

Simply Circus Corp

Executive Director / CEO

EIN 841950536
 MA · NTEE B30
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Alissa White, Executive Director / CEO** (\$60,275) against **every comparable organization** that fit the selection criteria — **41** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **46th** percentile of comparable organizations within the typical range

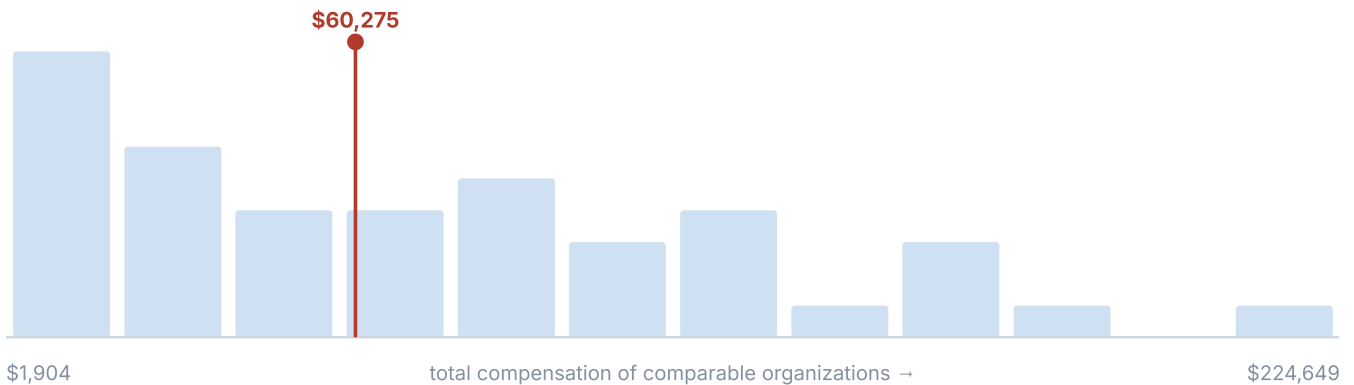
Benchmarked executive: Alissa White — reported title “General Manager”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B30).
BUDGET	Total revenue between \$154,940 and \$346,881 — 0.67x to 1.50x the subject's \$231,254 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B30), nationwide + budget 0.67–1.5x revenue.

41 organizations qualified on sector, size, and geography → **41** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,609	\$26,621	\$63,540	\$108,580	\$152,065	\$60,275
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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 MA 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
Latino Learning Center Inc	TX	\$231,223	President &	\$57,500	\$65,897	2023
Nj Guard Training Academy Inc	NJ	\$228,420	Amaral	\$37,500	\$38,360	2023
Workforce Technician Education Center	CA	\$227,920	Chief Community Officer	\$31,800	\$30,557	2024
The Daruby School	MO	\$235,114	Executive Director	\$21,000	\$24,752	2024
Destinyworks	IN	\$226,555	Executive Director	\$150,000	\$176,030	2024
The Trade School At Sbe Inc	CA	\$223,824	President	\$64,227	\$63,540	2023
Hastings Foundation For	MS	\$240,000	President	\$62,000	\$79,112	2023
Incremental Development Alliance	AR	\$220,700	Executive Director	\$126,192	\$162,511	2023
Heat & Frost Insulators & Allied	IL	\$220,334	Training Coordinator	\$118,492	\$129,634	2024
United Union Of Roofers Local 119	IN	\$219,578	President	\$91,697	\$107,610	2024
Puget Sound Boilermakers App & Trn Trust	WA	\$245,030	Trust Coordinator	\$137,813	\$141,361	2023
New Horizons Foundation - A Sheet	VA	\$250,660	Director	\$97,707	\$104,984	2024
Cocal Gracias	AZ	\$253,446	President And Director	\$46,548	\$49,817	2024
The Columbia School Linguistic	NJ	\$203,734	President	\$10,000	\$9,679	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Rebound A Building Trades Organization	WA	\$259,519	Executive Dir.	\$154,773	\$158,758	2023
Ed3 Galaxy	NY	\$266,626	Vice President	\$30,006	\$31,064	2023
Colorado Bioscience Institute	CO	\$266,856	President	\$9,942	\$10,609	2024
Ignite Classical School	LA	\$268,464	Head Of School	\$4,251	\$5,209	2024
Pullman Tech Workshop	IL	\$268,572	Officer	\$24,333	\$26,621	2024
Alliance For Technology Education In	TX	\$271,735	Executive Director	\$72,047	\$82,569	2023
Iron Workers Local 33 Apprentice	NY	\$272,440	Coordinator	\$88,438	\$88,931	2024
Clarksburg Electrical Joint Apprenticesh	WV	\$187,894	Secretary	\$53,545	\$66,423	2023
Wellness Council Of Wisconsin Inc	WI	\$279,775	Executive Director	\$101,900	\$118,427	2024
American Organ Academy	OH	\$279,822	Chairman/dir	\$185,131	\$224,649	2023
Cherry Hill Huaxia Chinese School	NJ	\$280,262	Principal	\$13,680	\$13,592	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MA 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 MA 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 **41** organizations. Compensation range \$1,904–\$224,649; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$231,254); for reference, expenses \$214,755 and assets \$25,282.

ROLE MATCH Alissa White, reported title "*General Manager*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 4 peers 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	46 th
Total compensation (D + F), as reported (no adjustments)	54 th
Reportable pay only (column D), adjusted	59 th
All sources (D + E + F), adjusted	44 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 (Alissa White) 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 41 similarly situated organizations (Same NTEE sector (B30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$60,275 is reasonable (approximately the 46th 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.