

# Carefirst Carolina Foundation

Executive Director / CEO

EIN 550839537

SC · NTEE E70

FY ending 2023-05-31

June 9, 2026

This analysis benchmarks the total compensation of **Mark Sobiski, Executive Director / CEO** (\$10,500) against **every comparable organization** that fit the selection criteria — **126** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

## Compensation sits at approximately the 8<sup>th</sup> percentile of comparable organizations

below the typical range for comparable organizations

**Benchmarked executive:** Mark Sobiski — reported title “FOUNDATION D”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

### How comparable organizations were selected

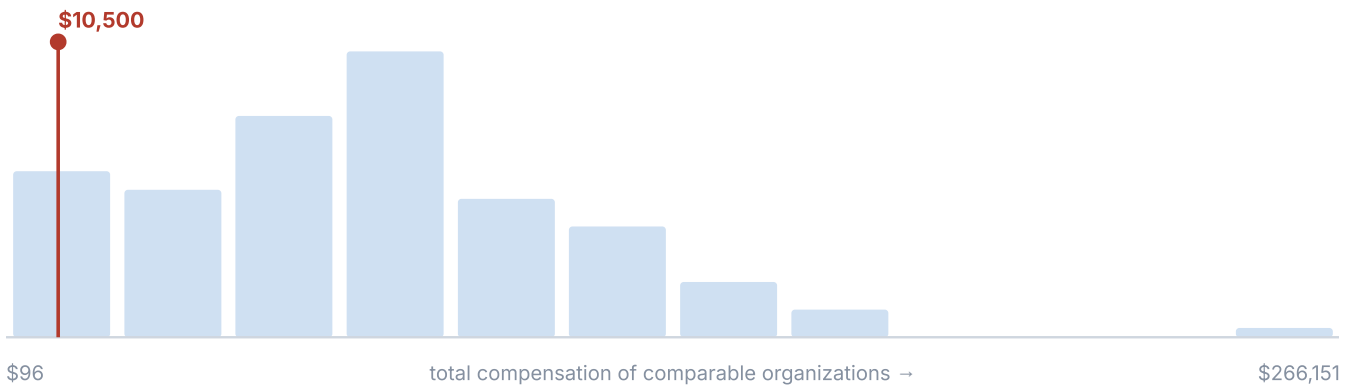
**SECTOR** Organizations sharing the subject's NTEE classification (E70).

**BUDGET** Total revenue between \$240,883 and \$539,290 — 0.67x to 1.50x the subject's \$359,527 (the band tightens as size grows).

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

**126** organizations qualified on sector, size, and geography → **126** within the band form the benchmarked peer set.

### Distribution of comparable compensation



\$13,285

\$39,490

\$71,726

\$94,219

\$126,425

\$10,500



## ■ 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 SC 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="#">Healthy Community Coalition</a>	ME	\$359,679	Former President	\$50,167	<b>\$46,771</b>	2024
<a href="#">Scch Fitness Center Inc</a>	IN	\$361,128	Director	\$51,750	<b>\$52,311</b>	2023
<a href="#">National Nurse Practitioner Residency</a>	CT	\$356,680	Executive Director	\$188,381	<b>\$169,307</b>	2023
<a href="#">Confluence Public Health Alliance</a>	MT	\$362,814	Executive Director	\$93,960	<b>\$94,299</b>	2024
<a href="#">Options For Women East</a>	MN	\$363,109	Executive Director	\$76,498	<b>\$72,455</b>	2023
<a href="#">Kentucky Health Departments Assn</a>	KY	\$363,838	Executive Director	\$82,308	<b>\$84,764</b>	2023
<a href="#">The Annie Appleseed Project</a>	FL	\$354,438	President	\$53,000	<b>\$45,161</b>	2025
<a href="#">People Advocating Recovery Inc</a>	KY	\$353,644	President	\$95,000	<b>\$95,027</b>	2024
<a href="#">Montanas Peer Network</a>	MT	\$365,967	Executive Dir.	\$83,269	<b>\$83,570</b>	2024
<a href="#">Yankton Rural Area Health Education</a>	SD	\$367,253	Executive Di	\$28,370	<b>\$29,151</b>	2024
<a href="#">Seven Star Academy Inc</a>	LA	\$348,540	Executive Director & Founder	\$85,227	<b>\$89,956</b>	2023
<a href="#">The Patient Revolution Inc</a>	MN	\$348,045	Executive Director	\$141,440	<b>\$130,122</b>	2024
<a href="#">Conectinc</a>	NY	\$371,731	Exec Director	\$75,000	<b>\$63,099</b>	2024
<a href="#">Mile In My Shoes</a>	MN	\$371,876	Executive Director (Through August 2024)	\$66,166	<b>\$60,872</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Healthy Alliances Matter For All</a>	MN	\$346,830	Executive Director	\$66,160	<b>\$62,664</b>	2023
<a href="#">Formed Families Forward</a>	VA	\$346,633	Executive Di	\$85,238	<b>\$76,627</b>	2024
<a href="#">Fountain Project Foundation Inc</a>	CA	\$376,944	Manager	\$40,200	<b>\$32,320</b>	2024
<a href="#">National Interprofessional Initiative On</a>	CO	\$377,253	Top Mgmt Official-ind Cont	\$129,875	<b>\$119,372</b>	2023
<a href="#">Smiles Of Faith Inc</a>	OK	\$377,545	Executive Di	\$50,000	<b>\$51,261</b>	2024
<a href="#">Hill Country Mission For Health</a>	TX	\$378,290	Executive Director	\$98,010	<b>\$93,977</b>	2023
<a href="#">Pender Alliance For Total Health</a>	NC	\$378,664	Executive Director	\$80,000	<b>\$79,235</b>	2023
<a href="#">River Street Education Inc</a>	VA	\$379,457	Director	\$6,644	<b>\$6,149</b>	2023
<a href="#">Arts And Healing Initiative</a>	CA	\$339,180	Executive Direc	\$119	<b>\$96</b>	2024
<a href="#">Lamalama Ka Ulu Inc</a>	HI	\$380,831	President	\$4,000	<b>\$3,433</b>	2023
<a href="#">Integrated Center For Group Medical</a>	MA	\$334,755	Director	\$21,578	<b>\$18,053</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SC 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 SC 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 **126** organizations. Compensation range \$96–\$266,151; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$359,527); for reference, expenses \$355,776 and assets \$390,541.
ROLE MATCH	Mark Sobiski, reported title " <i>FOUNDATION D</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	8 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	8 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	6 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	51 <sup>st</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 (Mark Sobiski) 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 126 similarly situated organizations (Same NTEE sector (E70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$10,500 is reasonable (approximately the 8<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.