

Valor Service Dogs Inc

Executive Director / CEO

EIN 475374265
 FL · NTEE D60
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Carol Lansford, Executive Director / CEO** (\$44,600) against **every comparable organization** that fit the selection criteria — **18** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **78th** percentile of comparable organizations within the typical range

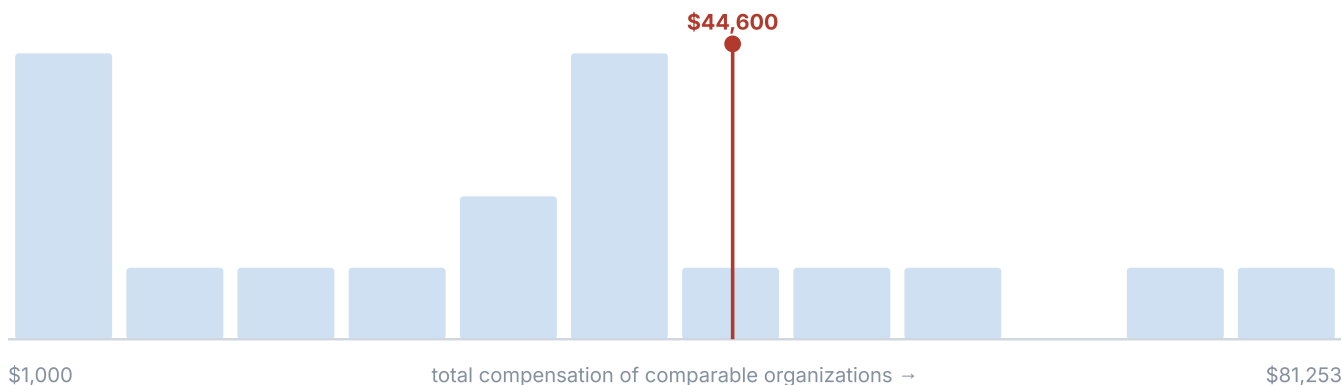
Benchmarked executive: Carol Lansford — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D60).
BUDGET	Total revenue between \$182,329 and \$408,199 — 0.67x to 1.50x the subject's \$272,133 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D60), nationwide + budget 0.67–1.5x revenue.

18 organizations qualified on sector, size, and geography → **18** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$2,291	\$13,228	\$34,596	\$41,690	\$60,629	\$44,600
---------	----------	----------	----------	----------	----------



● 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 FL 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
Brackenhollow Horsemanship Center	WA	\$273,026	President	\$56,000	\$53,370	2024
Wild Animal World Inc	FL	\$268,907	Chairman	\$31,200	\$31,200	2024
Underdog Animal Rescue	CA	\$278,985	President	\$35,000	\$32,171	2024
Veteran Companion Animal Services	OH	\$290,351	President & Ceo	\$70,000	\$81,253	2023
Paws Assisting Veterans	OR	\$251,176	Ceo	\$41,600	\$42,338	2023
Touch Of Grey Rescue Inc	FL	\$297,155	Executive Director, Treasurer	\$12,000	\$12,000	2024
Brown Paws Rescue	WI	\$317,107	Ceo	\$22,000	\$25,180	2023
Buckeye Arabian & Half Arabian	OH	\$226,951	Treasurer	\$15,000	\$16,912	2024
Military Animal Project	CA	\$321,711	Co-founder/executive Direc	\$42,000	\$39,746	2023
Tillamook Animal Shelter Inc	OR	\$219,140	814 Nestucca Ave.	\$38,786	\$39,474	2023
Bullies And Buddies Rescue	CA	\$329,951	Executive Dir.	\$40,275	\$37,020	2024
All Creatures Loving Care Inc	FL	\$212,804	President	\$1,000	\$1,000	2024
Nokota Horse Conservancy Inc	ND	\$203,805	Secretary	\$1,259	\$1,433	2025
Kotzebue Dog Musers Association	AK	\$196,696	President	\$3,750	\$3,816	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Ohana Preservation Foundation	VA	\$193,577	Secretary/pr	\$52,751	\$55,819	2023
Wild At Heart Horse Rescue	CA	\$393,791	President	\$78,168	\$71,851	2024
The Heart Of The Horse Therapy Ranch	CA	\$397,147	Vice President	\$41,798	\$38,420	2024
Kentucky Reining Horse Association	KY	\$402,559	Director	\$2,325	\$2,659	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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 18 organizations. Compensation range \$1,000–\$81,253; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$272,133); for reference, expenses \$284,806 and assets \$693,254.

ROLE MATCH Carol Lansford, reported title *"EXECUTIVE DIRECTOR"*, 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	78th
Total compensation (D + F), as reported (no adjustments)	78th
Reportable pay only (column D), adjusted	78th

All sources (D + E + F), adjusted

78th

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 (Carol Lansford) 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 18 similarly situated organizations (Same NTEE sector (D60), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$44,600 is reasonable (approximately the 78th 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.