

# Starting Hearts

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Alan Himelfarb, Executive Director / CEO** (\$92,000) 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 **68<sup>th</sup>** percentile of comparable organizations within the typical range

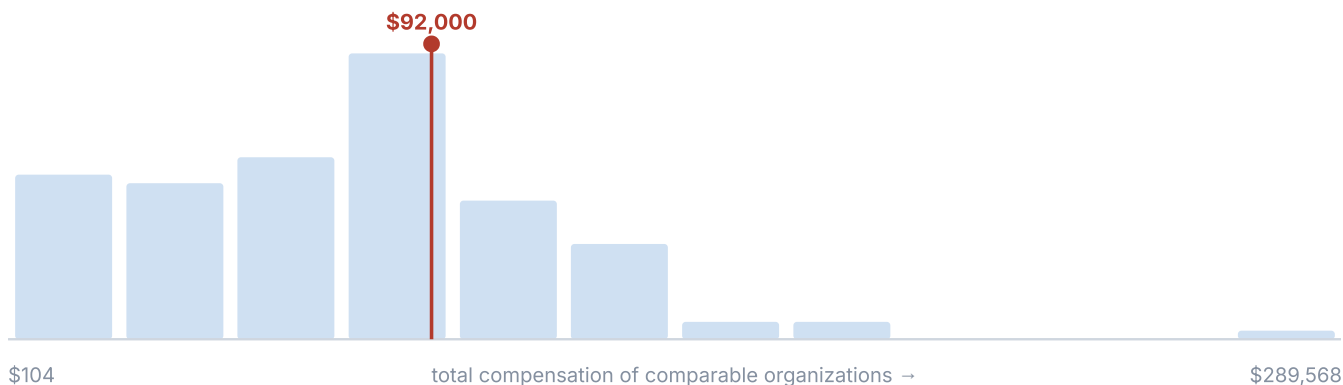
**Benchmarked executive:** Alan Himelfarb — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E70).
BUDGET	Total revenue between \$208,256 and \$466,245 — 0.67x to 1.50x the subject's \$310,830 (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



\$13,637	\$40,885	\$74,319	\$99,016	\$128,624	\$92,000
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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 CO 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="#">His Healing Hands</a>	CA	\$311,958	Ceo	\$93,936	<b>\$82,166</b>	2024
<a href="#">Midwest Street Medicine</a>	SD	\$308,652	Medical Director	\$30,000	<b>\$32,674</b>	2025
<a href="#">Upstream Public Health</a>	OR	\$308,414	Executive Director	\$55,500	<b>\$52,209</b>	2024
<a href="#">Breastfeeding Outreach For Our</a>	OH	\$313,880	Executive Di	\$151,218	<b>\$162,240</b>	2024
<a href="#">Wisconsin Northern Highland Ahec Inc</a>	WI	\$314,699	Executive Dir.	\$100,928	<b>\$104,019</b>	2025
<a href="#">Needle Exchange Emergency Distribution</a>	CA	\$315,045	Director	\$36,772	<b>\$32,164</b>	2024
<a href="#">Nevada Medical Center Inc</a>	NV	\$305,650	President	\$85,800	<b>\$84,873</b>	2025
<a href="#">Intercultural Center For Health Research And Wellness</a>	TX	\$318,990	President	\$96,011	<b>\$100,160</b>	2023
<a href="#">November Project Inc</a>	MA	\$319,483	Executive Dir.	\$110,000	<b>\$103,087</b>	2023
<a href="#">La Casa De La Salud</a>	VA	\$319,985	Officer	\$43,000	<b>\$42,056</b>	2024
<a href="#">The Fairfield County Medical Association</a>	CT	\$321,696	Executive Director Through 5/1/24	\$129,977	<b>\$123,448</b>	2024
<a href="#">Boone County Hospital Foundation</a>	IA	\$298,829	Executive Dir.	\$26,449	<b>\$28,579</b>	2025
<a href="#">Faith Hope &amp; Love Christian Ministr</a>	GA	\$297,330	Medical Dire	\$136,500	<b>\$139,028</b>	2024
<a href="#">Northwest Pa Area Health Education Cente</a>	PA	\$296,918	Executive Dir.	\$74,279	<b>\$73,100</b>	2025
<a href="#">Azcert</a>	AZ	\$295,291	Coo	\$151,000	<b>\$151,448</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">American Migraine Foundation Inc</a>	NY	\$294,663	Executive Director	\$1,000	<b>\$915</b>	2024
<a href="#">Holistic Health Community Inc</a>	NY	\$294,421	Executive Director	\$85,200	<b>\$77,988</b>	2024
<a href="#">Family Voices Of Minnesota</a>	MN	\$293,977	Executive Director	\$70,686	<b>\$70,751</b>	2024
<a href="#">Mundo De Ninos Academy</a>	CA	\$293,914	President	\$16,647	<b>\$14,561</b>	2024
<a href="#">Hueman Partnership</a>	MN	\$292,159	Executive Director	\$103,442	<b>\$103,537</b>	2024
<a href="#">Trust Chw</a>	TX	\$331,457	Founder	\$10,935	<b>\$11,080</b>	2024
<a href="#">West Virginia Healthy Kids And Families Coalition</a>	WV	\$289,950	Executive Director	\$48,030	<b>\$54,234</b>	2023
<a href="#">Community Access To Coordinated</a>	NE	\$333,588	Executive Di	\$61,792	<b>\$69,311</b>	2023
<a href="#">Playmakers Fitness Foundation Inc</a>	MI	\$333,631	Executive Director	\$118,046	<b>\$123,423</b>	2024
<a href="#">Scenic Rivers Area Health Education</a>	WI	\$287,248	Executive Director	\$84,732	<b>\$89,638</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO cost of living and 2023 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 CO 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** 123 organizations. Compensation range \$104–\$289,568; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$310,830); for reference, expenses \$331,040 and assets \$684,474.

ROLE MATCH	Alan Himelfarb, reported title "EXECUTIVE DIRECTOR", 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	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	68 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	68 <sup>th</sup>
Reportable pay only (column D), adjusted	68 <sup>th</sup>
All sources (D + E + F), adjusted	63 <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 (Alan Himelfarb) 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 \$92,000 is reasonable (approximately the 68<sup>th</sup> 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.