

Norcal Aussie Rescue Inc

Executive Director / CEO

EIN 260076953

CA · NTEE D20

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kim Kuenlen, Executive Director / CEO** (\$112,392) against **every comparable organization** that fit the selection criteria — **43** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **98th** percentile of comparable organizations above the 90th percentile — board review recommended

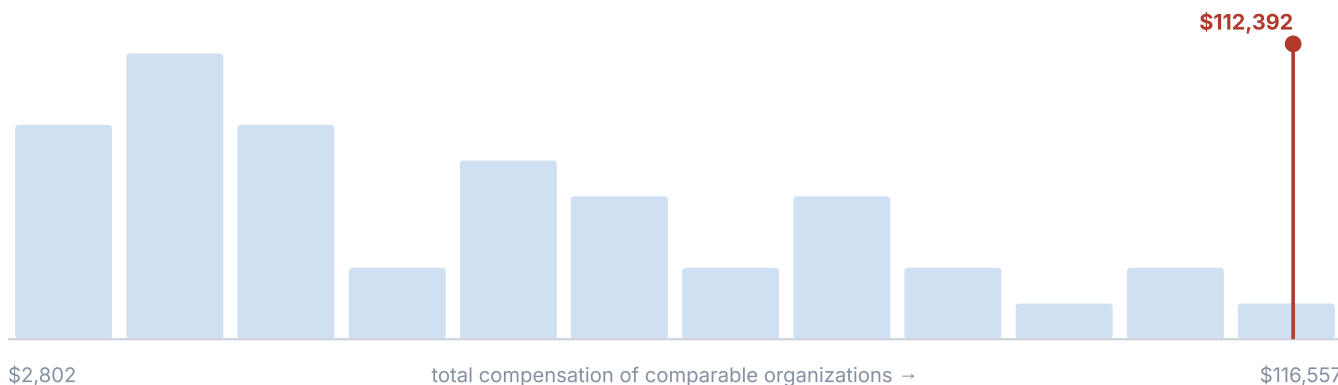
Benchmarked executive: Kim Kuenlen — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D20).
BUDGET	Total revenue between \$176,492 and \$395,133 — 0.67x to 1.50x the subject's \$263,422 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20) + CA + budget 0.67–1.5x revenue.

43 organizations qualified on sector, size, and geography → **43** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,044	\$16,445	\$34,967	\$62,810	\$79,734	\$112,392
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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
Kitten Central Of Placer County Inc	CA	\$261,760	Vice President	\$21,600	\$20,980	2024
Animal Rescue Of Fresno	CA	\$256,925	Member At Large	\$16,896	\$16,411	2024
Life Animal Rescue	CA	\$252,180	President	\$18,200	\$18,200	2023
West Coast Cane Corso Rescue	CA	\$251,584	Director	\$10,000	\$9,713	2024
Fresno Bully Rescue Inc	CA	\$250,829	Ed/president	\$34,520	\$33,530	2024
Foster Tales	CA	\$250,212	President And Director	\$76,219	\$74,032	2024
Tecate Horse Rescue Inc	CA	\$250,000	Employee	\$5,685	\$5,522	2024
Vegan World	CA	\$279,887	Secretary	\$16,965	\$16,478	2024
Allys Animal Rescue	CA	\$280,087	Ceo	\$10,523	\$10,221	2024
Have-a-heart Humane Society	CA	\$245,478	President	\$16,315	\$15,847	2024
Paw Fund	CA	\$244,770	Director	\$60,000	\$58,279	2024
Snap Cats	CA	\$244,110	Executive Dir.	\$60,008	\$60,008	2023
Bad Rap	CA	\$242,664	Ceo	\$100,564	\$97,679	2024
Otra-mas Inc	CA	\$241,780	Exe. Director	\$15,360	\$15,360	2023
River Otter Ecology Project	CA	\$241,321	Executive Director	\$97,104	\$94,318	2024
Barking Lot	CA	\$286,118	Director	\$15,000	\$15,000	2023
Dharamsala Animal Rescue	CA	\$235,102	Chairman	\$120,000	\$116,557	2024
Bird Ally X	CA	\$294,077	Director	\$10,000	\$10,000	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Underdog Heroes Inc	CA	\$229,357	Ceo	\$30,687	\$29,807	2024
Josh And His Critters	CA	\$298,046	President	\$70,000	\$70,000	2023
The Pet Adoption Center Of O C	CA	\$224,822	President	\$79,500	\$79,500	2023
Beagle Rescue Inc	CA	\$219,695	Secretary/treasurer	\$43,700	\$43,700	2023
Dharma Voices For Animals	CA	\$308,479	President	\$67,550	\$65,612	2024
Silicon Valley Pet Project	CA	\$308,572	Ceo	\$45,198	\$43,901	2024
Tazzy Animal Rescue Fund Inc	CA	\$210,832	Ceo	\$27,135	\$26,357	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 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 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 43 organizations. Compensation range \$2,802–\$116,557; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$263,422); for reference, expenses \$232,553 and assets \$160,223.

ROLE MATCH Kim Kuenlen, reported title *"President"*, benchmarked as Executive Director / CEO. The title maps directly to this role.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	98th

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	98 th
Reportable pay only (column D), adjusted	98 th
All sources (D + E + F), adjusted	98 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 (Kim Kuenlen) 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 43 similarly situated organizations (Same NTEE sector (D20) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$112,392 is reasonable (approximately the 98th 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.