

# Deafinitely Dogs

Executive Director / CEO

EIN 471590153

IA · NTEE P80

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sherry Steine Ross, Executive Director / CEO** (\$68,694) against **every comparable organization** that fit the selection criteria — **236** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **86<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Sherry Steine Ross — reported title “DIRECTOR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (P80).

**BUDGET** Total revenue between \$169,495 and \$379,468 — 0.67x to 1.50x the subject's \$252,979 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (P80), nationwide + budget 0.67–1.5x revenue.

**236** organizations qualified on sector, size, and geography → **236** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$11,926

\$25,491

\$45,856

\$60,031

\$73,449

**\$68,694**



## ● 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 IA 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="#">Edtogether Inc</a>	MA	\$252,762	Pres/treas/clerk/dir/exec	\$82,565	<b>\$67,761</b>	2023
<a href="#">Crossroads Hospice Charitable Foundation</a>	OK	\$253,446	Executive Director	\$65,604	<b>\$65,975</b>	2023
<a href="#">Matsu Council On Aging</a>	AK	\$253,496	Executive Director	\$92,963	<b>\$78,843</b>	2024
<a href="#">Transform Scott County Inc</a>	KY	\$251,598	Executive Director	\$40,161	<b>\$38,276</b>	2024
<a href="#">Lutheran Social Services Of Central Ohio</a>	OH	\$251,527	President & Ceo	\$9,088	<b>\$8,791</b>	2023
<a href="#">Front Step Inc</a>	PA	\$254,541	Executive Director	\$42,000	<b>\$37,155</b>	2024
<a href="#">On Our Own Of Frederick County Inc</a>	MD	\$251,342	Executive Director 07/2022- 03/2023	\$64,413	<b>\$54,999</b>	2023
<a href="#">Family Promise Of Greater New Braunfels</a>	TX	\$254,832	Executive Director	\$12,000	<b>\$10,374</b>	2025
<a href="#">Shakopee Supportive Housing Inc</a>	MN	\$250,159	President/tr	\$65,715	<b>\$57,603</b>	2024
<a href="#">Status Code 4 Inc</a>	CO	\$249,222	Chief Operating Officer	\$53,861	<b>\$45,815</b>	2024
<a href="#">John B Cunningham Pans And Pandas Foundation Inc</a>	MA	\$248,969	Officer	\$80,000	<b>\$65,656</b>	2023
<a href="#">Foresight Ski Guides Inc</a>	CO	\$248,807	Executive Director	\$75,296	<b>\$64,048</b>	2024
<a href="#">Roads To Freedom</a>	PA	\$248,112	Ceo	\$32,726	<b>\$29,806</b>	2023
<a href="#">K9's 4 Mobility Inc</a>	WY	\$257,874	Executive Director	\$55,958	<b>\$54,725</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Bridges Training Foundation</a>	TX	\$258,583	President	\$52,000	<b>\$47,506</b>	2023
<a href="#">Acts 4 Ministry Inc</a>	CT	\$258,603	Executive Director	\$95,000	<b>\$79,016</b>	2024
<a href="#">Asd Solutions Inc</a>	NJ	\$258,704	President	\$52,000	<b>\$40,124</b>	2025
<a href="#">Elite Women Of Excellence</a>	GA	\$247,207	Executive Director/ceo	\$49,979	<b>\$45,896</b>	2023
<a href="#">Harlem Pride Incorporated</a>	NY	\$246,990	President & Ceo	\$18,792	<b>\$15,509</b>	2023
<a href="#">Coastal Therapeutic Riding Program</a>	NC	\$259,005	Executive Director	\$9,150	<b>\$8,635</b>	2023
<a href="#">Rock Haus Foundation</a>	TX	\$246,930	Admin Director	\$44,683	<b>\$40,822</b>	2023
<a href="#">Bridging Relationships In Diverse Groups</a>	CA	\$260,330	Former President	\$24,411	<b>\$19,251</b>	2023
<a href="#">Lynne Cohen Foundation</a>	CA	\$260,469	President And Executive Di	\$76,665	<b>\$60,460</b>	2023
<a href="#">Answer Scholarship Inc</a>	NC	\$245,334	Executive Dir.	\$37,433	<b>\$34,311</b>	2024
<a href="#">Girls Growing li Women</a>	MI	\$245,156	President	\$54,100	<b>\$49,536</b>	2024

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

## ■ Sample, role match & sensitivity

PEER COUNT **236** organizations. Compensation range \$538–\$336,174; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$252,979); for reference, expenses \$239,068 and assets \$100,181.
ROLE MATCH	Sherry Steine Ross, reported title " <i>DIRECTOR</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	86 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	77 <sup>th</sup>
Reportable pay only (column D), adjusted	88 <sup>th</sup>
All sources (D + E + F), adjusted	76 <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 (Sherry Steine Ross) 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 236 similarly situated organizations (Same NTEE sector (P80), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$68,694 is reasonable (approximately the 86<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.