

# Nola Tree Project

Executive Director / CEO

This analysis benchmarks the total compensation of **Connie Uddo, Executive Director / CEO** (\$89,963) against **every comparable organization** that fit the selection criteria — **15** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **80<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Connie Uddo — reported title “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 (C11).

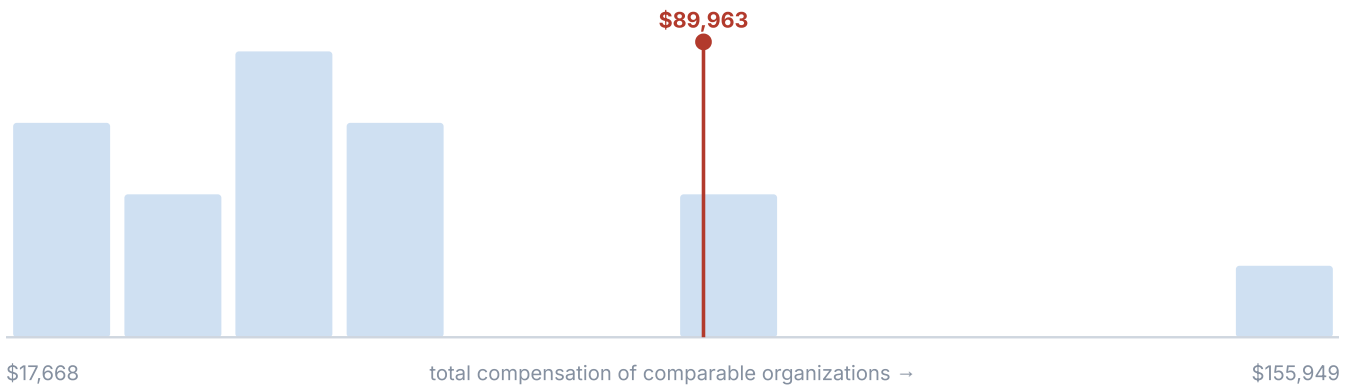
**BUDGET** Total revenue between \$209,528 and \$469,093 — 0.67x to 1.50x the subject's \$312,729 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (C11), nationwide + budget 0.67–1.5x revenue.

**15** organizations qualified on sector, size, and geography

→ **15** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$25,737	\$36,581	\$50,700	\$54,264	\$94,573	\$89,963
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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 LA 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="#">Iowa Stormwater Education Partnership</a>	IA	\$324,644	Executive Dir.	\$97,999	<b>\$94,651</b>	2024
<a href="#">Western Rivers Forestry</a>	OR	\$330,485	President	\$56,937	<b>\$48,019</b>	2023
<a href="#">Vermont Community Garden Network Inc</a>	VT	\$353,876	Co Executive Director	\$62,438	<b>\$55,436</b>	2024
<a href="#">Friends Of Silver Lake Nature Center</a>	PA	\$270,903	Program Director	\$32,683	<b>\$28,750</b>	2024
<a href="#">Friends Of The Childrens Eternal Rainforest</a>	MO	\$266,547	Executive Director	\$41,950	<b>\$40,351</b>	2023
<a href="#">The Japanese Garden Foundation</a>	OR	\$360,398	Board President	\$21,568	<b>\$17,668</b>	2024
<a href="#">Nashville Parks Foundation</a>	TN	\$366,532	President & Ceo	\$55,000	<b>\$52,503</b>	2023
<a href="#">Norfolk Botanical Garden Foundation</a>	VA	\$232,257	Secretary	\$183,102	<b>\$155,949</b>	2024
<a href="#">Friends Of Dupont Forest</a>	NC	\$227,175	Executive Director	\$54,723	<b>\$51,350</b>	2023
<a href="#">Lightup Lawndale Inc</a>	IL	\$222,475	Board Chair	\$51,000	<b>\$44,228</b>	2024
<a href="#">Friends Of Hog Island Aka Fohi</a>	ME	\$221,442	Executive Director	\$37,146	<b>\$32,810</b>	2024
<a href="#">Bay Area Clean Air Foundation</a>	CA	\$408,967	President	\$69,702	<b>\$53,091</b>	2024
<a href="#">John T Waterhouse Te Co-tr Tropical</a>	HI	\$418,653	Co-trustee	\$29,184	<b>\$23,729</b>	2023
<a href="#">Oyster River Ecology Inc</a>	FL	\$429,245	Executive Director	\$117,000	<b>\$94,455</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Alliance For Flushing Meadows Corona</a>	NY	\$435,619	Executive Director	\$63,607	<b>\$50,700</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to LA 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 LA 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT	15 organizations. Compensation range \$17,668–\$155,949; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$312,729); for reference, expenses \$304,022 and assets \$348,297.
ROLE MATCH	Connie Uddo, reported title " <i>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	4 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	80 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	80 <sup>th</sup>
Reportable pay only (column D), adjusted	80 <sup>th</sup>
All sources (D + E + F), adjusted	53 <sup>rd</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

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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 (Connie Uddo) 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 15 similarly situated organizations (Same NTEE sector (C11), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$89,963 is reasonable (approximately the 80<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.