

Puppy Hill Farm Animal Rescue Inc

Executive Director / CEO

EIN 593621194

FL · NTEE D20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Meghann O'brien, Executive Director / CEO** (\$46,827) against **every comparable organization** that fit the selection criteria — **15** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **73rd** percentile of comparable organizations within the typical range

Benchmarked executive: Meghann O'brien — 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 (D20).

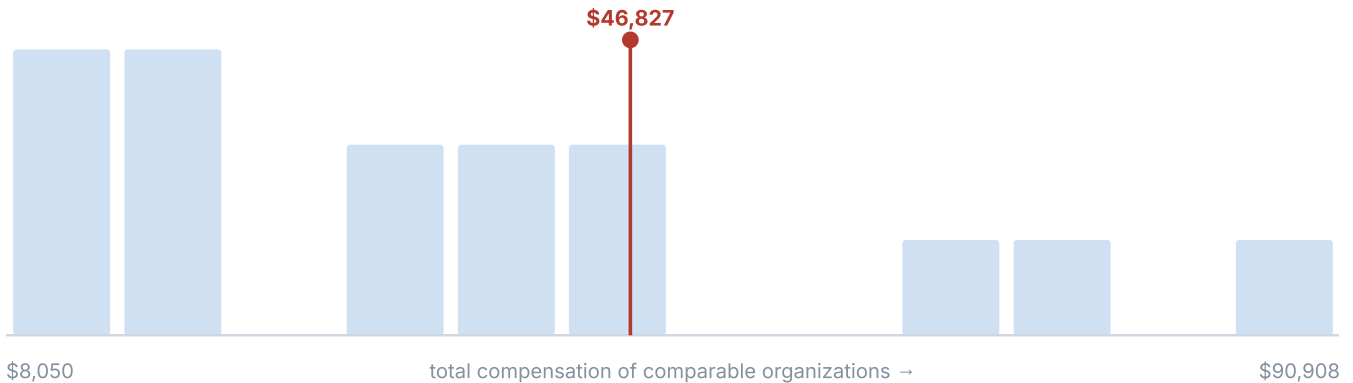
BUDGET Total revenue between \$135,388 and \$303,109 — 0.67x to 1.50x the subject's \$202,073 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (D20) + FL + budget 0.67–1.5x revenue.

15 organizations qualified on sector, size, and geography

→ **15** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,288	\$17,329	\$33,000	\$46,200	\$68,761	\$46,827
----------	----------	----------	----------	----------	----------



● 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
Panama City Beach	FL	\$201,772	President	\$15,457	\$15,457	2024
Epic Outreach Inc	FL	\$222,482	Director	\$44,400	\$44,400	2024
Faithful Friends Pet Rescue And Rehoming	FL	\$181,527	Executive Director	\$41,471	\$41,471	2024
South West Florida Horse Rescue Inc	FL	\$231,421	Director	\$13,475	\$13,873	2023
Delmar Farm Es Inc	FL	\$231,557	President/executive Director	\$88,300	\$90,908	2023
Blooper Animal Rescue & Transport Incorporated	FL	\$233,145	Executive Director	\$29,966	\$29,966	2024
The Wright Ranch Rescue Inc	FL	\$239,553	President	\$19,200	\$19,200	2024
Little Bear Sanctuary	FL	\$245,123	Executive Officer	\$33,000	\$33,000	2024
Sixteen Hands Horse Sanctuary Inc	FL	\$158,857	President	\$11,232	\$11,232	2024
Greyhounds In Motion Inc	FL	\$247,902	Import Specialist	\$48,000	\$48,000	2024
Animal Rescue Fund Inc	FL	\$262,916	President	\$73,154	\$71,268	2025
Jefferson County Humane Society Inc	FL	\$264,281	President	\$41,600	\$41,600	2024
Small Lives Matter Kitten Rescue Inc	FL	\$281,247	President	\$65,000	\$65,000	2024
Humane Society Of South Brevard Inc	FL	\$284,819	President	\$20,308	\$20,908	2023
All About Elephantsinc	FL	\$285,172	Director	\$8,050	\$8,050	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 15 organizations. Compensation range \$8,050–\$90,908; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$202,073); for reference, expenses \$211,713 and assets \$306,916.

ROLE MATCH Meghann O'brien, reported title "*EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

OUTLIERS 1 peer 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	73 rd
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	73 rd
All sources (D + E + F), adjusted	73 rd

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 (Meghann O'brien) 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 15 similarly situated organizations (Same NTEE sector (D20) + FL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$46,827 is reasonable (approximately the 73rd 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.