

Abstinence Coalition

Executive Director / CEO

June 13, 2026

This analysis benchmarks the total compensation of **Susan Conroy, Executive Director / CEO** (\$87,000) against **every comparable organization** that fit the selection criteria — **128** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **61st** percentile of comparable organizations

within the typical range

Benchmarked executive: Susan Conroy — 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 (E70).

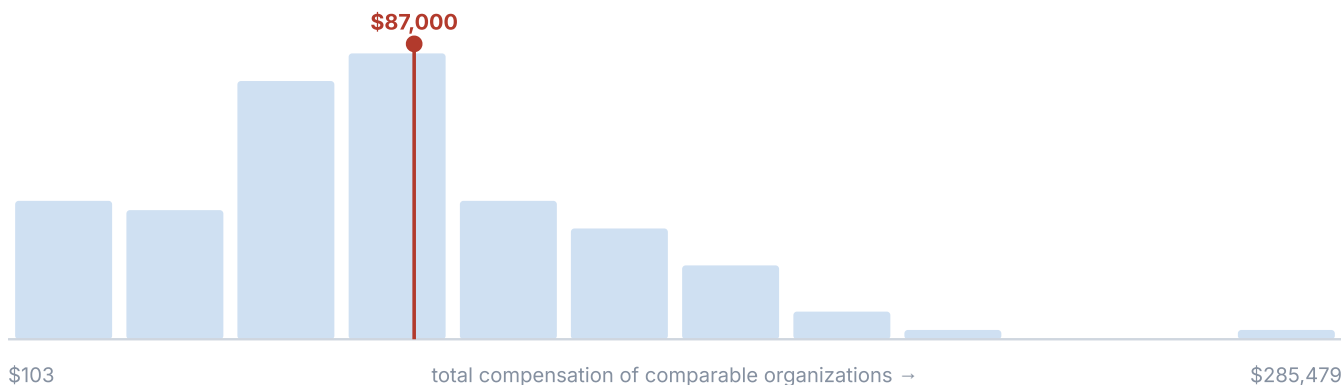
BUDGET Total revenue between \$262,428 and \$587,526 — 0.67x to 1.50x the subject's \$391,684 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (E70), nationwide + budget 0.67–1.5x revenue.

128 organizations qualified on sector, size, and geography

→ **128** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,723

\$50,484

\$77,822

\$101,965

\$141,828

\$87,000



● 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 ME 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
Women For Healthy Rural Living	ME	\$391,371	Executive Dir.	\$37,440	\$37,440	2024
Peggy Lillis Foundation	NY	\$393,876	Executive Director	\$110,000	\$99,266	2024
Athens Area Diaper Bank Inc	GA	\$388,623	Executive Dir.	\$26,564	\$26,674	2024
Healthy Island Project Inc	ME	\$394,898	Executive Di	\$80,000	\$80,000	2024
New Mexico Chronic Disease	NM	\$384,591	Executive Di	\$95,314	\$105,402	2023
Lamalama Ka Ulu Inc	HI	\$380,831	President	\$4,000	\$3,682	2023
River Street Education Inc	VA	\$379,457	Director	\$6,644	\$6,595	2023
Pender Alliance For Total Health	NC	\$378,664	Executive Director	\$80,000	\$84,989	2023
Hill Country Mission For Health	TX	\$378,290	Executive Director	\$98,010	\$100,801	2023
Smiles Of Faith Inc	OK	\$377,545	Executive Di	\$50,000	\$54,983	2024
National Interprofessional Initiative On	CO	\$377,253	Top Mgmt Official-ind Cont	\$129,875	\$128,041	2023
Fountain Project Foundation Inc	CA	\$376,944	Manager	\$40,200	\$34,666	2024
Mile In My Shoes	MN	\$371,876	Executive Director (Through August 2024)	\$66,166	\$65,292	2024
Conectinc	NY	\$371,731	Exec Director	\$75,000	\$67,681	2024
Team Survivor Northwest	WA	\$412,081	Executive Director	\$78,783	\$72,521	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Yankton Rural Area Health Education	SD	\$367,253	Executive Di	\$28,370	\$31,268	2024
Safe Havynn Education Center	LA	\$416,538	Program Dire	\$118,943	\$130,797	2024
Montanas Peer Network	MT	\$365,967	Executive Dir.	\$83,269	\$89,639	2024
Get Healthy Utah	UT	\$419,302	Executive Di	\$91,292	\$93,310	2024
Kentucky Health Departments Assn	KY	\$363,838	Executive Director	\$82,308	\$90,919	2023
Options For Women East	MN	\$363,109	Executive Director	\$76,498	\$77,717	2023
Confluence Public Health Alliance	MT	\$362,814	Executive Director	\$93,960	\$101,148	2024
Christ Community Health Coalition	OK	\$421,816	Executive Director	\$120,000	\$135,856	2023
Nontoxic Certified Inc	NY	\$421,871	President & Ceo	\$83,334	\$75,202	2024
Scch Fitness Center Inc	IN	\$361,128	Director	\$51,750	\$56,111	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ME 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 ME 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 128 organizations. Compensation range \$103–\$285,479; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$391,684); for reference, expenses \$101,580 and assets \$403,230. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Susan Conroy, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	61 st
Total compensation (D + F), as reported (no adjustments)	63 rd
Reportable pay only (column D), adjusted	61 st
All sources (D + E + F), adjusted	55 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 (Susan Conroy) 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 128 similarly situated organizations (Same NTEE sector (E70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$87,000 is reasonable (approximately the 61st 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.