

Stroke Awareness Foundation

Executive Director / CEO

EIN 810566416

CA · NTEE G43

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Noemi Conway, Executive Director / CEO** (\$137,105) against **every comparable organization** that fit the selection criteria — **338** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **93rd** percentile of comparable organizations above the 90th percentile — board review recommended

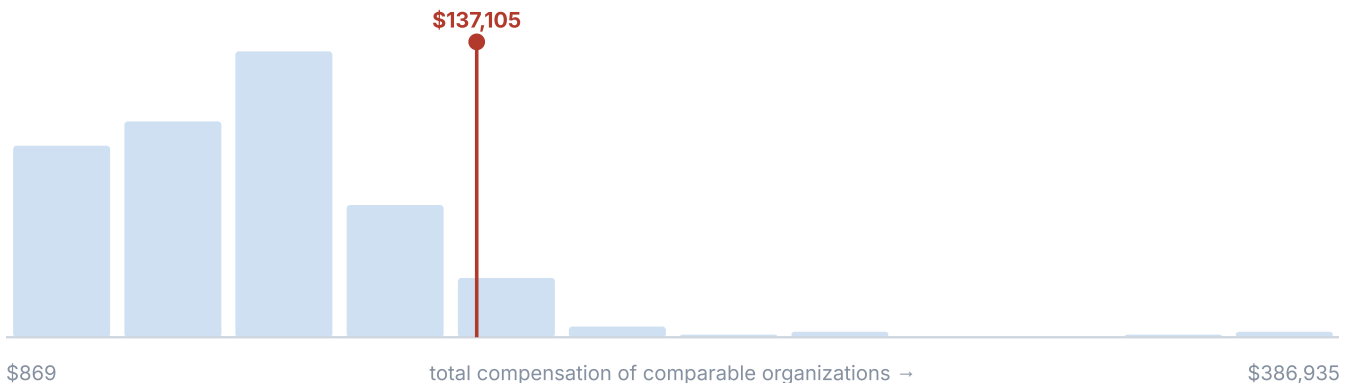
Benchmarked executive: Noemi Conway — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (G43).
BUDGET	Total revenue between \$192,474 and \$430,914 — 0.67x to 1.50x the subject's \$287,276 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (G), nationwide + budget 0.67–1.5x revenue.

338 organizations qualified on sector, size, and geography → **338** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,079	\$38,654	\$72,161	\$95,553	\$125,714	\$137,105
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10TH	25TH	MEDIAN	75TH	90TH	THIS ORG · 93RD
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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
The Nightbirde Foundation	OH	\$286,921	Ceo & Chairman	\$103,847	\$131,139	2023
Ovarcome Non-profit Inc	TX	\$286,812	President & Founder	\$82,500	\$95,571	2024
The Isaac Foundation	WA	\$285,953	Executive Dir.	\$48,479	\$50,265	2024
Shwachman-diamond Syndrome Alliance Inc	MA	\$288,814	President	\$80,000	\$85,712	2023
Fellows Forum Inc	FL	\$285,404	Chairman	\$2,000	\$2,240	2023
Beth C Wright Cancer Resource	ME	\$289,375	Executive Di	\$66,000	\$76,536	2024
Cancer Navigators Inc	GA	\$284,637	Foundation D	\$19,534	\$22,746	2024
Rock From The Heart	MN	\$290,379	President	\$2,000	\$2,289	2024
Montana Youth Diabetes Alliance Inc	MT	\$290,742	Executive Director	\$18,876	\$23,564	2024
Visual Compassion Inc	TX	\$283,424	Ceo	\$135,000	\$156,389	2024
The Cancer Care Fund Of	CT	\$291,325	Executive Dir.	\$6,522	\$7,082	2024
Autism Empowerment	WA	\$283,060	Board Member	\$1,800	\$1,921	2023
International Association Of Oral And	IL	\$291,999	Executive Director	\$26,531	\$31,099	2023
Hemophilia Association Of The	VA	\$292,950	Executive Director	\$76,378	\$87,926	2023
Race Cancer Foundation Inc	MA	\$293,645	President And Director	\$45,000	\$48,213	2023
Nightingales Harvest	OH	\$280,595	Ceo	\$14,400	\$18,184	2023
Autism Care Today	CA	\$294,338	Director	\$64,498	\$66,403	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Parkinson Association Of Central Florida Inc	FL	\$295,008	Executive Director	\$75,000	\$81,594	2024
Texas Central Hemophilia Association Inc	TX	\$279,501	Executive Director	\$70,500	\$84,082	2023
Check For A Lump	AZ	\$279,490	Executive Director	\$63,059	\$72,307	2023
Walking Strong Inc	CA	\$279,221	Executive Di	\$24,000	\$24,000	2024
Firefly Sisterhood	MN	\$295,482	Executive Director	\$88,933	\$104,773	2023
Global Nerve Foundation	GA	\$278,600	Executive Director	\$140,000	\$163,020	2024
Light Collective Inc	OR	\$278,002	President	\$85,680	\$94,867	2023
Wylder Nation Foundation	AZ	\$277,661	President/treasurer	\$79,600	\$91,273	2023

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.

Sample, role match & sensitivity

PEER COUNT	338 organizations. Compensation range \$869–\$386,935; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$287,276); for reference, expenses \$368,586 and assets \$167,698.
ROLE MATCH	Noemi Conway, reported title <i>"Executive Dir."</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	20 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	6 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	93 rd
Total compensation (D + F), as reported (no adjustments)	97 th
Reportable pay only (column D), adjusted	94 th
All sources (D + E + F), adjusted	88 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 (Noemi Conway) 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 338 similarly situated organizations (Same NTEE major group (G), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$137,105 is reasonable (approximately the 93rd 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.