

Safe 2 School

Executive Director / CEO

This analysis benchmarks the total compensation of **Erin Obwald, Executive Director / CEO** (\$86,771) against **every comparable organization** that fit the selection criteria — **26** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62nd** percentile of comparable organizations within the typical range

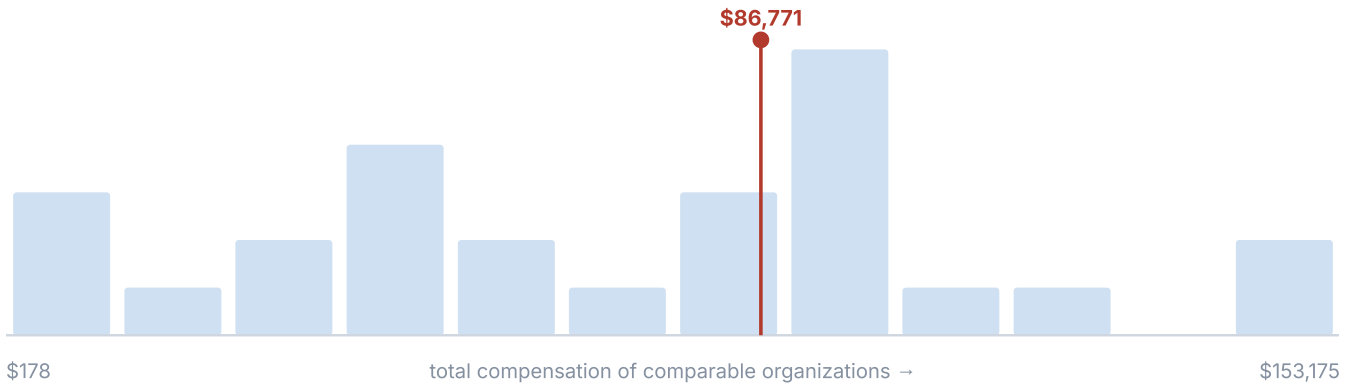
Benchmarked executive: Erin Obwald — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (M40).
BUDGET	Total revenue between \$231,125 and \$517,444 — 0.67x to 1.50x the subject's \$344,963 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (M40), nationwide + budget 0.67–1.5x revenue.

26 organizations qualified on sector, size, and geography → **26** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$11,626	\$41,866	\$71,796	\$95,977	\$113,883	\$86,771
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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 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
Tree Care Industry	NH	\$356,090	Past Cfo	\$29,536	\$31,584	2024
Los Gatos Monte Sereno Safe Routes	CA	\$333,345	Executive Dir.	\$9,000	\$8,768	2025
National Center For Urban Operations Inc	NY	\$330,379	Director	\$55,240	\$59,515	2023
Missing Kid Alert DbA Gateway For Kids	MI	\$370,048	Director	\$124,469	\$153,175	2023
Wyoming-montana Safety Council	WY	\$318,143	Executive Director	\$78,074	\$94,324	2025
Minnesota Firearms Association	MN	\$376,589	Executive Director	\$72,000	\$84,824	2023
Bikemore Inc	MD	\$300,750	Executive Director	\$86,000	\$93,112	2024
Thinkfirst Foundation	IL	\$395,152	Executive Director	\$104,454	\$118,923	2024
Arklatex Safety Council Inc	LA	\$395,212	Executive Director	\$50,000	\$65,643	2023
Valley Splash Aquatics Inc	CA	\$401,774	Ceo	\$108,843	\$108,843	2024
Bike Utah	UT	\$414,065	Co Exec. Dir	\$85,373	\$101,189	2024
Waterfront Education	CA	\$275,021	President	\$13,513	\$14,483	2022
Greenville Area Parkinsons Society	SC	\$271,642	Executive Director	\$81,000	\$97,861	2024
Sarpy County Safety Program Corporation	NE	\$418,354	Treasurer	\$6,000	\$7,694	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Community911 Training Inc	MA	\$418,434	President & Treasurer	\$48,166	\$51,606	2023
Community Alliance For Teen Safety	NH	\$256,591	Executive Director	\$38,152	\$40,797	2024
The West Central Montana Avalanche	MT	\$253,739	Executive Dir.	\$71,680	\$92,124	2023
Sass Go	SC	\$251,510	President	\$79,897	\$96,528	2024
Arizona Motorcycle Safety And Awareness Foundation	AZ	\$249,733	Executive Director	\$43,000	\$49,306	2023
Tonto Recreation Alliance Inc	AZ	\$246,291	President Executive Director	\$40,468	\$45,071	2024
National Ohv Insurance & Services	WI	\$446,105	President	\$66,830	\$83,215	2023
Volunteer Firemans Association Of Cambria County And Vicinity	PA	\$241,676	President	\$150	\$178	2023
Brightside Foundation Inc	KY	\$481,773	Ceo - Non Voting	\$36,333	\$46,541	2023
Behind The Scenes Foundation	CT	\$485,902	Executive Di	\$130,197	\$141,371	2024
Nseaswim	NC	\$490,765	Head Coach	\$65,142	\$77,949	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.

● Sample, role match & sensitivity

PEER COUNT	26 organizations. Compensation range \$178–\$153,175; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$344,963); for reference, expenses \$341,424 and assets \$123,782.
ROLE MATCH	Erin Obwald, reported title " <i>Executive Dir.</i> ", 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.

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 nd
Total compensation (D + F), as reported (no adjustments)	85 th
Reportable pay only (column D), adjusted	62 nd
All sources (D + E + F), adjusted	54 th

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 (Erin Obwald) 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 26 similarly situated organizations (Same NTEE sector (M40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$86,771 is reasonable (approximately the 62nd 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.