

# The Green Thumb Initiative Inc

Executive Director / CEO

EIN 832070372  
 CO · NTEE B80  
 FY ending 2023-12-31  
 June 10, 2026

This analysis benchmarks the total compensation of **Brian Monahan, Executive Director / CEO** (\$90,530) against **every comparable organization** that fit the selection criteria — **104** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **75<sup>th</sup>** percentile of comparable organizations within the typical range

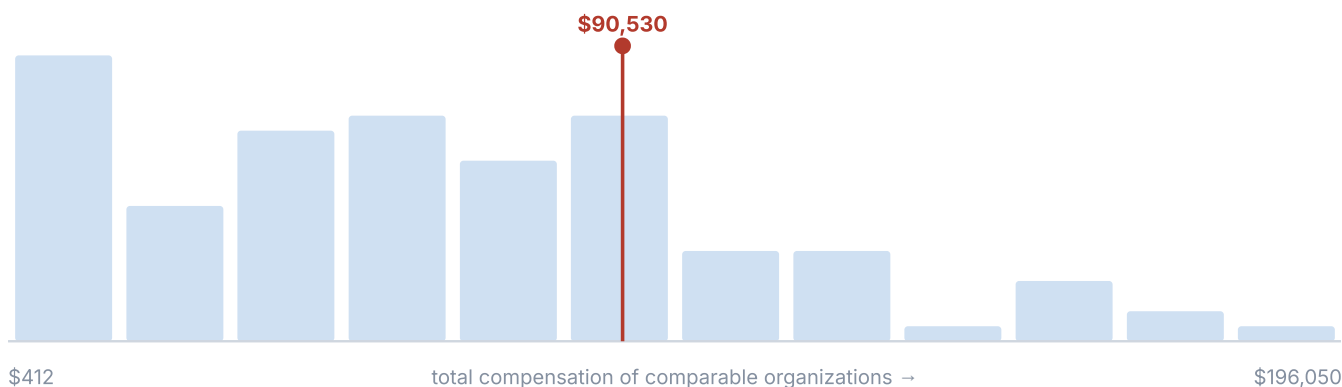
**Benchmarked executive:** Brian Monahan — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B80).
BUDGET	Total revenue between \$326,218 and \$730,339 — 0.67x to 1.50x the subject's \$486,893 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B80), nationwide + budget 0.67–1.5x revenue.

**104** organizations qualified on sector, size, and geography → **104** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,649	\$29,358	\$59,960	\$90,526	\$128,174	\$90,530
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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 CO 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="#">Nevada Center For Civic Engagement</a>	NV	\$487,302	Executive Director	\$96,000	<b>\$97,476</b>	2024
<a href="#">Youth Tech Inc</a>	KS	\$484,809	Executive Director	\$146,000	<b>\$159,774</b>	2024
<a href="#">Embright Education</a>	NJ	\$492,664	Executive Dir.	\$54,000	<b>\$47,580</b>	2025
<a href="#">Lake Geauga Educational Assistance</a>	OH	\$480,156	Executive Director	\$80,348	<b>\$88,750</b>	2023
<a href="#">College Affordable Inc</a>	MA	\$478,589	Executive Director/clerk	\$171,553	<b>\$156,159</b>	2024
<a href="#">Vidal Access Inc</a>	AL	\$497,096	President/employee	\$108,800	<b>\$115,996</b>	2025
<a href="#">Columbia-greene Community</a>	NY	\$475,912	Secretary	\$918	<b>\$865</b>	2023
<a href="#">Enriching Partnerships For Early Learning</a>	IL	\$473,033	Executive Director	\$80,533	<b>\$78,132</b>	2025
<a href="#">Intrax Foundation</a>	CA	\$502,297	Director	\$10,000	<b>\$8,747</b>	2024
<a href="#">Nature Track Foundation Inc</a>	CA	\$465,833	President & Ceo	\$62,550	<b>\$54,712</b>	2024
<a href="#">Ohio School Resource Officers</a>	OH	\$462,423	Executive Di	\$77,878	<b>\$83,554</b>	2024
<a href="#">Student Government Suny College Of</a>	NY	\$515,448	President	\$1,750	<b>\$1,602</b>	2024
<a href="#">Level Up Cincinnati</a>	OH	\$453,506	Executive Director	\$80,625	<b>\$89,056</b>	2023
<a href="#">Practice After School Program</a>	WY	\$452,557	Fiscal & It	\$40,810	<b>\$44,266</b>	2024
<a href="#">The Partnership For West Side High School Inc</a>	NJ	\$521,531	Chief Executive Officer	\$170,000	<b>\$149,787</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">International House Davis</a>	CA	\$451,451	Executive Dir.	\$98,119	<b>\$85,824</b>	2024
<a href="#">Tools For Tomorrow Inc</a>	CA	\$522,964	Executive Director	\$92,074	<b>\$78,461</b>	2025
<a href="#">Eclectic Teaching Consortium</a>	AR	\$450,056	Executive Director	\$31,217	<b>\$34,628</b>	2025
<a href="#">Student Government Association</a>	NY	\$528,867	President	\$2,178	<b>\$1,994</b>	2024
<a href="#">Us Chess Center</a>	DC	\$531,769	Executive Director	\$68,799	<b>\$59,580</b>	2025
<a href="#">New Mexico Association Of Student</a>	NM	\$531,915	Executive Di	\$4,500	<b>\$4,903</b>	2024
<a href="#">College Choice Foundation</a>	AL	\$531,940	Executive Director	\$40,000	<b>\$43,773</b>	2024
<a href="#">Student Association Of Suny Plattsburgh</a>	NY	\$535,474	President	\$1,400	<b>\$1,282</b>	2024
<a href="#">Associated Students Of Glendale College</a>	CA	\$536,154	Dean Of Sa	\$55,492	<b>\$49,972</b>	2023
<a href="#">Kut Different</a>	FL	\$437,163	Presidence	\$80,960	<b>\$79,317</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO 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 CO 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** 104 organizations. Compensation range \$412–\$196,050; filing years 2022–2025.

**SIZE BASIS** Matched on total revenue (\$486,893); for reference, expenses \$448,625 and assets \$100,447.

ROLE MATCH	Brian Monahan, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	10 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	75 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	74 <sup>th</sup>
Reportable pay only (column D), adjusted	79 <sup>th</sup>
All sources (D + E + F), adjusted	70 <sup>th</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 (Brian Monahan) 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 104 similarly situated organizations (Same NTEE sector (B80), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$90,530 is reasonable (approximately the 75<sup>th</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.