

Upright Wellness Center Inc

Executive Director / CEO

EIN 871885570
 CA · NTEE B30
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Adi Herman, Executive Director / CEO** (\$150,000) against **every comparable organization** that fit the selection criteria — **51** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **92nd** percentile of comparable organizations above the 90th percentile — board review recommended

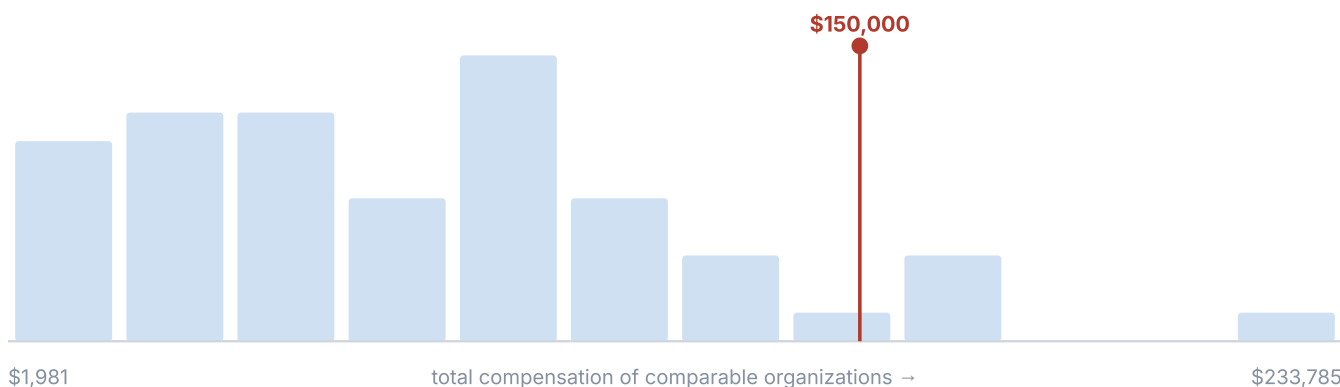
Benchmarked executive: Adi Herman — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (B30).
BUDGET	Total revenue between \$237,934 and \$532,689 — 0.67x to 1.50x the subject's \$355,126 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (B30), nationwide + budget 0.67–1.5x revenue.

51 organizations qualified on sector, size, and geography → **51** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,244	\$35,507	\$63,252	\$101,868	\$130,554	\$150,000
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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
Local 107 Development And Training	WI	\$354,146	Union Trustee	\$135,907	\$160,136	2025
Urban Youth Racing School Inc	PA	\$359,241	Executive Director	\$71,760	\$85,322	2023
Association Of Camp Nursing Inc	KY	\$349,998	Ceo	\$31,577	\$39,288	2024
Chafer Theological Seminary	NM	\$362,482	President	\$42,350	\$54,308	2023
Suncoast Career Academy Inc	FL	\$347,093	Board Member	\$31,130	\$33,867	2024
Circadium	PA	\$367,508	Executive Director	\$28,516	\$33,905	2023
South Carolina Indian Development Council Inc	SC	\$368,454	Exec. Director	\$63,346	\$74,559	2025
Tfg Heartwood Inc	NH	\$337,875	Director	\$1,800	\$1,981	2023
Spirit Of Aloha Outreaches	HI	\$375,679	President	\$102,291	\$109,191	2023
Iowa State Trowel Trades Apprentice	IA	\$385,735	Trustee	\$102,959	\$130,554	2024
Limitless Vistas Inc	LA	\$319,409	Business Manager	\$29,100	\$37,108	2024
Heart Missionary Training Institute	FL	\$317,972	Executive Di	\$42,000	\$47,043	2023
Vehicles For Change San Diego Inc	CA	\$310,145	Executive Director	\$86,539	\$89,095	2023
Vermont Center For Integrative	VT	\$308,334	Executive Director	\$40,810	\$47,569	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Unite Here Local 54 Training &	NJ	\$406,192	Chairperson/union Trustee	\$28,157	\$29,974	2023
Waterloo Joint Apprenticeship	IA	\$299,592	Training Dir	\$32,255	\$40,900	2024
Northeast Iowa Ironworkers	IA	\$413,362	Trustee Alte	\$9,513	\$11,752	2025
Ironworkers Local 6 Training Fund	NY	\$292,083	Administrato	\$12,656	\$13,244	2024
Wisconsin Education Innovations Inc	WI	\$421,906	Executive Director	\$57,720	\$69,810	2024
Insulators Local Union #89 - Jatc Accoun	NJ	\$288,308	Trustee	\$109,282	\$112,995	2024
Association Of Accredited Naturopathic	DC	\$283,366	Executive Director - Non-voting	\$122,808	\$124,803	2024
Chicago School Of Violin Making Inc	IL	\$427,305	Executive Director	\$95,699	\$108,956	2024
Judge Dinkins Educational Center	TN	\$281,490	President & Ceo	\$130,000	\$158,249	2024
Cherry Hill Huaxia Chinese School	NJ	\$280,262	Principal	\$13,680	\$14,145	2024
American Organ Academy	OH	\$279,822	Chairman/dir	\$185,131	\$233,785	2023

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	51 organizations. Compensation range \$1,981–\$233,785; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$355,126); for reference, expenses \$524,011 and assets \$6,772,013. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Adi Herman, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	6 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	92 nd
Total compensation (D + F), as reported (no adjustments)	96 th
Reportable pay only (column D), adjusted	94 th
All sources (D + E + F), adjusted	82 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 (Adi Herman) 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 51 similarly situated organizations (Same NTEE sector (B30), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$150,000 is reasonable (approximately the 92nd 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.