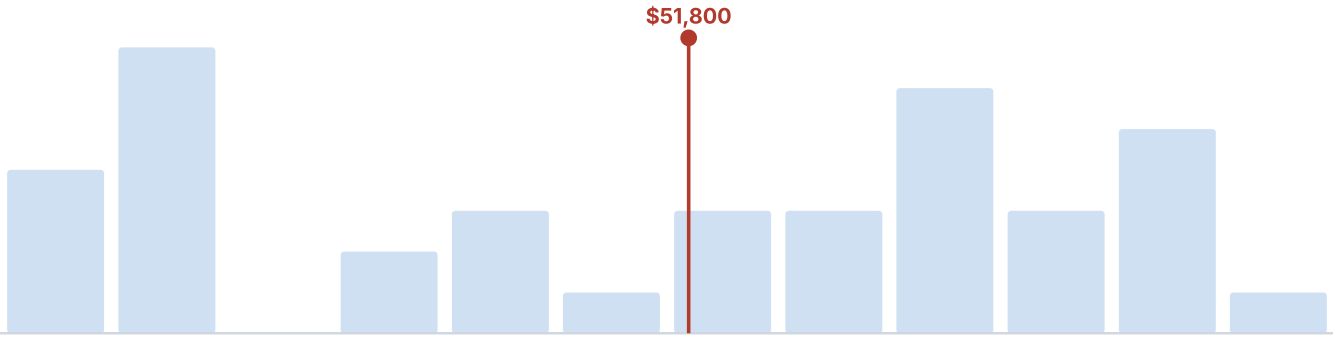
> **Benchmarked executive:** Rachel Roslow — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (N30).
BUDGET	Total revenue between $178,325 and $399,235 — 0.67× to 1.50× the subject's $266,157 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (N30), nationwide + budget 0.67–1.5× revenue.

38 organizations qualified on sector, size, and geography → **38** within the band form the benchmarked peer set.

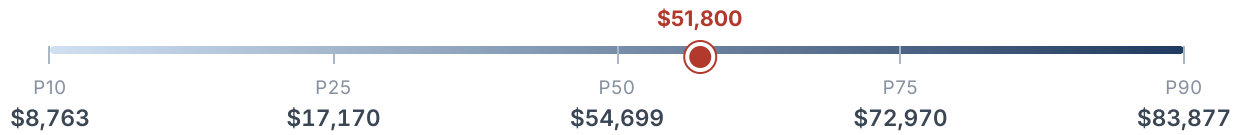
Distribution of comparable compensation



$1,507 total compensation of comparable organizations → $98,925

$8,763	$17,170	$54,699	$72,970	$83,877	$51,800

10TH	25TH	MEDIAN	75TH	90TH	THIS ORG · 47TH



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 NY 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
Orchard Hills Athletic Club	MI	$268,589	Manager	$14,563	**$16,635**	2024
Maine Gearshare	ME	$262,844	Executive Director	$75,000	**$83,110**	2024
Northern Blair County Recreation	PA	$259,038	Board Member	$5,768	**$6,366**	2024
Community Swim Club	WA	$255,736	President	$3,725	**$3,800**	2023
Heroes Movement	CA	$278,910	President	$65,000	**$63,948**	2023
Northern Columbia Community And Cultural Center	PA	$253,387	Executive Director	$27,728	**$30,600**	2024
Frailty Myths	CA	$250,961	President	$100,552	**$98,925**	2023
Iron Belle Trail Fund	MI	$281,814	Director	$15,072	**$17,216**	2024
Paradise Stronger Inc	CA	$242,895	Executive Dir.	$53,254	**$50,889**	2024
Carpinteria Skate Foundation	CA	$289,876	Executive Director	$88,274	**$86,845**	2023
Piedmont Virginia Amateur Softball	VA	$291,127	Commissioner	$15,013	**$16,042**	2024
Cape Community Arena Group	ME	$293,067	Board Member	$1,360	**$1,507**	2024
Mulligans Hollow Ski Bowl	MI	$237,968	Executive Dir.	$30,000	**$34,268**	2024
Upstate Nevada Inc	NV	$235,553	President	$2,162	**$2,398**	2024
Mandan Parks And Recreation Foundation	ND	$235,459	Manager	$33,095	**$40,192**	2024
Extra Mile Club Of The Lowcountry	SC	$232,063	Executive Director	$12,000	**$14,263**	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Milwaukie Community Center Foundati	OR	$227,900	Foundation D	$59,913	**$61,572**	2024
Girls On The Run Central Virginia	VA	$305,047	Executive Director	$28,216	**$30,149**	2024
A Carousel For Missoula	MT	$305,508	Executive Di	$56,632	**$69,552**	2023
Fayette Area Lions Den Inc	PA	$309,971	Executive Director	$45,311	**$50,005**	2024
Teton Rock Gym Inc	ID	$314,684	Executive Di	$62,140	**$73,154**	2024
Liminal Health And Fitness Inc	GA	$209,854	Secretary &	$67,360	**$74,953**	2024
Bart J Ruggiere Adaptive	VT	$208,368	Executive Dir.	$77,500	**$86,325**	2024
Vow Inc	TX	$203,505	President	$60,000	**$68,381**	2023
Harris Park Midtown Sports & Activities Center	MO	$197,973	Executive Director	$71,750	**$84,099**	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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	**38** organizations. Compensation range $1,507–$98,925; filing years 2022–2025.
SIZE BASIS	Matched on total revenue ($266,157); for reference, expenses $317,307 and assets $63,560.
ROLE MATCH	Rachel Roslow, reported title *"President"*, 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.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	**47th**
Total compensation (D + F), as reported (no adjustments)	**47th**
Reportable pay only (column D), adjusted	**50th**
All sources (D + E + F), adjusted	**42nd**

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 (Rachel Roslow) 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 38 similarly situated organizations (Same NTEE sector (N30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of $51,800 is reasonable (approximately the 47th 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.