

Pawsitively Cats Inc

Executive Director / CEO

EIN 300609374

AZ · NTEE D20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sheryl Campbell, Executive Director / CEO** (\$50,350) against **every comparable organization** that fit the selection criteria — **368** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **67th** percentile of comparable organizations within the typical range

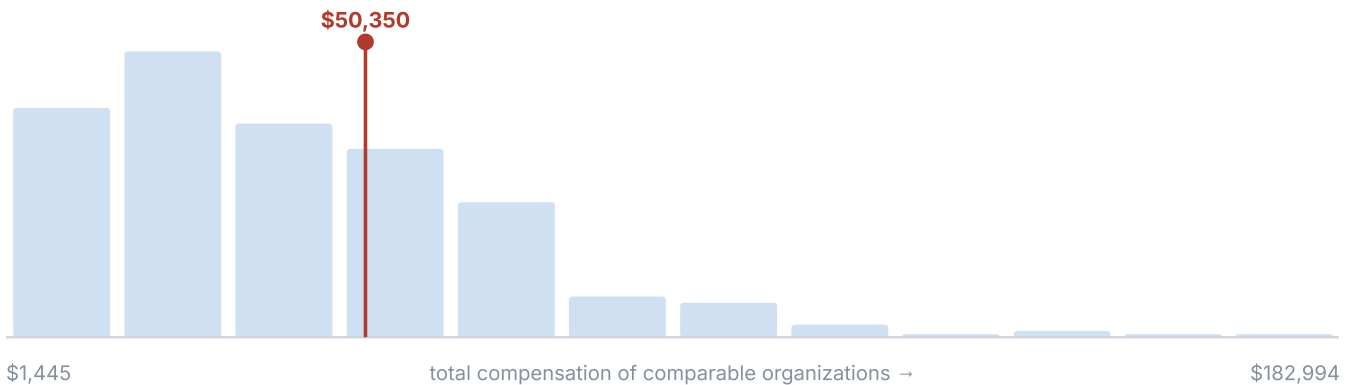
Benchmarked executive: Sheryl Campbell — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D20).
BUDGET	Total revenue between \$185,125 and \$414,460 — 0.67x to 1.50x the subject's \$276,307 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20), nationwide + budget 0.67–1.5x revenue.

368 organizations qualified on sector, size, and geography → **368** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,235	\$19,675	\$37,020	\$57,046	\$75,313	\$50,350
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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 AZ 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
Parker's Animal Rescue	CO	\$276,092	Executive Dir.	\$93,523	\$93,246	2024
Animal Humane Assoc Of Star Valley	WY	\$275,987	Treasurer	\$6,377	\$7,310	2023
New Nodaway Humane Society	MO	\$276,922	Manager	\$52,353	\$57,657	2024
Zdr3	TX	\$275,245	Executive Director	\$136,358	\$141,829	2024
Raven Ridge Wildlife Center Inc	PA	\$277,779	President	\$34,280	\$35,546	2024
Ritchie County Humane Society	WV	\$278,329	Shelter Mana	\$21,247	\$23,921	2024
Vegan World	CA	\$279,887	Secretary	\$16,965	\$15,232	2024
Healing With Horseplay Inc	MN	\$272,664	Chief Executive Officer And President	\$39,971	\$41,068	2024
Allys Animal Rescue	CA	\$280,087	Ceo	\$10,523	\$9,448	2024
Paws-n-claws Iowa	IA	\$280,303	President	\$3,500	\$4,102	2023
Finding Forever Animal Rescue	IL	\$280,462	President	\$70,640	\$70,350	2025
Granite State Dog Recovery	NH	\$280,663	Director	\$50,000	\$49,424	2023
Small Lives Matter Kitten Rescue Inc	FL	\$281,247	President	\$65,000	\$63,493	2024
Demis Animal Rescue Inc	CO	\$271,323	President	\$3,600	\$3,589	2024
Furry Feet Rescue Inc	PA	\$281,333	President	\$37,600	\$38,988	2024
Save-a-mutt	WA	\$281,644	Executive Director	\$36,000	\$34,503	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
One Love Arizona	AZ	\$282,074	President	\$24,000	\$24,709	2023
Peach County Animal Rescue And Rehabilitation	GA	\$270,222	Director	\$27,700	\$29,816	2023
Vivisection Investigation League	CT	\$270,128	President	\$24,000	\$24,089	2023
Animal Services And Operations Support	GA	\$269,850	President	\$3,181	\$3,424	2023
Naia Trust	OR	\$269,835	Executive Di	\$80,000	\$77,249	2024
Fetching Tails Foundation	IL	\$283,442	Secretary	\$48,000	\$49,068	2024
New Hope Animal Rescue Nfp	TX	\$283,776	Pres & Exec Dir	\$24,600	\$25,587	2024
Emporia-greensville Humane Society	VA	\$284,237	Treasurer	\$7,600	\$7,630	2024
Humane Society Of South Brevard Inc	FL	\$284,819	President	\$20,308	\$20,423	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AZ 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 AZ 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 368 organizations. Compensation range \$1,445–\$182,994; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$276,307); for reference, expenses \$247,749 and assets \$577,485.

ROLE MATCH Sheryl Campbell, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	67 th
Total compensation (D + F), as reported (no adjustments)	70 th
Reportable pay only (column D), adjusted	68 th
All sources (D + E + F), adjusted	67 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 (Sheryl Campbell) 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 368 similarly situated organizations (Same NTEE sector (D20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$50,350 is reasonable (approximately the 67th 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.