

# Serenity Recovery Of Western Kentucky Inc

Executive Director / CEO

EIN 841994814  
 KY · NTEE F22  
 FY ending 2024-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Holly Cherry, Executive Director / CEO** (\$37,008) against **every comparable organization** that fit the selection criteria — **206** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **49<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Holly Cherry — reported title “Managing Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (F22).
BUDGET	Total revenue between \$84,970 and \$190,233 — 0.67x to 1.50x the subject's \$126,822 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (F), nationwide + budget 0.67–1.5x revenue.

**206** organizations qualified on sector, size, and geography → **206** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$6,783	\$21,590	\$37,178	\$58,351	\$70,121	\$37,008
---------	----------	----------	----------	----------	----------



## ● 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 KY 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="#">Hdc Foundation Inc</a>	FL	\$126,715	Vice President	\$68,495	<b>\$58,348</b>	2025
<a href="#">Tennessee Certification Board Inc</a>	TN	\$126,995	Executive Director	\$66,433	<b>\$64,997</b>	2024
<a href="#">Siouxland Cares About Substance Abuse</a>	IA	\$127,423	Executive Director	\$58,548	<b>\$59,669</b>	2024
<a href="#">Richmondwayne County Halfway House</a>	IN	\$127,551	Program Director	\$40,711	<b>\$39,960</b>	2024
<a href="#">Wings Of Hope Recovery Services</a>	OH	\$128,019	Director	\$72,332	<b>\$71,308</b>	2024
<a href="#">Wsk House Inc</a>	MA	\$125,238	Ceo	\$3,300	<b>\$2,841</b>	2023
<a href="#">Kentucky Center For Grieving Children And Families Inc</a>	KY	\$125,230	Executive Director	\$79,833	<b>\$79,833</b>	2024
<a href="#">Fresh Aire Samaritan Counseling Center</a>	MI	\$128,452	Ececutive Director	\$36,685	<b>\$36,286</b>	2023
<a href="#">Integrated Learning Institute</a>	CA	\$128,702	President	\$64,280	<b>\$51,664</b>	2024
<a href="#">Community Coalitions Of Virginia</a>	VA	\$124,842	Coordinator	\$22,040	<b>\$19,297</b>	2025
<a href="#">Obed Apartments Inc</a>	RI	\$124,781	President	\$52,490	<b>\$48,231</b>	2023
<a href="#">Above &amp; Beyond Care</a>	OH	\$124,516	Ceo	\$110,975	<b>\$109,403</b>	2024
<a href="#">Alaska Therapeutic Court Alumni</a>	AK	\$129,360	Executive Di	\$1,350	<b>\$1,201</b>	2024
<a href="#">Emanuel Co Alcohol &amp; Drug Inc</a>	GA	\$123,717	Director	\$33,233	<b>\$31,102</b>	2024
<a href="#">The Stillpoint Resources</a>	CA	\$130,123	Executive Dir.	\$62,486	<b>\$51,706</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Courage To Speak Foundation Inc</a>	CT	\$130,213	Ceo & Founder	\$52,000	<b>\$46,721</b>	2023
<a href="#">A New Beginning Pregnancy Resource</a>	WV	\$123,182	Executive Di	\$43,651	<b>\$43,991</b>	2024
<a href="#">Upmc Western Behavioral Health Foundation</a>	PA	\$130,735	President	\$51,624	<b>\$47,918</b>	2024
<a href="#">The Cromwell Center For Disabilities</a>	ME	\$130,735	Executive Director	\$81,095	<b>\$73,635</b>	2025
<a href="#">Ali's Hope Foundation Inc</a>	FL	\$131,213	Chairman	\$65,000	<b>\$56,836</b>	2024
<a href="#">Dustins Place Inc</a>	IN	\$131,983	Executive Director	\$44,000	<b>\$44,465</b>	2023
<a href="#">Seeds Of Faith</a>	AL	\$132,226	President	\$16,400	<b>\$16,978</b>	2023
<a href="#">Newbridge Fund Inc</a>	NJ	\$121,147	Ceo	\$11,980	<b>\$9,956</b>	2024
<a href="#">Root Welness Center</a>	NC	\$132,923	Founder Executive Director	\$63,693	<b>\$59,677</b>	2025
<a href="#">Restoried Life</a>	SC	\$120,599	Member	\$60,000	<b>\$56,760</b>	2025

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KY 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 KY 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 **206** organizations. Compensation range \$247–\$274,158; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$126,822); for reference, expenses \$112,791 and assets \$32,844.

<b>ROLE MATCH</b>	Holly Cherry, reported title " <i>Managing Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
<b>RELATED-ORG PAY</b>	50 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
<b>OUTLIERS</b>	3 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	49 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	46 <sup>th</sup>
Reportable pay only (column D), adjusted	61 <sup>st</sup>
All sources (D + E + F), adjusted	35 <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 (Holly Cherry) 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 206 similarly situated organizations (Same NTEE major group (F), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$37,008 is reasonable (approximately the 49<sup>th</sup> 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.