

Hearth Natural Medicine A Nonprofit Community Clinic

Executive Director / CEO

EIN 850543784
 WA · NTEE E32
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Rebecca Sornson, Executive Director / CEO** (\$50,981) against **every comparable organization** that fit the selection criteria — **77** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **31st** percentile of comparable organizations

within the typical range

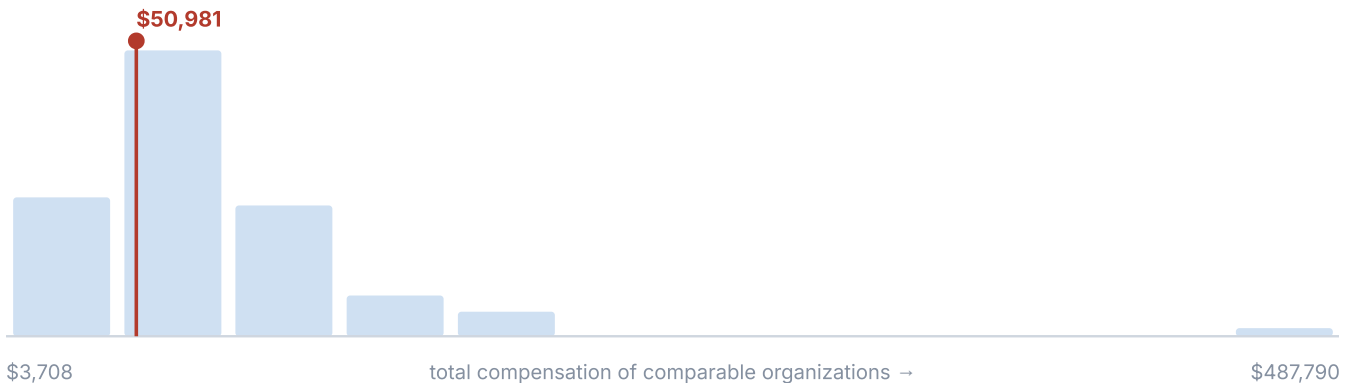
Benchmarked executive: Rebecca Sornson — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

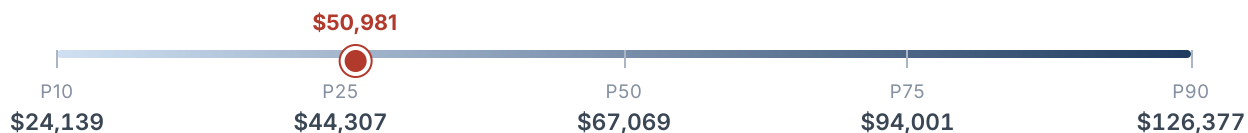
SECTOR	Organizations sharing the subject's NTEE classification (E32).
BUDGET	Total revenue between \$178,695 and \$400,063 — 0.67x to 1.50x the subject's \$266,709 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E32), nationwide + budget 0.67–1.5x revenue.

77 organizations qualified on sector, size, and geography → **77** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,139 10TH	\$44,307 25TH	\$67,069 MEDIAN	\$94,001 75TH	\$126,377 90TH	\$50,981 THIS ORG · 31ST
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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 WA 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
Covid Clinic Inc	CA	\$269,068	Chief Executive Officer	\$205,000	\$197,718	2023
Trinity Health Ministries Inc	TN	\$264,143	Executive Di	\$51,254	\$60,175	2023
Mayfair Women's Clinic Inc	FL	\$261,061	Executive Director	\$74,000	\$75,419	2024
Antelope Valley Pregnancy Care Center &	CA	\$260,509	Executive Dir.	\$68,966	\$64,607	2024
Caring Hearts Free Clinic Of Patrick County Inc	VA	\$256,701	Executive Director	\$42,782	\$46,138	2023
Southern Sudan Health Care Organization	MI	\$253,349	President And Executive Officer	\$71,757	\$80,352	2024
Chikare Health Services Inc	IN	\$280,347	Clinic/practice Manager	\$27,950	\$31,977	2024
Oakstone Health Center	OH	\$280,557	Medical Director	\$126,000	\$144,782	2024
The Poore Medical Clinic Inc	AZ	\$252,786	Executive Dir.	\$43,134	\$46,334	2023
Naturopaths International	AZ	\$252,303	President	\$44,966	\$46,916	2024
Oregon Academy Of General Dentistry Foundation	OR	\$281,558	Executive Director	\$13,561	\$13,663	2024
Sacramento Street Medicine	CA	\$281,834	Executive Dir.	\$28,179	\$27,178	2023
White Phoenix Acupuncture	OR	\$282,502	President/ce	\$64,660	\$67,069	2023
Prototype Health Inc	AZ	\$249,080	Executive Dir.	\$78,000	\$83,786	2023
St Francis Mission Dental Clinic	SD	\$248,673	President	\$3,097	\$3,708	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Titusville Health Services Inc	PA	\$247,386	Ceo/president	\$72,034	\$80,235	2023
Kansas City Free Eye Clinic	MO	\$246,219	Executive Director	\$67,160	\$77,171	2024
Crossroads Pregnancy Clinic	TN	\$288,764	Executive Di	\$74,416	\$84,862	2024
Broadway Youth Center Support Corporation	IL	\$243,000	Treasurer	\$19,488	\$21,399	2023
A Community Clinic	PA	\$242,402	Director	\$49,825	\$53,906	2024
Send Me St Louis	MO	\$292,500	Executive Director	\$137,471	\$157,963	2024
Disciples Clinic Of Athens Texas	TX	\$294,110	Chief Admin	\$50,000	\$54,262	2024
Jonesboro Church Health Center Inc	AR	\$297,631	Executive Director	\$54,725	\$66,736	2024
Kaufman Christian Help Center Inc	TX	\$235,099	Executive Director	\$58,530	\$65,395	2023
Helping Hands Clinic Inc	FL	\$233,847	Executive Director	\$101,000	\$105,977	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WA 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 WA 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 77 organizations. Compensation range \$3,708–\$487,790; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$266,709); for reference, expenses \$249,930 and assets \$35,228.

ROLE MATCH Rebecca Sornson, reported title *"Executive Director"*, benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	11 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	31 st
Total compensation (D + F), as reported (no adjustments)	35 th
Reportable pay only (column D), adjusted	34 th
All sources (D + E + F), adjusted	21 st

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 (Rebecca Sornson) 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 77 similarly situated organizations (Same NTEE sector (E32), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$50,981 is reasonable (approximately the 31st 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.