

Hummingbird Society

Executive Director / CEO

EIN 510374652
 AZ · NTEE D300
 FY ending 2024-12-31
June 9, 2026

This analysis benchmarks the total compensation of **Alice Madar, Executive Director / CEO** (\$36,025) against **every comparable organization** that fit the selection criteria — **124** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **60th** percentile of comparable organizations within the typical range

Benchmarked executive: Alice Madar — reported title "CEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D300).
BUDGET	Total revenue between \$78,113 and \$174,880 — 0.67x to 1.50x the subject's \$116,587 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (D), nationwide + budget 0.67–1.5x revenue.

124 organizations qualified on sector, size, and geography → **124** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$5,871	\$10,929	\$29,427	\$45,455	\$67,484	\$36,025
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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 AZ 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
Voice For The Animals	CA	\$116,536	Founder And Executive Director	\$27,000	\$24,242	2024
Sewickley Hunt	PA	\$116,796	Huntsman	\$26,416	\$27,391	2024
Kitticcino Charities	OH	\$114,311	Chief Executive Officer	\$34,782	\$39,437	2023
Whippet Health Foundation Inc	MA	\$114,173	Director	\$5,081	\$4,748	2024
Farm Animal Care Coalition Of Tn	TN	\$113,999	Secretary	\$55,125	\$62,029	2023
Ii Northeast Fishery Sector Ii	MA	\$113,975	Manager	\$101,206	\$97,358	2023
Healing Angels Organization	NC	\$119,668	Director	\$28,653	\$31,693	2023
Quail & Upland Game Alliance	IL	\$119,801	Regional Dir	\$27,500	\$28,942	2023
New York Therapy Animals Inc	NY	\$111,789	Executive Director	\$42,956	\$40,361	2024
Rescue K9-1-1 Inc	AL	\$111,394	President	\$12,000	\$13,480	2024
Margarets Saving Grace Bully Rescue Inc	VA	\$122,054	Secretary	\$7,085	\$7,113	2024
Seniors Pet Assistance Network	TX	\$110,496	Executive Director	\$33,337	\$34,675	2024
Alturas Wildlife Sanctuary Inc	FL	\$109,294	President	\$10,000	\$10,056	2023
The Morgan Horse Foundation Inc	KY	\$124,153	Executive Director	\$9,151	\$10,223	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Chance Shelter	AZ	\$108,815	President &	\$10,800	\$10,800	2024
Harry A Biszantz Memorial Center	CA	\$108,711	President	\$30,000	\$26,936	2024
Rescue Every Dog	WA	\$124,668	Executive Director	\$34,560	\$32,173	2024
Baby Kitten Rescue	CA	\$108,397	Director, Ce	\$12,000	\$10,774	2024
Big Run Wolf Ranch	IL	\$125,012	Secretary	\$3,600	\$3,680	2024
Stanwood Wildlife Sanctuary	ME	\$107,700	Executive Director	\$38,000	\$39,565	2024
Delaware Society For The Prevention Of	DE	\$125,496	Executive Director	\$10,422	\$10,611	2024
Lions Tigers & Bears Inc	FL	\$106,991	President	\$14,400	\$14,481	2023
Hummingbird Farm	NC	\$126,378	President	\$1,707	\$1,787	2025
Horses' Honor	CA	\$126,431	President	\$4,500	\$4,040	2024
Dawgs Fight Back Inc	NH	\$126,901	President / Treasurer / Se	\$19,000	\$18,242	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AZ 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 AZ 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 124 organizations. Compensation range \$1,225–\$601,010; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$116,587); for reference, expenses \$111,039 and assets \$19,812.

ROLE MATCH Alice Madar, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	6 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 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	60 th
Total compensation (D + F), as reported (no adjustments)	60 th
Reportable pay only (column D), adjusted	63 rd
All sources (D + E + F), adjusted	58 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 (Alice Madar) 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 124 similarly situated organizations (Same NTEE major group (D), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$36,025 is reasonable (approximately the 60th 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.