

Colorado Youth Football Invitational Inc

Executive Director / CEO

EIN 922825290

CO · NTEE N65

FY ending 2025-06-30

June 10, 2026

This analysis benchmarks the total compensation of **Cassie Unruh, Executive Director / CEO** (\$11,000) against **every comparable organization** that fit the selection criteria — **19** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **26th** percentile of comparable organizations within the typical range

Benchmarked executive: Cassie Unruh — reported title "Owner", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (N65).

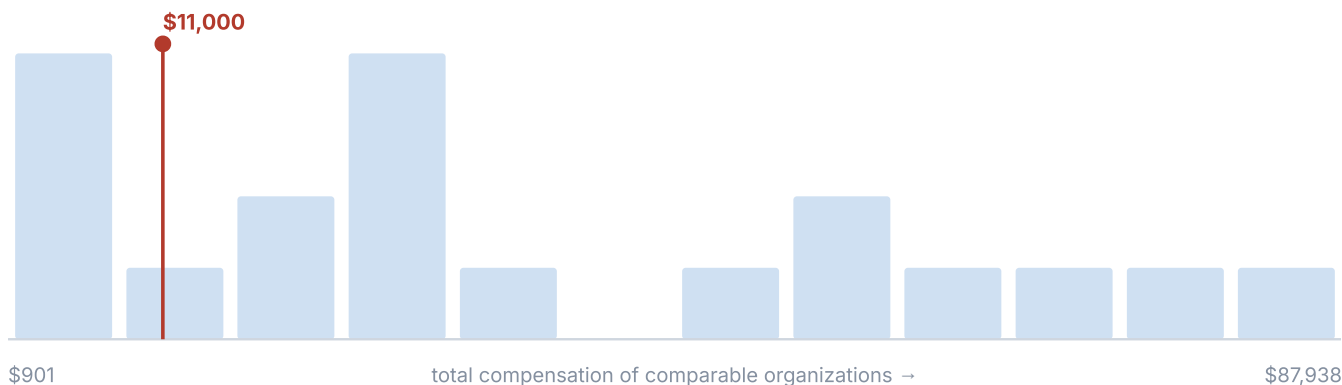
BUDGET Total revenue between \$182,242 and \$408,004 — 0.67x to 1.50x the subject's \$272,003 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (N65), nationwide + budget 0.67–1.5x revenue.

19 organizations qualified on sector, size, and geography

→ **19** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,725	\$13,226	\$28,171	\$54,016	\$72,584	\$11,000
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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 CO 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
Wes Welker Foundation	OK	\$271,636	Executive Director	\$58,975	\$71,569	2023
5 Star Soccer Academy Corp	NY	\$263,574	President	\$24,000	\$23,216	2024
Saint Raphael Football Inc	IL	\$281,622	Business Manager	\$26,000	\$28,171	2023
Cross Training Football Inc	NY	\$287,124	President	\$90,910	\$87,938	2024
Byron Youth Football Association	MN	\$288,876	Board Member	\$51,480	\$54,453	2024
Isaac Bruce Foundation	MO	\$289,143	Executive Director	\$67,600	\$76,645	2024
North Jersey Super Football Conference Inc	NJ	\$254,114	President	\$8,000	\$7,449	2025
Mamaroneck Youth Football League Inc	NY	\$313,966	Director	\$5,850	\$5,659	2024
Edina Football Association	MN	\$325,046	Director	\$24,691	\$26,889	2023
Ankeny Junior Football Inc	IA	\$210,525	Co-president	\$15,000	\$17,582	2024
Columbus Crusaders Youth Sports Inc	OH	\$201,625	Executive Director	\$16,975	\$19,815	2023
Central Coast All Star Football	CA	\$197,976	Treasurer	\$1,000	\$901	2025
Tualatin Valley Youth Football Leag	OR	\$351,869	Commissioner	\$8,667	\$8,870	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Park City Passing League	UT	\$355,242	Executive Director	\$47,500	\$53,579	2023
Yakima Valley Grid Kids Association	WA	\$183,483	President	\$1,000	\$987	2023
Burlington Football Club	VT	\$385,712	Executive Director	\$27,536	\$29,669	2024
Tonka Football Association Of Minnesota	MN	\$385,984	Director	\$41,007	\$44,656	2023
Fm Athletics Inc	ND	\$390,506	Bookkeeper/administrator	\$25,763	\$30,265	2024
Scyr Inc	CA	\$395,855	Executive Dir.	\$70,000	\$64,705	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO cost of living and 2025 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 CO 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	19 organizations. Compensation range \$901–\$87,938; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$272,003); for reference, expenses \$315,486 and assets \$27,041.
ROLE MATCH	Cassie Unruh, reported title <i>"Owner"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer 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	26 th
Total compensation (D + F), as reported (no adjustments)	26 th
Reportable pay only (column D), adjusted	26 th
All sources (D + E + F), adjusted	26 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 (Cassie Unruh) 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 10, 2026, comparing compensation against 19 similarly situated organizations (Same NTEE sector (N65), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$11,000 is reasonable (approximately the 26th 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 10, 2026.