

Rocky Mountain French Bulldog Rescue

Executive Director / CEO

EIN 472430608

CO · NTEE D20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kelly Money, Executive Director / CEO** (\$602,793) against **every comparable organization** that fit the selection criteria — **195** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **100th** percentile of comparable organizations above the 90th percentile — board review recommended

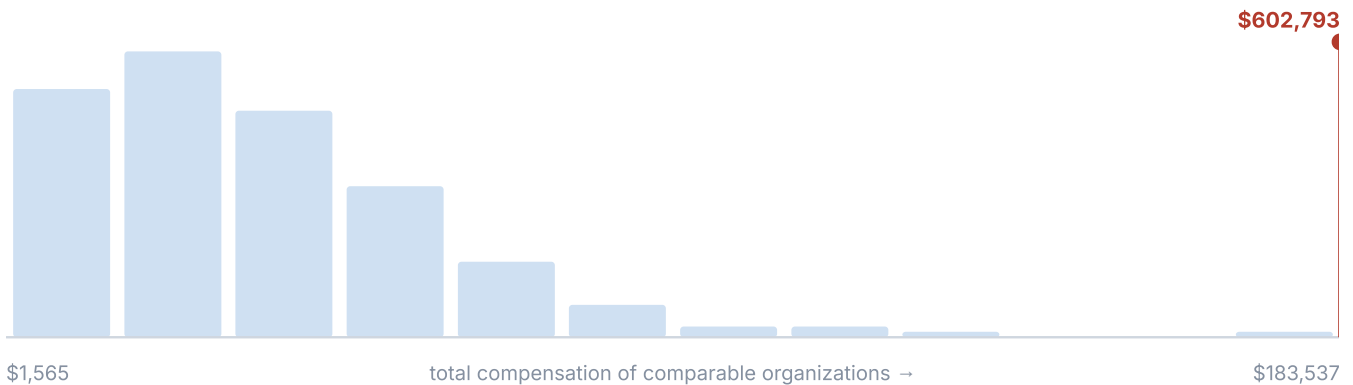
Benchmarked executive: Kelly Money — reported title “President and Director”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D20).
BUDGET	Total revenue between \$111,543 and \$249,724 — 0.67x to 1.50x the subject's \$166,483 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20), nationwide + budget 0.67–1.5x revenue.

195 organizations qualified on sector, size, and geography → **195** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$7,158	\$17,771	\$31,060	\$49,968	\$68,993	\$602,793
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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 CO 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
Footloose Montana	MT	\$166,953	Former Exec	\$74,004	\$83,193	2024
Path Of Hope Rescue	WA	\$167,266	Founder And Director	\$39,000	\$36,414	2024
Petvet Relief Inc	TX	\$165,046	President	\$1,500	\$1,565	2024
Southern Paw Partners	SC	\$163,903	President	\$45,000	\$48,959	2024
Golden Oldies Cat Rescue	CA	\$171,033	Exec Dir Board Member	\$27,250	\$25,264	2023
Mother Mayflower's Animal	OH	\$171,122	President/se	\$40,000	\$45,488	2023
Hardin County Pet Protection Inc	KY	\$171,788	President	\$45,964	\$51,500	2024
One Step For Animals	AZ	\$171,897	Executive Director	\$36,542	\$35,706	2025
The Ryan Animal Rescue Foundation	RI	\$160,925	Executive Director	\$36,100	\$37,166	2023
Remiatte Foundation	CA	\$160,908	Secretary	\$66,500	\$59,885	2024
Animal Rescue Connections	TX	\$160,585	Vice President	\$9,548	\$9,961	2024
Animal Rez-q Inc	AZ	\$172,881	Founding President	\$4,762	\$4,776	2024
Happy Paws Foundation	TN	\$159,943	Director	\$29,664	\$33,478	2023
Illinois Horse Rescue Of Will	IL	\$173,383	President	\$26,780	\$28,268	2023
Maumee Valley Save A Pet	OH	\$173,463	Treasurer	\$21,800	\$24,791	2023
Utah Animal Adoption Center	UT	\$173,845	Manager	\$33,683	\$35,952	2024
Sixteen Hands Horse Sanctuary Inc	FL	\$158,857	President	\$11,232	\$11,004	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Vets To Vets United Inc	NC	\$158,379	Executive Di	\$38,502	\$42,714	2023
Mostly Mutts Inc	PA	\$174,650	President	\$42,000	\$43,680	2024
Canine Classmates	TX	\$175,054	Ceo	\$69,833	\$72,850	2024
Institute For Animal Happiness	NY	\$175,867	Executive Director	\$3,100	\$2,921	2024
Mastiffs To Mutts	PA	\$178,237	V.p./foster Mgr	\$9,400	\$9,776	2024
Kingman County Humane Society	KS	\$178,866	Shelter Manager/director	\$26,084	\$29,388	2024
Second Chance Animal Refuge Society	KS	\$178,970	President	\$18,000	\$20,280	2024
Nevada County Pets In Need	CA	\$153,566	Director	\$36,885	\$33,216	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO 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 CO 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	195 organizations. Compensation range \$1,565–\$183,537; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$166,483); for reference, expenses \$301,216 and assets \$-98,881. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Kelly Money, reported title " <i>President and Director</i> ", 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.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 6 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	100 th
Total compensation (D + F), as reported (no adjustments)	100 th
Reportable pay only (column D), adjusted	100 th
All sources (D + E + F), adjusted	100 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 (Kelly Money) 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 195 similarly situated organizations (Same NTEE sector (D20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$602,793 is reasonable (approximately the 100th 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.