

Plush Meadow Senior Housing Corp

Executive Director / CEO

EIN 571079544

SC · NTEE P20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Mrs Cynthia Lounds, Executive Director / CEO** (\$5,140) against **every comparable organization** that fit the selection criteria — **1069** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 4th percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Mrs Cynthia Lounds — reported title “EXEC DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

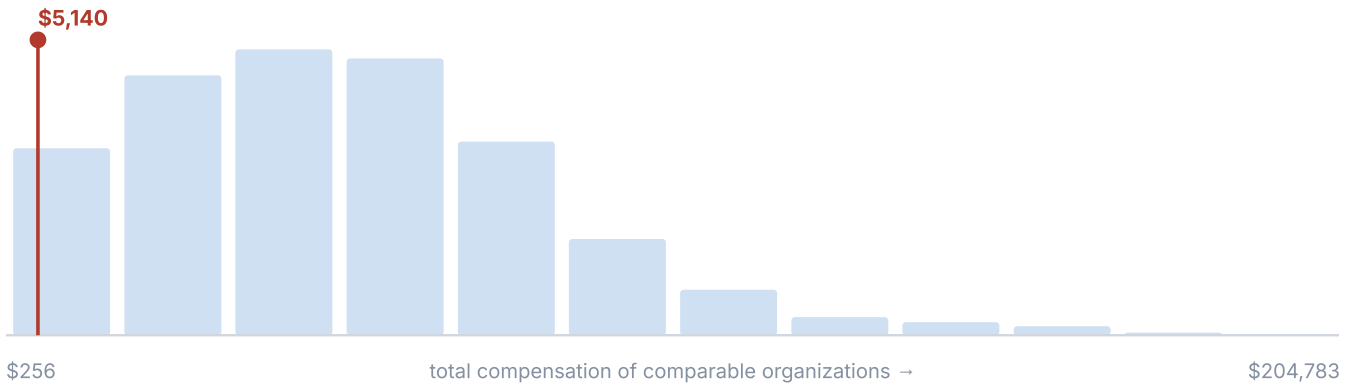
SECTOR Organizations sharing the subject's NTEE classification (P20).

BUDGET Total revenue between \$207,276 and \$464,052 — 0.67x to 1.50x the subject's \$309,368 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P20), nationwide + budget 0.67–1.5x revenue.

1,069 organizations qualified on sector, size, and geography → **1,069** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,423	\$27,811	\$49,397	\$70,466	\$91,690	\$5,140
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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 SC 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
Next Step Recovery Housing	AR	\$309,571	Executive Director	\$30,417	\$33,741	2023
Common Cup Ministry Inc	MN	\$309,122	Executive Di	\$60,500	\$58,995	2023
Global Cities Group	NY	\$309,637	Ceo Founder Board Director	\$101,899	\$88,262	2024
Rising Stars Therapeutic Riding	ID	\$308,983	Executive Director	\$52,986	\$54,029	2024
Heart & Seoul Gospel Ministry	AZ	\$308,899	President	\$52,800	\$50,112	2023
Esther House	CO	\$309,910	Director	\$32,640	\$30,000	2024
Magpies And Peacocks Inc	TX	\$308,677	President	\$3,450	\$3,406	2023
United Ways Of Tennessee	TN	\$308,603	Ceo	\$151,029	\$152,172	2024
Honoring Americas Veterans	AZ	\$310,272	Executive Dir.	\$72,500	\$65,112	2025
Model Neighborhood Program	CA	\$310,286	Executive Director	\$52,775	\$43,682	2024
Fathers Who Care Nfp	IL	\$308,447	Executive Director	\$85,000	\$80,101	2024
Wildforce Inc	CO	\$310,296	President Ceo	\$167,500	\$158,502	2023
Whosoever Mv Inc	MO	\$310,329	Men's Director	\$21,700	\$22,682	2023
Idaho Diaper Bank Inc	ID	\$308,186	Executive Director	\$36,000	\$36,709	2024
Stateline Pregnancy Clinic Inc	WI	\$308,150	Executive Di	\$55,778	\$55,838	2024
Hannah's House 119	OH	\$310,768	Director	\$45,096	\$45,784	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Architects Of Hope Inc	CA	\$311,042	President & Ceo	\$45,000	\$38,347	2023
The Set Me Free Project	NE	\$307,678	Ceo	\$34,615	\$35,687	2024
Homebridge Ventures Inc	CT	\$311,099	Executive Director	\$17,400	\$16,100	2023
Beaverton Resource Center	OR	\$307,610	Executive Director	\$140,000	\$128,304	2023
Soup N Share Outreach Program	IL	\$307,443	Director	\$18,000	\$17,464	2023
Second Chance Cars Inc	MA	\$306,993	Executive Director	\$100,000	\$86,137	2024
Nathaniel Missionary Society Inc	KY	\$311,919	Executive Director	\$21,285	\$21,920	2024
College Hill Foundation	MO	\$312,004	Executive Director	\$43,342	\$44,003	2024
The Village Legal And Community	IL	\$306,554	President & Ceo	\$74,754	\$70,446	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SC 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 SC 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 1069 organizations. Compensation range \$256–\$204,783; filing years 2020–2025.

SIZE BASIS Matched on total revenue (\$309,368); for reference, expenses \$451,200 and assets \$993,041. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Mrs Cynthia Lounds, reported title *"EXEC DIRECTOR"*, benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	39 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	21 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	4 th
Total compensation (D + F), as reported (no adjustments)	3 rd
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	95 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 (Mrs Cynthia Lounds) 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 1069 similarly situated organizations (Same NTEE sector (P20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$5,140 is reasonable (approximately the 4th 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.