

# The Yoga Connection Inc

Executive Director / CEO

EIN **860771695**  
 AZ · NTEE X70Z  
 FY ending 2025-06-30  
**June 10, 2026**

This analysis benchmarks the total compensation of **Priscilla Potter, Executive Director / CEO** (\$31,973) against **every comparable organization** that fit the selection criteria — **1683** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **30<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Priscilla Potter — 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 (X70Z).
BUDGET	Total revenue between \$140,951 and \$315,562 — 0.67x to 1.50x the subject's \$210,375 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (X), nationwide + budget 0.67–1.5x revenue.

**1,683** organizations qualified on sector, size, and geography → **1,683** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,858	\$27,555	\$50,966	\$83,091	\$116,088	<b>\$31,973</b>
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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 AZ 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="#">Iglesia Biblica Peniel</a>	MD	\$210,356	Pastor	\$41,283	<b>\$41,193</b>	2024
<a href="#">Beth Ahron V'israel - Bavi Chesed Fund Inc</a>	NY	\$210,406	Executive Director	\$12,000	<b>\$11,915</b>	2023
<a href="#">Middle East Christian Network Inc</a>	LA	\$210,300	President And Board Member	\$21,600	<b>\$25,386</b>	2024
<a href="#">7117 Ministries Inc</a>	FL	\$210,451	Executive Dir.	\$51,131	<b>\$52,781</b>	2023
<a href="#">Look Unto Jesus Ministries</a>	MS	\$210,279	President/tr	\$24,665	<b>\$30,185</b>	2023
<a href="#">Authentic Movement</a>	TN	\$210,496	President	\$64,700	<b>\$72,587</b>	2024
<a href="#">St Christine Christian Services</a>	MI	\$210,164	Executive Di	\$35,760	<b>\$40,558</b>	2023
<a href="#">Faith At Work Inc</a>	IA	\$210,587	Executive Director	\$114,490	<b>\$137,749</b>	2023
<a href="#">Light For The Nations Inc</a>	GA	\$210,590	Ceo	\$36,000	<b>\$39,775</b>	2023
<a href="#">Velvet Ashes Incorporated</a>	PA	\$210,704	Executive Director	\$55,327	<b>\$58,888</b>	2024
<a href="#">Be The Edge Fort Wayne Inc</a>	IN	\$210,034	Chief Minist	\$144,881	<b>\$163,069</b>	2024
<a href="#">Share Redemption Ministries</a>	MT	\$209,989	Executive Di	\$57,100	<b>\$64,000</b>	2025
<a href="#">Dover Christian Church Inc</a>	DE	\$210,782	Pastor	\$17,680	<b>\$18,477</b>	2024
<a href="#">Rethink 315</a>	MO	\$209,964	Executive Director	\$109,012	<b>\$126,872</b>	2023
<a href="#">Word Christian Broadcasting Inc</a>	GA	\$209,952	President	\$13,143	<b>\$14,105</b>	2024
<a href="#">Cross Cultural Ministries Inc</a>	GA	\$210,799	President & Ceo	\$36,000	<b>\$38,634</b>	2024
<a href="#">Tikkun Ha-ir Of Milwaukee Inc</a>	WI	\$210,817	Executive Director	\$42,444	<b>\$46,091</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Arch Ministries</a>	OH	\$209,863	President	\$31,200	<b>\$35,270</b>	2024
<a href="#">Innerfaith Disciple House</a>	TX	\$210,958	President, T	\$21,600	<b>\$23,062</b>	2024
<a href="#">Victory Missions Inc</a>	FL	\$211,050	President	\$69,000	<b>\$69,184</b>	2024
<a href="#">Biblical Leadership For Excellence Inc</a>	TX	\$209,687	Executive Director	\$82,000	<b>\$87,547</b>	2024
<a href="#">Living Water Community Clinic</a>	VA	\$209,530	Executive Director	\$36,000	<b>\$37,100</b>	2024
<a href="#">Past The Wishing Ministries</a>	MN	\$211,242	Executive Director	\$29,000	<b>\$31,488</b>	2023
<a href="#">Bent-tree</a>	TX	\$209,456	Director	\$108,000	<b>\$118,711</b>	2023
<a href="#">Return Ministries Usa</a>	MO	\$209,391	International Director	\$19,997	<b>\$23,273</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AZ cost of living and 2025 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 AZ 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	1683 organizations. Compensation range \$59–\$505,131; filing years 2020–2025.
SIZE BASIS	Matched on total revenue (\$210,375); for reference, expenses \$206,149 and assets \$30,215.
ROLE MATCH	Priscilla Potter, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	60 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	41 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	30 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	32 <sup>nd</sup>
Reportable pay only (column D), adjusted	35 <sup>th</sup>
All sources (D + E + F), adjusted	28 <sup>th</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 (Priscilla Potter) 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 10, 2026, comparing compensation against 1683 similarly situated organizations (Same NTEE major group (X), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$31,973 is reasonable (approximately the 30<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 10, 2026.