

Cliff Haven Adult Day Health Care Inc

Executive Director / CEO

EIN 752385151

TX · NTEE P70

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Cheri B Chong, Executive Director / CEO** (\$18,000) against **every comparable organization** that fit the selection criteria — **50** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **10th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Cheri B Chong — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (P70).

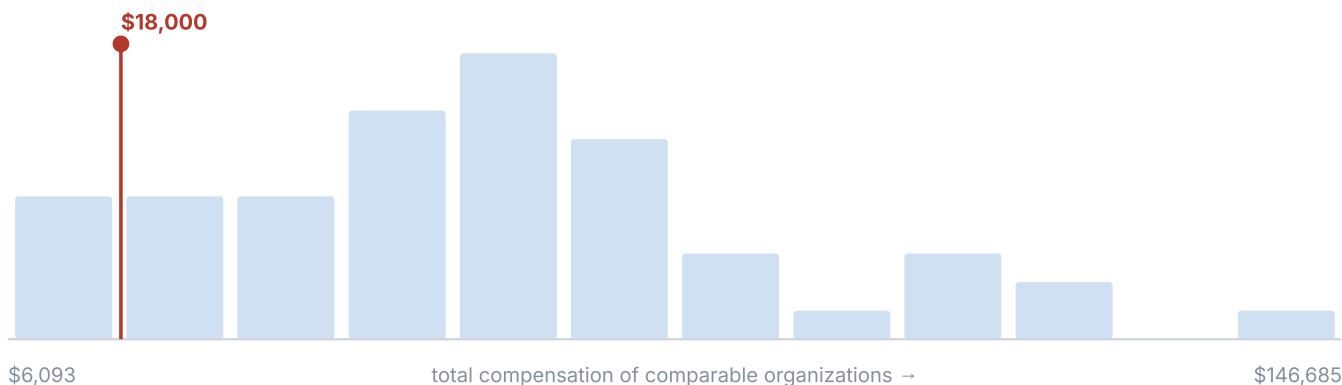
BUDGET Total revenue between \$220,755 and \$494,229 — 0.67x to 1.50x the subject's \$329,486 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (P70), nationwide + budget 0.67–1.5x revenue.

50 organizations qualified on sector, size, and geography

→ **50** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$22,026	\$38,982	\$55,039	\$66,549	\$105,845	\$18,000
----------	----------	----------	----------	-----------	----------



■ 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 TX 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
Anlee Residential Services Inc	OH	\$332,171	President	\$57,327	\$58,957	2024
Giving Back Life Inc	OH	\$324,697	Founder And Ceo	\$78,600	\$80,836	2024
Odyssey Foundation Of New York	NY	\$322,418	President/ceo	\$135,468	\$122,374	2023
Fort Shiloh Boys Home Inc	WY	\$337,886	President	\$29,093	\$31,144	2023
Blessed Hands Catering To The Aging & Disable Inc	PA	\$319,903	Director	\$11,192	\$11,158	2023
The Fold Inc	VT	\$316,181	Executive Director	\$74,011	\$70,470	2025
Skagit Adult Day Care	WA	\$316,037	Executive Director	\$67,725	\$58,877	2024
Clark-floyd System Of Care And Prevent Child Abuse	IN	\$344,312	Ex Director	\$68,995	\$70,650	2024
Adult Day Care Of Richmond Inc	IN	\$346,791	Executive Director	\$58,277	\$59,675	2024
Green River Independent Living-iii Inc	KY	\$310,958	Ceo	\$21,870	\$23,489	2023
Pabich's Residential Facility Inc	WI	\$309,503	President	\$44,600	\$45,228	2024
Golden Visions Adult Day Services	PA	\$305,261	Executive Director	\$69,600	\$65,658	2025
New Destiny Youth Facility Inc	CA	\$354,285	Executive Director	\$127,871	\$110,382	2023
Asi Duluth Inc	MN	\$304,670	President/tr	\$65,715	\$64,914	2023
Asi Billings Inc	MN	\$304,109	President/tr	\$65,715	\$64,914	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
White Family Care Services	CA	\$356,706	Chairman	\$59,223	\$49,657	2024
Illinois Masonic Children's Home	IL	\$359,936	Grand Secretary	\$8,542	\$8,154	2024
Cambridge House Enrichment Center	GA	\$297,079	Executive Di	\$12,460	\$12,524	2023
For His Kingdom	GA	\$296,546	Executive Di	\$108,240	\$105,679	2024
Breath Of Life Adult Day Service	MN	\$364,160	Executive Director	\$56,608	\$54,313	2024
Abundant Living Adult Day Services Inc	NC	\$369,476	President/ceo	\$13,158	\$13,201	2024
Christian Institute Of Human Relations	PA	\$289,342	Secretary	\$29,915	\$28,968	2024
The Father's Ranch Ministries	WA	\$287,937	President Exec Dir	\$55,116	\$49,330	2023
One Heart Bulgaria Corporation	UT	\$283,633	Ceo	\$47,562	\$48,663	2023
Preston Ranch Ministries	CO	\$375,416	Interim Dir	\$24,000	\$23,006	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 **50** organizations. Compensation range \$6,093–\$146,685; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$329,486); for reference, expenses \$411,189 and assets \$502,121.

ROLE MATCH	Cheri B Chong, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	10 th
Total compensation (D + F), as reported (no adjustments)	10 th
Reportable pay only (column D), adjusted	20 th
All sources (D + E + F), adjusted	4 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 (Cheri B Chong) 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 50 similarly situated organizations (Same NTEE sector (P70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$18,000 is reasonable (approximately the 10th 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.