

Chabad House Publications

Executive Director / CEO

EIN 464804429

CA · NTEE X30

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Chaim Cunin, Executive Director / CEO** (\$15,000) against **every comparable organization** that fit the selection criteria — **228** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32nd** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (X30).
BUDGET	Total revenue between \$41,038 and \$91,878 — 0.67x to 1.50x the subject's \$61,252 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (X), nationwide + budget 0.67–1.5x revenue.

228 organizations qualified on sector, size, and geography → **228** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,088	\$11,781	\$25,053	\$48,596	\$77,042	\$15,000
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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 CA 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
Global Fire Ministries	TN	\$61,150	Offier	\$70,650	\$86,002	2023
Redeem Neighborhoods	AZ	\$61,366	President	\$18,102	\$20,161	2023
Iglesia Pentecostal Tabernaculo De Dios	NV	\$61,009	President	\$12,000	\$13,930	2023
Bartlesville Islamic Center Inc	OK	\$60,857	President	\$16,000	\$19,818	2024
Equippers Group International	TX	\$61,750	Treasurer	\$24,000	\$27,802	2023
Iglesia Cristiana Sendero De Amor Md	MD	\$61,837	Pastor & Director	\$31,850	\$33,494	2024
Fuel The Fire Ministries	TX	\$62,068	President	\$21,000	\$23,630	2024
Ambassadors For Business	MN	\$62,421	Executive Di	\$19,039	\$21,786	2023
Avalon Worship	TX	\$62,707	Vice President	\$24,000	\$27,004	2024
Life Awakening	PA	\$62,709	President	\$46,500	\$53,702	2023
The Word Foundation Inc	NY	\$59,664	President	\$39,000	\$39,641	2024
1m Project	MI	\$59,323	Executive Di	\$21,360	\$24,799	2024
Bethesda Changers Chapel	MD	\$63,264	Resident And Senior Pastor	\$8,400	\$8,834	2024
Walking Worthy A Journey To Freedom	TN	\$63,302	Executive Director	\$15,596	\$18,441	2024
Hearts Of Jesus And Mary Ministries	SC	\$63,332	Minister	\$20,042	\$24,214	2023
Christ For Ireland Inc	SC	\$58,817	Vice Preside	\$23,849	\$28,813	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Sababa Surf Camp Inc	NY	\$64,057	Co-director	\$21,157	\$23,047	2022
Bryan Popin Ministries Inc	TN	\$58,420	President	\$20,000	\$23,647	2024
Hope Grows International Inc	FL	\$58,366	Director	\$48,000	\$50,722	2024
Open Heavens Ministry Inc	FL	\$58,363	President	\$43,980	\$46,474	2024
Be The Solution Inc	OR	\$64,156	President	\$11,914	\$12,813	2023
North America Mainland Chinese Mission	NM	\$64,499	Pastoral And Executive Minister	\$32,376	\$40,327	2023
Youth With A Mission Awake	MN	\$57,993	President/officer	\$2,925	\$3,251	2024
Shin Kenko America Inc	CA	\$57,915	Secretary	\$29,132	\$27,567	2025
The Luisa Piccarreta Center For The Divine Will	TN	\$57,666	President	\$9,250	\$10,937	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	228 organizations. Compensation range \$176–\$568,459; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$61,252); for reference, expenses \$417,983 and assets \$601,206. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Chaim Cunin, reported title " <i>CEO, DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 18 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 9 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	32 nd
Total compensation (D + F), as reported (no adjustments)	34 th
Reportable pay only (column D), adjusted	43 rd
All sources (D + E + F), adjusted	29 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 (Chaim Cunin) 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 228 similarly situated organizations (Same NTEE major group (X), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,000 is reasonable (approximately the 32nd 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.