

# Education Destination

Executive Director / CEO

EIN 815441167

LA · NTEE B28

FY ending 2024-05-31

June 9, 2026

This analysis benchmarks the total compensation of **Kelly Francis, Executive Director / CEO** (\$27,550) against **every comparable organization** that fit the selection criteria — **77** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32<sup>nd</sup>** percentile of comparable organizations within the typical range

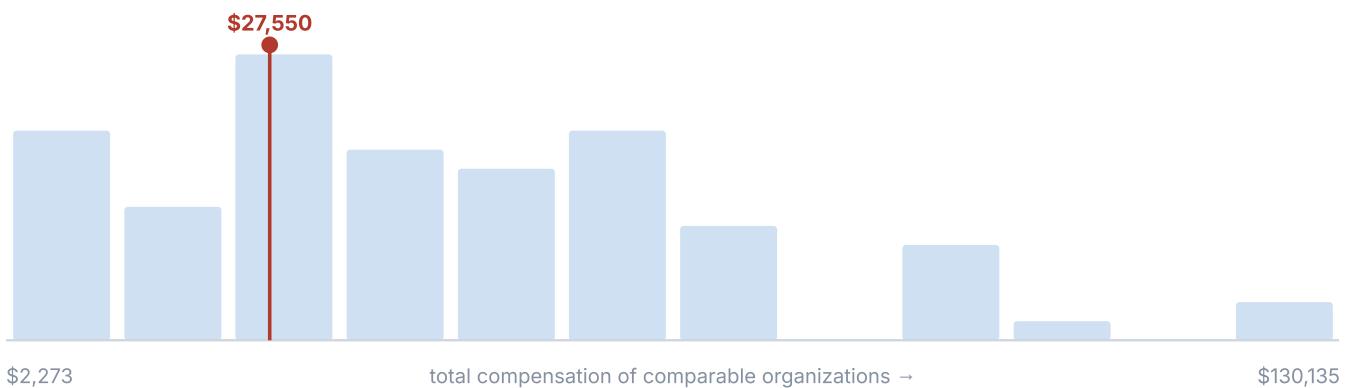
**Benchmarked executive:** Kelly Francis — reported title “VICE PRESIDE”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B28).
BUDGET	Total revenue between \$183,521 and \$410,869 — 0.67x to 1.50x the subject's \$273,913 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B28), nationwide + budget 0.67–1.5x revenue.

**77** organizations qualified on sector, size, and geography → **77** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,019	\$24,079	\$38,143	\$60,204	\$79,767	\$27,550
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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 LA 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="#">Illuminations Center For Dyslexia</a>	MS	\$274,388	Executive Director	\$43,753	<b>\$44,254</b>	2024
<a href="#">Samara Learning Center</a>	OR	\$279,040	Executive Director	\$35,397	<b>\$29,083</b>	2025
<a href="#">Suzuki Academy Of Columbia</a>	SC	\$267,327	Executive Director	\$37,129	<b>\$34,270</b>	2025
<a href="#">Community Alliance For Special Education</a>	CA	\$265,586	Executive Director	\$12,002	<b>\$9,690</b>	2023
<a href="#">Humane Equine Aid &amp; Rapid Transport Inc</a>	VA	\$262,910	President	\$7,200	<b>\$6,150</b>	2025
<a href="#">Walton County Christian Learning Ce</a>	GA	\$285,357	Executive Director	\$27,817	<b>\$26,151</b>	2023
<a href="#">Options For College Success</a>	IL	\$261,650	Executive Director And Pre	\$48,934	<b>\$44,979</b>	2023
<a href="#">Ludic Spectrum Center Inc</a>	TN	\$290,098	Executive Director, President	\$104,000	<b>\$96,719</b>	2025
<a href="#">Cptkd Academy Inc</a>	NY	\$256,141	Office Manager	\$149,946	<b>\$123,050</b>	2024
<a href="#">Chabad Girls Academy Inc</a>	NY	\$291,966	Executive Director	\$68,249	<b>\$56,007</b>	2024
<a href="#">Longleaf Academy Inc</a>	NC	\$255,509	Executive Director	\$72,549	<b>\$68,077</b>	2024
<a href="#">Spectrum Linx Foundation Inc</a>	TX	\$293,503	Executive Director	\$19,231	<b>\$17,470</b>	2024
<a href="#">The Shane Center For Therapeutic</a>	OH	\$252,632	Executive Director	\$63,540	<b>\$61,117</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Shooting Star Foundation Inc</a>	MN	\$250,498	Executive Director	\$38,010	<b>\$34,109</b>	2024
<a href="#">Noticeability Inc</a>	MA	\$299,729	Executive Director	\$154,888	<b>\$130,135</b>	2023
<a href="#">Sam Academy</a>	CA	\$300,722	Ceo	\$77,364	<b>\$62,460</b>	2023
<a href="#">Goldenrod Montessori</a>	OH	\$242,242	Head Of Scho	\$39,655	<b>\$38,143</b>	2024
<a href="#">Montessori Intergenerational Learning Communities</a>	CO	\$242,078	Ceo	\$72,229	<b>\$62,898</b>	2024
<a href="#">Ixora Montessori Inc</a>	VA	\$306,239	Chairman	\$86,730	<b>\$74,090</b>	2025
<a href="#">Minnesota Yucai Chinese School</a>	MN	\$241,151	Chair Principal	\$38,721	<b>\$34,747</b>	2024
<a href="#">Flame Lily Montessori</a>	CO	\$241,009	Director	\$55,000	<b>\$47,894</b>	2024
<a href="#">Smart Kids With Learning</a>	CT	\$307,889	Executive Di	\$82,500	<b>\$70,248</b>	2024
<a href="#">Monarch Home School Inc</a>	OH	\$238,294	President	\$64,246	<b>\$60,204</b>	2025
<a href="#">Dream Catcher Therapy Center Inc</a>	CO	\$235,687	Director	\$25,000	<b>\$22,413</b>	2023
<a href="#">Miramelinda Montessori School Inc</a>	MA	\$312,191	President & Treasurer	\$104,297	<b>\$87,629</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to LA 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 LA 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 77 organizations. Compensation range \$2,273–\$130,135; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$273,913); for reference, expenses \$231,771 and assets \$161,934.
ROLE MATCH	Kelly Francis, reported title "VICE PRESIDE", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	1 peer 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	32 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	29 <sup>th</sup>
Reportable pay only (column D), adjusted	34 <sup>th</sup>
All sources (D + E + F), adjusted	32 <sup>nd</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 (Kelly Francis) 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 77 similarly situated organizations (Same NTEE sector (B28), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$27,550 is reasonable (approximately the 32<sup>nd</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.