

Rescue Pink Inc

Executive Director / CEO

EIN 462769742

TX · NTEE Q70

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sherry Naron, Executive Director / CEO** (\$66,000) against **every comparable organization** that fit the selection criteria — **31** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

Benchmarked executive: Sherry Naron — 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 (Q70).

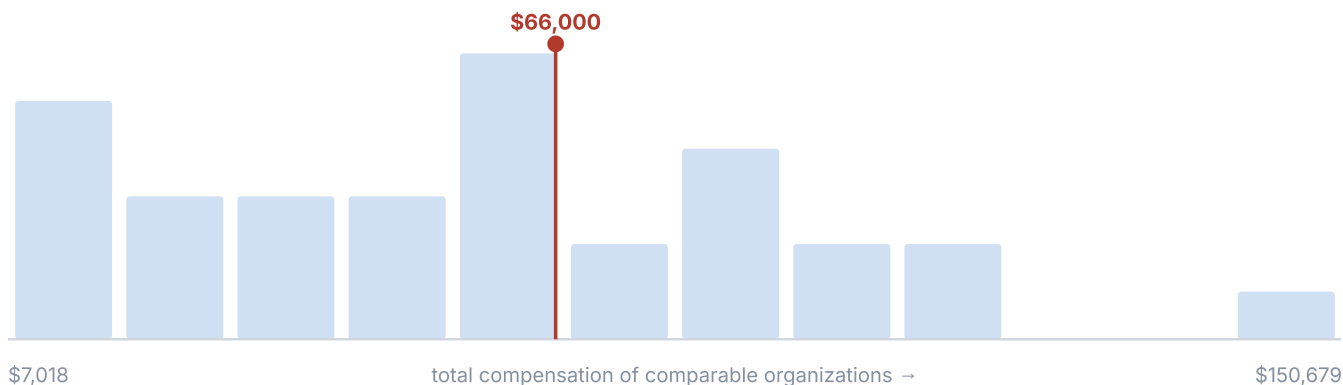
BUDGET Total revenue between \$202,793 and \$454,015 — 0.67x to 1.50x the subject's \$302,677 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (Q70), nationwide + budget 0.67–1.5x revenue.

31 organizations qualified on sector, size, and geography

→ **31** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,052	\$30,573	\$57,313	\$82,506	\$100,783	\$66,000
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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 TX 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
The 88 Project	IL	\$305,757	Executive Dir	\$95,413	\$93,773	2023
International Tibet Network	CA	\$307,132	Executive Director	\$48,336	\$41,725	2023
Friends Of The Congo	DC	\$291,634	Executive Director	\$8,000	\$7,018	2023
South Texas Human Rights Center Inc	TX	\$283,213	Board Treasurer	\$23,333	\$22,664	2024
Smex Usa Inc	DC	\$282,710	Ceo And Vice President Of The Board	\$22,000	\$18,746	2024
Project Suma Inc	GA	\$277,482	Intl Director	\$36,996	\$36,121	2024
Africa School Assistance Project	CO	\$276,789	Executive Director	\$90,600	\$84,356	2024
Inhr	MI	\$273,808	Mr	\$9,555	\$9,859	2023
If Americans Knew	CA	\$331,563	President	\$71,108	\$61,383	2023
Alight Alliance To Lead Impact In Global	CO	\$333,478	Executive Director	\$118,421	\$110,260	2024
Identify Inc	GA	\$268,339	Director	\$78,000	\$78,403	2023
Foundation For Freedom	WA	\$339,971	President	\$72,000	\$62,593	2024
Dark Bali	CA	\$342,650	Executive Dir.	\$64,618	\$54,180	2024
Accessibility Accelerator Inc	NY	\$344,297	Executive Director	\$64,642	\$56,718	2024
Hope Outreach International	FL	\$345,598	Executive Director	\$38,400	\$36,063	2023
Bay Area Anti-trafficking Coalition	CA	\$256,892	President	\$120,200	\$100,783	2024
Hostage Families Alliance	DC	\$358,534	President	\$28,334	\$24,143	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Amnistia Internacional- seccion De Puerto Rico Inc	PR	\$238,927	Executive Director	\$59,600	\$57,890	2024
Siamak Pourzand Foundation	MD	\$374,715	Executive Director	\$80,556	\$73,129	2024
Allies Inc	IN	\$227,662	Executive Di	\$60,830	\$64,129	2023
Eg Justice	DC	\$379,194	Executive Dir.	\$93,500	\$82,023	2023
Guatemala Human Rights Commission U S A	DC	\$226,075	Advocacy Director	\$61,919	\$54,319	2023
Cuba Independiente Inc	FL	\$223,167	President	\$12,000	\$10,947	2024
Women's Rights Without Frontiers	MD	\$386,272	President	\$165,982	\$150,679	2024
Advocates International Inc	VA	\$218,160	President	\$108,270	\$104,507	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 31 organizations. Compensation range \$7,018–\$150,679; filing years 2023–2024.

SIZE BASIS Matched on total revenue (\$302,677); for reference, expenses \$268,484 and assets \$393,891.

ROLE MATCH Sherry Naron, 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	65 th
Total compensation (D + F), as reported (no adjustments)	55 th
Reportable pay only (column D), adjusted	65 th
All sources (D + E + F), adjusted	65 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 (Sherry Naron) 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 31 similarly situated organizations (Same NTEE sector (Q70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$66,000 is reasonable (approximately the 65th 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.