

App Inventor Foundation

Executive Director / CEO

EIN 880979374

CA · NTEE B99

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Natalie Lao, Executive Director / CEO** (\$130,000) against **every comparable organization** that fit the selection criteria — **52** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96th** percentile of comparable organizations above the 90th percentile — board review recommended

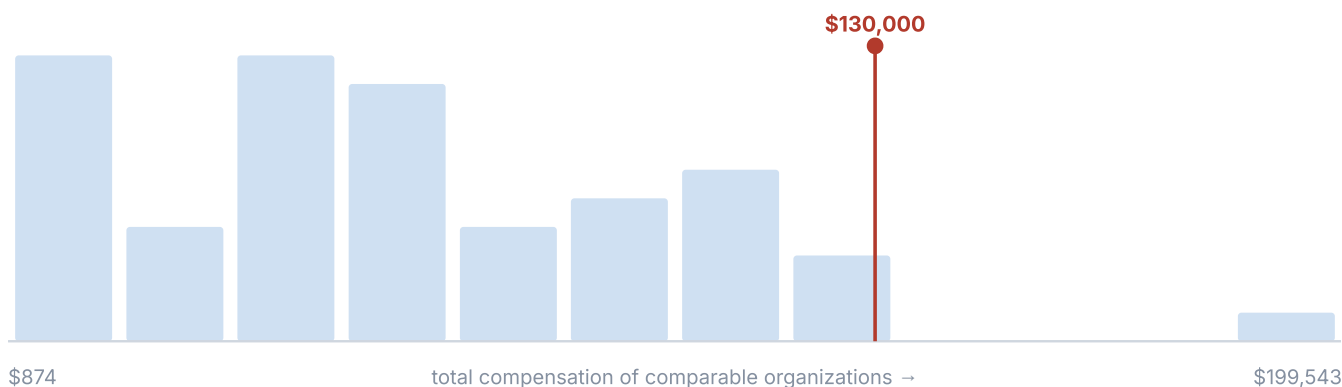
Benchmarked executive: Natalie Lao — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B99).
BUDGET	Total revenue between \$217,539 and \$487,029 — 0.67x to 1.50x the subject's \$324,686 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B99) + CA + budget 0.67–1.5x revenue.

52 organizations qualified on sector, size, and geography → **52** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,727	\$29,980	\$55,505	\$95,331	\$112,085	\$130,000
----------	----------	----------	----------	-----------	------------------



● 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
Career Girls	CA	\$321,925	Executive Director	\$122,232	\$118,725	2024
California Community Colleges Chief	CA	\$327,645	Executive Dir.	\$19,254	\$18,702	2024
Presence	CA	\$320,913	President	\$10,452	\$10,152	2024
Syned	CA	\$320,834	President & Ceo	\$39,000	\$39,000	2023
Lost Women Of Science Initiative Inc	CA	\$330,499	President & Ceo	\$50,000	\$48,566	2024
Parkinson's Resource Organization Inc	CA	\$330,835	Executive Director	\$117,064	\$113,705	2024
Golden Star Educational Services	CA	\$336,326	President	\$50,609	\$50,609	2023
Centro Las Olas	CA	\$336,915	President & Boardmember	\$19,936	\$18,865	2025
Pseads	CA	\$338,306	Ceo	\$15,000	\$15,000	2023
Radiance Sutras Institute	CA	\$341,866	President	\$63,000	\$61,193	2024
Life College	CA	\$344,960	Program Director	\$112,800	\$109,564	2024
Being Built Together	CA	\$302,850	President	\$65,695	\$63,810	2024
California Council On Teacher Education	CA	\$349,259	Secretarytreasurer	\$37,805	\$36,720	2024
Impact Bay Area	CA	\$294,978	Executive Dir.	\$62,184	\$60,400	2024
Rome Institute Of Liberal Arts Inc	CA	\$354,988	President	\$127,532	\$123,873	2024
Foundation For Mo County Free Libraries	CA	\$359,452	Executive Director	\$78,121	\$75,880	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Marshallese Youth Of Orange County	CA	\$286,120	Executive Director	\$48,204	\$46,821	2024
Patient Safety Movement Foundation	CA	\$365,177	Coo	\$210,873	\$199,543	2025
Harvardwood	CA	\$283,355	Executive Director	\$49,032	\$47,625	2024
Farms To Grow Inc	CA	\$366,693	Executive Dir.	\$35,500	\$35,500	2023
California Academy	CA	\$278,224	Executive Director	\$18,780	\$18,241	2024
If You Heard What I Heard Inc	CA	\$371,217	Director/chair	\$8,332	\$8,093	2024
Challenge Sonoma Adventure	CA	\$372,717	Director	\$34,680	\$33,685	2024
Conductability Inc	CA	\$273,357	Program Director	\$113,322	\$110,071	2024
Oaktown Jazz Workshops	CA	\$271,149	Executive Dir.	\$65,971	\$64,078	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 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 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.

● Sample, role match & sensitivity

PEER COUNT 52 organizations. Compensation range \$874–\$199,543; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$324,686); for reference, expenses \$346,059 and assets \$228,637.

ROLE MATCH Natalie Lao, reported title "*Executive Director*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 1 peer 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	96 th
Total compensation (D + F), as reported (no adjustments)	96 th
Reportable pay only (column D), adjusted	96 th
All sources (D + E + F), adjusted	92 nd

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 (Natalie Lao) 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 52 similarly situated organizations (Same NTEE sector (B99) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$130,000 is reasonable (approximately the 96th 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.