

# Walk The Story Inc

Executive Director / CEO

EIN 833537755  
 NC · NTEE X20  
 FY ending 2024-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **John Farwell, Executive Director / CEO** (\$114,771) against **every comparable organization** that fit the selection criteria — **25** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **88<sup>th</sup>** percentile of comparable organizations within the typical range

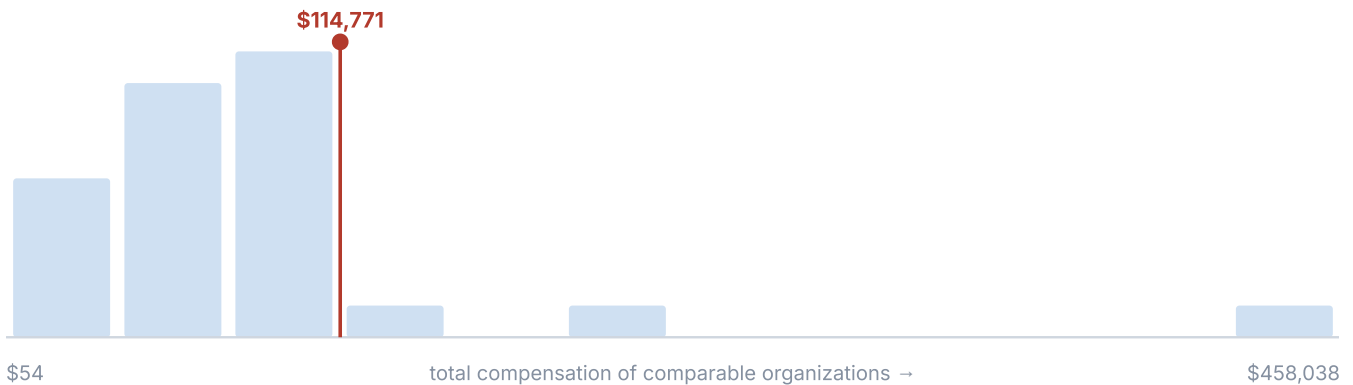
**Benchmarked executive:** John Farwell — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X20).
BUDGET	Total revenue between \$125,246 and \$280,402 — 0.67x to 1.50x the subject's \$186,935 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (X20) + NC + budget 0.67–1.5x revenue.

**25** organizations qualified on sector, size, and geography → **25** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$25,176	\$50,000	\$72,980	\$95,881	\$118,687	<b>\$114,771</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 NC 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="#">Dew4him Ministries Inc</a>	NC	\$188,081	Executive Director	\$57,586	<b>\$59,287</b>	2023
<a href="#">Hearts For Heaven</a>	NC	\$179,870	President	\$42,000	<b>\$43,241</b>	2023
<a href="#">Hispanic Leadership Initiative</a>	NC	\$172,166	Executive Director	\$27,500	<b>\$26,791</b>	2025
<a href="#">Joined To Hashem</a>	NC	\$202,044	President	\$79,937	<b>\$79,937</b>	2024
<a href="#">Train Them 2 Fish International Inc</a>	NC	\$204,151	Treasurer	\$2,000	<b>\$2,000</b>	2024
<a href="#">Lesser Ministries Inc</a>	NC	\$204,281	President Director	\$51,016	<b>\$51,016</b>	2024
<a href="#">Faithhealthinnovations Inc</a>	NC	\$169,108	Director, President (To 7/30/23)	\$444,897	<b>\$458,038</b>	2023
<a href="#">Northstar Church Of The Arts</a>	NC	\$169,030	Executive Director	\$88,810	<b>\$88,810</b>	2024
<a href="#">Engage 360 Ministries Inc</a>	NC	\$212,105	Executive Officer	\$72,000	<b>\$72,000</b>	2024
<a href="#">Heaven Rules Ministries Inc</a>	NC	\$160,290	President	\$72,980	<b>\$72,980</b>	2024
<a href="#">Truth Matters Trust</a>	NC	\$216,637	President	\$84,000	<b>\$84,000</b>	2024
<a href="#">Trinity World Missions Inc</a>	NC	\$221,527	President	\$36,000	<b>\$36,000</b>	2024
<a href="#">Habit Missions Ministry Inc</a>	NC	\$222,839	Ministry Director	\$63,567	<b>\$65,445</b>	2023
<a href="#">Barnabas &amp; Partners</a>	NC	\$226,389	Executive Dir.	\$96,938	<b>\$103,893</b>	2022
<a href="#">Named Ministries Inc</a>	NC	\$228,838	President	\$128,550	<b>\$128,550</b>	2024
<a href="#">I Am Outreach Ministries Inc</a>	NC	\$233,084	Executive Dir.	\$24,100	<b>\$24,100</b>	2024
<a href="#">Eternal Truth Ministries</a>	NC	\$233,813	President	\$55	<b>\$54</b>	2025
<a href="#">Renown Collective Inc</a>	NC	\$239,787	Chairman	\$97,912	<b>\$100,804</b>	2023
<a href="#">Tandem Spirituality</a>	NC	\$127,979	President	\$93,203	<b>\$93,203</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Oikos Usa</a>	NC	\$247,898	President	\$93,130	<b>\$95,881</b>	2023
<a href="#">Positive Direction For Youth And Families Inc</a>	NC	\$264,706	Gardner	\$85,000	<b>\$87,511</b>	2023
<a href="#">Upland's Reach Conference Center</a>	NC	\$267,856	President	\$100,477	<b>\$100,477</b>	2024
<a href="#">Art Of Family Living</a>	NC	\$276,279	Executive Di	\$60,000	<b>\$58,453</b>	2025
<a href="#">Generation Impact Ministries Inc</a>	NC	\$279,027	President	\$194,618	<b>\$194,618</b>	2024
<a href="#">Heath Williams Ministries Inc</a>	NC	\$279,258	President	\$50,000	<b>\$50,000</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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	25 organizations. Compensation range \$54–\$458,038; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$186,935); for reference, expenses \$210,131 and assets \$236,416.
ROLE MATCH	John Farwell, reported title <i>"EXECUTIVE DI"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	2 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	<b>88<sup>th</sup></b>

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	88 <sup>th</sup>
Reportable pay only (column D), adjusted	92 <sup>nd</sup>
All sources (D + E + F), adjusted	88 <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 (John Farwell) 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 25 similarly situated organizations (Same NTEE sector (X20) + NC + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$114,771 is reasonable (approximately the 88<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.