

Strawberry Hill Foundation Inc

Executive Director / CEO

EIN 521489833
 PA · NTEE C60Z
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Daniel Brannen, Executive Director / CEO** (\$71,500) against **every comparable organization** that fit the selection criteria — **94** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **60th** percentile of comparable organizations within the typical range

Benchmarked executive: Daniel Brannen — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

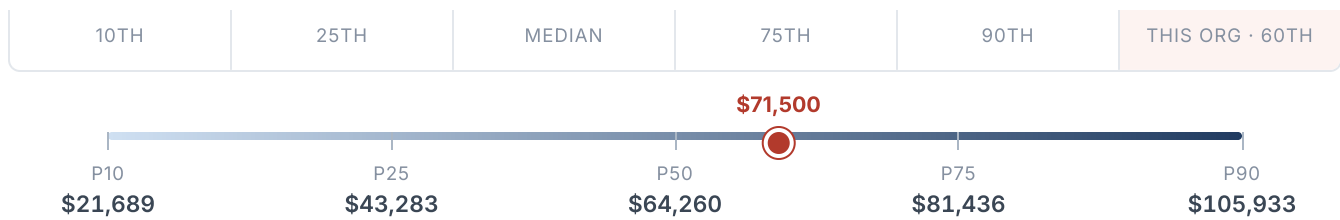
SECTOR	Organizations sharing the subject's NTEE classification (C60Z).
BUDGET	Total revenue between \$255,040 and \$570,987 — 0.67x to 1.50x the subject's \$380,658 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (C60), nationwide + budget 0.67–1.5x revenue.

94 organizations qualified on sector, size, and geography → **94** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,689	\$43,283	\$64,260	\$81,436	\$105,933	\$71,500
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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 PA 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
Blessed Earth Inc	KY	\$382,900	President	\$191,959	\$206,807	2024
Pando Populus Inc	CA	\$377,928	President	\$112,500	\$97,413	2024
Rep Environmental Education Foundation	VA	\$377,331	President	\$129,446	\$125,333	2024
Georgia Arborist Association Inc	GA	\$374,382	Executive Di	\$74,282	\$74,897	2024
Vermont Wilderness School	VT	\$372,886	Executive Director	\$70,673	\$71,331	2024
Habitatmap Incorporated	NY	\$370,978	Executive Di	\$23,000	\$20,841	2024
Bees In The D	MI	\$390,684	Vice-president/treasurer	\$69,735	\$74,310	2023
Green Beverly 107q Inc	MA	\$369,863	President	\$48,000	\$43,253	2024
Earthroots Field School Inc	CA	\$391,713	Executive Director	\$27,335	\$23,669	2024
Wesselman Nature Society Inc	IN	\$396,745	Executive Director	\$63,785	\$67,452	2024
Eastern Region Association Of Forest And Nature Schools	MD	\$364,438	Executive Director	\$76,916	\$74,239	2023
Pilsen Enviromental Rights And Reform Organization	IL	\$363,375	President	\$1,950	\$1,922	2024
Craters Of The Moon Natural History Asso	ID	\$360,693	Executive Director	\$62,538	\$66,712	2024
The Outdoor Circle	HI	\$402,928	Executive Director	\$122,049	\$109,574	2024
High Desert Horticultural Center	OR	\$358,304	Nursery Manager	\$31,603	\$29,430	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Get Inspired	CA	\$403,267	President	\$110,000	\$95,249	2024
Climate Access Fund Corporation	MD	\$404,259	Ceo	\$156,583	\$146,797	2024
Torrey House Press	UT	\$405,952	Executive Director	\$69,650	\$73,594	2023
30 Mile River Watershed Association	ME	\$408,868	Executive Director	\$100,722	\$101,137	2024
The Kiva Center	CO	\$351,466	Treasurer	\$59,750	\$57,452	2024
Always Choose Adventures	CO	\$350,083	Executive Di	\$8,100	\$7,788	2024
Parking Reform Network	OR	\$347,252	President	\$30,000	\$27,937	2024
Perennial	MO	\$345,969	Executive Director	\$54,900	\$58,309	2024
Global Inheritance Inc	CA	\$342,197	Executive Di	\$30,508	\$27,197	2023
Oklahoma Energy Education Foundation	OK	\$341,930	Executive Director	\$17,282	\$19,646	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to PA 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 PA 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 94 organizations. Compensation range \$517–\$869,033; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$380,658); for reference, expenses \$274,298 and assets \$3,172,723.

ROLE MATCH Daniel Brannen, reported title *"EXECUTIVE DI"*, 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.

OUTLIERS 5 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	60 th
Total compensation (D + F), as reported (no adjustments)	61 st
Reportable pay only (column D), adjusted	62 nd
All sources (D + E + F), adjusted	59 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 (Daniel Brannen) 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 94 similarly situated organizations (Same NTEE sector (C60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$71,500 is reasonable (approximately the 60th 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.