

Headache Alliance Inc

Executive Director / CEO

EIN 933058183

NJ · NTEE E01

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Julienne Verdi, Executive Director / CEO** (\$100,155) against **every comparable organization** that fit the selection criteria — **18** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **67th** percentile of comparable organizations within the typical range

Benchmarked executive: Julienne Verdi — 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 (E01).

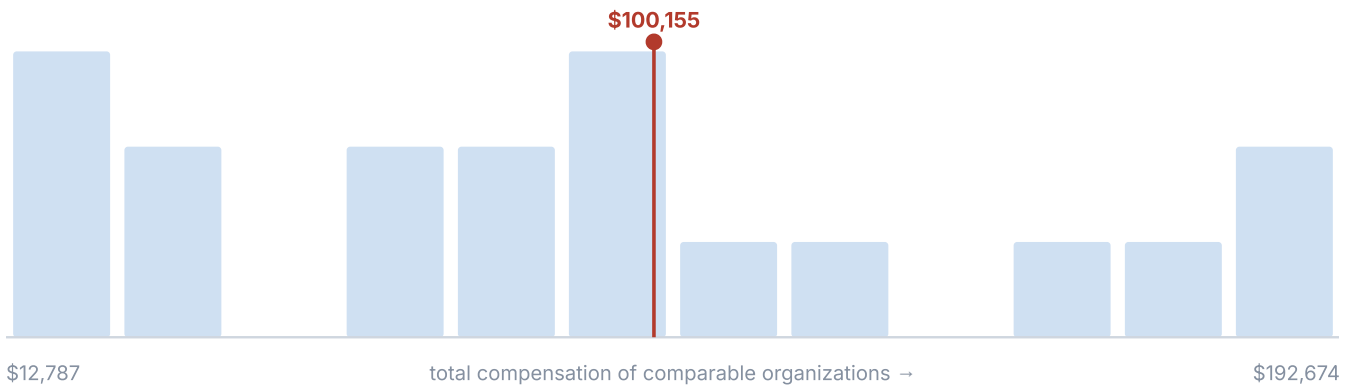
BUDGET Total revenue between \$258,770 and \$579,337 — 0.67x to 1.50x the subject's \$386,225 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (E01), nationwide + budget 0.67–1.5x revenue.

18 organizations qualified on sector, size, and geography

→ **18** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$25,797	\$48,849	\$82,894	\$121,794	\$175,072	\$100,155
----------	----------	----------	-----------	-----------	-----------



● 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 NJ 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
Higgy Bears Inc	MI	\$376,835	President	\$60,000	\$71,199	2024
Share Health Southeast Georgia Inc	GA	\$396,803	Executive Director	\$35,580	\$42,344	2023
Echcc Inc	FL	\$397,438	Executive Director	\$73,995	\$77,856	2025
Family Voices Of North Dakota Inc	ND	\$368,018	Executive Director	\$55,620	\$68,364	2025
Epilepsy Alliance America Inc	LA	\$420,508	Coo	\$138,237	\$180,167	2023
Texans For Vaccine Choice	TX	\$339,693	President	\$10,800	\$12,787	2023
Birth Control Advocates Of New York	NY	\$446,704	Co-executive Director	\$166,421	\$172,888	2024
Social Medicine International	UT	\$324,751	Executive Director	\$23,744	\$27,938	2024
Behavioral Health Alliance Of Montana	MT	\$305,950	Executive Director	\$126,921	\$157,288	2024
Canopy Global Foundation Inc	FL	\$303,465	Ceo	\$178,400	\$192,674	2024
California Breastfeeding Coalition	CA	\$471,462	Executive Dir.	\$110,373	\$106,746	2025
World Patients Alliance	DC	\$471,990	Executive Di	\$84,600	\$87,870	2023
Utah Pacific Islander Health Coalition	UT	\$479,235	Executive Dir.	\$19,348	\$23,439	2023
Washington School-based Health Alliance	WA	\$480,407	Executive Director From April 2024	\$87,578	\$90,143	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Kyle J Taylor Foundation	CA	\$279,884	Director Of Operations	\$27,004	\$26,807	2024
Waiha Warriors	OH	\$266,763	President	\$73,333	\$91,933	2023
Global Alliance For Surgical Obstetric	DC	\$263,263	Executive Director	\$125,696	\$126,810	2024
Nami Of Southern Arizona	AZ	\$545,298	Executive Director	\$70,472	\$77,918	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ cost of living and 2025 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 NJ 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 18 organizations. Compensation range \$12,787–\$192,674; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$386,225); for reference, expenses \$393,306 and assets \$122,518.

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

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	67 th
Total compensation (D + F), as reported (no adjustments)	67 th
Reportable pay only (column D), adjusted	67 th
All sources (D + E + F), adjusted	67 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 (Julienne Verdi) 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 18 similarly situated organizations (Same NTEE sector (E01), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$100,155 is reasonable (approximately the 67th 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.