

Consumer Federation Of California

Executive Director / CEO

EIN 952121200
 CA · NTEE W90
 FY ending 2024-12-31
 June 13, 2026

This analysis benchmarks the total compensation of **Robert Herrell, Executive Director / CEO** (\$181,137) against **every comparable organization** that fit the selection criteria — **389** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **90th** percentile of comparable organizations within the typical range

Benchmarked executive: Robert Herrell — 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 (W90).
BUDGET	Total revenue between \$326,168 and \$730,228 — 0.67x to 1.50x the subject's \$486,819 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (W), nationwide + budget 0.67–1.5x revenue.

389 organizations qualified on sector, size, and geography → **389** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,529	\$50,711	\$86,171	\$129,645	\$176,900	\$181,137
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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
Connected Sf	CA	\$486,021	Executive Dir.	\$240,000	\$240,000	2024
Knox County Employees Credit Union	TN	\$487,741	Manager	\$57,508	\$72,073	2023
Kansas Association Of Community	KS	\$485,510	Executive Di	\$57,790	\$70,438	2025
Imagine Idaho Foundation	ID	\$485,246	Treasurer	\$110,000	\$135,514	2024
City Of Anderson Public Facilities	SC	\$485,011	President	\$26,946	\$32,555	2024
Leadership Newark Inc	NJ	\$485,006	Chief Executive Officer	\$190,325	\$196,792	2024
Connected To Lead	CA	\$488,923	Executive Director	\$77,143	\$75,155	2025
Brazilian Resource Center Inc	MA	\$484,505	President	\$85,000	\$88,457	2024
Big Sky Fifty Five Plus	MT	\$489,187	Executive Director	\$62,500	\$80,325	2023
The Dekleptocracy Project	VA	\$484,422	President And Executive Director	\$109,375	\$125,913	2023
The Veteran's Advocacy Foundation Inc	MO	\$489,382	President And Executive Director	\$57,865	\$73,072	2023
Massachusetts Public Interest Research Group Education Fund Inc	MA	\$483,988	Executive Director, Director	\$60,545	\$64,868	2023
Alabama Multifamily Loan Consortium Inc	AL	\$489,914	Executive Director	\$265,241	\$331,846	2024
Milford Community Media Center Inc	MA	\$490,870	Executive Director	\$74,519	\$79,840	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Leadership Spokane	WA	\$482,605	Executive Director	\$91,429	\$94,797	2024
The Finest & Bravest Foundation Of Sugar Land	TX	\$482,164	Director Of Development	\$43,500	\$50,392	2024
The United States Armor Association	GA	\$481,890	Executive Di	\$72,000	\$83,839	2024
Fort Lawn Community Center Inc	SC	\$481,698	Exec Director	\$72,000	\$86,987	2024
Bendable Therapy	OR	\$492,687	Executive Dir.	\$17,800	\$19,143	2024
Manchester Public Television	NH	\$480,407	President	\$133,880	\$143,161	2024
Talons Reach Foundation Inc	MT	\$493,351	President	\$18,462	\$23,047	2024
Center For New Democratic Processes	MN	\$480,227	Executive Director	\$136,396	\$160,690	2023
Corporation For New Jersey Local Media	NJ	\$480,160	Executive Director	\$25,000	\$26,612	2023
Carbon Business Development Council	NY	\$479,911	Director & Board Chair	\$139,517	\$146,000	2024
Search Inside Yourself Leadership Institute	CA	\$479,883	Executive Director	\$117,700	\$117,700	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 **389** organizations. Compensation range \$157–\$988,069; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$486,819); for reference, expenses \$435,782 and assets \$2,734,924.
ROLE MATCH	Robert Herrell, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	40 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	8 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	90 th
Total compensation (D + F), as reported (no adjustments)	93 rd
Reportable pay only (column D), adjusted	87 th
All sources (D + E + F), adjusted	84 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 (Robert Herrell) 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 389 similarly situated organizations (Same NTEE major group (W), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$181,137 is reasonable (approximately the 90th 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.