

# Good Deed Corps

Executive Director / CEO

EIN 854154233  
 CA · NTEE R40  
 FY ending 2024-12-31  
**June 9, 2026**

This analysis benchmarks the total compensation of **Rebecca Ninburg, Executive Director / CEO** (\$36,250) against **every comparable organization** that fit the selection criteria — **28** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **29<sup>th</sup>** percentile of comparable organizations within the typical range

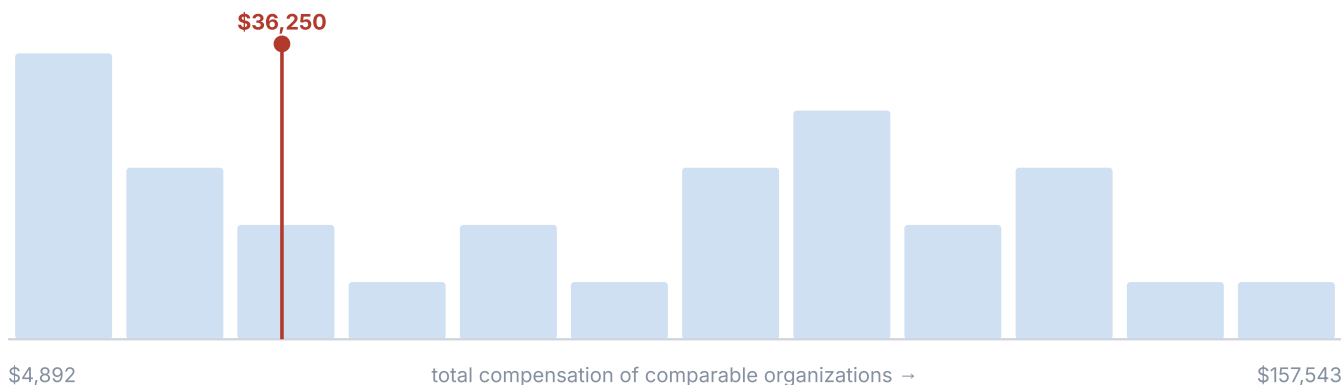
**Benchmarked executive:** Rebecca Ninburg — reported title “President”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (R40).
- BUDGET** Total revenue between \$200,265 and \$448,356 — 0.67x to 1.50x the subject's \$298,904 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (R40), nationwide + budget 0.67–1.5x revenue.

**28** organizations qualified on sector, size, and geography → **28** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$14,963	\$26,752	\$78,136	\$104,791	\$126,608	\$36,250
----------	----------	----------	-----------	-----------	----------



## ● 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
<a href="#">Polichic Engagement Fund</a>	TX	\$305,121	Founder	\$36,714	<b>\$43,787</b>	2023
<a href="#">New North Carolina Project Action First</a>	NC	\$288,251	Chief Executive Officer	\$13,408	<b>\$16,044</b>	2024
<a href="#">Massachusetts Voter Education Network Inc</a>	MA	\$280,447	Executive Director	\$132,125	<b>\$137,498</b>	2024
<a href="#">Massachusetts Fiscal Alliance Inc</a>	MA	\$279,590	Interim Executive Director	\$13,388	<b>\$13,932</b>	2024
<a href="#">Adrc Action</a>	AZ	\$273,917	Co-executive Director, Programs	\$109,925	<b>\$126,045</b>	2023
<a href="#">Radical Registrars</a>	TX	\$273,339	Executive Dir.	\$87,278	<b>\$101,106</b>	2024
<a href="#">Alliance For A Better Iowa</a>	IA	\$327,518	Executive Director	\$69,486	<b>\$88,110</b>	2024
<a href="#">Salt &amp; Light Council</a>	CA	\$269,154	President	\$24,000	<b>\$23,381</b>	2025
<a href="#">The Ring Of Democracy Incorporated</a>	CA	\$334,565	President	\$37,025	<b>\$38,119</b>	2023
<a href="#">New Voters Org</a>	PA	\$262,872	President	\$64,167	<b>\$74,105</b>	2024
<a href="#">League Of Women Voters Of Colorado</a>	CO	\$335,166	Executive Director	\$83,573	<b>\$92,804</b>	2024
<a href="#">Progress Texas Institute</a>	TX	\$259,130	Executive Director	\$110,426	<b>\$127,921</b>	2024
<a href="#">The Washington Bus</a>	WA	\$253,250	Executive Director	\$108,760	<b>\$116,096</b>	2023
<a href="#">Keystone Progress Education Fund</a>	PA	\$253,066	Executive Di	\$81,923	<b>\$97,405</b>	2023
<a href="#">Coalition Porfor Texas</a>	TX	\$351,902	Executive Director	\$100,000	<b>\$115,844</b>	2024
<a href="#">Ruralorganizingorg</a>	OH	\$243,351	Executive Director	\$52,500	<b>\$66,298</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">League Of Women Voters Lotte E</a>	MA	\$238,887	Executive Director	\$91,584	<b>\$98,123</b>	2023
<a href="#">Utah Ranked Choice Voting</a>	UT	\$373,563	Executive Dir.	\$102,810	<b>\$125,457</b>	2023
<a href="#">League Of Women Voters Of Massachusetts</a>	MA	\$222,227	Executive Director	\$91,584	<b>\$98,123</b>	2023
<a href="#">Este Poder</a>	TX	\$380,909	Executive Dir.	\$70,929	<b>\$82,167</b>	2024
<a href="#">One Nation Under God</a>	OH	\$213,748	Assistant Treas	\$16,875	<b>\$21,309</b>	2023
<a href="#">Stand Up Indiana Inc</a>	IN	\$213,136	Eecutive Dir	\$11,538	<b>\$14,507</b>	2023
<a href="#">Stand Up Alaska</a>	AK	\$206,914	Executive Dir.	\$38,500	<b>\$42,626</b>	2024
<a href="#">Alliance For A Better Utah Inc</a>	UT	\$205,168	Executive Director	\$55,050	<b>\$65,249</b>	2024
<a href="#">Deeds Action Fund</a>	TX	\$203,855	Temp Executive Director	\$24,063	<b>\$27,875</b>	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](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT	28 organizations. Compensation range \$4,892–\$157,543; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$298,904); for reference, expenses \$347,562 and assets \$27,231.
ROLE MATCH	Rebecca Ninburg, reported title <i>"President"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 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	29 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	29 <sup>th</sup>
Reportable pay only (column D), adjusted	32 <sup>nd</sup>
All sources (D + E + F), adjusted	21 <sup>st</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 (Rebecca Ninburg) 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 28 similarly situated organizations (Same NTEE sector (R40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$36,250 is reasonable (approximately the 29<sup>th</sup> 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.