

# Annie's List Training And Engagement Fund

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Isabel Longoria, Executive Director / CEO** (\$120,500) against **every comparable organization** that fit the selection criteria — **77** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96<sup>th</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

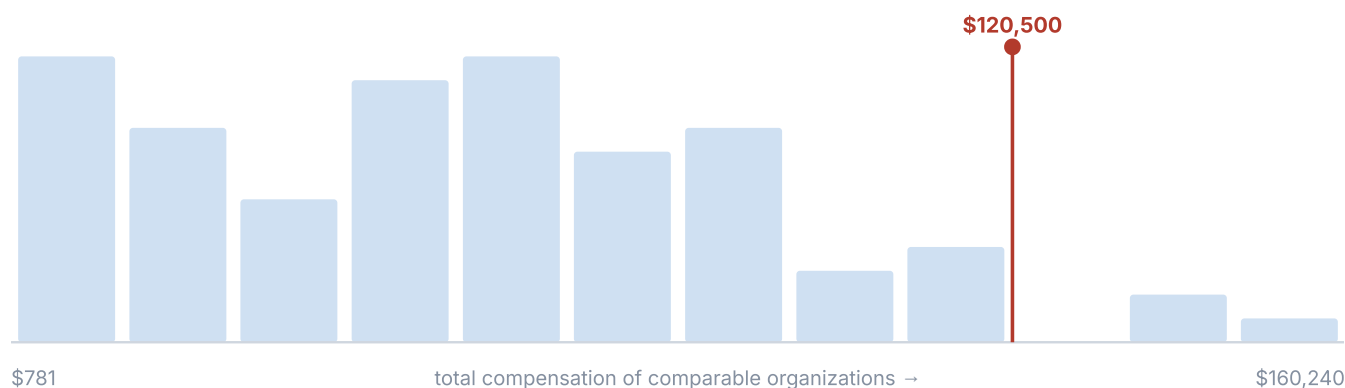
**Benchmarked executive:** Isabel Longoria — reported title “Deputy Director”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (S80).
- BUDGET** Total revenue between \$220,287 and \$493,180 — 0.67x to 1.50x the subject's \$328,787 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (S80), nationwide + budget 0.67–1.5x revenue.

**77** organizations qualified on sector, size, and geography → **77** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$9,418	\$25,897	\$55,346	\$77,329	\$102,148	\$120,500
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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 TX 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="#">Helping Florence Flourish</a>	SC	\$327,942	Executive Dir	\$103,540	<b>\$107,984</b>	2023
<a href="#">The Wednesday Club Of St Louis</a>	MO	\$327,754	Executive Director	\$52,271	<b>\$55,346</b>	2023
<a href="#">Florida District Of Kiwanis</a>	FL	\$326,209	Secretary/executive Direct	\$76,350	<b>\$69,646</b>	2024
<a href="#">Baton Rouge Early Childhood Education</a>	LA	\$331,440	Executive Director	\$21,333	<b>\$22,810</b>	2024
<a href="#">New York Credit Union Foundation</a>	NY	\$321,776	President / Ceo	\$4,771	<b>\$4,186</b>	2024
<a href="#">Punxsutawney Groundhog Club Inc</a>	PA	\$337,519	Executive Di	\$36,635	<b>\$36,522</b>	2023
<a href="#">Marshall County Retired Senior</a>	AL	\$338,219	Former Exec	\$49,164	<b>\$51,573</b>	2024
<a href="#">Professional Firefighters Of Lake County Local 3990</a>	FL	\$313,013	President	\$16,817	<b>\$15,341</b>	2024
<a href="#">Share Pregnancy &amp; Infant Loss Support</a>	MO	\$346,445	Executive Director	\$75,187	<b>\$77,326</b>	2024
<a href="#">Gentlemens League</a>	TN	\$310,707	Executive Director	\$9,305	<b>\$9,778</b>	2023
<a href="#">Sporting Clays For Charity Inc</a>	NJ	\$310,030	Treasurer	\$875	<b>\$781</b>	2023
<a href="#">Neighbors Plus</a>	MI	\$309,345	Exec Dir	\$51,008	<b>\$52,632</b>	2023
<a href="#">Send Musicians To Prison</a>	TN	\$306,358	President	\$68,100	<b>\$71,560</b>	2023
<a href="#">Kumu Kahua Theatre Inc</a>	HI	\$305,302	Managing Dir	\$73,780	<b>\$64,140</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Bisbee Coalition For The Homeless Inc</a>	AZ	\$352,441	Executive Director	\$34,323	<b>\$32,999</b>	2023
<a href="#">Mining The Truth</a>	TX	\$304,304	President	\$90,000	<b>\$87,418</b>	2024
<a href="#">Cape Charles Va Main Street Inc</a>	VA	\$353,828	Executive Director	\$54,705	<b>\$51,289</b>	2024
<a href="#">Birmingham Bloomfield</a>	MI	\$297,753	Executive Di	\$101,606	<b>\$101,834</b>	2024
<a href="#">Families First Of Monroe County Inc</a>	WI	\$296,528	Executive Director	\$54,765	<b>\$57,177</b>	2023
<a href="#">Hillsboro Economic Development Corp</a>	ND	\$295,915	Business Manager	\$8,093	<b>\$8,879</b>	2023
<a href="#">Spectrum Of Findlay Inc</a>	OH	\$294,496	Executive Di	\$13,750	<b>\$14,559</b>	2023
<a href="#">Volunteer Center Of The Lehigh Valley</a>	PA	\$294,103	Ceo	\$78,409	<b>\$75,925</b>	2024
<a href="#">Most Worshipful Prince Hall Grand Lodge Of Tn</a>	TN	\$292,452	Grand Master	\$12,000	<b>\$12,248</b>	2024
<a href="#">The Lutheran Service Society Of New York</a>	NY	\$285,829	Executive Director	\$71,926	<b>\$64,974</b>	2023
<a href="#">Mcleod Alliance</a>	MN	\$285,813	Director	\$66,511	<b>\$63,815</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 77 organizations. Compensation range \$781–\$160,240; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$328,787); for reference, expenses \$578,507 and assets \$66,807. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Isabel Longoria, reported title " <i>Deputy Director</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	6 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	96 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	96 <sup>th</sup>
Reportable pay only (column D), adjusted	96 <sup>th</sup>
All sources (D + E + F), adjusted	92 <sup>nd</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 (Isabel Longoria) 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 77 similarly situated organizations (Same NTEE sector (S80), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$120,500 is reasonable (approximately the 96<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date] , by a vote of [\_\_ for / \_\_ against] .

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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.