

This analysis benchmarks the total compensation of **Patti Strand, Executive Director / CEO** (\$80,000) against **every comparable organization** that fit the selection criteria — **365** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **92nd** percentile of comparable organizations above the 90th percentile — board review recommended

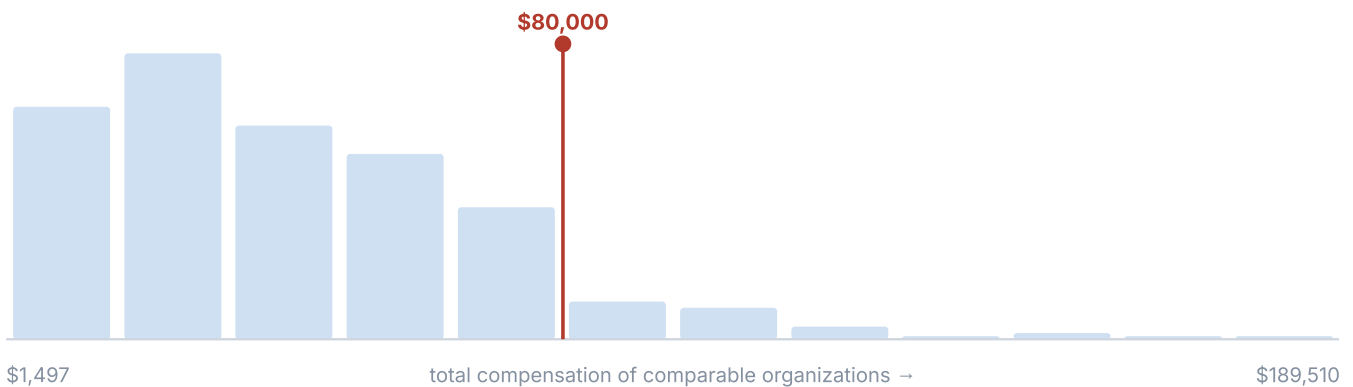
Benchmarked executive: Patti Strand — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (D20).
BUDGET	Total revenue between \$180,789 and \$404,752 — 0.67x to 1.50x the subject's \$269,835 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20), nationwide + budget 0.67–1.5x revenue.

365 organizations qualified on sector, size, and geography → **365** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,534	\$20,318	\$37,493	\$58,968	\$76,926	\$80,000
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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 OR 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
Animal Services And Operations Support	GA	\$269,850	President	\$3,181	\$3,546	2023
Vivisection Investigation League	CT	\$270,128	President	\$24,000	\$24,947	2023
Peach County Animal Rescue And Rehabilitation	GA	\$270,222	Director	\$27,700	\$30,877	2023
Demis Animal Rescue Inc	CO	\$271,323	President	\$3,600	\$3,717	2024
Healing With Horseplay Inc	MN	\$272,664	Chief Executive Officer And President	\$39,971	\$42,530	2024
Village Of Hope	AZ	\$266,856	Executive Director	\$41,600	\$43,081	2024
Creature Comfort Pet Therapy	NJ	\$266,308	Executive Director	\$65,241	\$64,577	2023
Happy Hills Animal Foundation Inc	NC	\$265,807	President	\$8,900	\$9,648	2025
Farm Of The Free Animal Sanctuary	GA	\$265,736	Exec Director	\$18,200	\$19,706	2024
Columbia Humane Society	OR	\$265,243	Executive Dir.	\$59,856	\$61,624	2023
Zdr3	TX	\$275,245	Executive Director	\$136,358	\$146,879	2024
Jefferson County Humane Society Inc	FL	\$264,281	President	\$41,600	\$42,082	2024
Tiny Paws Kitten Rescue Inc	OK	\$264,018	Executive Director	\$26,355	\$31,250	2024
Animal Humane Assoc Of Star Valley	WY	\$275,987	Treasurer	\$6,377	\$7,570	2023
Parker's Animal Rescue	CO	\$276,092	Executive Dir.	\$93,523	\$96,567	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Norcal Aussie Rescue Inc	CA	\$263,422	President	\$112,392	\$107,594	2023
Pawsitively Cats Inc	AZ	\$276,307	Executive Di	\$50,350	\$52,143	2024
Animal Rescue Fund Inc	FL	\$262,916	President	\$73,154	\$72,094	2025
New Nodaway Humane Society	MO	\$276,922	Manager	\$52,353	\$59,710	2024
Unchained Melodies Inc	MO	\$262,418	Director / President	\$23,000	\$27,006	2023
Raven Ridge Wildlife Center Inc	PA	\$277,779	President	\$34,280	\$36,811	2024
Kitten Central Of Placer County Inc	CA	\$261,760	Vice President	\$21,600	\$20,085	2024
Ritchie County Humane Society	WV	\$278,329	Shelter Mana	\$21,247	\$24,772	2024
Humane Society Of Young County Inc	TX	\$260,815	Shelter Dir.	\$25,326	\$28,086	2023
Rescue Road Trips Inc	OH	\$260,735	President	\$48,000	\$56,362	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OR 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 OR 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 365 organizations. Compensation range \$1,497–\$189,510; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$269,835); for reference, expenses \$281,692 and assets \$42,928.

ROLE MATCH	Patti Strand, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this 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	7 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	92 nd
Total compensation (D + F), as reported (no adjustments)	92 nd
Reportable pay only (column D), adjusted	92 nd
All sources (D + E + F), adjusted	91 st

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 (Patti Strand) 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 13, 2026, comparing compensation against 365 similarly situated organizations (Same NTEE sector (D20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$80,000 is reasonable (approximately the 92nd 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 13, 2026.