

Scenic Rivers Area Health Education

Executive Director / CEO

EIN 272007840

WI · NTEE E70

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Laura Pettersen, Executive Director / CEO** (\$84,732) against **every comparable organization** that fit the selection criteria — **123** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **64th** percentile of comparable organizations within the typical range

Benchmarked executive: Laura Pettersen — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

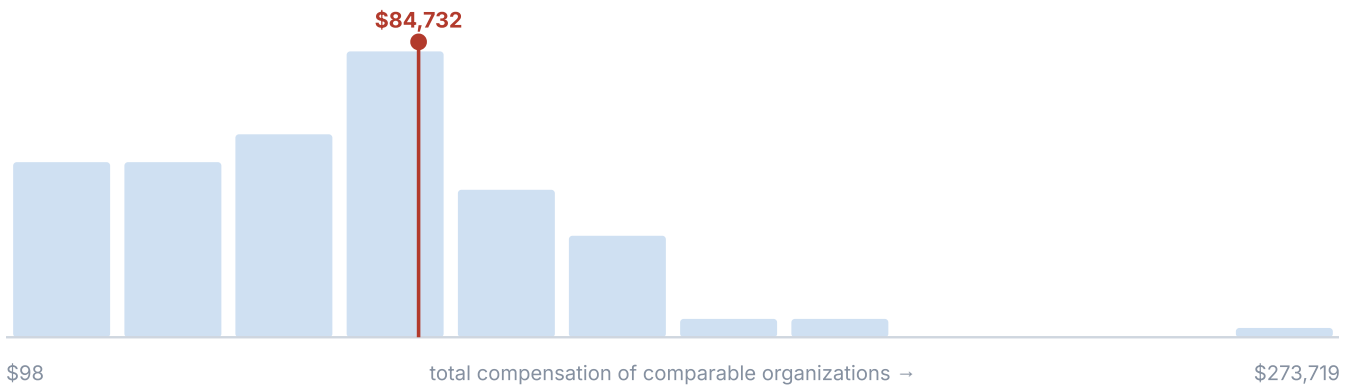
SECTOR Organizations sharing the subject's NTEE classification (E70).

BUDGET Total revenue between \$192,456 and \$430,872 — 0.67x to 1.50x the subject's \$287,248 (the band tightens as size grows).

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

123 organizations qualified on sector, size, and geography → **123** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$11,947	\$38,215	\$69,058	\$93,596	\$121,584	\$84,732
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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 WI 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
Bartow Health Access Inc	GA	\$286,417	Executive Director	\$28,600	\$27,535	2024
Living Well Foundation	MO	\$286,403	Ceo	\$174,081	\$176,546	2024
West Virginia Healthy Kids And Families Coalition	WV	\$289,950	Executive Director	\$48,030	\$51,266	2023
Hueman Partnership	MN	\$292,159	Executive Director	\$103,442	\$97,870	2024
Minority Organ And Tissue Transplant	OH	\$281,229	President And Ceo	\$51,618	\$52,349	2024
Yoga Sanctuary	MN	\$280,633	Exective Dir	\$14,333	\$13,561	2024
Mundo De Ninos Academy	CA	\$293,914	President	\$16,647	\$13,764	2024
Family Voices Of Minnesota	MN	\$293,977	Executive Director	\$70,686	\$66,879	2024
Holistic Health Community Inc	NY	\$294,421	Executive Director	\$85,200	\$73,719	2024
East Hawaii Health Pharmacy	HI	\$279,924	President	\$54,959	\$48,506	2023
American Migraine Foundation Inc	NY	\$294,663	Executive Director	\$1,000	\$865	2024
Azcert	AZ	\$295,291	Coo	\$151,000	\$143,159	2023
Northwest Pa Area Health Education Cente	PA	\$296,918	Executive Dir.	\$74,279	\$69,098	2025
Faith Hope & Love Christian Ministr	GA	\$297,330	Medical Dire	\$136,500	\$131,418	2024
Adams County Memorial Hospital	IN	\$276,484	Executive Director	\$25,305	\$26,306	2023
Boone County Hospital Foundation	IA	\$298,829	Executive Dir.	\$26,449	\$27,015	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
California Coalition For Harm Reduction	CA	\$272,222	Chief Executive Office	\$331,050	\$273,719	2024
Nevada Medical Center Inc	NV	\$305,650	President	\$85,800	\$80,227	2025
Upstream Public Health	OR	\$308,414	Executive Director	\$55,500	\$49,351	2024
Modern Spirit Organization Inc	AZ	\$265,847	Executive Dir.	\$85,000	\$78,274	2024
Midwest Street Medicine	SD	\$308,652	Medical Director	\$30,000	\$30,886	2025
Maasha Trust	MA	\$265,269	Director	\$146,500	\$129,778	2023
Starting Hearts	CO	\$310,830	Executive Director	\$92,000	\$86,964	2023
His Healing Hands	CA	\$311,958	Ceo	\$93,936	\$77,668	2024
Global Health Promise	OR	\$262,465	Director And President Of The	\$12,300	\$11,260	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	123 organizations. Compensation range \$98–\$273,719; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$287,248); for reference, expenses \$284,460 and assets \$201,724.
ROLE MATCH	Laura Pettersen, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
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	64 th
Total compensation (D + F), as reported (no adjustments)	61 st
Reportable pay only (column D), adjusted	65 th
All sources (D + E + F), adjusted	59 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 (Laura Pettersen) 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 9, 2026, comparing compensation against 123 similarly situated organizations (Same NTEE sector (E70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$84,732 is reasonable (approximately the 64th 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 9, 2026.