

# National Outdoor Learning Alliance

Executive Director / CEO

EIN 863566953

ID · NTEE B90

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Erica Hermsen, Executive Director / CEO** (\$72,000) against **every comparable organization** that fit the selection criteria — **467** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62<sup>nd</sup>** percentile of comparable organizations within the typical range

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

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B90).
BUDGET	Total revenue between \$282,848 and \$633,243 — 0.67x to 1.50x the subject's \$422,162 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B90), nationwide + budget 0.67–1.5x revenue.

**467** organizations qualified on sector, size, and geography → **467** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$14,021	\$36,413	\$58,841	\$86,173	\$109,327	\$72,000
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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 ID 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="#">Ross Community Center Inc</a>	IN	\$422,454	Executive Di	\$57,400	<b>\$56,902</b>	2024
<a href="#">The Teaching Cleveland Foundation</a>	OH	\$421,290	Executive Di	\$108,123	<b>\$107,652</b>	2024
<a href="#">Concordia Learning Center</a>	LA	\$423,816	Administrator	\$59,927	<b>\$62,031</b>	2024
<a href="#">Magnolia Global Academy For Leaders</a>	CA	\$420,262	Executive Di	\$78,334	<b>\$61,947</b>	2025
<a href="#">Woven Learning And Technology</a>	CA	\$418,850	President	\$94,500	<b>\$76,708</b>	2024
<a href="#">Circle Of Sisterhood Foundation Inc</a>	NC	\$418,760	Executive Director	\$104,425	<b>\$98,814</b>	2025
<a href="#">The Meantime Coffee Company</a>	NC	\$418,584	Ceo	\$8,598	<b>\$8,351</b>	2024
<a href="#">Enriching Education Foundation</a>	WA	\$418,489	Co-president	\$21,240	<b>\$18,404</b>	2023
<a href="#">Math-m-addicts New York Inc</a>	NY	\$417,867	Program Director	\$109,920	<b>\$96,129</b>	2023
<a href="#">Curriculum Leadership Institute</a>	KS	\$426,660	President	\$103,592	<b>\$105,203</b>	2024
<a href="#">Julia Green Extended Care Inc</a>	TN	\$417,051	Executive Di	\$100,602	<b>\$99,406</b>	2024
<a href="#">Face It Foundation</a>	MN	\$416,612	Executive Di	\$62,500	<b>\$59,769</b>	2023
<a href="#">Pr Education Initiative Corp</a>	PR	\$416,344	Executive Dire	\$30,000	<b>\$30,886</b>	2023
<a href="#">Learning Forward Education Cen</a>	FL	\$428,329	Executive Director	\$16,655	<b>\$14,708</b>	2024
<a href="#">Mikaylas Voice</a>	PA	\$428,430	Executive Director	\$93,718	<b>\$85,590</b>	2025
<a href="#">Wolverine Hoosier Athletic</a>	MI	\$428,442	Commissioner	\$123,189	<b>\$116,447</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Southern California Soaring Academyinc</a>	CA	\$428,796	President	\$60,000	<b>\$50,142</b>	2023
<a href="#">Common Purpose Us Inc</a>	IL	\$429,264	Us Programs Director	\$70,741	<b>\$65,376</b>	2024
<a href="#">Mid-shore Early Learning Ctr Inc</a>	MD	\$429,549	Director	\$57,867	<b>\$52,358</b>	2023
<a href="#">Connor Kids Academy</a>	OH	\$429,679	President	\$27,584	<b>\$27,464</b>	2024
<a href="#">Horizons Student Opportunities And</a>	NM	\$414,493	Executive Di	\$67,038	<b>\$67,780</b>	2024
<a href="#">Rage Ministries Inc</a>	TX	\$414,272	Pres	\$110,000	<b>\$103,436</b>	2024
<a href="#">Stem Teachers Of New York City Inc</a>	NY	\$430,363	Executive Dir.	\$52,801	<b>\$46,177</b>	2023
<a href="#">Community Learning Network</a>	NM	\$413,338	Executive Director	\$90,000	<b>\$90,996</b>	2024
<a href="#">Loop Nola</a>	LA	\$413,277	Executive Director	\$68,863	<b>\$71,281</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ID 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 ID 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	<b>467</b> organizations. Compensation range \$704–\$422,541; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$422,162); for reference, expenses \$410,387 and assets \$79,476.
ROLE MATCH	Erica Hermsen, reported title <i>"Executive Dir."</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.

**RELATED-ORG PAY** 26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 14 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 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	58 <sup>th</sup>
Reportable pay only (column D), adjusted	64 <sup>th</sup>
All sources (D + E + F), adjusted	58 <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 (Erica Hermsen) 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 467 similarly situated organizations (Same NTEE sector (B90), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$72,000 is reasonable (approximately the 62<sup>nd</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.