

# Petmatchmaker Rescue South

Executive Director / CEO

EIN 472337320

TN · NTEE D99

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Amy Moore, Executive Director / CEO** (\$19,210) against **every comparable organization** that fit the selection criteria — **25** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32<sup>nd</sup>** percentile of comparable organizations within the typical range

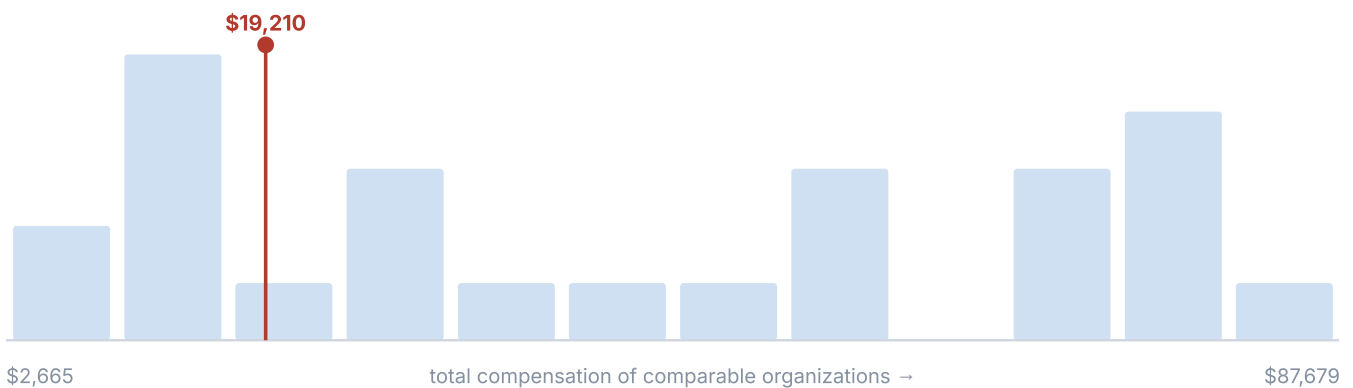
**Benchmarked executive:** Amy Moore — reported title "DIRECTOR", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (D99).
- BUDGET** Total revenue between \$195,479 and \$437,640 — 0.67x to 1.50x the subject's \$291,760 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (D99), nationwide + budget 0.67–1.5x revenue.

**25** organizations qualified on sector, size, and geography → **25** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,449	\$16,029	\$40,498	\$69,663	\$77,576	\$19,210
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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 TN 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
<a href="#">Valley Animal Haven &amp; Adoption Center</a>	CA	\$289,619	Mgr Kennel Opts	\$34,837	<b>\$29,464</b>	2023
<a href="#">Michigan Doodle Rescue Connect</a>	MI	\$287,327	President	\$11,100	<b>\$11,222</b>	2023
<a href="#">Fifty Shades Of Furr Inc</a>	MD	\$285,695	President	\$35,125	<b>\$31,241</b>	2024
<a href="#">Connecticut For Animals Education Fund</a>	CT	\$300,593	Ceo	\$78,098	<b>\$69,663</b>	2024
<a href="#">Norcal Bully Breed Rescue</a>	CA	\$309,542	President	\$103,670	<b>\$87,679</b>	2023
<a href="#">Animalluvr's Dream Rescue Inc</a>	FL	\$313,312	President	\$30,000	<b>\$28,735</b>	2022
<a href="#">Palomacy Pigeon And Dove Adoptions</a>	CA	\$264,011	Executive Director	\$64,480	<b>\$52,970</b>	2024
<a href="#">Wagging Tails Rescue</a>	NV	\$324,734	Executive Di	\$72,230	<b>\$68,879</b>	2024
<a href="#">Lucks Rescue Inc</a>	GA	\$326,475	President	\$10,385	<b>\$9,934</b>	2024
<a href="#">Vegan Hacktivists Inc</a>	MD	\$256,459	Treasurer/consultant	\$17,505	<b>\$16,029</b>	2023
<a href="#">Tailored Rides Equine Assisted Therapy Inc</a>	TX	\$327,165	Executive Director	\$18,950	<b>\$18,567</b>	2023
<a href="#">Mary Ann Morris Animal Society</a>	SC	\$255,671	President	\$58,615	<b>\$56,675</b>	2025
<a href="#">Paws &amp; Pals</a>	MO	\$329,954	Ceo	\$50,000	<b>\$51,870</b>	2023
<a href="#">Pawfect Life Rescue Inc</a>	MA	\$252,378	Vice Preside	\$33,114	<b>\$28,309</b>	2024
<a href="#">Hec Hooves Of Joy Inc</a>	WI	\$333,687	Treasurer	\$78,000	<b>\$79,786</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Hickory Nut Gap Farm Education Project Inc</a>	NC	\$240,127	Executive Director	\$15,000	<b>\$15,180</b>	2023
<a href="#">Carson City Cares Inc</a>	NV	\$344,255	President	\$15,400	<b>\$15,119</b>	2023
<a href="#">The Bunny Museum</a>	CA	\$223,633	President	\$9,600	<b>\$7,886</b>	2024
<a href="#">Humane Society Of Eastern Oregon</a>	OR	\$223,612	Executive Di	\$60,000	<b>\$53,009</b>	2024
<a href="#">Nevada Wildlife Federation</a>	NV	\$221,756	Executive Dir.	\$84,480	<b>\$78,484</b>	2025
<a href="#">Human-animal Alliance Inc</a>	FL	\$217,629	Exec Director; Treasurer & Secretary	\$80,000	<b>\$73,609</b>	2023
<a href="#">Ruth Steinert Memorial Spca</a>	PA	\$367,298	Shelter Mana	\$42,687	<b>\$40,498</b>	2024
<a href="#">Cats Of San Bernardino</a>	CA	\$376,854	Vice President	\$86,565	<b>\$76,215</b>	2022
<a href="#">Elder Pet Care</a>	CO	\$382,149	President	\$2,921	<b>\$2,665</b>	2024
<a href="#">4e Kennels Healing Hearts Inc</a>	NV	\$408,217	President	\$71,500	<b>\$70,197</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TN 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 TN 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

**PEER COUNT** 25 organizations. Compensation range \$2,665–\$87,679; filing years 2022–2025.

**SIZE BASIS** Matched on total revenue (\$291,760); for reference, expenses \$284,076 and assets \$-36,033.

**ROLE MATCH** Amy Moore, 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.**

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	32 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	32 <sup>nd</sup>
Reportable pay only (column D), adjusted	32 <sup>nd</sup>
All sources (D + E + F), adjusted	32 <sup>nd</sup>

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 (Amy Moore) 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 25 similarly situated organizations (Same NTEE sector (D99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$19,210 is reasonable (approximately the 32<sup>nd</sup> 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.