

# Vmp Foundation Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Jennifer Klar, Executive Director / CEO** (\$10,118) against **every comparable organization** that fit the selection criteria — **27** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **11<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

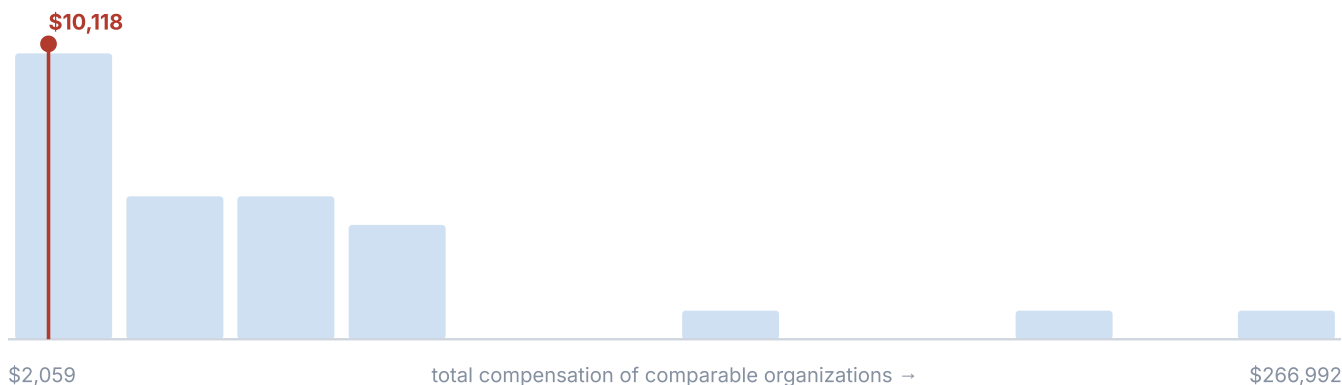
**Benchmarked executive:** Jennifer Klar — reported title "CEO", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (E91I).
BUDGET	Total revenue between \$190,960 and \$427,524 — 0.67x to 1.50x the subject's \$285,016 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E91), nationwide + budget 0.67–1.5x revenue.

**27** organizations qualified on sector, size, and geography → **27** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$8,404	\$18,428	\$38,244	\$70,436	\$101,983	\$10,118
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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 WI 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="#">Eastside Senior Care Inc</a>	NY	\$285,220	Cfo	\$5,891	<b>\$5,097</b>	2024
<a href="#">West Central Mo Willow Estates Inc</a>	MO	\$281,237	Chief Executive Officer	\$24,797	<b>\$24,500</b>	2025
<a href="#">America's Choice Community Of Red Oak</a>	IA	\$293,695	Director	\$31,322	<b>\$31,993</b>	2025
<a href="#">Spaces For Living</a>	ND	\$267,612	Chief Executive Officer	\$11,097	<b>\$12,005</b>	2023
<a href="#">Serenity House Of Victor Inc</a>	NY	\$263,335	Executive Director	\$82,490	<b>\$73,482</b>	2023
<a href="#">Southcoast Long-term Care Services Inc</a>	MA	\$261,809	President & Ceo, Ex-officio (Until 1/2024)	\$310,296	<b>\$266,992</b>	2024
<a href="#">St Paul's House And Health Care Center</a>	IL	\$255,486	President & Ceo - Vice Chair	\$13,404	<b>\$12,991</b>	2023
<a href="#">Nevins Community Services Inc</a>	MA	\$247,078	President & Ceo	\$89,425	<b>\$76,945</b>	2024
<a href="#">Teresa House Inc</a>	NY	\$327,169	Executive Dir.	\$77,885	<b>\$67,389</b>	2024
<a href="#">Long Term Care Ombudsman Services Of</a>	CA	\$334,240	Executive Director	\$88,873	<b>\$75,652</b>	2023
<a href="#">Life Circle</a>	NM	\$228,514	Executive Director	\$62,500	<b>\$66,268</b>	2023
<a href="#">Hermiston Rhf Housing Inc</a>	CA	\$228,213	President/ceo	\$76,739	<b>\$63,449</b>	2024
<a href="#">North Gables Senior Housing</a>	MN	\$345,818	Executive Vice President	\$18,918	<b>\$18,428</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Bartels Lutheran Home Memorial</a>	IA	\$348,079	President/ce	\$25,155	<b>\$26,373</b>	2024
<a href="#">Bethel Lutheran Home Foundation</a>	SD	\$220,885	Blh Administrator	\$1,948	<b>\$2,059</b>	2024
<a href="#">The Marian Home Foundation</a>	IA	\$351,235	Administrato	\$19,342	<b>\$20,279</b>	2024
<a href="#">South Cove Nursing Facilities</a>	MA	\$354,568	President & Ceo	\$11,974	<b>\$10,608</b>	2023
<a href="#">Cathedral Pioneer Church Homes No Two</a>	CA	\$356,827	President/ceo	\$68,128	<b>\$56,330</b>	2024
<a href="#">Angels' Place Inc</a>	LA	\$205,633	Executive Director	\$69,883	<b>\$73,682</b>	2024
<a href="#">Holy Family Villa</a>	IL	\$204,214	Secretary	\$46,301	<b>\$42,463</b>	2025
<a href="#">Ahfkentucky-iowa Inc</a>	OH	\$365,882	President-mg	\$37,710	<b>\$38,244</b>	2024
<a href="#">The Good Shepherd Lutheran Foundation</a>	MN	\$192,667	President/ceo/administrato	\$24,601	<b>\$23,964</b>	2023
<a href="#">Island Nursing Home Inc</a>	ME	\$191,788	Finance Cont	\$63,336	<b>\$60,727</b>	2024
<a href="#">Rockville Nursing Home Foundation Inc</a>	MD	\$383,644	Executive Director	\$160,000	<b>\$139,539</b>	2025
<a href="#">Cns Nursing Home Care Inc</a>	MA	\$384,910	President	\$4,850	<b>\$4,173</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	27 organizations. Compensation range \$2,059–\$266,992; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$285,016); for reference, expenses \$161,515 and assets \$7,950,015. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Jennifer Klar, reported title "CEO", 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	2 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	11 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	11 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	52 <sup>nd</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 (Jennifer Klar) 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 27 similarly situated organizations (Same NTEE sector (E91), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$10,118 is reasonable (approximately the 11<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](https://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.