

Identify Inc

Executive Director / CEO

EIN **464318918**
 GA · NTEE Q70
 FY ending 2023-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Kristi Carr, Executive Director / CEO** (\$78,000) against **every comparable organization** that fit the selection criteria — **27** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **74th** percentile of comparable organizations within the typical range

Benchmarked executive: Kristi Carr — reported title "DIRECTOR", 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 (Q70).

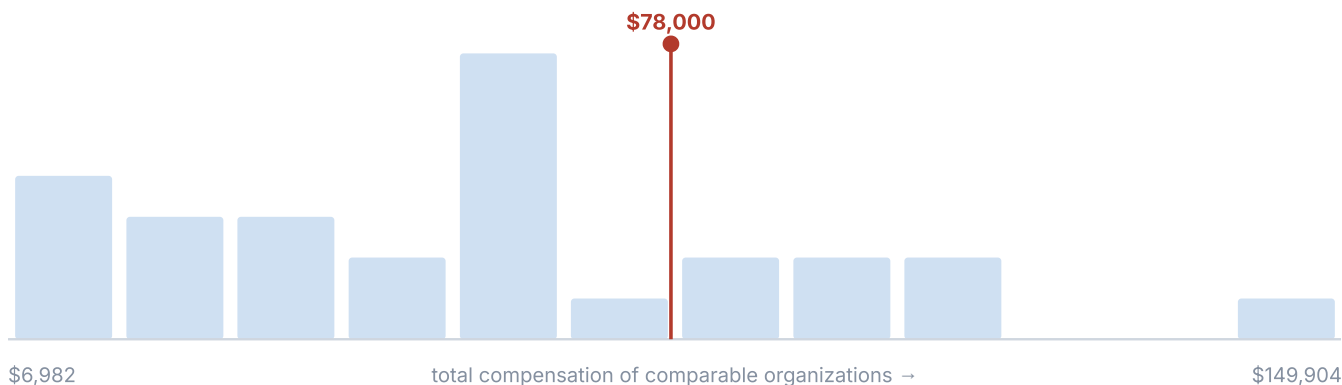
BUDGET Total revenue between \$179,787 and \$402,508 — 0.67x to 1.50x the subject's \$268,339 (the band tightens as size grows).

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

27 organizations qualified on sector, size, and geography

→ **27** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,546	\$30,416	\$57,018	\$77,178	\$101,747	\$78,000
----------	----------	----------	----------	-----------	----------



● 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 GA 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
Inhr	MI	\$273,808	Mr	\$9,555	\$9,809	2023
Africa School Assistance Project	CO	\$276,789	Executive Director	\$90,600	\$83,922	2024
Project Suma Inc	GA	\$277,482	Intl Director	\$36,996	\$35,935	2024
Bay Area Anti-trafficking Coalition	CA	\$256,892	President	\$120,200	\$100,265	2024
Smex Usa Inc	DC	\$282,710	Ceo And Vice President Of The Board	\$22,000	\$18,650	2024
South Texas Human Rights Center Inc	TX	\$283,213	Board Treasurer	\$23,333	\$22,547	2024
Friends Of The Congo	DC	\$291,634	Executive Director	\$8,000	\$6,982	2023
Amnistia Internacional-seccion De Puerto Rico Inc	PR	\$238,927	Executive Director	\$59,600	\$57,890	2024
Rescue Pink Inc	TX	\$302,677	President	\$66,000	\$65,660	2023
The 88 Project	IL	\$305,757	Executive Dir	\$95,413	\$93,291	2023
International Tibet Network	CA	\$307,132	Executive Director	\$48,336	\$41,511	2023
Allies Inc	IN	\$227,662	Executive Di	\$60,830	\$63,799	2023
Guatemala Human Rights Commission U S A	DC	\$226,075	Advocacy Director	\$61,919	\$54,039	2023
Cuba Independiente Inc	FL	\$223,167	President	\$12,000	\$10,890	2024
Advocates International Inc	VA	\$218,160	President	\$108,270	\$103,969	2023
If Americans Knew	CA	\$331,563	President	\$71,108	\$61,067	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Alight Alliance To Lead Impact In Global	CO	\$333,478	Executive Director	\$118,421	\$109,693	2024
Foundation For Freedom	WA	\$339,971	President	\$72,000	\$62,271	2024
Dark Bali	CA	\$342,650	Executive Dir.	\$64,618	\$53,901	2024
Accessibility Accelerator Inc	NY	\$344,297	Executive Director	\$64,642	\$56,427	2024
Hope Outreach International	FL	\$345,598	Executive Director	\$38,400	\$35,877	2023
Hostage Families Alliance	DC	\$358,534	President	\$28,334	\$24,019	2024
Siamak Pourzand Foundation	MD	\$374,715	Executive Director	\$80,556	\$72,753	2024
Eg Justice	DC	\$379,194	Executive Dir.	\$93,500	\$81,602	2023
Women's Rights Without Frontiers	MD	\$386,272	President	\$165,982	\$149,904	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to GA 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 GA 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 27 organizations. Compensation range \$6,982–\$149,904; filing years 2023–2024.

SIZE BASIS Matched on total revenue (\$268,339); for reference, expenses \$268,458 and assets \$55,804.

ROLE MATCH Kristi Carr, reported title "*DIRECTOR*", 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.**

OUTLIERS 1 peer 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	74 th
Total compensation (D + F), as reported (no adjustments)	70 th
Reportable pay only (column D), adjusted	78 th
All sources (D + E + F), adjusted	74 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 (Kristi Carr) 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 27 similarly situated organizations (Same NTEE sector (Q70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$78,000 is reasonable (approximately the 74th 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.