

Bee Happy Day Hab Foundation I

Executive Director / CEO

EIN 874318169

TX · NTEE B60

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Shelley Brooki, Executive Director / CEO** (\$47,831) against **every comparable organization** that fit the selection criteria — **149** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **40th** percentile of comparable organizations within the typical range

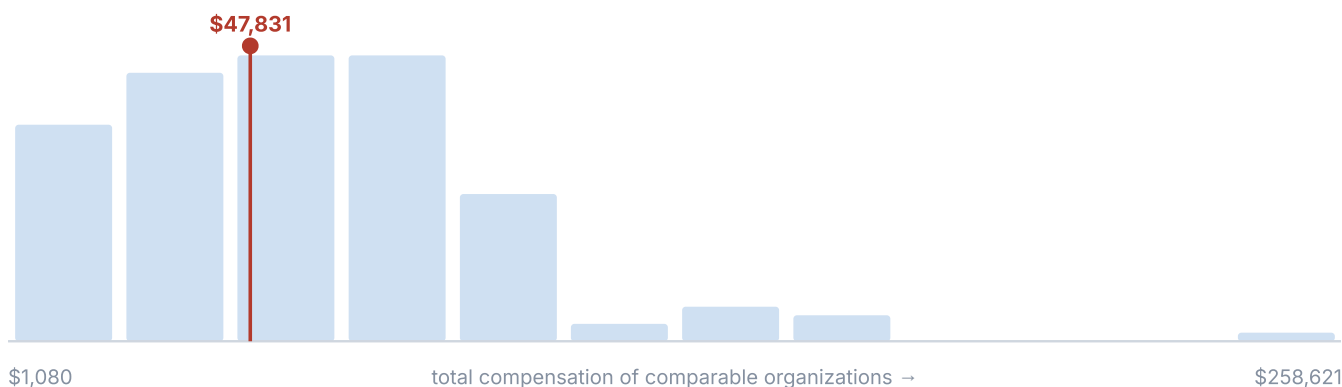
Benchmarked executive: Shelley Brooki — reported title “Exec Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B60).
BUDGET	Total revenue between \$184,824 and \$413,785 — 0.67x to 1.50x the subject's \$275,857 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B60), nationwide + budget 0.67–1.5x revenue.

149 organizations qualified on sector, size, and geography → **149** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,501	\$31,316	\$55,934	\$78,335	\$93,841	\$47,831
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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
Connecticut Trial Lawyers Foundation	CT	\$275,560	Director	\$32,451	\$31,316	2023
Books To Prisoners	WA	\$277,093	Program Coordinator	\$10,917	\$10,059	2023
Annie's Project-education For Farm Women	IL	\$274,246	Co-ceo	\$68,084	\$68,890	2023
International Society Of	TX	\$277,473	Executive Di	\$39,860	\$39,860	2024
Encore Learning Inc	VA	\$273,925	Executive Director	\$53,100	\$49,933	2025
Emergency Medicine Educational	IN	\$273,000	Chair	\$1,200	\$1,302	2023
Sil Lead Inc	TX	\$278,791	Executive Director	\$10,789	\$10,789	2024
Wordplay Cincy	OH	\$271,462	Director	\$89,000	\$94,235	2024
Mrva Inc	HI	\$270,500	Vice Preside	\$33,842	\$31,185	2023
Tlafrica Inc	CA	\$281,740	President Ceo	\$25,280	\$22,467	2023
Masoc Inc	MA	\$282,232	Executive Director	\$107,113	\$93,743	2025
Day 7 Inc	TN	\$283,094	Executive Director	\$49,067	\$51,560	2024
Dcro Institute	OH	\$268,519	President And Ceo	\$52,646	\$57,389	2023
Michigan Association Of Community	MI	\$283,400	Former Exec	\$69,698	\$71,918	2024
Berean Bible Institute Inc	WI	\$266,885	President	\$61,248	\$65,834	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
New Mexico Adult Education Associat	NM	\$285,508	Executive Di	\$975	\$1,080	2023
Vitalhearts	CO	\$285,686	President	\$87,500	\$83,876	2024
Simulation Interoperability Standards	FL	\$286,737	Executive Director	\$95,004	\$91,856	2023
The Most Excellent Way Learning Life Center Inc	NJ	\$264,783	Exec. Director	\$26,740	\$24,572	2023
Literacy Volunteers Of Morris County	NJ	\$287,427	Executive Director	\$74,160	\$66,192	2024
You Can Make It Home Ownership Ctr	TN	\$261,432	Executive Director	\$65,052	\$68,357	2024
Life Enrichment Center Of Norfolk	VA	\$260,932	President	\$110,084	\$106,258	2024
Echo Collective	NE	\$257,406	Executive Director	\$38,780	\$41,697	2024
First Place 4 Health	TX	\$257,264	Former Ceo	\$62,847	\$62,847	2024
The Boston Society Inc	MA	\$295,315	Executive Di	\$144,423	\$133,573	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 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.

Sample, role match & sensitivity

PEER COUNT 149 organizations. Compensation range \$1,080–\$258,621; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$275,857); for reference, expenses \$304,330 and assets \$36,782.

ROLE MATCH	Shelley Brooki, reported title " <i>Exec Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	16 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	40 th
Total compensation (D + F), as reported (no adjustments)	36 th
Reportable pay only (column D), adjusted	46 th
All sources (D + E + F), adjusted	31 st

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 (Shelley Brooki) 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 149 similarly situated organizations (Same NTEE sector (B60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$47,831 is reasonable (approximately the 40th 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.