

Wisconsin Pharmacy Foundation Inc

Executive Director / CEO

EIN 391817686

WI · NTEE B99Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sarah Sorum, Executive Director / CEO** (\$35,620) against **every comparable organization** that fit the selection criteria — **298** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **34th** percentile of comparable organizations within the typical range

Benchmarked executive: Sarah Sorum — reported title “SECRETARY-TREASURER”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

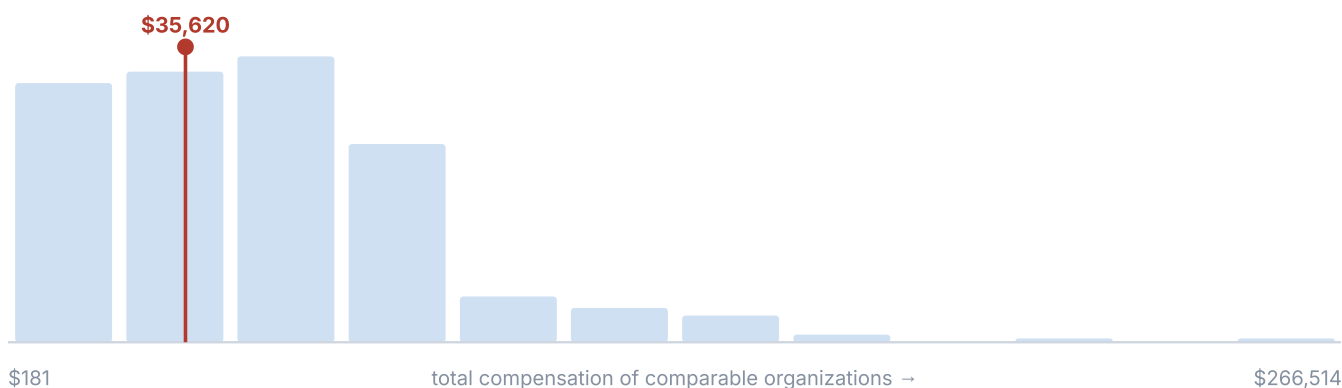
SECTOR Organizations sharing the subject's NTEE classification (B99Z).

BUDGET Total revenue between \$139,215 and \$311,676 — 0.67x to 1.50x the subject's \$207,784 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (B99), nationwide + budget 0.67–1.5x revenue.

298 organizations qualified on sector, size, and geography → **298** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,670

\$25,847

\$46,851

\$69,250

\$93,831

\$35,620



■ 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
Millennium Research Inc	TX	\$207,758	President	\$16,474	\$15,779	2024
Core Essentials Inc	GA	\$207,677	Founder And Ceo	\$143,106	\$141,848	2023
Impact Players	WA	\$208,109	Executive	\$237,818	\$209,897	2023
Off-grid Retreats	CA	\$208,253	Executive Director	\$28,646	\$23,685	2024
Logos Homeschool Academy Inc	FL	\$207,287	Administrator	\$20,958	\$18,366	2025
Stories On Stage	CO	\$207,046	Executive Director	\$71,338	\$63,810	2025
Religious Coalition For A Nonviolent Durham Inc	NC	\$207,000	Executive Director	\$39,800	\$39,377	2024
Ascension 33 Inc	FL	\$208,942	Director	\$53,480	\$48,106	2024
Continuing Professional Education	NJ	\$206,413	President	\$11,000	\$9,682	2023
E3 Educate Empower Elevate	SC	\$206,364	Executive Director	\$49,359	\$49,306	2024
Whittier Friends School	CA	\$209,474	Financial Manager	\$16,926	\$13,995	2024
We Are Moving The Needle Inc	CT	\$206,034	Executive Dir.	\$59,856	\$55,325	2023
Triangle Bikeworks Inc	NC	\$205,262	Executive Di	\$34,000	\$33,639	2024
Annunciation Austin	TX	\$205,036	Director Of Education	\$48,105	\$46,076	2024
Boosted Diplomas	NV	\$204,559	Executive Di	\$69,692	\$66,890	2024
Central Pennsylvania July 4th Inc	PA	\$211,052	Executive Director	\$39,000	\$37,240	2024
Groundworks New Mexico	NM	\$211,520	Executive Di	\$115,786	\$122,766	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Carefirst Community Health Services	MI	\$211,704	Chief Executive Officer	\$78,928	\$83,603	2022
The Learning Center Of Key West Inc	FL	\$211,729	Ceo	\$60,000	\$55,565	2023
Women Leading Kentucky Inc	KY	\$203,065	Executive Director	\$47,712	\$49,083	2024
High Way Education Inc	NY	\$202,698	Executive Director	\$46,176	\$39,953	2024
Alaska Prehospital Education Consortium Inc	AK	\$202,369	Program Director	\$23,150	\$21,192	2024
Faa Child Development Center	DC	\$214,087	Board	\$27,461	\$23,756	2023
Ukrainian School Of Knowledge	OR	\$200,613	President	\$32,400	\$28,810	2024
Alabama Afl-cio Labor Institute For	AL	\$214,965	President	\$40,744	\$42,147	2024

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 298 organizations. Compensation range \$181–\$266,514; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$207,784); for reference, expenses \$310,579 and assets \$1,542,051. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Sarah Sorum, reported title "*SECRETARY-TREASURER*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.**

RELATED-ORG PAY 22 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 11 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	34 th
Total compensation (D + F), as reported (no adjustments)	32 nd
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	98 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 (Sarah Sorum) 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 298 similarly situated organizations (Same NTEE sector (B99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,620 is reasonable (approximately the 34th 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.