

Consumer Education And Training Services

Executive Director / CEO

EIN 912061723

WA · NTEE P51

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Tony Leahy, Executive Director / CEO** (\$165,000) against **every comparable organization** that fit the selection criteria — **33** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

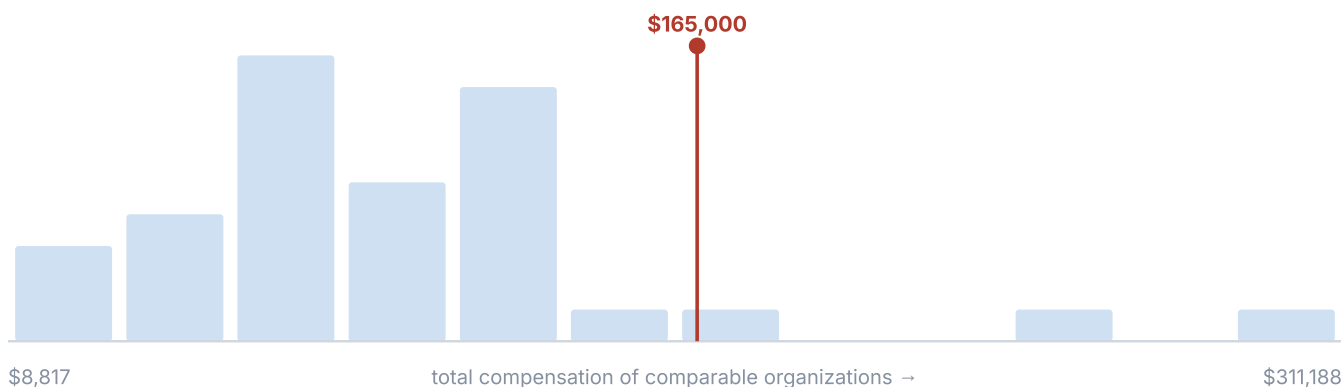
Benchmarked executive: Tony Leahy — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

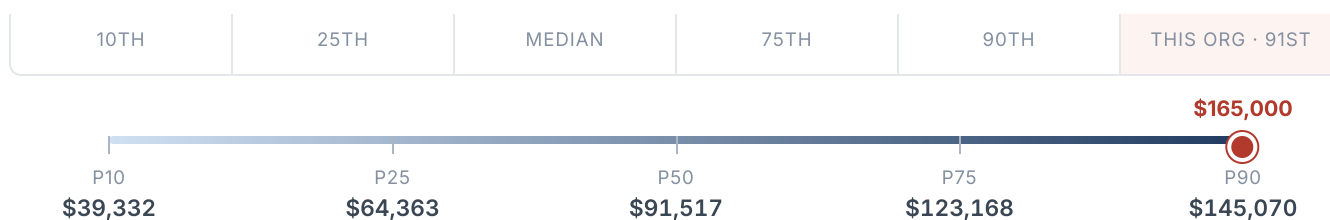
SECTOR	Organizations sharing the subject's NTEE classification (P51).
BUDGET	Total revenue between \$241,069 and \$539,707 — 0.67x to 1.50x the subject's \$359,805 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (P51), nationwide + budget 0.67–1.5x revenue.

33 organizations qualified on sector, size, and geography → **33** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$39,332	\$64,363	\$91,517	\$123,168	\$145,070	\$165,000
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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 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
First Generation Investors	NY	\$358,975	Executive Director	\$115,521	\$116,595	2023
Consumer Financial Education	AL	\$363,708	President	\$7,307	\$8,817	2023
Betterfi	TN	\$368,454	Executive Director	\$55,000	\$62,720	2024
Family Management Financial	IA	\$348,480	Executive Di	\$89,100	\$105,841	2024
Credit Counseling Center	PA	\$346,441	Executive Director	\$85,360	\$92,350	2024
Association Of Independent Consumer	FL	\$389,613	Executive Director	\$121,849	\$124,185	2024
Capital Payee Inc	MI	\$390,922	Director	\$109,992	\$123,168	2024
Project Green	MI	\$323,918	Executive Di	\$97,280	\$112,151	2023
Alma Financial Assistance Corp	FL	\$396,022	Pres. Executive Director	\$105,712	\$110,921	2023
Making Change Inc	MD	\$409,982	Executive Director	\$127,500	\$129,320	2024
The Phebe Foundation	OH	\$308,316	Excutive Director	\$66,000	\$78,078	2023
1 Wiser Consumer Education Center Inc	TX	\$306,880	Executive	\$30,000	\$32,557	2024
Leading For Kids	CA	\$415,779	President & Sec	\$322,650	\$311,188	2023
The Cares Project Inc	NC	\$296,908	Ceo	\$81,640	\$91,517	2024
Institute For Financial	ME	\$280,801	Exec Dir./se	\$70,660	\$79,029	2023
Dealing With Debt	MD	\$440,000	Vice Preside	\$32,000	\$32,457	2024
Bill Payment Support Services	MN	\$441,538	Director	\$139,000	\$149,007	2024
Jcvision And Associates Inc	GA	\$448,665	Executive Direc	\$73,160	\$82,163	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Morning Star Urban Development Inc	GA	\$269,603	Executive Director	\$66,600	\$72,650	2024
Golden Care Services Inc	WI	\$450,354	President	\$82,987	\$96,803	2023
Freedom 5 One Ministries Inc	AR	\$452,108	President	\$199,126	\$250,001	2023
Mustard Seed Development Center	OH	\$260,615	Executive Director	\$45,750	\$52,569	2024
Action Payee Services Inc	OR	\$257,009	President	\$105,571	\$106,362	2024
Butterfly Financial Education	NC	\$253,921	President	\$63,731	\$71,442	2024
Streator Area United Way Inc	IL	\$248,135	Executive Dir.	\$35,467	\$38,946	2023

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.

■ Sample, role match & sensitivity

PEER COUNT 33 organizations. Compensation range \$8,817–\$311,188; filing years 2023–2024.

SIZE BASIS Matched on total revenue (\$359,805); for reference, expenses \$275,325 and assets \$429,539.

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

OUTLIERS 2 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	91 st
Total compensation (D + F), as reported (no adjustments)	94 th
Reportable pay only (column D), adjusted	91 st
All sources (D + E + F), adjusted	91 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 (Tony Leahy) 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 33 similarly situated organizations (Same NTEE sector (P51), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$165,000 is reasonable (approximately the 91st 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.