

Alive Rescue Nfp

Executive Director / CEO

EIN 262230952

IL · NTEE D20

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kristen Gerali, Executive Director / CEO** (\$63,846) against **every comparable organization** that fit the selection criteria — **18** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **78th** percentile of comparable organizations within the typical range

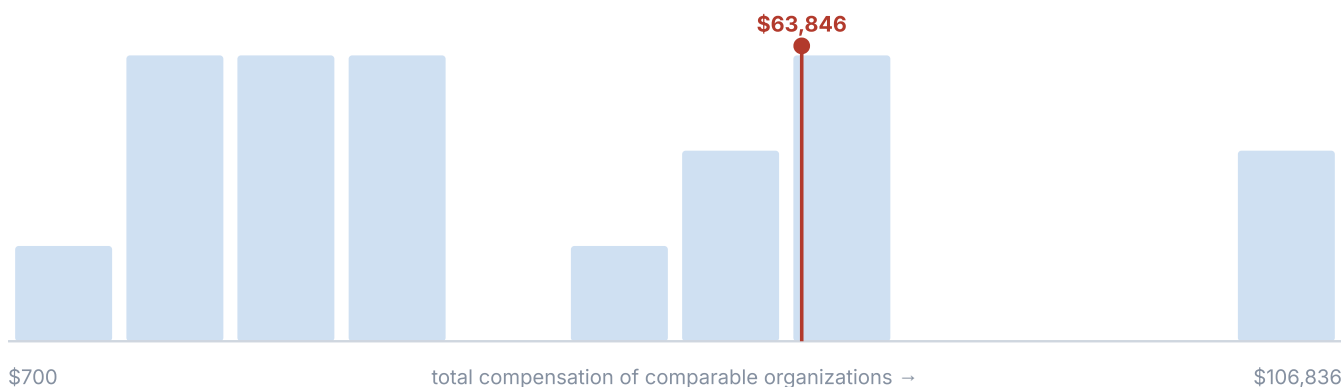
Benchmarked executive: Kristen Gerali — reported title "President", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D20).
BUDGET	Total revenue between \$326,412 and \$730,774 — 0.67x to 1.50x the subject's \$487,183 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20) + IL + budget 0.67–1.5x revenue.

18 organizations qualified on sector, size, and geography → **18** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,234	\$22,824	\$31,411	\$62,624	\$79,723	\$63,846
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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 IL 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
Rubys Rescue & Retreat Nfp	IL	\$490,727	President	\$67,400	\$65,466	2024
Red Door Animal Shelter	IL	\$492,442	President	\$25,250	\$25,250	2023
Macoupin County Adopt A Pet	IL	\$472,529	Vp & Executive Director	\$23,400	\$22,729	2024
Bright Promises Foundation	IL	\$461,402	Executive Director	\$109,992	\$106,836	2024
On Angels Wings Inc	IL	\$520,078	Executive Director	\$58,520	\$56,841	2024
Pet Central Helps	IL	\$452,430	President	\$53,000	\$59,591	2021
Touched By An Animal	IL	\$437,442	Executive Director	\$72,853	\$70,763	2024
Trio Animal Foundation	IL	\$419,671	President/di	\$103,600	\$100,628	2024
Illinois Valley Animal Rescue	IL	\$414,708	Executive Dir.	\$15,640	\$15,191	2024
Roscoe Animal Retreat	IL	\$412,847	Secretary	\$23,107	\$23,107	2023
Determined To Rise Animal Foundation	IL	\$410,735	Executive Director	\$18,000	\$18,000	2023
Paws And Claws Rescue Inc	IL	\$375,174	Cat Care Manager	\$45,000	\$45,000	2023
Tiny N Tall Rescue Inc	IL	\$604,040	Director	\$30,769	\$30,769	2023
International Association For Animal	IL	\$604,923	President	\$700	\$700	2023
Assisi Animal Foundation	IL	\$351,325	Executive Dir.	\$30,000	\$28,388	2025
Hooved Animal Rescue & Protection Society	IL	\$331,630	President	\$63,635	\$63,635	2023
Reach Rescue Inc	IL	\$657,578	Vice President	\$12,000	\$12,000	2023
Fish Welfare Initiative	IL	\$685,238	Executive Director	\$33,000	\$32,053	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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 18 organizations. Compensation range \$700–\$106,836; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$487,183); for reference, expenses \$504,203 and assets \$1,292,238.

ROLE MATCH Kristen Gerali, 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	78 th
Total compensation (D + F), as reported (no adjustments)	78 th
Reportable pay only (column D), adjusted	78 th
All sources (D + E + F), adjusted	78 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 (Kristen Gerali) 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 18 similarly situated organizations (Same NTEE sector (D20) + IL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,846 is reasonable (approximately the 78th 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.