

Life Plan Humboldt

Executive Director / CEO

EIN 844757743

CA · NTEE L22

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Joann Schuch, Executive Director / CEO** (\$28,000) against **every comparable organization** that fit the selection criteria — **45** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **24th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Joann Schuch — reported title “Board Member”, 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 (L22).

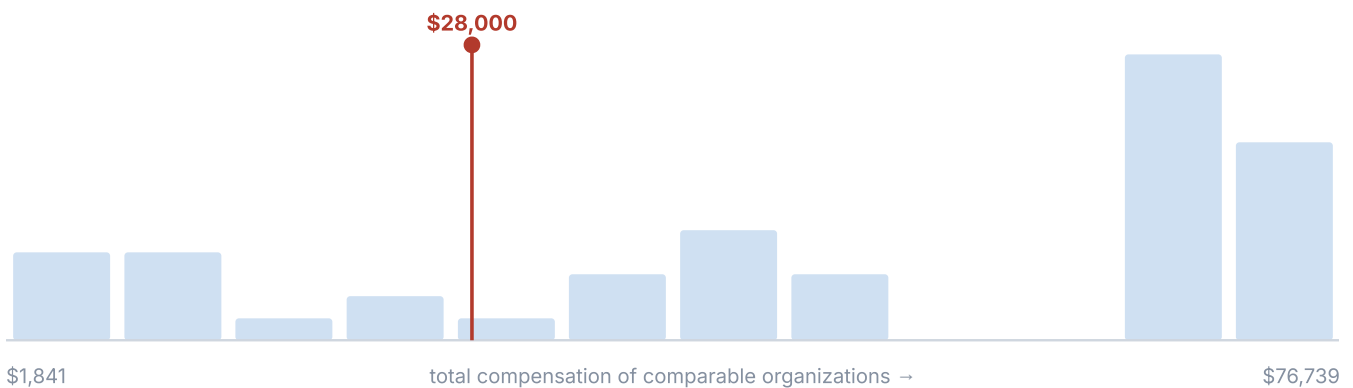
BUDGET Total revenue between \$260,249 and \$582,648 — 0.67x to 1.50x the subject's \$388,432 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (L22) + CA + budget 0.67–1.5x revenue.

45 organizations qualified on sector, size, and geography

→ **45** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$8,840	\$32,916	\$49,747	\$68,128	\$74,761	\$28,000
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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 CA 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
Mason City Rhf Housing Inc	CA	\$387,942	President/ceo	\$68,128	\$68,128	2024
Protection Of Mother Of God	CA	\$391,166	Pres And Admin	\$47,409	\$47,409	2024
Highland Lutheran Senior Housing Inc	CA	\$392,380	Manager	\$48,500	\$48,500	2024
Charlotte Rhf Housing Inc	CA	\$393,964	President/ceo	\$68,128	\$68,128	2024
Malone Community Center Housing Corp	CA	\$398,589	President/ceo	\$76,739	\$74,761	2025
Vph Adult Retirement Center	CA	\$406,731	President/ceo	\$68,128	\$68,128	2024
St Paul's Retirement Homes Foundation	CA	\$363,429	Ceo	\$20,405	\$21,008	2023
Manitowoc Rhf Housing Inc	CA	\$354,889	President/ceo	\$68,128	\$68,128	2024
Miracle Mile Senior Citizen Housing Corp	CA	\$351,502	President	\$7,646	\$7,449	2025
Charles Street Village Inc	CA	\$348,676	Ceo	\$34,300	\$35,313	2023
Colorado River Senior Citizens	CA	\$430,998	Former Direc	\$48,320	\$49,747	2023
Parker Home And Associates	CA	\$431,377	Asst Admin	\$43,777	\$45,070	2023
Good Shepherd Senior Housing Corporation	CA	\$441,270	Chief Executive Officer	\$40,383	\$40,383	2024
Plymouth Place Inc	CA	\$329,741	President/ceo	\$68,128	\$68,128	2024
Prairie Grove Apartments Inc	CA	\$327,526	President/ceo	\$68,128	\$68,128	2024
Edna Rhf Housing Inc	CA	\$318,411	President/ceo	\$68,128	\$68,128	2024
5199 Mission Street Senior Housing Inc	CA	\$460,301	Executive Dir.	\$13,111	\$13,498	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Chesapeake Rhf Housing Inc	CA	\$470,101	President/ceo	\$68,128	\$68,128	2024
Adam & Bruce Housing Corporation	CA	\$479,014	President/ceo	\$76,739	\$74,761	2025
Senior Affordable Housing Corp No 1	CA	\$479,251	Chief Executive Officer	\$40,383	\$40,383	2024
Casa Montego li Inc	CA	\$486,644	Ceo	\$32,916	\$32,916	2024
Richard Lieb Senior Apartments Inc	CA	\$283,023	Former Exec Dir	\$15,870	\$16,339	2023
Rodeo Senior Apartments Inc	CA	\$495,798	President	\$24,202	\$24,202	2024
Odessa Methodist Housing Inc	CA	\$497,273	President/ceo	\$76,739	\$76,739	2024
Echo Park Senior Citizen Housing	CA	\$497,700	President	\$7,252	\$7,252	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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 45 organizations. Compensation range \$1,841–\$76,739; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$388,432); for reference, expenses \$1,155,975 and assets \$1,747,014. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Joann Schuch, reported title *"Board Member"*, 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 39 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	24 th
Total compensation (D + F), as reported (no adjustments)	24 th
Reportable pay only (column D), adjusted	91 st
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 (Joann Schuch) 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 45 similarly situated organizations (Same NTEE sector (L22) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$28,000 is reasonable (approximately the 24th 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.