

# Insaan Group

Executive Director / CEO

EIN 743182378

NY · NTEE T70

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Farahnaz Karim, Executive Director / CEO** (\$31,681) against **every comparable organization** that fit the selection criteria — **105** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **23<sup>rd</sup>** percentile of comparable organizations below the typical range for comparable organizations

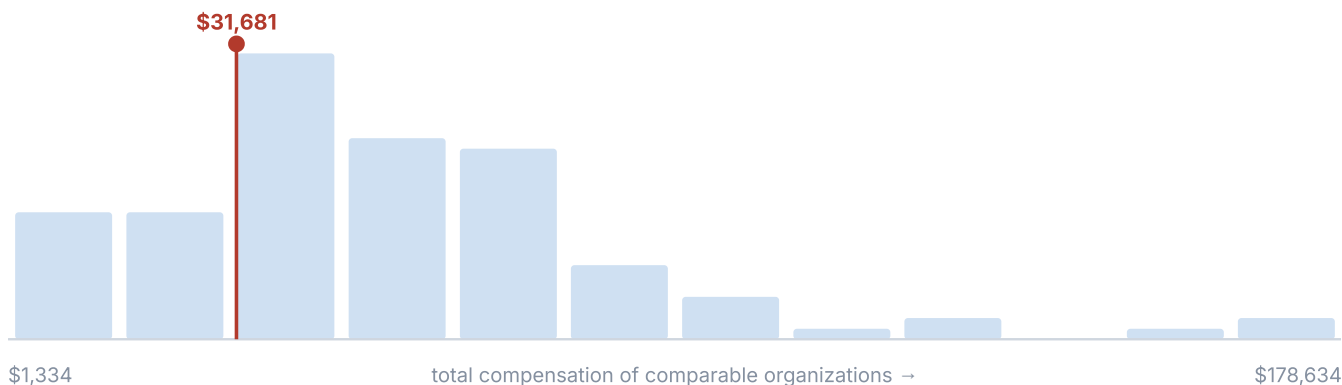
**Benchmarked executive:** Farahnaz Karim — reported title “Chief Executive Officer”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T70).
BUDGET	Total revenue between \$141,292 and \$316,327 — 0.67x to 1.50x the subject's \$210,885 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T70), nationwide + budget 0.67–1.5x revenue.

**105** organizations qualified on sector, size, and geography → **105** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$15,121	\$33,737	\$46,530	\$64,839	\$83,953	\$31,681
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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 NY 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="#">United Way Of Central Kansas Inc</a>	KS	\$212,913	Executive Director	\$49,343	<b>\$58,992</b>	2024
<a href="#">Pgei Of America Charitable</a>	NJ	\$215,223	Administrator	\$14,525	<b>\$14,775</b>	2023
<a href="#">Warrensburg R-vi School District</a>	MO	\$215,428	Executive Di	\$49,448	<b>\$57,959</b>	2024
<a href="#">Angels On The Bay Inc</a>	NY	\$205,028	Vp	\$34,692	<b>\$34,692</b>	2024
<a href="#">Batavia United Way</a>	IL	\$217,332	Executive Dir	\$32,500	<b>\$35,359</b>	2024
<a href="#">Stearns Electric Association Trust</a>	MN	\$202,713	Ceo - Stearns Electric Association	\$116,317	<b>\$127,192</b>	2024
<a href="#">United Way Of Dodge County Inc</a>	WI	\$201,720	Executive Director	\$18,375	<b>\$20,689</b>	2025
<a href="#">Jefferson County United Way Inc</a>	IN	\$220,284	Executive Director	\$55,559	<b>\$64,839</b>	2024
<a href="#">Atchison United Way Board</a>	KS	\$200,949	Executive Director	\$8,620	<b>\$10,040</b>	2025
<a href="#">Best Robotics Inc</a>	TX	\$221,076	Executive Director	\$89,052	<b>\$98,580</b>	2024
<a href="#">Texas Guardianship Association</a>	TX	\$221,137	Executive Director	\$36,500	<b>\$40,405</b>	2024
<a href="#">Reap International</a>	AK	\$221,223	President	\$29,000	<b>\$30,682</b>	2024
<a href="#">Breast Cancer Eradication Initiative Inc</a>	TN	\$200,539	Executive Director	\$12,000	<b>\$13,959</b>	2024
<a href="#">Seward County United Fund</a>	KS	\$221,429	Executive Director	\$50,337	<b>\$61,958</b>	2023
<a href="#">Sherburne County Area United Way</a>	MN	\$223,008	Executive Director	\$56,139	<b>\$61,388</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Callaway County United Way</a>	MO	\$198,210	Executive Director	\$39,991	<b>\$46,874</b>	2024
<a href="#">United Way Manitowoc County Inc</a>	WI	\$224,229	Executive Director/secretary	\$85,364	<b>\$98,659</b>	2024
<a href="#">Rhea County United Way</a>	TN	\$197,461	Executive Director	\$40,000	<b>\$46,530</b>	2024
<a href="#">United Way Of Cattaraugus &amp;</a>	NY	\$225,601	Executive Director	\$37,680	<b>\$37,680</b>	2024
<a href="#">United Way Of Northeast Michigan</a>	MI	\$196,067	Executive Di	\$36,000	<b>\$42,335</b>	2023
<a href="#">United Way Of The Eastern Upper</a>	MI	\$225,971	Ceo	\$35,480	<b>\$41,724</b>	2023
<a href="#">Calumet Area Community Health Foundation Inc</a>	WI	\$195,451	President	\$20,700	<b>\$23,924</b>	2024
<a href="#">United Way Of Scotland County Inc</a>	NC	\$226,468	Executive Director	\$55,076	<b>\$62,977</b>	2024
<a href="#">United Way Of Franklin County</a>	TN	\$195,004	Executive Director	\$35,375	<b>\$42,365</b>	2023
<a href="#">United Way Of Coles County Inc</a>	IL	\$194,923	Executive Director	\$41,600	<b>\$45,259</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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 **105** organizations. Compensation range \$1,334–\$178,634; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$210,885); for reference, expenses \$164,056 and assets \$826,212.
ROLE MATCH	Farahnaz Karim, reported title " <i>Chief Executive Officer</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	16 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	5 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	23 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	27 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	13 <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 (Farahnaz Karim) 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 10, 2026, comparing compensation against 105 similarly situated organizations (Same NTEE sector (T70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$31,681 is reasonable (approximately the 23<sup>rd</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 10, 2026.