

Value Added Ag Development Center

Executive Director / CEO

EIN 460452883

SD · NTEE K20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Cheri Rath, Executive Director / CEO** (\$147,841) against **every comparable organization** that fit the selection criteria — **81** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **100th** percentile of comparable organizations above the 90th percentile — board review recommended

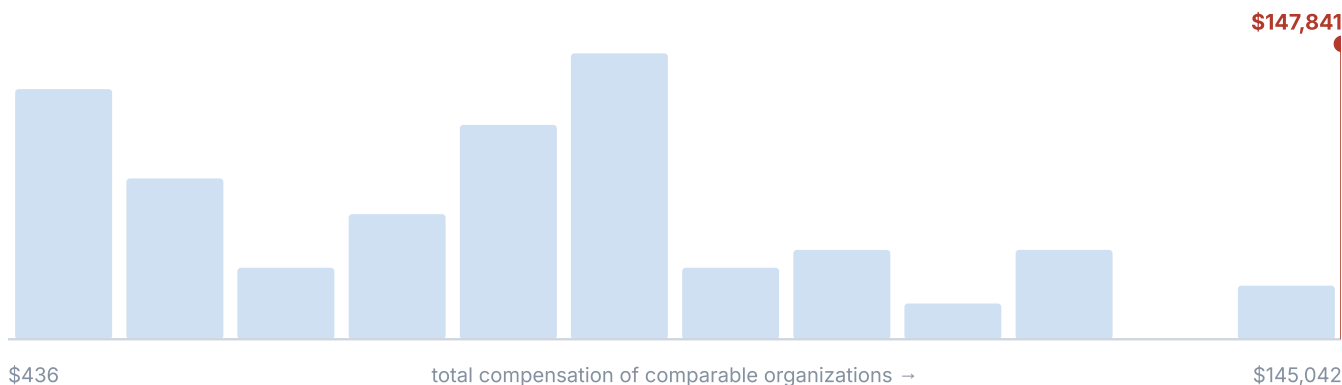
Benchmarked executive: Cheri Rath — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (K20).
BUDGET	Total revenue between \$320,255 and \$716,989 — 0.67x to 1.50x the subject's \$477,993 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (K20), nationwide + budget 0.67–1.5x revenue.

81 organizations qualified on sector, size, and geography → **81** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,533	\$19,555	\$56,447	\$72,268	\$103,650	\$147,841
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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 SD 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
Sentli Center For Regenerative	TX	\$478,628	Executive Di	\$45,969	\$41,665	2024
Tri-state Local Foods Inc	WV	\$477,164	Market Direc	\$50,000	\$49,053	2024
Rockland Farm Alliance Inc	NY	\$465,500	Executive Dir.	\$86,538	\$70,855	2024
Edible Education Experience	FL	\$491,116	Co-executive Director	\$84,900	\$72,268	2024
Food 4 Farmers Inc	VT	\$461,633	Executive Director	\$81,606	\$74,425	2024
The Rice Foundation	VA	\$460,703	President/ Ceo Thru 12/15/23	\$52,730	\$46,132	2024
Gulf Shellfish Institute Inc	FL	\$504,950	Executive Director	\$85,000	\$72,353	2024
Pawnee Seed Preservation Society	OK	\$446,909	Executive Director	\$61,952	\$61,812	2024
North American Intercollegiate	WI	\$512,011	Executive Director	\$58,050	\$53,517	2025
City Growers Inc	NY	\$515,584	President	\$78,846	\$66,464	2023
Oko Urban Farms Inc	NY	\$528,379	Executive Director	\$90,000	\$73,690	2024
Hope Gardens	MI	\$424,911	Executive Di	\$65,720	\$61,464	2024
Ludwig Water Users Association Inc	AR	\$424,372	President	\$19,200	\$19,555	2024
Greensgrow Inc	PA	\$421,347	Executive Director	\$20,513	\$19,083	2023
North Carolina Association Of	NC	\$535,108	Exec Directo	\$11,250	\$10,844	2023
Jefferson County Agricultural	OH	\$535,157	Secretary	\$5,500	\$5,278	2024
Leadership Idaho Agriculture	ID	\$535,522	Executive Dir	\$110,000	\$103,296	2025
Duffee Water Association Inc	MS	\$418,972	President	\$34,885	\$35,205	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Solea Water	MO	\$537,446	Executive Director	\$8,933	\$8,573	2024
Marathon Water Supply	TX	\$541,428	General Manager	\$53,864	\$48,821	2024
Lehi Irrigation Company	UT	\$411,275	President	\$1,500	\$1,391	2024
Lamppost Farm	OH	\$411,075	Executive Dir.	\$59,600	\$58,887	2023
Rio Grande Agricultural Land Trust	NM	\$407,903	Executive Director	\$116,090	\$113,136	2024
Georgia Korean-american Farmers Association Inc	GA	\$550,710	President	\$16,667	\$15,185	2024
Glenwood Irrigation Company	UT	\$553,349	Director	\$8,880	\$8,235	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SD 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 SD 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	81 organizations. Compensation range \$436–\$145,042; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$477,993); for reference, expenses \$293,497 and assets \$791,889.
ROLE MATCH	Cheri Rath, reported title " <i>EXECUTIVE DI</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	100 th
Total compensation (D + F), as reported (no adjustments)	98 th
Reportable pay only (column D), adjusted	100 th
All sources (D + E + F), adjusted	98 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 (Cheri Rath) 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 81 similarly situated organizations (Same NTEE sector (K20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$147,841 is reasonable (approximately the 100th 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.