

Woof Gang Rescue Inc

Executive Director / CEO

EIN 462549409

WI · NTEE D20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jodi Hoffman-ruffalo, Executive Director / CEO** (\$35,000) against **every comparable organization** that fit the selection criteria — **385** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **50th** percentile of comparable organizations within the typical range

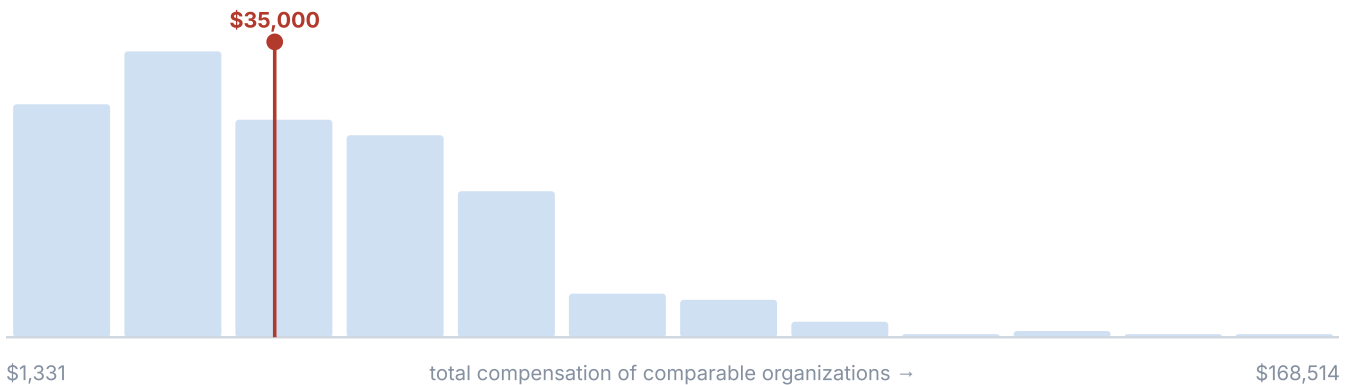
Benchmarked executive: Jodi Hoffman-ruffalo — reported title "EXEC DIR/PRE", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

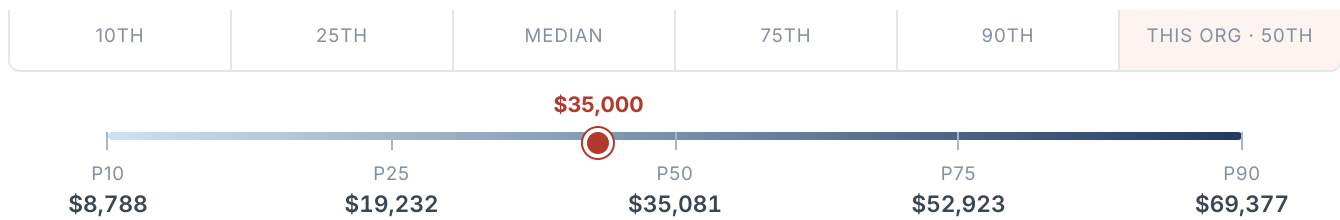
SECTOR	Organizations sharing the subject's NTEE classification (D20).
BUDGET	Total revenue between \$192,507 and \$430,987 — 0.67x to 1.50x the subject's \$287,325 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20), nationwide + budget 0.67–1.5x revenue.

385 organizations qualified on sector, size, and geography → **385** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$8,788	\$19,232	\$35,081	\$52,923	\$69,377	\$35,000
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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 WI 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
Twin Cities Pet Rescue	MN	\$286,893	Executive Director	\$32,000	\$30,276	2024
Vermont Companion Animal Neutering Inc	VT	\$286,892	President	\$70,000	\$69,457	2023
4 Paws On Deck Inc	CT	\$286,699	President	\$52,258	\$48,302	2023
East Coast Canine Rescue Inc	CT	\$288,106	President	\$18,000	\$16,638	2023
Second Chance Spca	TX	\$286,402	Director Of Operations	\$43,400	\$42,797	2023
Laramie Peak Humane Society	WY	\$288,502	Executive Director	\$52,539	\$52,482	2025
Barking Lot	CA	\$286,118	Director	\$15,000	\$12,769	2023
Pigs Peace Sanctuary	WA	\$285,356	President	\$28,800	\$24,690	2024
Ollies Angels Animal Rescue Inc	NY	\$285,326	Founder/president	\$43,295	\$38,567	2023
All About Elephantsinc	FL	\$285,172	Director	\$8,050	\$7,241	2024
Humane Society Of South Brevard Inc	FL	\$284,819	President	\$20,308	\$18,807	2023
Emporia-greensville Humane Society	VA	\$284,237	Treasurer	\$7,600	\$7,026	2024
New Hope Animal Rescue Nfp	TX	\$283,776	Pres & Exec Dir	\$24,600	\$23,562	2024
Second Chance Ranch	WA	\$291,056	President	\$8,585	\$7,360	2024
Fetching Tails Foundation	IL	\$283,442	Secretary	\$48,000	\$45,185	2024
Kitty Angel Rescue Inc	GA	\$291,735	Director	\$55,000	\$54,517	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Kitkat Playroom Inc	NJ	\$291,928	Executive Director	\$11,000	\$9,404	2024
Mesabi Humane Society	MN	\$292,449	Executive Director	\$24,700	\$23,370	2024
One Love Arizona	AZ	\$282,074	President	\$24,000	\$22,754	2023
Tried By Fire Inc	NC	\$292,938	Executive Director	\$21,735	\$22,139	2023
Save-a-mutt	WA	\$281,644	Executive Director	\$36,000	\$31,773	2023
Furry Feet Rescue Inc	PA	\$281,333	President	\$37,600	\$35,903	2024
Small Lives Matter Kitten Rescue Inc	FL	\$281,247	President	\$65,000	\$58,469	2024
Granite State Dog Recovery	NH	\$280,663	Director	\$50,000	\$45,513	2023
Marshall County Humane Society Inc	IN	\$294,054	Executive Director	\$56,788	\$59,036	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	385 organizations. Compensation range \$1,331–\$168,514; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$287,325); for reference, expenses \$295,679 and assets \$221,935.
ROLE MATCH	Jodi Hoffman-ruffalo, reported title "EXEC DIR/PRE", 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	50 th
Total compensation (D + F), as reported (no adjustments)	48 th
Reportable pay only (column D), adjusted	51 st
All sources (D + E + F), adjusted	50 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 (Jodi Hoffman-ruffalo) 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 385 similarly situated organizations (Same NTEE sector (D20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,000 is reasonable (approximately the 50th 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.