

Heros For Heros

Executive Director / CEO

EIN 205757836

TX · NTEE T30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sherry Whidby, Executive Director / CEO** (\$95,000) against **every comparable organization** that fit the selection criteria — **216** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **90th** percentile of comparable organizations within the typical range

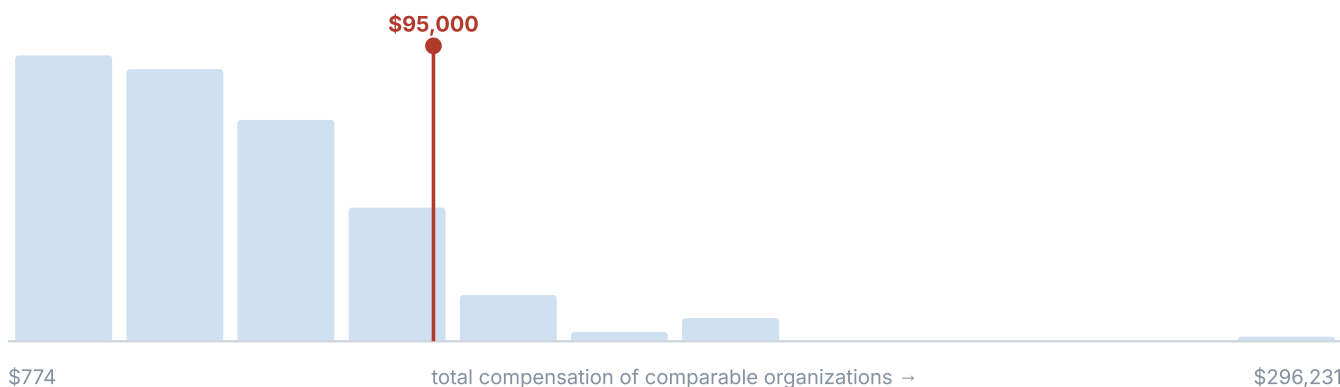
Benchmarked executive: Sherry Whidby — reported title “PRESIDENT & CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (T30).
BUDGET	Total revenue between \$181,910 and \$407,262 — 0.67x to 1.50x the subject's \$271,508 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (T30), nationwide + budget 0.67–1.5x revenue.

216 organizations qualified on sector, size, and geography → **216** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,884	\$23,793	\$43,241	\$70,456	\$95,151	\$95,000
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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 TX 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 Andersons Fund Supporting	OH	\$271,579	Secretary/treasurer Thru August 2024	\$61,652	\$65,279	2024
Affinity Federal Credit Union Foundation	NJ	\$271,214	Executive Dir.	\$22,602	\$20,174	2024
Nailba Charitable Foundation	DC	\$270,940	Chief Executive Officer	\$34,979	\$30,686	2024
Hang Tough Foundation Inc	FL	\$270,846	Executive Di	\$61,077	\$59,053	2023
American Society Of Retina	IL	\$272,520	Executive Vice President	\$61,263	\$61,989	2023
Sunsar Maya Inc	CA	\$270,320	Executive Director	\$70,000	\$62,211	2023
Focal Point Corporation	MO	\$270,130	President	\$750	\$774	2025
Admin Hub	CA	\$273,229	President/ceo	\$72,996	\$64,874	2023
Rahima Aziz Foundation Corp	NY	\$269,470	Secretary	\$45,500	\$41,102	2024
C P Center Foundation Of Orange	NY	\$269,306	Director, Ceo	\$23,626	\$21,973	2023
Unity Healthcare Foundation	IA	\$274,033	Exec Director	\$44,087	\$48,257	2024
The All Souls' Foundation	TX	\$268,275	Founder	\$26,000	\$26,000	2024
Sms Research Foundation Inc	CT	\$267,378	Board Member	\$100,000	\$93,732	2024
Project Prakash Foundation Inc	MA	\$267,302	Program Mana	\$33,750	\$30,319	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
His Love Extended	FL	\$276,114	President	\$120,000	\$116,024	2023
Hope Outreach Center Inc	FL	\$276,285	Executive Di	\$65,762	\$61,759	2024
Storyline	TX	\$266,526	Executive Director	\$117,600	\$117,600	2024
San Luis Valley Health Foundation	CO	\$276,551	Ceo	\$35,491	\$34,021	2024
Live 4 Evan Inc	MA	\$263,457	Executive Director/preside	\$31,954	\$28,705	2024
Yx Gives	TN	\$280,872	Vice Preside	\$10,000	\$10,508	2024
Odeh Inc	NY	\$282,013	President	\$14,683	\$13,264	2024
Millers Foundation Inc	MA	\$260,924	Secretary	\$12,848	\$11,542	2024
Barb Food Mart Nfp	IL	\$259,966	Associate Di	\$56,328	\$53,933	2025
United Way Of Parker County	TX	\$259,941	Former Exec.	\$65,417	\$63,731	2025
Niles Community Services Inc	OH	\$283,085	Director	\$38,461	\$40,723	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 216 organizations. Compensation range \$774–\$296,231; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$271,508); for reference, expenses \$310,336 and assets \$271,027.

ROLE MATCH	Sherry Whidby, reported title " <i>PRESIDENT & CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	49 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	90 th
Total compensation (D + F), as reported (no adjustments)	88 th
Reportable pay only (column D), adjusted	91 st
All sources (D + E + F), adjusted	69 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 (Sherry Whidby) 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 216 similarly situated organizations (Same NTEE sector (T30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$95,000 is reasonable (approximately the 90th 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.