

# Sunnyside Christian Thrift Shop

Executive Director / CEO

EIN 911715344

WA · NTEE T00Z

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Diane Plooster, Executive Director / CEO** (\$35,459) against **every comparable organization** that fit the selection criteria — **782** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **34<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Diane Plooster — reported title “MANAGER”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T00Z).
BUDGET	Total revenue between \$183,771 and \$411,429 — 0.67x to 1.50x the subject's \$274,286 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (T), nationwide + budget 0.67–1.5x revenue.

**782** organizations qualified on sector, size, and geography → **782** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,093	\$26,274	\$50,168	\$77,893	\$106,461	\$35,459
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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 WA 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="#">Angela Stanford Foundation</a>	TX	\$274,306	Executive Dir.	\$53,750	<b>\$58,331</b>	2024
<a href="#">Swift Eagle Charitable Foundation</a>	CO	\$274,262	Executive Dir.	\$32,000	<b>\$34,272</b>	2023
<a href="#">Unity Healthcare Foundation</a>	IA	\$274,033	Exec Director	\$44,087	<b>\$52,370</b>	2024
<a href="#">United Way Of Forsyth County</a>	NC	\$273,672	President An	\$23,279	<b>\$26,866</b>	2023
<a href="#">Place Of Hope In Haiti Inc</a>	FL	\$275,225	Managing Director	\$47,000	<b>\$47,902</b>	2024
<a href="#">Admin Hub</a>	CA	\$273,229	President/ceo	\$72,996	<b>\$70,403</b>	2023
<a href="#">Serbian United Benevolent Society</a>	CA	\$273,203	Secretary	\$4,200	<b>\$3,935</b>	2024
<a href="#">Children Of Deaf Adults</a>	CA	\$275,428	Vice-president	\$5,400	<b>\$5,208</b>	2023
<a href="#">Centro De Ayuda Y Esperanza Latina Inc</a>	MA	\$273,125	Assistant Director	\$21,433	<b>\$21,512</b>	2023
<a href="#">Anna's Celebration Of Life</a>	IN	\$275,464	Director	\$51,688	<b>\$59,135</b>	2024
<a href="#">American Society Of Retina</a>	IL	\$272,520	Executive Vice President	\$61,263	<b>\$67,272</b>	2023
<a href="#">Colorado Planned Giving Roundtable</a>	CO	\$276,100	Executive Di	\$84,216	<b>\$87,608</b>	2024
<a href="#">His Love Extended</a>	FL	\$276,114	President	\$120,000	<b>\$125,913</b>	2023
<a href="#">Edboost Education Corporation</a>	CA	\$272,430	Executive Director Secretary	\$60,000	<b>\$56,209</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Hope Outreach Center Inc</a>	FL	\$276,285	Executive Di	\$65,762	<b>\$67,022</b>	2024
<a href="#">The Isaacs Foundation</a>	TN	\$276,448	President	\$16,800	<b>\$19,158</b>	2024
<a href="#">San Luis Valley Health Foundation</a>	CO	\$276,551	Ceo	\$35,491	<b>\$36,921</b>	2024
<a href="#">Bbc Foundation Inc</a>	PA	\$276,911	Board Member	\$2,400	<b>\$2,596</b>	2024
<a href="#">Doug &amp; Kaisa Levine Family</a>	MI	\$276,923	Treasurer	\$26,189	<b>\$29,327</b>	2024
<a href="#">Exodus Vision</a>	CA	\$271,629	President	\$20,833	<b>\$19,516</b>	2024
<a href="#">The Andersons Fund Supporting</a>	OH	\$271,579	Secretary/treasurer Thru August 2024	\$61,652	<b>\$70,842</b>	2024
<a href="#">Utec Hub Inc</a>	MA	\$277,009	Clerk	\$853	<b>\$856</b>	2023
<a href="#">Heros For Heros</a>	TX	\$271,508	President & Ceo	\$95,000	<b>\$103,096</b>	2024
<a href="#">Foundation For Flint</a>	MI	\$277,197	President And Ceo	\$20,050	<b>\$23,115</b>	2023
<a href="#">Affinity Federal Credit Union Foundation</a>	NJ	\$271,214	Executive Dir.	\$22,602	<b>\$21,894</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WA 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 WA 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](http://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

**PEER COUNT** 782 organizations. Compensation range \$21–\$1,830,405; filing years 2021–2025.

**SIZE BASIS** Matched on total revenue (\$274,286); for reference, expenses \$260,518 and assets \$212,001.

ROLE MATCH	Diane Plooster, reported title "MANAGER", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	199 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	24 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	34 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	36 <sup>th</sup>
Reportable pay only (column D), adjusted	45 <sup>th</sup>
All sources (D + E + F), adjusted	21 <sup>st</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 (Diane Plooster) 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 782 similarly situated organizations (Same NTEE major group (T), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,459 is reasonable (approximately the 34<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.