

Dogs On Deployment

Executive Director / CEO

EIN 453109600

CA · NTEE D20

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Alisa Johnson, Executive Director / CEO** (\$59,236) against **every comparable organization** that fit the selection criteria — **48** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **63rd** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (D20).

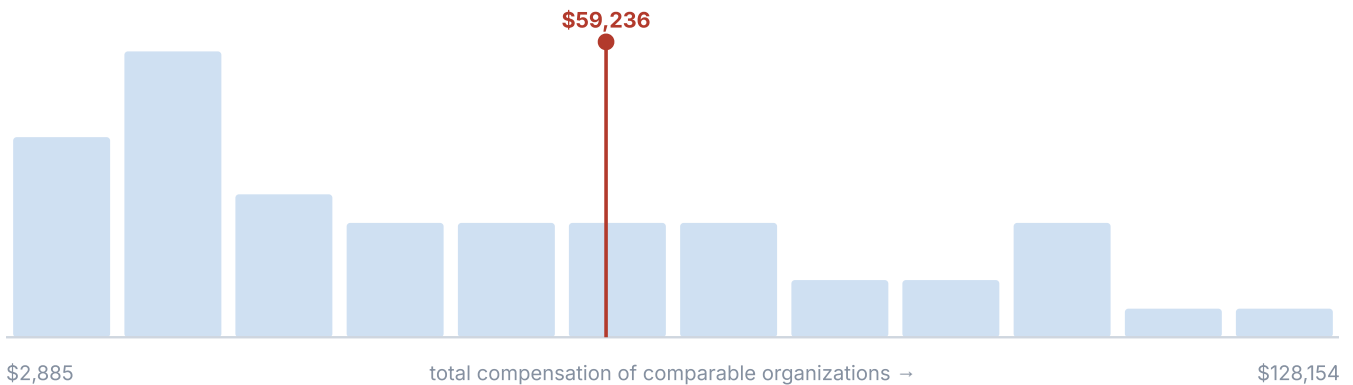
BUDGET Total revenue between \$241,140 and \$539,866 — 0.67x to 1.50x the subject's \$359,911 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (D20) + CA + budget 0.67–1.5x revenue.

48 organizations qualified on sector, size, and geography

→ **48** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,719	\$16,948	\$34,502	\$69,646	\$98,142	\$59,236
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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
Bettertogether Forever	CA	\$353,316	Executive Director	\$79,792	\$82,149	2023
Fosters & Paws	CA	\$348,916	Pres/exec Di	\$60,000	\$60,000	2024
Animal Friends Connection Humane	CA	\$344,128	Director	\$51,224	\$51,224	2024
Free Animal Doctor Inc	CA	\$379,157	President	\$24,000	\$24,709	2023
Free Flight	CA	\$337,862	Executive Dir.	\$25,184	\$25,184	2024
Foxy And The Hounds	CA	\$384,779	President	\$102,500	\$102,500	2024
Rory To The Rescue Inc	CA	\$387,425	Ceo	\$60,751	\$60,751	2024
Wee Companions	CA	\$391,299	President	\$71,438	\$71,438	2024
Pet Assistance Foundation	CA	\$323,505	Director	\$16,187	\$16,187	2024
Friends Of Normie Rescue	CA	\$321,126	Managing Dir.	\$2,885	\$2,885	2024
Silicon Valley Pet Project	CA	\$308,572	Ceo	\$45,198	\$45,198	2024
Dharma Voices For Animals	CA	\$308,479	President	\$67,550	\$67,550	2024
Josh And His Critters	CA	\$298,046	President	\$70,000	\$72,068	2023
Bird Ally X	CA	\$294,077	Director	\$10,000	\$10,295	2023
Center For Animal Protection And Education	CA	\$428,652	Officer	\$12,115	\$12,115	2024
Rangeland Wild	CA	\$430,576	President	\$32,233	\$32,233	2024
Horses Of Tir Na Nog	CA	\$432,472	Administrator	\$33,280	\$34,263	2023
Barking Lot	CA	\$286,118	Director	\$15,000	\$15,443	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Forpaws Spay & Neuter Clinic	CA	\$433,838	Ceo	\$39,820	\$39,820	2024
Allys Animal Rescue	CA	\$280,087	Ceo	\$10,523	\$10,523	2024
Vegan World	CA	\$279,887	Secretary	\$16,965	\$16,965	2024
Animal Rescue Mission	CA	\$442,945	President	\$87,600	\$90,187	2023
Strength Of Shadow Dog Rescue Inc	CA	\$447,518	Ceo	\$10,803	\$10,803	2024
Norcal Aussie Rescue Inc	CA	\$263,422	President	\$112,392	\$115,712	2023
Kitten Central Of Placer County Inc	CA	\$261,760	Vice President	\$21,600	\$21,600	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 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 48 organizations. Compensation range \$2,885–\$128,154; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$359,911); for reference, expenses \$335,418 and assets \$322,047.

ROLE MATCH Alisa Johnson, reported title "*President, CEO*", 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	63rd

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), as reported (no adjustments)	63 rd
Reportable pay only (column D), adjusted	63 rd
All sources (D + E + F), adjusted	63 rd

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 (Alisa Johnson) 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 10, 2026, comparing compensation against 48 similarly situated organizations (Same NTEE sector (D20) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$59,236 is reasonable (approximately the 63rd 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 10, 2026.