

Corona Norco United Way

Executive Director / CEO

This analysis benchmarks the total compensation of **Dr Alia Rodriguez, Executive Director / CEO** (\$105,960) against **every comparable organization** that fit the selection criteria — **124** 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

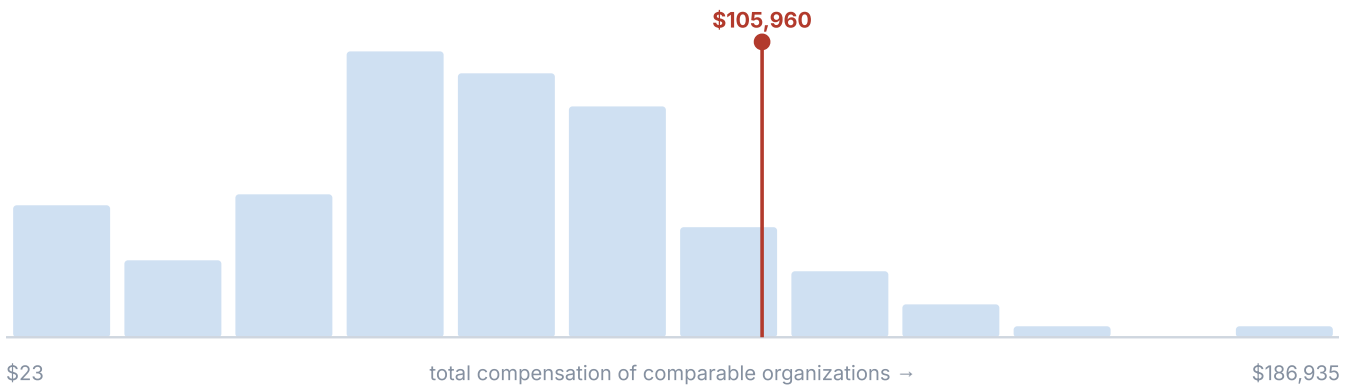
Benchmarked executive: Dr Alia Rodriguez — reported title “CHIEF EXECUTIVE OFFICER”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T70Z).
BUDGET	Total revenue between \$252,756 and \$565,873 — 0.67x to 1.50x the subject's \$377,249 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

124 organizations qualified on sector, size, and geography → **124** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$16,621	\$46,434	\$64,163	\$84,383	\$102,422	\$105,960
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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
United Way Of Maury County Inc	TN	\$378,346	Exec Director	\$49,468	\$60,217	2024
United Way Of The Flint Hills Inc	KS	\$379,032	Executive Di	\$68,959	\$88,824	2023
Association For Benevolent Care Inc	OH	\$373,732	Executive Director	\$18	\$23	2023
United Way Of Yuma County Inc	AZ	\$370,731	President And Ceo	\$75,589	\$84,187	2024
Uwgr Holding Company Inc	NY	\$384,924	President & Ceo	\$55,237	\$56,314	2025
United Way Of Wilkes County Inc	NC	\$367,727	Secretary	\$55,900	\$66,890	2024
United Way Of Corinth And Alcorn	MS	\$366,629	Executive Di	\$72,000	\$95,609	2023
United Way Of Lincoln County	NC	\$388,180	Executive Director	\$65,015	\$77,797	2024
United Way Of Lawrence County	PA	\$389,138	Executive Director	\$82,598	\$95,390	2024
United Community Services For Working Families	PA	\$390,913	Executive Director	\$65,832	\$76,028	2024
United Way Of Danville-pittsylvania	VA	\$362,518	President/ceo	\$73,847	\$80,445	2025
Partners For Community Inc	IL	\$393,739	Executive Director	\$83,964	\$95,595	2024
United Way Of Southeast Georgia	GA	\$359,491	Executive Di	\$55,200	\$64,276	2024
United Way Of Yavapai County Inc	AZ	\$396,236	Executive Director	\$40,861	\$46,853	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Small Difference Foundation	TX	\$397,258	Executive Director	\$15,624	\$18,633	2023
Burlington County Farm Fair Inc	NJ	\$356,297	Manager	\$12,000	\$12,408	2024
Granville County United Way Inc	NC	\$400,255	Executive Di	\$114,306	\$136,778	2024
Sanctuary In The Ordinary	MO	\$353,515	Executive Director	\$82,209	\$100,836	2024
Earthshare Chapters Inc	DC	\$352,363	Ceo	\$45,046	\$45,778	2024
United Way Of Lewis County	WA	\$402,487	Executive Director	\$89,600	\$95,645	2023
United Way Of Southern Maryland	MD	\$402,859	Executive Director	\$105,551	\$114,279	2024
United Way Of Southwest Minnesota	MN	\$409,767	Ceo	\$64,614	\$72,032	2025
Jewish Federation Of Dutchess Count	NY	\$414,575	Executive Di	\$87,525	\$91,592	2024
United Way Of Eastern La Salle County	IL	\$338,512	Executive Dir.	\$62,400	\$69,213	2025
American Federation Of Government	NC	\$420,001	President	\$2,060	\$2,465	2024

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 **124** organizations. Compensation range \$23–\$186,935; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$377,249); for reference, expenses \$458,509 and assets \$347,795.
ROLE MATCH	Dr Alia Rodriguez, reported title " <i>CHIEF EXECUTIVE OFFICER</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	15 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
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)	95 th
Reportable pay only (column D), adjusted	95 th
All sources (D + E + F), adjusted	83 rd

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 (Dr Alia Rodriguez) 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 13, 2026, comparing compensation against 124 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$105,960 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 13, 2026.