

Naturally San Diego Inc

Executive Director / CEO

EIN 843156190
 CA · NTEE S40
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Kierstin Reilly, Executive Director / CEO** (\$107,980) against **every comparable organization** that fit the selection criteria — **79** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62nd** percentile of comparable organizations within the typical range

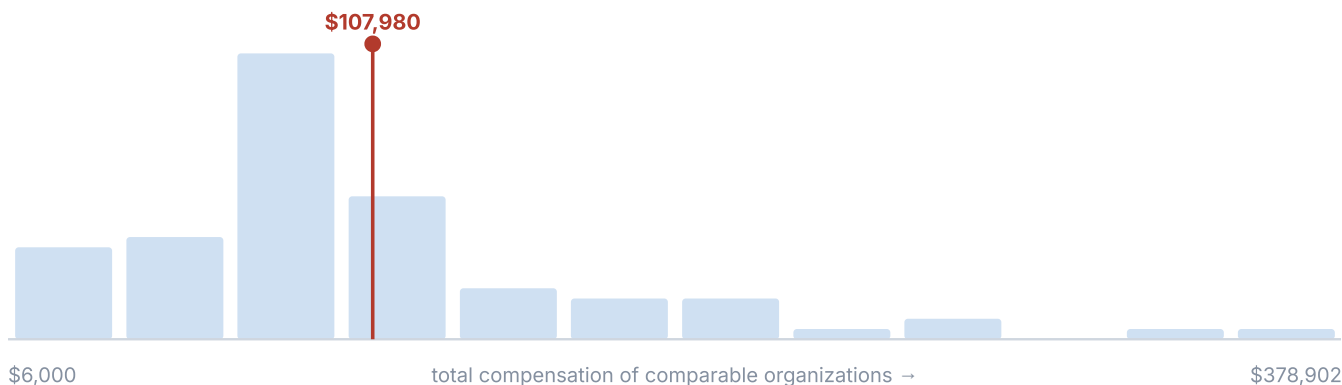
Benchmarked executive: Kierstin Reilly — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

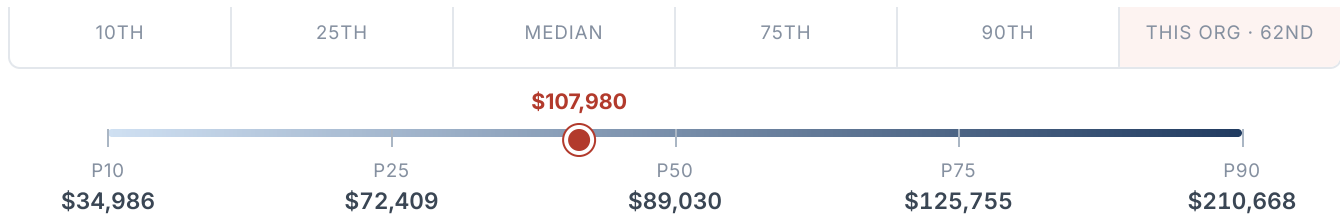
SECTOR	Organizations sharing the subject's NTEE classification (S40).
BUDGET	Total revenue between \$189,197 and \$423,577 — 0.67x to 1.50x the subject's \$282,385 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S40), nationwide + budget 0.67–1.5x revenue.

79 organizations qualified on sector, size, and geography → **79** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$34,986	\$72,409	\$89,030	\$125,755	\$210,668	\$107,980
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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
Startup Runway Foundation	GA	\$282,700	Executive Director	\$30,129	\$36,119	2023
Southeast Oil And Gas Association	MS	\$285,666	President	\$84,000	\$108,344	2024
Womens Innovation Group	IL	\$285,984	President	\$49,043	\$55,837	2024
Nc Captive Insurance Association	NC	\$277,996	President &	\$119,969	\$147,796	2023
Central Virginia Business Coalition	VA	\$277,072	Secretary/executive Director	\$83,046	\$92,860	2024
Association Of Chartered Accountants In The United StatesLtd	NY	\$274,471	Chief Executive	\$110,000	\$118,511	2023
Personalized Arthroplasty Society Inc	GA	\$273,201	Executive Director	\$45,900	\$53,447	2024
Colorado Prestressers Association	CO	\$292,703	Executive Dir.	\$163,400	\$186,807	2023
The Cyber Guild Inc	VA	\$293,920	Executive Director	\$102,349	\$117,824	2023
Etma	AZ	\$270,266	Managing/director	\$109,800	\$125,902	2023
National Truck And Heavy Equipment	CA	\$267,893	Director	\$6,000	\$6,000	2024
Oklahoma Citys Adventure District	OK	\$266,306	Director	\$65,385	\$81,230	2025
Auto Body Association Of Texas	TX	\$303,287	Executive Dir.	\$72,048	\$83,463	2024
Construction Builders Association	OH	\$304,251	Executive Director	\$98,500	\$124,386	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Dbl Equity Partners	ND	\$304,896	President, Ceo, And Secret	\$48,437	\$61,558	2024
Asphalt Pavement Association Of New	NM	\$258,966	Executive Di	\$149,200	\$185,840	2024
Central Texas Angel Network	TX	\$306,410	Executive Director	\$128,792	\$149,197	2024
Florida Society For Health Care Risk Mgmt & Patient Safety	FL	\$257,972	Executive Director	\$84,000	\$89,030	2025
Carolina Loggers Association Inc	NC	\$257,542	Executive Director	\$79,788	\$95,474	2024
Cybersecurity Association Inc	MD	\$256,137	Executive Dir.	\$85,648	\$95,470	2023
Sheet Metal Contractors Association	PA	\$255,785	Executive Director	\$97,500	\$112,600	2024
Kansas Independent Electrical	KS	\$309,646	Executive Di	\$70,833	\$91,237	2023
National Cooperative Procurement	MN	\$311,046	Executive Director	\$140,400	\$160,661	2024
National Tribal Gaming Commissioners	WI	\$252,445	Executive Director	\$60,000	\$74,710	2023
Massachusetts Brewers Guild Inc	MA	\$251,223	Clerk/executive Director	\$133,656	\$139,091	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 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	79 organizations. Compensation range \$6,000–\$378,902; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$282,385); for reference, expenses \$265,094 and assets \$99,815.
ROLE MATCH	Kierstin Reilly, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	6 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	9 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	62 nd
Total compensation (D + F), as reported (no adjustments)	71 st
Reportable pay only (column D), adjusted	63 rd
All sources (D + E + F), adjusted	56 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 (Kierstin Reilly) 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 79 similarly situated organizations (Same NTEE sector (S40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$107,980 is reasonable (approximately the 62nd 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.