

# Mi Promotor De Salud Inc

Executive Director / CEO

EIN 934072177

TX · NTEE E70

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Valeria Lescano Ventura, Executive Director / CEO** (\$52,300) against **every comparable organization** that fit the selection criteria — **98** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **41<sup>st</sup>** percentile of comparable organizations

within the typical range

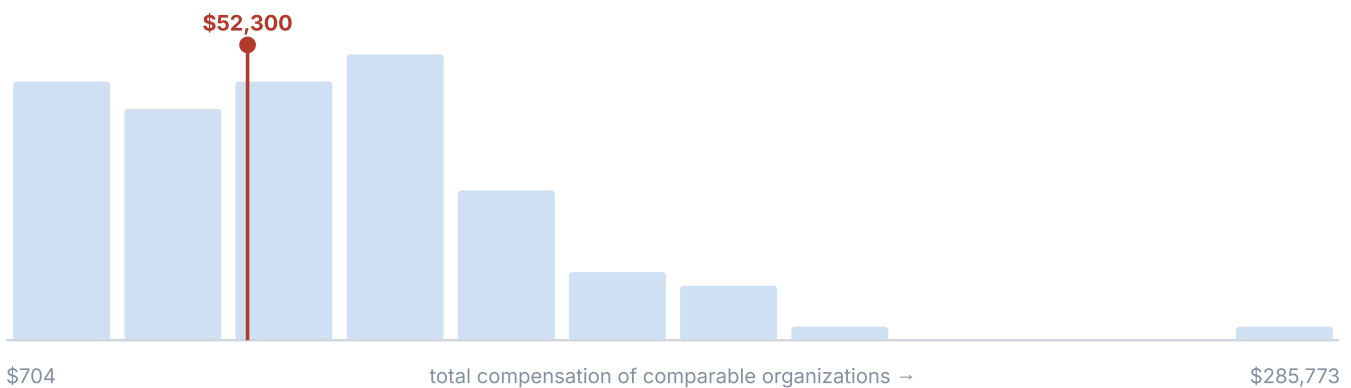
**Benchmarked executive:** Valeria Lescano Ventura — reported title “Secretary to 11/12/24”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E70).
BUDGET	Total revenue between \$145,204 and \$325,084 — 0.67x to 1.50x the subject's \$216,723 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E70), nationwide + budget 0.67–1.5x revenue.

**98** organizations qualified on sector, size, and geography → **98** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,858	\$30,436	\$64,538	\$92,481	\$123,651	\$52,300
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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 TX 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="#">Project Life</a>	NC	\$216,392	Executive Dir.	\$86,544	<b>\$92,035</b>	2023
<a href="#">Learn To Live</a>	LA	\$215,809	Executive Director	\$34,750	<b>\$38,253</b>	2024
<a href="#">Association For Size Diversity &amp; Health</a>	AZ	\$215,746	Vision & Strategy Leader	\$45,159	<b>\$44,700</b>	2023
<a href="#">Project Brotherhood A Black Mens Mens Clinic</a>	IL	\$215,700	Executive Director	\$94,250	<b>\$92,630</b>	2024
<a href="#">Acupuncture Healing Arts Inc</a>	PA	\$215,607	Founder/director	\$63,200	<b>\$64,867</b>	2023
<a href="#">Death With Dignity Political Fund</a>	OR	\$218,061	Managing Director	\$17,338	<b>\$16,096</b>	2024
<a href="#">The Connecticut Association Of School</a>	CT	\$215,330	Executive Director	\$95,000	<b>\$89,045</b>	2024
<a href="#">Marketing Research Association Institute Inc</a>	VT	\$218,193	Executie Director	\$100,000	<b>\$100,621</b>	2024
<a href="#">Gogebic Range Health Foundation</a>	MI	\$214,383	Executive Di	\$8,245	<b>\$8,508</b>	2024
<a href="#">Musician Treatment Foundation Of Austin Texas Inc</a>	TX	\$220,586	Executive Director Vp	\$92,000	<b>\$94,717</b>	2023
<a href="#">Harmony Health Foundation</a>	CA	\$220,833	Director	\$20,833	<b>\$18,515</b>	2023
<a href="#">Zing Life Services Inc</a>	NC	\$212,560	Executive Director	\$38,948	<b>\$39,194</b>	2025
<a href="#">Environment And Human Health Inc</a>	CT	\$211,641	Director, President	\$121,127	<b>\$113,535</b>	2024
<a href="#">Salud Mas Bienstar Inc</a>	KS	\$210,275	Co-exec Dire	\$43,898	<b>\$47,410</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Carmella Rose Health Foundation</a>	OH	\$210,164	Executive Di	\$42,539	<b>\$46,371</b>	2023
<a href="#">Strategy Media Inc</a>	CA	\$209,571	President	\$119,754	<b>\$103,376</b>	2024
<a href="#">Alaska Center For Fasd</a>	AK	\$224,295	Executive Director	\$107,308	<b>\$102,560</b>	2024
<a href="#">Betty A Dodson Foundation Inc</a>	NJ	\$208,091	President	\$71,938	<b>\$64,209</b>	2024
<a href="#">Nashville General Hospital Foundation</a>	TN	\$206,437	Executive Director	\$68,613	<b>\$72,099</b>	2024
<a href="#">Lopa Foundation</a>	LA	\$203,618	Ceo	\$11,147	<b>\$12,271</b>	2024
<a href="#">New Directions Of Decatur County Inc</a>	IN	\$229,917	Executive Dir.	\$55,000	<b>\$59,696</b>	2023
<a href="#">Lmhf Strive To Thrive Program Inc</a>	NY	\$230,991	Director, Strive To Thrive	\$79,600	<b>\$71,906</b>	2024
<a href="#">Washington Global Health Alliance</a>	WA	\$231,428	President And Ceo	\$150,755	<b>\$138,915</b>	2023
<a href="#">Asian Resource Center</a>	OH	\$201,990	Executive Di	\$38,346	<b>\$40,602</b>	2024
<a href="#">Illinois Rural Health Association</a>	IL	\$200,232	Executive Director	\$63,350	<b>\$60,656</b>	2025

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

## ● Sample, role match & sensitivity

PEER COUNT **98** organizations. Compensation range \$704–\$285,773; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$216,723); for reference, expenses \$132,203 and assets \$84,520.
ROLE MATCH	Valeria Lescano Ventura, reported title " <i>Secretary to 11/12/24</i> ", 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	9 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	41 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	40 <sup>th</sup>
Reportable pay only (column D), adjusted	42 <sup>nd</sup>
All sources (D + E + F), adjusted	33 <sup>rd</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 (Valeria Lescano Ventura) 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 98 similarly situated organizations (Same NTEE sector (E70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$52,300 is reasonable (approximately the 41<sup>st</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 10, 2026.