

The Heart Of The Horse Therapy Ranch

Executive Director / CEO

EIN 300697649

CA · NTEE D60

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Carey Adams, Executive Director / CEO** (\$41,798) against **every comparable organization** that fit the selection criteria — **632** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **38th** percentile of comparable organizations within the typical range

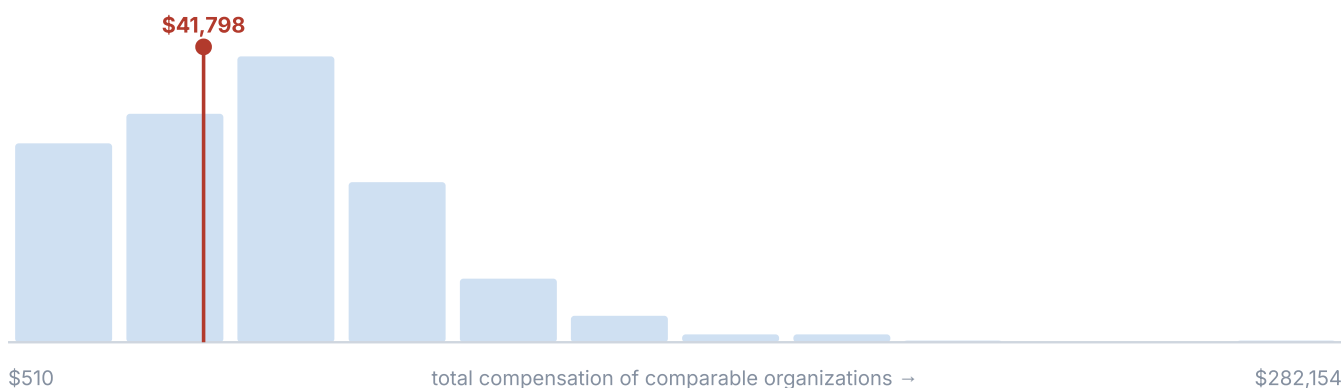
Benchmarked executive: Carey Adams — reported title “Vice President”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D60).
BUDGET	Total revenue between \$266,088 and \$595,720 — 0.67x to 1.50x the subject's \$397,147 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (D), nationwide + budget 0.67–1.5x revenue.

632 organizations qualified on sector, size, and geography → **632** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,095	\$28,826	\$52,896	\$73,922	\$96,604	\$41,798
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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 Rescue Of Mason County	WA	\$396,894	Executive Director	\$23,847	\$24,725	2024
Green Lake Area Animal Shelter Ltd	WI	\$396,338	Board Member	\$53,778	\$65,042	2024
Humane Society Of Westmoreland County	PA	\$398,055	President & Treasurer	\$18,652	\$21,541	2024
Spots Last Stop Inc	MN	\$398,172	Manager	\$85,900	\$98,296	2024
Lifeline Of Galveston County	TX	\$396,066	Executive Director & Board President	\$32,664	\$37,839	2024
El Paso Zoological Society	TX	\$398,248	Executive Dir.	\$112,971	\$130,870	2024
Humane Society Of Rowan County	NC	\$395,854	Vice Preside	\$1,800	\$2,217	2023
Global Conservation Corps Inc	GA	\$398,876	Treasurer	\$26,000	\$31,169	2023
Midwest Animal Resq	MO	\$395,358	President	\$95,000	\$116,525	2024
Watching Over Whiskers	MO	\$395,235	President And Ceo	\$80,000	\$98,126	2024
Etowah Valley Humane Society Inc	GA	\$394,728	Executive Director	\$72,010	\$83,850	2024
Wild At Heart Horse Rescue	CA	\$393,791	President	\$78,168	\$78,168	2024
Loudoun Wildlife Conservancy	VA	\$393,437	Executive Director (From 06/24)	\$47,874	\$53,531	2024
Florida Urgent Rescue	FL	\$401,223	Executive Director	\$36,000	\$40,322	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Shelter Animal Resource Alliance	OR	\$402,531	Secretary	\$40,350	\$43,395	2024
Kentucky Reining Horse Association	KY	\$402,559	Director	\$2,325	\$2,893	2024
Crash's Landing	MI	\$391,648	1721 Graham Ct Nw Grand Rapids, Mi 49504	\$42,000	\$50,204	2024
Love Pit	TX	\$402,836	President And Executive Director	\$21,923	\$25,396	2024
Wee Companions	CA	\$391,299	President	\$71,438	\$71,438	2024
Alkylphenols & Ethoxylates Research Council	DC	\$391,258	Exe Dirch Acct Officer Blcs	\$192,338	\$201,236	2023
Charlie's Angels Saving Animals Inc	TN	\$390,924	President	\$26,850	\$32,684	2024
Pearl's Place	TX	\$390,772	Director	\$42,050	\$48,712	2024
Colorado Springs All Breed Rescue	CO	\$390,375	Executive Di	\$28,500	\$31,648	2024
Pupstarz Rescue Inc	NY	\$403,942	President	\$20,400	\$21,348	2024
Species Unite 23 Inc	NY	\$389,469	President	\$125,000	\$134,672	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 **632** organizations. Compensation range \$510–\$282,154; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$397,147); for reference, expenses \$371,678 and assets \$538,708.
ROLE MATCH	Carey Adams, reported title " <i>Vice President</i> ", 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	16 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	12 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	38 th
Total compensation (D + F), as reported (no adjustments)	43 rd
Reportable pay only (column D), adjusted	39 th
All sources (D + E + F), adjusted	36 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 (Carey Adams) 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 632 similarly situated organizations (Same NTEE major group (D), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$41,798 is reasonable (approximately the 38th 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.