

Reach Healthcare

Executive Director / CEO

EIN 811957621

CA · NTEE W99

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Fran Ayalasonmayajula, Executive Director / CEO** (\$56,328) against **every comparable organization** that fit the selection criteria — **67** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **28th** percentile of comparable organizations within the typical range

Benchmarked executive: Fran Ayalasonmayajula — 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 (W99).

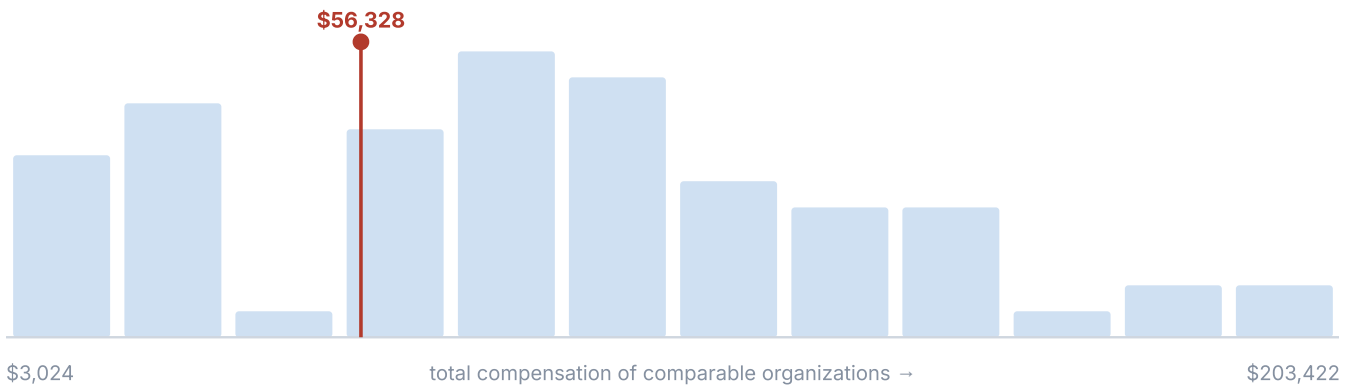
BUDGET Total revenue between \$253,640 and \$567,852 — 0.67x to 1.50x the subject's \$378,568 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (W99), nationwide + budget 0.67–1.5x revenue.

67 organizations qualified on sector, size, and geography

→ **67** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,800	\$47,679	\$83,262	\$115,889	\$142,123	\$56,328
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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
Americans Against Legalizing	CA	\$381,036	Vice President	\$25,200	\$25,944	2023
Wisconsin Strong Inc	WI	\$372,585	Ceo	\$91,305	\$113,691	2023
Gigafact Foundation	CA	\$372,579	Head Of Operations	\$110,497	\$110,497	2024
The Strive Initiative Inc	PA	\$371,559	Ceo	\$70,357	\$81,253	2024
Civicpulse Inc	NY	\$370,633	Executive Dir.	\$113,281	\$122,046	2023
Black Product Managers	CA	\$368,688	Executive Director	\$186,000	\$186,000	2024
Veterans Club Inc	KY	\$365,733	Vice President	\$65,000	\$83,262	2023
Rhode Island Saltwater Anglers Association	RI	\$364,784	Executive Director	\$46,671	\$53,357	2023
One Love Animal Rescue Inc	GA	\$360,867	Ceo	\$16,500	\$19,213	2024
Seeds Family Worship Inc	TN	\$396,767	President	\$75,100	\$91,419	2024
Georgia Hi-lo Trail Inc	GA	\$359,926	President	\$21,426	\$24,949	2024
Dress For Success Denver	CO	\$399,056	Executive Director	\$77,598	\$88,714	2023
Allegheny Force Football Club	PA	\$400,190	Director Of Coaching	\$52,395	\$62,297	2023
WIs Foundation	SC	\$355,853	President	\$105,000	\$126,856	2024
Raising Multicultural Kids	MA	\$402,135	Ex. Director	\$86,800	\$88,002	2025
The Davis Phoenix Coalition	CA	\$354,895	Executive Director	\$20,192	\$20,192	2024
Revive Community Health Center	MI	\$352,240	Ceo	\$77,787	\$92,981	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Noe Valley Association	CA	\$405,291	Exec/secr	\$42,000	\$42,000	2024
Northwest Hub	OR	\$409,241	Executive Di	\$55,502	\$59,690	2024
In The Weeds	CO	\$415,629	Executive Dir.	\$64,434	\$71,551	2024
Bike Library Inc	IA	\$336,285	Executive Director	\$57,380	\$74,908	2023
Care Lab	DC	\$422,364	Executive Director	\$135,832	\$142,116	2023
Arena Fire Board	WI	\$423,367	Fire Chief	\$2,500	\$3,024	2024
Transportation Riders United Inc	MI	\$331,276	Executive Di	\$71,269	\$85,190	2024
Pathos Labs	CO	\$330,476	Executive Director	\$60,667	\$67,368	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	67 organizations. Compensation range \$3,024–\$203,422; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$378,568); for reference, expenses \$473,291 and assets \$85,122.
ROLE MATCH	Fran Ayalasomayajula, reported title " <i>PRESIDENT</i> ", 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.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	28 th
Total compensation (D + F), as reported (no adjustments)	34 th
Reportable pay only (column D), adjusted	28 th
All sources (D + E + F), adjusted	27 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 (Fran Ayalasmayajula) 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 67 similarly situated organizations (Same NTEE sector (W99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$56,328 is reasonable (approximately the 28th 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.