

Accounting For Sustainability

Executive Director / CEO

EIN 922461963
 CA · NTEE C50
 FY ending 2024-03-31
 June 9, 2026

This analysis benchmarks the total compensation of **Brad Sparks, Executive Director / CEO** (\$176,867) against **every comparable organization** that fit the selection criteria — **42** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **98th** percentile of comparable organizations above the 90th percentile — board review recommended

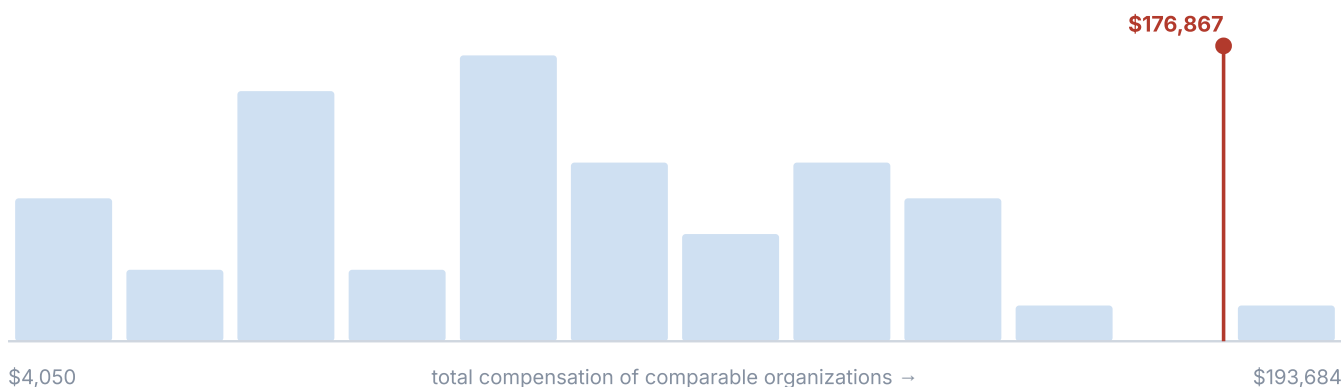
Benchmarked executive: Brad Sparks — reported title "Executive Dir.", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (C50).
BUDGET	Total revenue between \$214,017 and \$479,143 — 0.67x to 1.50x the subject's \$319,429 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (C50), nationwide + budget 0.67–1.5x revenue.

42 organizations qualified on sector, size, and geography → **42** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,955	\$50,279	\$75,816	\$114,559	\$131,243	\$176,867
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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
Scenic Walton Inc	FL	\$322,166	Executive Director	\$120,705	\$131,318	2024
Greenscape Of Jacksonville Inc	FL	\$325,928	Executive Di	\$85,000	\$92,473	2024
Greater Eastover Neighborhood Foundation	MS	\$308,187	Executive Director	\$63,700	\$84,588	2023
San Francisco Beautiful	CA	\$306,005	Executive Dir.	\$48,449	\$48,449	2024
Keep Prince William Beautiful Inc	VA	\$305,840	Executive Dir.	\$61,365	\$70,644	2023
Vermont Green-up Inc	VT	\$302,409	Executive Di	\$104,230	\$125,083	2023
Saratoga County Foundation Inc	NY	\$342,857	Chamber President	\$35,004	\$36,631	2024
Keep Lee County Beautiful Inc	FL	\$294,141	Executive Director	\$60,160	\$67,383	2023
Scenic Houston Inc	TX	\$347,997	Executive Director	\$167,194	\$193,684	2024
Proud Louisiana Llc	LA	\$348,338	Executive Di	\$32,667	\$41,657	2024
Carlsbad Mainstreet Project	NM	\$288,535	Executive Director	\$57,750	\$74,057	2023
Keep Midland Beautiful Inc	TX	\$351,019	Executive Dir.	\$28,413	\$32,915	2024
Keep Toledolucas County	OH	\$279,879	Exec Directo	\$92,648	\$116,997	2023
Keep North Fulton Beautiful Inc	GA	\$360,232	Former Executive Director	\$85,800	\$107,076	2022
Keep Nebraska Beautiful	NE	\$278,359	President	\$92,600	\$118,747	2023
Citizens Caring For Clearlake	CA	\$268,914	President & Ceo	\$4,050	\$4,050	2024
Cuenca Los Ojos	AZ	\$375,552	Executive Director	\$35,337	\$39,357	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Next Level Productions And Promotions	FL	\$376,467	President	\$11,099	\$12,432	2023
Keep Alabama Beautiful	AL	\$256,170	Executive Director	\$41,000	\$51,296	2024
Plant It Again	CA	\$391,678	Ceo	\$82,309	\$82,309	2024
Keep Virginia Beautiful	VA	\$245,919	Executive Director	\$80,000	\$89,454	2024
Keep Evansville Beautiful Inc	IN	\$242,493	Past Executive Director	\$62,047	\$75,775	2024
Wyoming Pathways	WY	\$241,814	Executive Director	\$90,000	\$114,904	2023
Scenic Pittsburgh	PA	\$240,966	Executive Director	\$71,500	\$85,012	2023
Clean Fairfax Council	VA	\$399,566	Executive Director	\$104,213	\$113,525	2025

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	42 organizations. Compensation range \$4,050–\$193,684; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$319,429); for reference, expenses \$366,464 and assets \$34,926.
ROLE MATCH	Brad Sparks, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 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	98 th
Total compensation (D + F), as reported (no adjustments)	100 th
Reportable pay only (column D), adjusted	98 th
All sources (D + E + F), adjusted	90 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 (Brad Sparks) 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 42 similarly situated organizations (Same NTEE sector (C50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$176,867 is reasonable (approximately the 98th 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.