

Phoenix Recovery Institute

Executive Director / CEO

EIN 731382155

OK · NTEE L41

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Dana Clifton, Executive Director / CEO** (\$61,659) against **every comparable organization** that fit the selection criteria — **91** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **56th** percentile of comparable organizations within the typical range

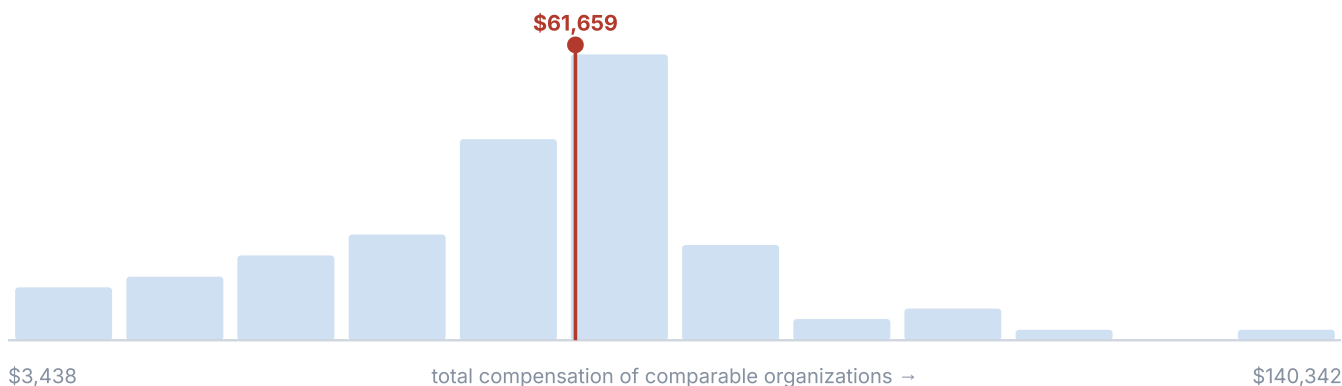
Benchmarked executive: Dana Clifton — reported title “Program Director”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (L41).
- BUDGET** Total revenue between \$274,277 and \$614,055 — 0.67x to 1.50x the subject's \$409,370 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (L41), nationwide + budget 0.67–1.5x revenue.

91 organizations qualified on sector, size, and geography → **91** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,682	\$44,382	\$59,041	\$66,782	\$79,068	\$61,659
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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 OK 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
Family Promise Of Greene Co Oh	OH	\$406,099	Facility Director	\$65,975	\$65,334	2023
Home Alliance Inc	SC	\$404,404	Executive Director And Sec	\$74,250	\$72,424	2023
Tyson's Community Development Inc	FL	\$404,069	Director	\$31,850	\$27,173	2024
Leavenworth Interfaith Community Of Hope	KS	\$424,624	Executive Director	\$66,000	\$64,753	2024
Brunswick Partnership For Housing Inc	NC	\$393,222	Executive Director	\$45,621	\$41,706	2025
Unity Place Housing Inc	FL	\$390,810	President	\$164,500	\$140,342	2024
Illinois Valley Family Coalition	OR	\$390,371	Executive Di	\$27,302	\$23,025	2024
Hope Haven Ministries Inc	TN	\$429,651	Executive Director	\$50,000	\$47,730	2024
Family Promise Of Shenandoah County Inc	VA	\$429,921	Executive Director	\$72,088	\$63,211	2024
Community Service Alliance	OH	\$387,851	Executive Di	\$83,067	\$82,260	2023
Catalyst Rescue Mission Inc	IN	\$432,694	Board Member	\$16,800	\$16,564	2023
Gracebound Inc	CA	\$433,413	President	\$48,156	\$37,764	2024
Sarah Jane Bentley Foundation	PA	\$438,266	Executive Dir	\$100,300	\$90,836	2024
Moravian Open Door Inc	NY	\$438,968	Executive Director	\$74,865	\$61,437	2024
Inner City Night Shelter Inc	GA	\$440,932	Executive Di	\$86,590	\$79,068	2024
Hospitality House	WA	\$377,790	Executive Director	\$84,917	\$71,083	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
1960 Community Hope Center	TX	\$377,665	Exec Director	\$81,497	\$74,035	2024
Nashville Launch Pad Inc	TN	\$445,645	Executive Di	\$62,115	\$61,046	2023
Albany Rescue Mission	GA	\$446,601	Ceo	\$63,950	\$58,395	2024
Opportunity Place Inc	FL	\$448,000	Executive Director	\$63,649	\$52,902	2025
Connections Of Cumberland County Inc	NC	\$367,010	Executive Director	\$81,000	\$76,007	2024
Clinton County Services For The Homeless	OH	\$366,995	Ex Director	\$69,750	\$67,091	2024
The Resilient Place	TX	\$365,512	President	\$12,600	\$11,784	2023
Windham Region No Freeze Project	CT	\$364,670	Executive Di	\$54,656	\$47,914	2023
Family Promise - Salt Lake	UT	\$361,894	Executive Director	\$91,799	\$85,325	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OK 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 OK 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	91 organizations. Compensation range \$3,438–\$140,342; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$409,370); for reference, expenses \$408,514 and assets \$0.
ROLE MATCH	Dana Clifton, reported title <i>"Program Director"</i> , benchmarked as Executive Director / CEO. Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.
RELATED-ORG PAY	4 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 7 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	56 th
Total compensation (D + F), as reported (no adjustments)	43 rd
Reportable pay only (column D), adjusted	57 th
All sources (D + E + F), adjusted	52 nd

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 (Dana Clifton) 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 91 similarly situated organizations (Same NTEE sector (L41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$61,659 is reasonable (approximately the 56th 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.