

Botanical Bus

Executive Director / CEO

EIN 843039239

CA · NTEE B99

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jocelyn Boreta, Executive Director / CEO** (\$74,880) against **every comparable organization** that fit the selection criteria — **55** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **51st** percentile of comparable organizations

within the typical range

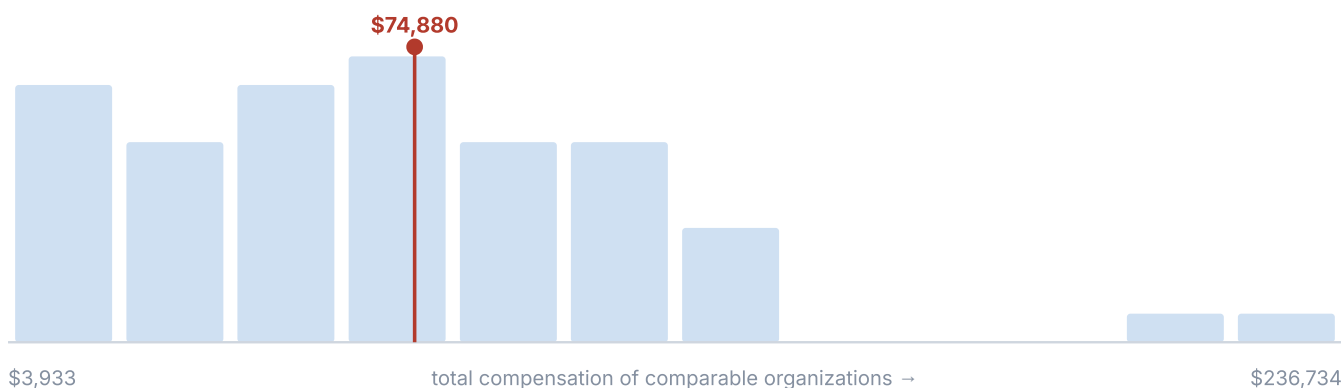
Benchmarked executive: Jocelyn Boreta — reported title “Exec Direc/ Board Pres”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

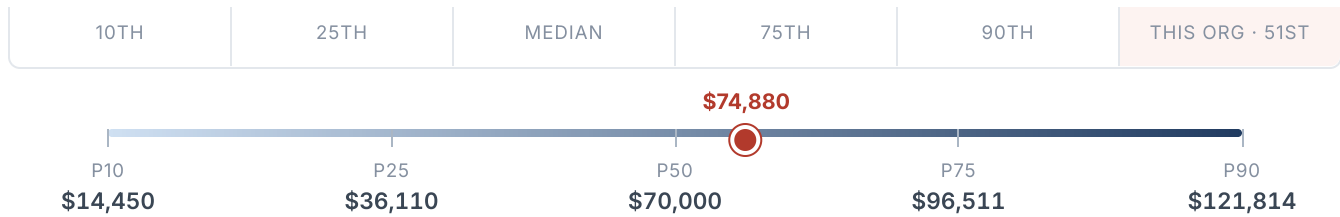
SECTOR	Organizations sharing the subject's NTEE classification (B99).
BUDGET	Total revenue between \$304,965 and \$682,758 — 0.67x to 1.50x the subject's \$455,172 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B99) + CA + budget 0.67–1.5x revenue.

55 organizations qualified on sector, size, and geography → **55** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,450	\$36,110	\$70,000	\$96,511	\$121,814	\$74,880
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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
Una Vida Esta Vida	CA	\$464,152	President	\$14,500	\$14,084	2024
The Conscious Kid	CA	\$465,081	Executive Dir.	\$135,000	\$131,127	2024
Coongie	CA	\$470,846	Treasurer/ed	\$11,111	\$11,111	2023
Paramedic Resources Inc	CA	\$474,692	Board Member	\$13,000	\$12,627	2024
Abundant Education	CA	\$433,979	Ceo	\$98,500	\$95,674	2024
Willie L Brown Jr Institute On	CA	\$429,244	Executive Director	\$115,566	\$112,250	2024
Sati Center For Buddhist Studies	CA	\$425,533	Treasurer	\$36,000	\$34,066	2025
Biblical Counseling Ministries Worldwide Inc	CA	\$489,062	President	\$57,676	\$56,021	2024
Avasant Foundation	CA	\$419,508	Exec Director	\$4,049	\$3,933	2024
Roots Action Education Fund	CA	\$418,199	National Director	\$98,028	\$95,216	2024
Bluedoor Education Center Inc	CA	\$409,390	Treasurer	\$62,508	\$60,715	2024
Santa Ana Education Facilities	CA	\$405,324	Executive Director	\$52,091	\$50,597	2024
Curriki	CA	\$505,735	Ceo	\$243,726	\$236,734	2024
Compass For Affordable Housing	CA	\$404,252	Executive Director	\$65,697	\$65,697	2023
City Learners Inc DbA My City School	CA	\$403,881	Executive Dir.	\$100,223	\$97,348	2024
Cardiovascular Implant Durability Inc	CA	\$507,995	President	\$70,000	\$70,000	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Arts Media And Entertainment Institute Inc	CA	\$399,515	Executive Director	\$82,378	\$80,015	2024
Oakland Digital Arts And Literacy Center Inc	CA	\$382,357	Executive Director	\$94,800	\$94,800	2023
Building Equity Aspiration Resilience	CA	\$378,984	President Ceo	\$104,000	\$104,000	2023
Go And Love Foundation	CA	\$532,991	Ceo	\$92,578	\$89,922	2024
Challenge Sonoma Adventure	CA	\$372,717	Director	\$34,680	\$33,685	2024
If You Heard What I Heard Inc	CA	\$371,217	Director/chair	\$8,332	\$8,093	2024
Farms To Grow Inc	CA	\$366,693	Executive Dir.	\$35,500	\$35,500	2023
Patient Safety Movement Foundation	CA	\$365,177	Coo	\$210,873	\$199,543	2025
Stiles Hall	CA	\$549,738	Executive Director	\$128,646	\$128,646	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 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	55 organizations. Compensation range \$3,933–\$236,734; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$455,172); for reference, expenses \$367,147 and assets \$357,313.
ROLE MATCH	Jocelyn Boreta, reported title <i>"Exec Direc/ Board Pres"</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	2 peers 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	51 st
Total compensation (D + F), as reported (no adjustments)	51 st
Reportable pay only (column D), adjusted	56 th
All sources (D + E + F), adjusted	49 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 (Jocelyn Boreta) 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 55 similarly situated organizations (Same NTEE sector (B99) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$74,880 is reasonable (approximately the 51st 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.