

# Synchrony Of Visalia Inc

Executive Director / CEO

EIN 770408781  
 CA · NTEE F60  
 FY ending 2024-12-31  
**June 10, 2026**

This analysis benchmarks the total compensation of **Maria Ortiz-nance, Executive Director / CEO** (\$54,863) against **every comparable organization** that fit the selection criteria — **121** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **22<sup>nd</sup>** percentile of comparable organizations below the typical range for comparable organizations

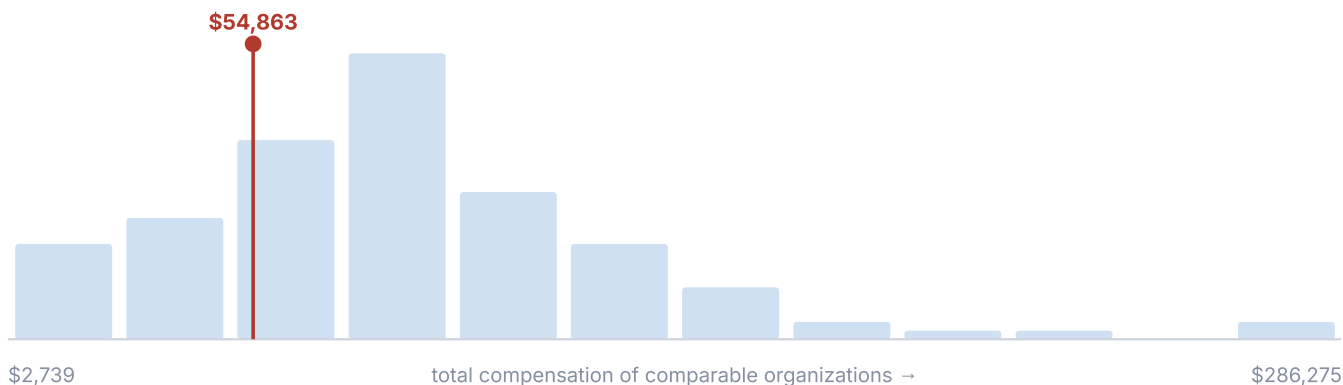
**Benchmarked executive:** Maria Ortiz-nance — reported title "President & CEO", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F60).
BUDGET	Total revenue between \$334,660 and \$749,241 — 0.67x to 1.50x the subject's \$499,494 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (F60), nationwide + budget 0.67–1.5x revenue.

**121** organizations qualified on sector, size, and geography → **121** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$32,378	\$59,093	\$82,943	\$109,045	\$143,042	<b>\$54,863</b>
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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
<a href="#">Exonerated Nation Inc</a>	CA	\$501,023	Staff Assistant	\$35,989	<b>\$35,989</b>	2024
<a href="#">Triunity Counseling Services</a>	TX	\$496,754	President/di	\$48,503	<b>\$56,188</b>	2024
<a href="#">Owen Center Inc</a>	AL	\$503,599	President	\$66,358	<b>\$83,021</b>	2024
<a href="#">The Kingi Ohana House</a>	CA	\$505,262	President	\$83,074	<b>\$83,074</b>	2024
<a href="#">Allied Restorative Systems</a>	VA	\$490,129	Executive Director	\$97,521	<b>\$109,045</b>	2024
<a href="#">South Boston Collaborative Center Inc</a>	MA	\$488,793	Former Executive Director	\$105,088	<b>\$109,361</b>	2024
<a href="#">Roanoke Park Counseling</a>	WA	\$513,401	Executive Dir.	\$72,127	<b>\$72,856</b>	2025
<a href="#">Peace Of Mind -</a>	WY	\$485,484	Executive Di	\$49,109	<b>\$60,899</b>	2024
<a href="#">The Mast Cell Disease Society Inc</a>	MA	\$516,036	Executive Director	\$107,663	<b>\$112,041</b>	2024
<a href="#">The Samaritan Center At The Jersey</a>	NJ	\$482,373	Executive Di	\$75,000	<b>\$79,838</b>	2023
<a href="#">Divine Mercy Healing Center Inc</a>	NJ	\$518,494	Secretary &	\$18,900	<b>\$20,119</b>	2023
<a href="#">A Haven</a>	PA	\$480,443	Exofficio	\$34,515	<b>\$38,833</b>	2025
<a href="#">Brians Safehouse Inc</a>	WV	\$521,275	Executive Director	\$47,839	<b>\$59,985</b>	2024
<a href="#">Hope Grows</a>	PA	\$524,135	Executive Di	\$105,500	<b>\$121,839</b>	2024
<a href="#">Wings For Life International</a>	NM	\$528,459	Executive Director	\$46,069	<b>\$59,078</b>	2023
<a href="#">The Everly Project</a>	OR	\$530,062	President	\$84,500	<b>\$90,876</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Cross Connections Inc</a>	IN	\$532,294	Executive Dir.	\$89,500	<b>\$109,303</b>	2024
<a href="#">My Sister's Place Of Madison Inc</a>	NC	\$466,445	Executive Di	\$76,814	<b>\$91,916</b>	2024
<a href="#">Hope Springs Institute</a>	OH	\$463,608	Interim Executive Director	\$34,996	<b>\$42,925</b>	2024
<a href="#">Community Hope Christian Counseling And Mental Health Center</a>	MI	\$536,724	Director	\$54,538	<b>\$65,191</b>	2024
<a href="#">Rise Counseling And Wellness Inc</a>	TX	\$539,713	Ceo & Counselor	\$57,350	<b>\$66,436</b>	2024
<a href="#">Morning Star Community Services</a>	WA	\$455,110	Executive Director	\$22,283	<b>\$23,786</b>	2023
<a href="#">The Shine Initiative Inc</a>	MA	\$452,657	Executive Director	\$117,349	<b>\$122,121</b>	2024
<a href="#">Seeds Christian Counseling</a>	CA	\$546,735	President	\$124,009	<b>\$120,812</b>	2025
<a href="#">Selah International Counseling</a>	SC	\$547,901	Director	\$33,553	<b>\$41,734</b>	2023

**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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

**PEER COUNT** 121 organizations. Compensation range \$2,739–\$286,275; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$499,494); for reference, expenses \$514,608 and assets \$348,459.

**ROLE MATCH** Maria Ortiz-nance, reported title "*President & CEO*", 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	4 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	22 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	29 <sup>th</sup>
Reportable pay only (column D), adjusted	24 <sup>th</sup>
All sources (D + E + F), adjusted	21 <sup>st</sup>

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 (Maria Ortiz-nance) 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 121 similarly situated organizations (Same NTEE sector (F60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$54,863 is reasonable (approximately the 22<sup>nd</sup> 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.