

Starting Now Corporation

Executive Director / CEO

EIN 823735790

FL · NTEE B60

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Katya Zavalos, Executive Director / CEO** (\$72,664) against **every comparable organization** that fit the selection criteria — **150** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

Benchmarked executive: Katya Zavalos — reported title "DIRECTOR", 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 (B60).

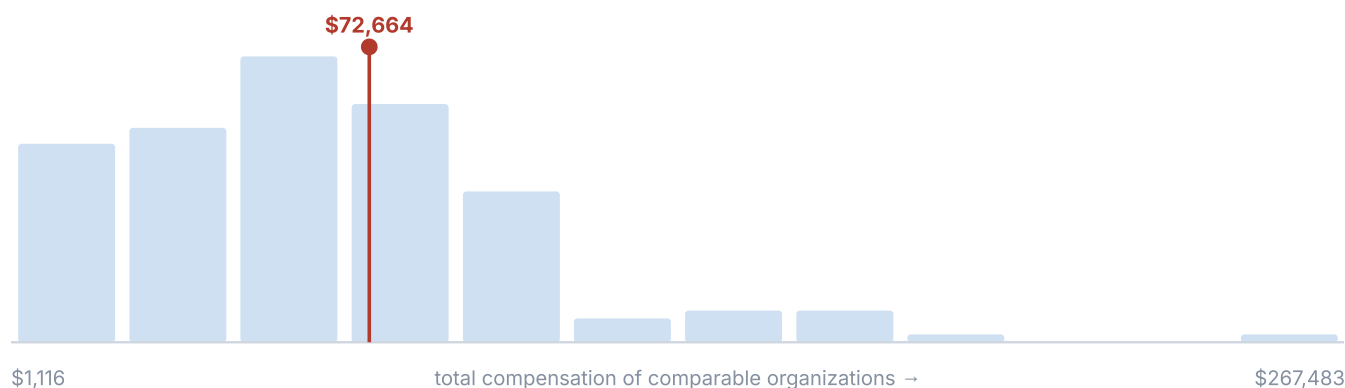
BUDGET Total revenue between \$220,397 and \$493,426 — 0.67x to 1.50x the subject's \$328,951 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (B60), nationwide + budget 0.67–1.5x revenue.

150 organizations qualified on sector, size, and geography

→ **150** within the band from the benchmarked peer set.

Distribution of comparable compensation



\$16,586

\$38,189

\$60,352

\$87,202

\$102,191

\$72,664



■ 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 FL 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
Clifford Antone Foundation	TX	\$329,181	Executive Director	\$68,500	\$70,847	2024
Ct League Of Conservation Voters	CT	\$327,117	President	\$64,739	\$62,761	2024
California State Society For Opticians	CA	\$326,005	Executive Officer	\$42,600	\$38,034	2024
Cleveland Empowerment Foundation	MS	\$332,100	Director, Ch	\$27,217	\$32,268	2023
American Institute Of Healthcare Compliance	OH	\$332,828	Lpn, Bs, Cca, Cifha, Cha, Chcm, Chbs, Chco, Ohcc, Cmdp, Icdct-cm/pcs	\$54,223	\$61,134	2023
Mindful Birthing And Parenting	CA	\$323,526	Vice President	\$28,550	\$25,490	2024
Carley Cunniff-peter S Dixon Md	CT	\$335,019	Executive Dir.	\$165,000	\$159,957	2024
The Institute Of Classical	CA	\$336,507	Chapter Dire	\$101,823	\$93,594	2023
Faith Community Nurse Network	MN	\$336,612	Executive Di	\$3,333	\$3,405	2024
Virginia Head Start Associationinc	VA	\$321,006	Executive Di	\$83,888	\$83,747	2024
Ploughshare Institute For Sustainable	TX	\$319,261	Vice President	\$21,750	\$23,160	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Association Of Computer Technology Educa	ME	\$339,711	Executive Director	\$87,112	\$92,854	2023
Louise H Batz Patient Safety Foundation	TX	\$341,013	Executive Director	\$52,500	\$55,903	2023
Nowmattersnow Org	WA	\$316,324	President, Treasurer, & Ceo	\$155,600	\$144,038	2024
Edwins Second Chance Life Skills Center	OH	\$342,059	Pre., Secretary & Treasure	\$19,654	\$21,523	2024
Leadership Education Mission Alliance Lema Inst	MI	\$315,656	President	\$70,000	\$74,705	2024
Literacy Volunteers Of Greater Waterbury	CT	\$314,920	Executive Director	\$90,569	\$90,394	2023
Progress For Good Inc	NY	\$314,802	Founder	\$31,333	\$30,139	2023
Hannahs House	NJ	\$314,646	Executive Director	\$18,240	\$16,838	2024
Happier Valley Comedy Inc	MA	\$343,687	President	\$65,127	\$60,511	2024
Pathway Financial Education	MO	\$344,022	Executive Director	\$35,045	\$39,512	2023
Leadership Greater Mchenry County	IL	\$313,863	Executive Di	\$89,404	\$88,536	2025
W House Inc	TN	\$344,755	Executive Di	\$51,833	\$56,333	2024
Oncology Association Of Naturopathic Physicians	AK	\$344,997	Executive Director	\$60,892	\$60,192	2024
2nd Chance Ms	MS	\$345,669	Program Director	\$55,000	\$63,335	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL cost of living and 2023 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

FL 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	150 organizations. Compensation range \$1,116–\$267,483; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$328,951); for reference, expenses \$275,326 and assets \$236,200.
ROLE MATCH	Katya Zavalos, reported title " <i>DIRECTOR</i> ", benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.
RELATED-ORG PAY	14 peers 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	65 th
Total compensation (D + F), as reported (no adjustments)	67 th
Reportable pay only (column D), adjusted	71 st
All sources (D + E + F), adjusted	57 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 (Katya Zavalos) 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 150 similarly situated organizations (Same NTEE sector (B60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$72,664 is reasonable (approximately the 65th 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.