

# The Society For Financial Awareness

Executive Director / CEO

EIN 330700097

CA · NTEE A99

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Rachelle L Wolf, Executive Director / CEO** (\$108,489) against **every comparable organization** that fit the selection criteria — **24** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **79<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Rachelle L Wolf — reported title “COO”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (A99).

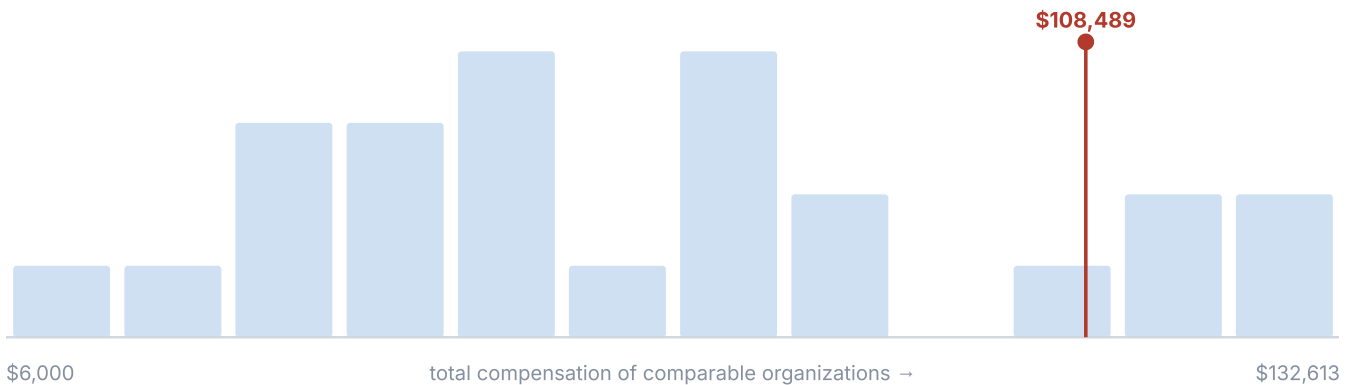
**BUDGET** Total revenue between \$285,868 and \$640,005 — 0.67x to 1.50x the subject's \$426,670 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (A99) + CA + budget 0.67–1.5x revenue.

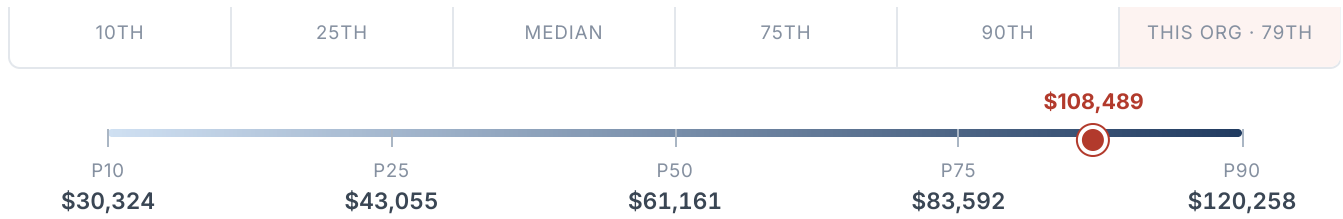
**24** organizations qualified on sector, size, and geography

→ **24** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$30,324</b>	<b>\$43,055</b>	<b>\$61,161</b>	<b>\$83,592</b>	<b>\$120,258</b>	<b>\$108,489</b>
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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
<a href="#">Sutter County Parent Network</a>	CA	\$444,405	Co-executive Director	\$56,264	<b>\$56,264</b>	2024
<a href="#">De Colores Arts</a>	CA	\$393,608	Executive Director	\$132,613	<b>\$132,613</b>	2024
<a href="#">Women Wonder Writers</a>	CA	\$460,237	Lead Instructor	\$42,317	<b>\$43,567</b>	2023
<a href="#">Demolay International 73000 Northern California</a>	CA	\$390,765	Executive Director	\$81,946	<b>\$84,366</b>	2023
<a href="#">Side Street Projects</a>	CA	\$463,757	Executive Director	\$76,076	<b>\$76,076</b>	2024
<a href="#">D2is Foundation</a>	CA	\$382,720	President	\$40,327	<b>\$41,518</b>	2023
<a href="#">Drumming For Your Life Institute</a>	CA	\$473,746	President	\$51,200	<b>\$52,712</b>	2023
<a href="#">San Francisco Classical Voice</a>	CA	\$494,641	Exec Director	\$121,000	<b>\$121,000</b>	2024
<a href="#">Youth Outreach And Learning Institute</a>	CA	\$497,001	Castro	\$35,160	<b>\$35,160</b>	2024
<a href="#">Better Business Bureau Serving The</a>	CA	\$501,477	Secretary/coo	\$48,259	<b>\$48,259</b>	2024
<a href="#">Drag Story Hour</a>	CA	\$349,890	E.d. To 12/23	\$66,058	<b>\$66,058</b>	2024
<a href="#">Sol Treasures Inc</a>	CA	\$343,778	Executive Dir.	\$83,334	<b>\$83,334</b>	2024
<a href="#">Cosmos Gakuin Japanese School</a>	CA	\$513,791	Director And President	\$48,000	<b>\$46,763</b>	2025
<a href="#">Los Angeles Indigenous Peoples' Alliance</a>	CA	\$336,000	Director	\$6,000	<b>\$6,000</b>	2024
<a href="#">Shipyards Trust For The Arts</a>	CA	\$321,074	President Ceo	\$118,920	<b>\$122,433</b>	2023
<a href="#">Cinestory Inc</a>	CA	\$319,934	Executive Director	\$32,700	<b>\$31,857</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">California Nature Art Museum</a>	CA	\$535,623	Executive Director	\$108,563	<b>\$108,563</b>	2024
<a href="#">Dance Film Sf Inc</a>	CA	\$312,344	Interim Executive Director	\$68,950	<b>\$70,987</b>	2023
<a href="#">Salastina</a>	CA	\$548,956	Secretary	\$29,667	<b>\$29,667</b>	2024
<a href="#">Chopsticks Alley Art</a>	CA	\$302,349	Executive Director	\$78,375	<b>\$78,375</b>	2024
<a href="#">Vietnamese American Organization - Vao</a>	CA	\$299,478	Executive Director	\$23,209	<b>\$23,895</b>	2023
<a href="#">Filipino American Symphony Orchestra</a>	CA	\$299,219	Executive Director	\$71,936	<b>\$74,061</b>	2023
<a href="#">Turning Point Center For Families</a>	CA	\$559,456	Director	\$51,956	<b>\$53,491</b>	2023
<a href="#">Science Fiction And Fantasy Writers Of</a>	CA	\$622,187	Executive Dir.	\$118,527	<b>\$118,527</b>	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](http://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT	<b>24</b> organizations. Compensation range \$6,000–\$132,613; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$426,670); for reference, expenses \$402,731 and assets \$2,161,311.
ROLE MATCH	Rachelle L Wolf, reported title " <i>COO</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>

RELATED-ORG PAY 1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	79 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	79 <sup>th</sup>
Reportable pay only (column D), adjusted	83 <sup>rd</sup>
All sources (D + E + F), adjusted	75 <sup>th</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 (Rachelle L Wolf) 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 24 similarly situated organizations (Same NTEE sector (A99) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$108,489 is reasonable (approximately the 79<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.