

# Storyline Inc

Executive Director / CEO

This analysis benchmarks the total compensation of **Rachel Falcone, Executive Director / CEO** (\$85,000) against **every comparable organization** that fit the selection criteria — **62** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **94<sup>th</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

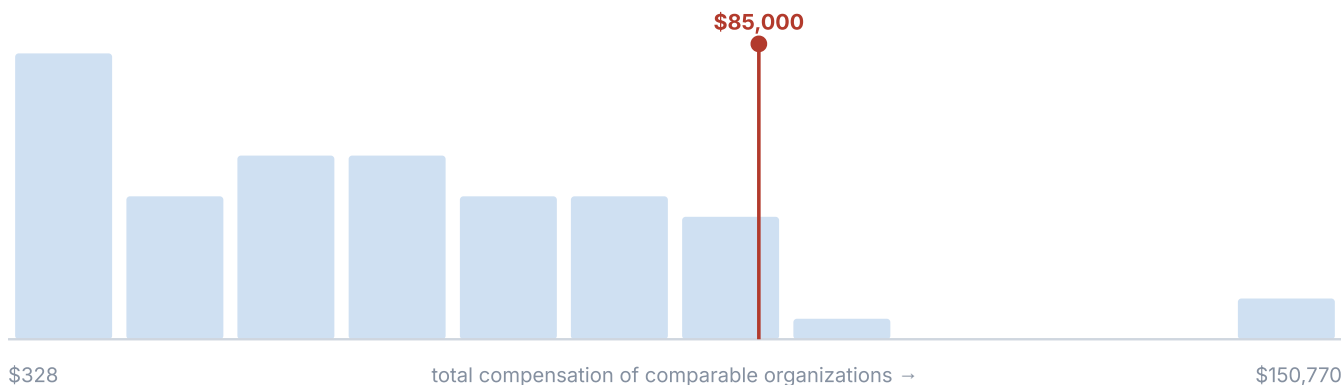
**Benchmarked executive:** Rachel Falcone — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (Z99).
BUDGET	Total revenue between \$77,437 and \$173,368 — 0.67x to 1.50x the subject's \$115,579 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (Z99), nationwide + budget 0.67–1.5x revenue.

**62** organizations qualified on sector, size, and geography → **62** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$5,048	\$14,869	\$38,350	\$63,518	\$81,403	\$85,000
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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="#">Los Gatos Lions Charities Inc</a>	CA	\$114,953	Secretary/treas	\$3,000	<b>\$2,785</b>	2024
<a href="#">Shdc No 1 Inc</a>	HI	\$114,788	Exec. Director/asst. Secretary	\$12,721	<b>\$12,604</b>	2023
<a href="#">Twin Falls School District 411</a>	ID	\$113,885	Executive Di	\$40,000	<b>\$45,738</b>	2024
<a href="#">The Edward C Smith Civic Center Of</a>	NC	\$113,465	Executive Director	\$70,000	<b>\$75,742</b>	2025
<a href="#">A &amp; M Sports Academy Inc</a>	NY	\$118,721	Director	\$23,000	<b>\$23,000</b>	2023
<a href="#">Los Angeles Sports Council Foundation</a>	CA	\$119,966	President & Ceo	\$162,436	<b>\$150,770</b>	2024
<a href="#">Renting Partnerships</a>	OH	\$120,110	Community Manager	\$18,585	<b>\$21,159</b>	2024
<a href="#">Atlantic Highlands Fire Department Inc</a>	NJ	\$120,454	President	\$900	<b>\$864</b>	2024
<a href="#">Columbia Arms Inc</a>	NJ	\$109,494	Chairman	\$66,600	<b>\$63,917</b>	2024
<a href="#">American Credit Counseling</a>	MA	\$122,150	President	\$31,200	<b>\$30,137</b>	2024
<a href="#">1010 Development Corporation</a>	CA	\$107,993	President & Ceo	\$150,000	<b>\$139,227</b>	2024
<a href="#">Deer River Volunteer Firemen's Relief Association</a>	MN	\$124,086	President	\$300	<b>\$328</b>	2023
<a href="#">Pathfinder Development Corporation</a>	AR	\$125,459	Executive Director	\$21,642	<b>\$26,921</b>	2023
<a href="#">Sjfb Foundation For Agricultural</a>	CA	\$104,648	Executive Director	\$10,482	<b>\$10,017</b>	2023
<a href="#">Louisiana Center For Law And Civic</a>	LA	\$126,547	Executive Dir.	\$68,722	<b>\$83,743</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Humanity Rising Inc</a>	IL	\$127,269	President	\$62,500	<b>\$67,998</b>	2023
<a href="#">The Tracking Project Inc</a>	NM	\$102,612	President	\$53,500	<b>\$61,852</b>	2024
<a href="#">Friends Of Akim Usa Inc</a>	NJ	\$128,602	Director	\$47,444	<b>\$46,878</b>	2023
<a href="#">Nbaa Charities</a>	DC	\$129,101	Chairman & President	\$93,876	<b>\$88,550</b>	2024
<a href="#">Parenting After Divorce</a>	CO	\$130,171	Executive Di	\$54,425	<b>\$56,096</b>	2024
<a href="#">Sheet Metal Workers Local 100</a>	MD	\$131,971	Trustee	\$81,704	<b>\$82,107</b>	2024
<a href="#">St James Hospital Foundation Inc</a>	NY	\$132,629	Chief Executive Officer	\$8,280	<b>\$8,042</b>	2024
<a href="#">The Griefcare Place Inc</a>	OH	\$97,816	Executive Di	\$4,248	<b>\$4,836</b>	2024
<a href="#">We Are Coaches Inc</a>	CA	\$133,667	Ceo	\$39,167	<b>\$36,354</b>	2024
<a href="#">The Foundation Of The Greater New Haven</a>	CT	\$134,105	President	\$11,932	<b>\$11,716</b>	2025

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

**PEER COUNT** 62 organizations. Compensation range \$328–\$150,770; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$115,579); for reference, expenses \$448,879 and assets \$126,141. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

<b>ROLE MATCH</b>	Rachel Falcone, reported title " <i>EXECUTIVE DI</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
<b>RELATED-ORG PAY</b>	19 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
<b>OUTLIERS</b>	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	94 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	94 <sup>th</sup>
Reportable pay only (column D), adjusted	95 <sup>th</sup>
All sources (D + E + F), adjusted	65 <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 (Rachel Falcone) 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 62 similarly situated organizations (Same NTEE sector (Z99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$85,000 is reasonable (approximately the 94<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.